

CHAPTER I

INTRODUCTION

This chapter presents the background of the study, the problems of the study and objectives of the study, the significances of the study, the scope and limitation of the study, and the definition of key terms.

1.1 Background of the study

The media is one part of the modern life as an important tool of communication. Gerbner as cited by Littlejohn et al. (2005, p.273) describes the function of mass media and its importance and it is said that this broad 'public-making' significance of mass media of communications- the ability to create publics, define issues, provide common terms of reference, and thus to allocate attention and power- has evoked a large number of theoretical contributions. Therefore, people have a great tendency to link with the media because it gives influences to the public in every aspects of their life. Moreover, many of the common media consumers presume that mass media provides them with an objective view of the world. Since it helps people in shaping their perception and opinion about significant politic and social issues, it seems that many people have used media as a medium for influencing public opinion.

One of the media which plays important role in giving influence to the people is television. Television is considered to be the most effective means of communication in our world today. Television keeps the people informed about current events. It allows people to follow the latest developments in

science and politics. It offers an endless series of programs that are both instructive and entertaining. Many television programs introduce people to things they never thought of before and have never heard before. Because of that reason, many people have certain purposes to use television in order to influence people promote their product in the form of advertisement in television. One of them, is politician who wants to promote themselves or their parties to win the election.

Advertisement is part of television program which accomodate people who want to influence audience (in here the voter) to think and act in accordance with the desire of the advertiser (politician/ parties). The definition of advertisement in Oxford Advanced Learner's Dictionary (2002:20) is a notice, picture, or a film telling people about a product, job or service. Whereas, the definition of political advertisement is any controlled message communicated through any channel design to promote the political interest of individuals, parties, groups, governments or other organization. Political advertisements give their big contribution as the supporting item in achieving the winning on an election battle. In Indonesia, the role of advertisement in this subject surely has progressed starting from the press democracy in 1999. The instability of the political movement has provided a space for mass media to have deeper and narrower participation on it. It includes the production and circulation of such kind of ideology in the mindset of the people.

Political advertisement is used by candidate of certain political party to create his political images. It becomes largely crucial in getting his political party

to stand out as well as to secure voter from the opposing parties. Therefore, the candidate must have a well-polished image to be presented in front of the voters and campaign supporters. As to polishing image, language surely has an important role in defining a winning political image. Often, the art of using words as ultimate political weapon is not considered unordinary to some extents. In political campaign, candidates must be able to map out strategies that will bring them and their fellow party to what the voters perceive as 'well polished image-candidate' and therefore is worth voting.

In political advertisement, the advertiser or the candidate, cannot separated from threatening other candidate's face. Face refers to the public self-image (Brown and Levinson, 1987;61). To save the image, they use politeness strategies in their political advertisement to minimize or avoid the Face Threatening Act (FTA) that the speaker makes. Cutting (2002, p.45) states that to be seen to show a friendly attitude is important if one wants to save face and be appreciated in return.

In doing the research of politeness strategies, the writer tries to find out the type of face which is threaten by each president candidate of Indonesia and how they applied politeness strategies to minimize the Face Threatening Act that they makes in their advertisement. The advertisement reflects the politeness which is applied during 2009 campaign. The politeness used by the candidates of 2009 President is reflected in the utterances or speeches in their advertisement.

In relation to the explanation about the political advertisement and its correlation with the application of politeness strategies, the writer is interested in conducting a research concerning to political advertisement. She conducts a research about politeness strategies used by president candidate, in here Megawati, Susilo Bambang Yudhoyono, and Jusuf Kalla in their political advertisement in television. Therefore, the writer conducts a research entitled”

Politeness Strategies Used by The President Candidates of Indonesia in 2009 Political Advertisement”

1.2. The Problems of Study

Based on the background of the study, the writer is interested in finding out the answers to the questions:

1. What face is threatened by each president candidate of Indonesia in their advertisement?
2. What politeness strategies are performed by each president candidate of Indonesia?

1.3. Objectives of Study

In relation to the previous questions, these are the objectives of the study:

1. To find out the face-threatening acts (FTA) done by each president candidate of Indonesia in their advertisement.
2. To find out the politeness strategies in doing FTA used by each president candidate of Indonesia in their advertisement.

1.4. Significances of this Study

1. The students of English Department:

This study can provide useful information regarding the use of politeness strategies especially in a political advertisement.

2. The next writer:

The next writer can use this study as a comparison and research background in further study dealing with pragmatics especially politeness strategies applied in politics.

1.5. Scope and Limitation

The scope of this study is studying and identifying face-threatening acts (FTA) and politeness strategies used by each president candidate in their political advertisements which are taken from www.youtube.com in the periode time during May- July 2009.

This study covers all of the political advertisements of each candidate in pra Presidential Election of 2009. Furthermore, it is limited only to political advertisement on the form of speech.

1.6. Definition of Key Terms

This last sub-chapter is aimed to provide the definition of key terms used in the study in order to make the terms clearly understood. The terms are defined in the following explanation:

1. Politeness : Politeness refers to the strategy used to express the concern for the feeling of other. (Brown and Levinson, 1987).

2. Politeness Strategy : A strategy used to avoid or minimize the Face Threatening Acts (FTA) that the speaker makes. (Brown and Levinson, 1987).

3. Positive Face : The need to be accepted, even liked by others, to be threatened as a member of the same group, and to know that his or her wants are shared by others (Cutting, 2002, p.45).

4. Negative Face : The need to be independent, to have freedom of action, and not to be imposed on by others (Cutting, 2002, p.45).

5. Face Threatening Act : Any statements said by speaker that represents a threat to another individual's expectations regarding self-image (Yule, 1996, p.61).

6. Political Advertisement: Any controlled message communicated through any channel designed to promote the political interest of individual, parties, groups, government or other

organizations. (Kaid and Holtz-bacha as cited by Danial, akhmad, 2009, p. 93). Political advertisement is the window of political party to connect with society(voter). it can be in the form of speech, moving slogans, and song which are contain promises, oath and pledge. It used to show the candidate's quality, characters, physical postures, skill, hobbies, achievement, track record, and certain abilities that are consider special.

7. President Candidates : The 2009 Indonesia President candidates are Megawati from PDI, Susilo Bambang Yudhoyono from Democrat Party, and Jusuf Kalla from Golkar.

