

CHAPTER I

INTRODUCTION

This chapter discusses background of study, problems of study, objectives of study, and definition of key terms.

1.1 Background of The Study

Human beings have interaction process in their communication, and it makes the role of language in human's daily life very important. Using a language we can communicate and express our ideas or wishes to other people. According Brown and Levinson (1978), politeness is an appropriate way for redressing or satisfying the hearer's face. The manifestation of two kinds of politeness, positive politeness and negative politeness, interactive conversation between the speaker and the hearer is one of the manifestations of the social interactions which usually perform such kind of politeness. For instance, interactive conversation commonly happens when someone apologizes to other persons in certain situation. In this way, he or she clearly maintains the strategy of apology and as the result is that he or she naturally performs one kind of politeness that is negative politeness.

In everyday conversation, there are ways to go about getting the goal we want. When we are with a group of friends, we can say to them, "Go get me that plate!" or "Shut-up!" but when we are surrounded by a group of adults at a formal function, in which our parents are attending, we must say, "Could you please pass

me that plate, if you don't mind?" and "I'm sorry, I don't mean to interrupt, but I am not able to hear the speaker in the front of the room". A different social situation, we are obligated to adjust our use of words to fit the occasion. It would seem socially unacceptable if the phrases above were reversed.

According to Brown and Levinson (1987, p.156), politeness strategies are developed in order to save the hearers' face. "Face refers to the respect that an individual has for him or herself, and maintaining that "self-esteem" in public or in private situations". Usually people try to avoid embarrassing the other person, or making them feel uncomfortable. Face Threatening Acts (FTA's) are acts that infringe on the hearers' need to maintain his or her self-esteem, and be respected. Politeness strategies are developed for the main purpose of dealing with these FTA's. It is no doubt that everyone will have special intentions whenever he or she speaks or interact with others. He or she wants to be understood and not be disturbed by other people; he or she does not want to lose face.

Social life is very complicated, requiring specific strategies to live a life in the community. By maintaining certain strategies in communicate, the speakers actually can have the polite conversation. They use politeness is in order to make their conversation run well and go smoothly. Brown and Levinson as edited by Goody (1987, cited in Goody 1996, p.62) stated that "One recognizes what people are doing in verbal exchange (e.g. requesting, offering, criticizing, complaining, and suggesting) not so much by what they overtly claim to be doing as in the fine linguistic detail of their utterance". Politeness involves taking account of the

feeling of others to make others feel comfortable. Actually it was be done by the host in Kick Andy Show how when they speak on television.

The researcher chose an episode on August 3 2012, entitled "*Berprestasi di Usia Muda*". This episode according the researcher was very inspirational and very touching. In this episode also consist of utterance which is consist many politeness strategies. Based on the explanation above, the writer intends to analyze the politeness by the host of Kick Andy Show "*Berprestasi di Usia Muda*". The writer emphasizes the strategies being performed by the host of Kick Andy Show for performing both, the negative politeness and the positive politeness. Politeness strategy is chosen because it is kind of human's property which makes him or her consider being a good person. Besides, the host of Kick Andy Show as the focus of the study because first, Kick Andy Show is one of the inspirational shows in Indonesia and also there are many utterances in this show which is valuable for this research. Second, this study focus only on Andy's utterances because Andy faced different people every section in Kick Andy Show. The researcher chooses "*Politeness Strategies Performed by the Host of Kick Andy Show "Berprestasi di Usia Muda"*" Episode as the title of the study.

1.2 Problems of The Study

Based on the background of the study, the problems of the study are as follows:

1. What are the politeness strategies performed by the Host of Kick Andy Show "*Berprestasi di Usia Muda*" Episode?

2. What are the potential reasons of the host in using the politeness strategies in Kick Andy Show “*Berprestasi di Usia Muda*” Episode?

1.3 Objectives of the Study

Based on the problems of the study, the objectives of the study are:

1. To find out the politeness strategies performed by the host of Kick Andy Show “*Berprestasi di Usia Muda*” Episode.
2. To find out the potential reason of the host in using the politeness strategies in Kick Andy Show “*Berprestasi di Usia Muda*” Episode.

1.4 Definition of Key Terms

In order to give a clear picture of this study and to prevent misinterpretation, the following definitions are given:

1. Politeness

Ideas like being tactful, modest, and nice to other people (Yule, p.134)

2. Politeness Strategies

In doing the FTA on record, an actor goes on record in doing an act if it is clear to participants what communicative intention led the actor to do the act (Brown and Levinson 1987, p.101)

3. Kick Andy Show

Kick Andy Show is one of talk show programs in Metro TV (<http://www.goodreads.com/book/show/3090821-kick-andy>).

4. Andy F Noya

Andy Flores Noya or better known as Andy F Noya was born in Surabaya, East Java, November 6, 1960. Andy is a journalist and television host in

Kick Andy Show (<https://www.facebook.com/fpandyfnoya/info>)

5. Metro TV

Metro TV is an Indonesian television station featuring impression news all day

(https://www.google.co.id/#sclient=psyab&q=metro+tv+adalah&oq=metro+tv+adala&gs_l).

