Universitas Brawijaya Universita NTRODUCTION rsitas Brawijaya Universitas Brawijaya **Universitas Brawijaya** Universitas Braw This chapter presents the background of the study, the problems of the arsitas Brawijava Universitas study and objectives of the study, the significances of the study, the scope and ersitas Brawijaya University limitation of the study, and the definition of key terms sitas Brawijava Universitas Brawijaya Universita 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 ersitas Brawijaya function of mass media and its importance and it is said that this broad 'publicmaking' significance of mass media of communications- the ability to create ersitas Brawijaya publics, define issues, provide common terms of reference, and thus to allocate University attention and power- has evoked a large number of theoretical contributions ersitas Brawijaya Therefore, people have a great tendency to link with the media because it gives Universita influences to the public in every aspects of their life. Moreover, many of theersitas Brawijaya common media consumers presume that mass media provides them with an University objective view of the world. Since it helps people in shaping their perception and ersity Brawijaya Universitas Brawija, wijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universita used media as a medium for influencing public opinions it as Brawijaya Universitas Brawijaya Universita people is television. Television is considered to be the most effective means of iversitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universita communication in our world today. Television keeps the people informed iversitas Brawijaya Universita about current events. It allows people to follow the latest developments in iversitas Brawijaya Universitas Brawijaya

Universitas Brawijaya Universitas Brawijaya Unizersitas Brawiiava Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas science and politics. It offers an endless series of programs that are both Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universita instructive and entertaining. Many television programs introduce people to iversitas Brawijava Universita things they never thought of before and have never heard before. Because of iversitas Brawijaya tas Brawijaya University that reason, many people have certain purposes to use televison in order to iversity Brawijaya Universita influence people promote their product in the form of advertisement in inversitas Brawijaya University television. One of them, is politician who wants to promote themselves or their iversity Brawijava parties to win the election. Advertisement is part of television program which accomodate people iversitias Brawijaya 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 iversitas Brawijava 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. iversitas Brawijaya Whereas, the definition of political advertisement is any controlled message University communicated through any channel design to promote the political interest of iversity Brawi individuals, parties, groups, goverments or other organization. Political University advertisements give their big contribution as the supporting item in achieving iversity Brawijaya the winning on an election battle. In Indonesia, the role of advertisement in this Universita subject surely has progressed starting from the press democracy in 1999. The iversitas Brawijaya instability of the political movement has provided a space for mass media to Universita have deeper and narrower participation on it. It includes the production and iversitas Brawijaya circulation of such kind of ideology in the mindset of the people. Universitas Braw Political advertisement is used by candidate of certain political party to ersitas Brawijaya Universita create his political images. It becomes largely crucial in getting his political party

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Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya
Brawijaya	University to stand out as well as to secure voter from the opposing parties. Therefore, the
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya
Brawijaya	University candidate must have a well-polished image to be presented in front of the voters ersitas Brawijaya
Brawijaya	Universita and campaign supporters. As to polishing image, language surely has an important ersitas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya
Brawijaya	University role in defining a winning political image. Often, the art of using words as ersitas Brawijaya
Brawijaya	Universitas limite political weapon is not considered unordinary to some extents. In
Brawijaya	Universitas Brawijaya
Brawijaya	
Brawijaya	University and their fellow party to what the voters perceive as 'well polished image-
Brawijaya Brawijaya	Universitas Brawijaya Universitas Candidate' and therefore is worth voting.  Vijaya Universitas Brawijaya Universitas Brawijaya
Brawijaya	
Brawijaya	Universitas Universitas In political advertisement, the advertiser or the candidate, cannot Iniversitas Brawijaya
Brawijaya	Universi separated from threatening other candidate's face. Face refers to the public iversitas Brawijaya
Brawijaya	University A hiversitas Brawijaya
Brawijaya	Universit self-image(Brown and Levinson, 1987;61). To save the image, they use liversitas Brawijaya
Brawijaya	Universit politeness strategies in their political advertisement to minimize or avoid the iversitas Brawijaya
Brawijaya	Universit  Face Treatening Act (FTA) that the speaker makes. Cutting (2002, p.45) states
Brawijaya	Universita Universitas Brawijaya
Brawijaya	Universita that to be seen to show a friendly attitude is important if one wants to save face iversitas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya
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Brawijaya	Universitas B. \ In doing the research of politeness strategies, the writer tries to find iversitas Brawijaya
Brawijaya	Universitas Brawijaya out the type of face which is threaten by each president candidate of Indonesia Universitas Brawijaya Universitas Brawijaya
Brawijaya Brawijaya	
Brawijaya	Universita and how they applied politeness strategies to minimize the Face Threatening iversitas Brawijaya Universitas Brawijaya Universitas Brawijaya
Brawijaya	Universitas Act that they makes in their advertisement. The advertisement reflects the iversitas Brawijaya
Brawijaya	Universita politeness which is applied during 2009 campaign. The politeness used by the iversitas Brawijaya
Brawijaya	Universitas Brawijava Universitas Brawijava Universitas Brawijava Universitas Brawijava
Brawijaya	Universita candidates of 2009 President is reflected in the utterances or speeches in their iversitas Brawijaya
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Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas Brawijaya
Brawijaya	correlation with the application of politeness strategies, the writer is intere	
Brawijaya		
Brawijaya	Universita in conducting a research concerning to political advertisement. She conducting to political advertisement. She conduction universitas Brawijaya	Universitas Brawijaya
Brawijaya	research about politeness strategies used by president candidate, in l	
Brawijaya Brawijaya	Universita Megawati, Susilo Bambang Yudhoyono, and Jusuf Kalla in their polituniversitas Brawijaya	Universitas Brawijaya
	University advertisement in television. Therefore, the writer conducts a research entit	
Brawijaya Brawijaya		
Brawijaya	Universitas Prawija Strategies Used by The President Candidates of Indonesia Universitas Braw	Universitas Brawijaya
Brawijaya	Universita 2009 Political Advertisement"	Universitas Brawijaya
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Brawijaya	Universi 1.2. The Problems of Study	iversitas Brawijaya
Brawijaya	Universit	niversitas Brawijaya
Brawijaya	Universi Universi Based on the background of the study, the writer is interested in find	ing out I niversitas Brawijaya
Brawijaya	Universit the answers to the questions:	hiversitas Brawijaya
Brawijaya	Universit	niversitas Brawijava
Brawijaya	1. What face is threatened by each president candidate of Indonesia i	in their Universitas Brawijaya
Brawijaya	Universitas advertisement?	Universitas Brawijaya
Brawijaya	Universitas Universitas 2. What politeness strategies are performed by each president candidates.	Universitas Brawijaya
Brawijaya	Universitas 2. What politeness strategies are performed by each president candidates.	Universitas Brawijaya
Brawijaya	Universitas Bl. Indonesia?	Universitas Brawijaya
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Brawijaya	Universitas Braw / / / / / / / / / / / / / / / / / / /	Universitas Brawijaya
Brawijaya	Universita 1.3. Objectives of Study wijaya	Universitas Brawijaya
Brawijaya	Universitas Brawijay	Universitas Brawijaya
Brawijaya	Universitas Brawl In relation to the previous questions, these are the objectives of the s	Universitas Brawijaya
Brawijaya	Universitas B1. To find out the face-threatening acts (FTA) done by each pro-	esidentersitas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas Brawijaya
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Brawijaya	Universitas B 2. To find out the politeness strategies in doing FTA used by each pro-	
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas Brawijaya
Brawijaya	Universitas Brawciadidate of Indonesia in their advertisement. Brawijaya	Universitas Brawijaya
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Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas Brawijaya
Brawijaya	Universitas BlawijThe students of English Department: Universitas Brawijaya	Universitas Brawijaya
Brawijaya	Universitas Braw This study can provide useful information regarding the use of po	liteness Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas Brawijaya
Brawijaya	Universitas Braw strategies especially in a political advertisement as Brawijaya	Universitas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya	Universitas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya	Universitas Brawijaya
Brawijaya	Universitas Brawi The next writer can use this study as a comparison and re-	
Brawijaya	Universitas Brawi background in further study dealing with pragmatics esp	Universitas Brawijaya
Brawijaya	Universitas Brawi	Universitas Brawijaya
Brawijaya	Universitas Br politeness strategies applied in politics.	Universitas Brawijaya
Brawijaya	1.5. Scope and Limitation	Universitas Brawijaya
Brawijaya	Universita Till Scope and Emiliation	Universitas Brawijaya
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Brawijaya	Universi Universi Universi (FTA) and politeness strategies used by each president candidate in their p	olitical Prawijaya
Brawijaya Brawijaya	Universit advertisements which are taken from www.youtube.com in the period	
Brawijaya	Universit	niversitas Brawijaya
Brawijaya	Universita during May- July 2009.	Iniversitas Brawijaya
Brawijaya	Universita. This study covers all of the political advertisements of each candi	
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Brawijaya	Universitas pra Presidential Election of 2009. Furthermore, it is limited only to puniversitas pra Presidential Election of 2009.	olitical Universitas Brawijaya
Brawijaya	Universita advertisement on the form of speech.	Universitas Brawijaya
Brawijaya	Universitas Bra	Universitas Brawijaya
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Brawijaya	University in the following	explanation as Brawijaya Univers	sitas Brawijaya	Universitas B	rawijaya
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Brawijaya	Universitas Brawijaya	concern for the feeling	g of other. (Brown		
Brawijaya	Universitas Brawijay	Levinson, 1987).	Prawijaya	Universitas B	
Brawijaya	Universitas Brawi	ITAS RD	yijaya	Universitas B	
Brawijaya	Universita 2.B Politeness S	rategy: A strategy used to avoid o	or minimize the Face	Universitas B	
Brawijaya	Universitas	Threatening Acts (FTA) the	hat the speaker make	Universitas E	
Brawijaya	Universita		\ \ \	Universitas B	
Brawijaya	Universi	(Brown and Levinson, 198	87).	niversitas B	rawijaya 
Brawijaya	Universi 3. Positive Face	: The need to be accepted,	even liked by others	, to be	rawijaya 
Brawijaya	Universit	The state of the s			
Brawijaya Brawijaya	Universit Universit	threatened as a member	of the same group,	niversitas B	
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Brawijaya	Universitas 4. Negative Fac Universitas	e : The need to be indepen	dont to have freed	Universitas B	rawijaya
Brawijaya	Universitas L	e . The need to be indepen	ident, to have freed	Universitas B	rawijaya
Brawijaya	Universitas B	action, and not to be impo	osed on by others (C	utting,ersitas B	rawijaya
Brawijaya	Universitas Bra	2002, p.45).	aya	Universitas B	rawijaya
Brawijaya	Universitas Braw	-	ljaya	Universitas B	
Brawijaya		ening Act: Any statements said by			
Brawijaya	Universitas Brawijay	threat to another individu	al's expectations reg	Universitas B	rawijaya 
Brawijaya	Universitas Brawijaya	University threat to another individu			
Brawijaya	Universitas Brawijaya	Universit self-image (Yule, 1996, p.		Universitas B	
Brawijaya	Universitas Brawijaya	Universitas Brawijaya Universitas ertisement: Any controlled message of	sitas Brawijaya communicated throug	Universitas B	rawijaya 
Brawijaya					
Brawijaya	Universitas Brawijaya	Universit channel designed to pro-			
Brawijaya	Universitas Brawijaya	Universitas Brawijaya Univers	oups, goverment or	Universitas B	
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Brawijaya	Universitas Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya
Brawijaya	Universitas Brawijaya	Universit Danial, wi akhmad, jy 2009, as p. ra 93) aya Political ersitas Brawijaya
Brawijaya	Universitas Brawijaya	
Brawijaya	Universitas Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya
Brawijaya	Universitas Brawijaya	Universit connect with society(voter). it can be in the form of ersitas Brawijava
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Brawijaya	Universitas Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya
Brawijaya	Universitas Brawijaya	promises, oath and pledge. It used to show the rsitas Brawijaya
Brawijaya	Universitas Brawijaya	
Brawijaya	Universitas Brawi	candidate's quality, characters, physical postures, ijaya Universitas Brawijaya
Brawijaya	Universitas Br	skill, hobbies, achievement, track record, and certainers it as Brawijaya
Brawijaya	Universitas J	Universitas Brawijaya
Brawijaya	Universita	abilities that are consider special.  Universitas Brawijaya
Brawijaya		andidates: The 2009 Indonesia President candidates are ersitas Brawijaya
Brawijaya	Universi	
Brawijaya	Universit	Megawati from PDI, Susilo Bambang Yudhoyono liversitas Brawijaya
Brawijaya	Universit	from Democrat Party, and Jusuf Kalla from Golkar.versitas Brawijaya
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