

# CHAPTER I

## INTRODUCTION

### A. Background of the Research

Politeness is not only as simple as we think when we say *excuse me*, *please*, *sorry* or *thank you* in the right place. Politeness is the way speakers choose to speak and how the listeners react to their speech in conversations. Politeness is something that we have to learn and be socialized into, and no generations has been short of teachers and handbooks on etiquette and any appropriate examples to help them acquire politeness. This is also discussed along with politeness strategy.

Politeness strategy is defined as the study of knowing the way people use a language while they are doing daily interaction. This is used to maintain a good communication and harmonious interpersonal relationship in social context. Meanwhile, this is also studied by linguists especially in pragmatic major.

Pragmatic is a study about how people communicate in relation to meaning and context interpretation. This is used to know how context influence the information which is exchanged between speaker and listener in daily basis conversations. It means that the information is not only able to be understood by its meaning, but also by its context. Pragmatic is done to have a better understanding in communication as an inseparable part of linguistics.

Broader insight of communication and language can be studied in linguistics. Linguistics is basically a study of language. The main purpose of this field is to understand the nature of language that is used as a meaning to deliver information or ideas during communication. It has subareas to understand more about language properties and variations, such as: phonetics, phonology, morphology, syntax, semantic, pragmatics, etc. It is always interesting and exciting to study this field as it deals with a tool called language that we use every day.

Language is used by humans to communicate with others. Human beings use language in every aspect of life. Languages are diverse because they are used by a group of people to work together and many of those people include men, women, old, young who interact in everyday life using language for different types of needs. The main function of language is as a tool for interacting with humans, a tool for thinking, as well as channellings the meaning of beliefs in society. Apart from being a means of communication and interaction, language also has an important meaning as a learning method within the scope of language itself. Language is studied among students, learners and scholars, as this research also related language.

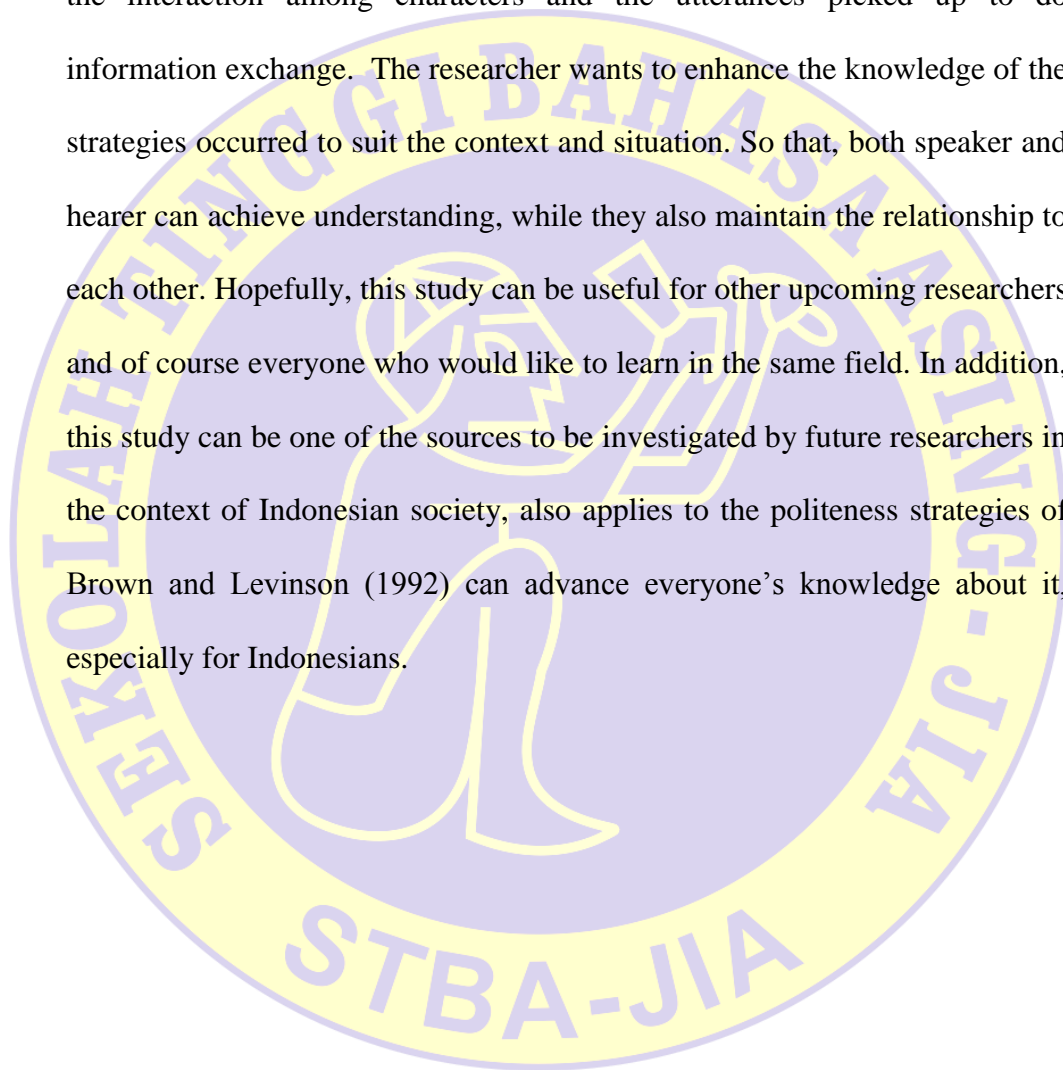
This research studies how language used in *Uptown Girl* movie. *Uptown Girl* is an American comedy-drama movie that tells the story of the friendship of two rich girls with different traits. The movie was released on August 15, 2003 directed by Boaz Yakin. It is told in this movie that a girl named Molly Gun (Brittany Murphy) is the daughter of the famous rock star, but her father

died in a plane crash. Tommy Gun (Molly's father) left a lot of property for Molly, unfortunately, it was only discovered that her father's assistant embezzled Molly's inheritance money. The cheerful and always carefree Molly automatically becomes poor and homeless. Luckily Molly's best friend named Ingrid (Marley Shelton) is willing to accommodate Molly, on the condition that Molly must find a job. Molly ends up becoming a babysitter named Ray, an 8-year-old who matures (surpasses Molly), Rae a very orderly, clean, and rigid child, contrary to Molly's character. This research discusses the role of politeness strategies through words, phrase and sentences from script of the movie as the source.

Movies are an enjoyable source of entertainment and language accession because the effectiveness for delivering messages to their viewers. Viewers can get some experiences from the movie that influence their viewer's understanding and thinking about many things. Because of that, watching movie is a fun thing to do that make enjoyable atmosphere, so it enhances their viewers spirit to learn unconsciously. So, movie is one of the most widely applicable and powerful among the resources for teaching and learning since it has unique capacity to communicate, engage and influence.

The researcher is interested in the language usage from the movie, especially politeness strategies used by the characters. There are two main characters of the movie: Molly and Ray. Both characters have many contrasting traits. Molly is an adolescence who acts and speaks like a girl, while Ray is a girl who acts and speaks like an adolescence. Some changes

happen to both of them by series of events from the beginning to the end. The changes can also be seen from the conversations between them especially the ways they being polite to each other. Therefore, this research focuses on the politeness strategies and sub-strategies used in *Uptown Girl* movie. It is to see the interaction among characters and the utterances picked up to do information exchange. The researcher wants to enhance the knowledge of the strategies occurred to suit the context and situation. So that, both speaker and hearer can achieve understanding, while they also maintain the relationship to each other. Hopefully, this study can be useful for other upcoming researchers and of course everyone who would like to learn in the same field. In addition, this study can be one of the sources to be investigated by future researchers in the context of Indonesian society, also applies to the politeness strategies of Brown and Levinson (1992) can advance everyone's knowledge about it, especially for Indonesians.



## **B. Questions and Scopes of the Research**

### **1. Question of the Research**

Based on the background above, this research discusses the following questions:

1. What are the types of strategies of politeness that can be found in *Uptown Girl* movie script?
2. What are the types of sub-strategies of each strategy of politeness that can be found in *Uptown Girl* movie script?

### **2. Scopes of the Research**

This research is a pragmatic analysis of the use of politeness strategies in *Uptown Girl* movie. It analyzes the strategies used by the characters through the utterances found in the scripts. This research aims to identify the strategies and to have a better understanding of how the strategies can suit the context and situation. The stated analysis will be limited on strategies and sub-strategies of politeness proposed by Brown and Levinson.

## **C. Objectives and Significance of the Research**

### **1. Objectives of the Research**

In line with the mentioned questions above, the objective of this research can be stated as follows:

1. To find out types of politeness strategies that can be found in *Uptown Girl* movie script.

2. To find out types of politeness sub-strategies that can be found in *Uptown Girl* movie script.

## **2. Significances of the Research**

The result of this research hopefully could be a contribution in pragmatic field, specifically in politeness strategies topic. From this research, the writer also intends to:

1. Theoretically, the readers could have better understanding about the concept of politeness strategies.
2. Practically, the readers could implement the concept in daily communication and get a valuable reference for further research.

## **D. Operational Definitions**

### **1. Pragmatics**

Meaning that can be studied and interpreted by people who learn language as the focus object in order to give understanding about information or message that other said directly or indirectly

### **2. Politeness strategies**

Politeness strategies are ways that used by someone to convey her or his utterances politely. Politeness strategies can be observed in daily life and in talk shows.

### 3. Movie

Movie is a motion picture recording that tells a story, where movie can be enjoyed for an indefinite period of time. movie is a part of human life and the message conveyed in a movie can have a huge impact on those who watch it.

#### E. Systematization of the Research

This paper consists of five chapter. Each chapter will be explained with a short narrative, concise and clear systematization. The systematization of this research are written systematically as follows:

##### **Chapter I: Introduction**

This chapter explain about the background of the research, question and scopes of the research, objectives and significances of the research, operational definition, and systematization of the research.

##### **Chapter II: Theoretical Review**

This chapter explain about description of concept that raised in this study as well as the sub concept. Also deals with the review of previous related study.

##### **Chapter III: Research Methodology**

This chapter explain about the methodology which used in this research, data and data source, data collection procedures, data analysis procedures, and table analysis.

**Chapter IV: Analysis Data**

This chapter explain about data description, the data analysis and the interpretation of the research findings.

**Chapter V: Conclusion and Suggestion**

In this chapter explain about the conclusion of the paper which relates to hypothesis discussion and the suggestion that relates to significances of the research. In this chapter. References, appendices and biography also included in this chapter.

