

CHAPTER I INTRODUCTION

A. The Background of the Study

Language is absolutely central in our communication. By using language, we can do interaction to share our ideas, express our feeling, inform the news, and to build up our social relationship.

When people are communicating they should have communicative competence that comprises not only linguistic competence but also social-cultural, interactional, formulaic and strategic competence (Celce-Murcia, 2007, p.45). Socio-cultural, interactional and strategic competence refer to the speaker's pragmatic knowledge. The pragmatic perspective can be particularly defined as knowledge of communicative action and how to carry it out, and the ability to use language appropriately according to context (Kasper, 1997). It means how speakers organize what they want to say in accordance with who they are talking to, where, when, and under what circumstances.

Pragmatics is learned by the writer in the sixth semester, so that is a reason which motivated the writer to use pragmatics as the subject. Another reason is the writer realized that when people are debating especially in political debate, they are trying to reach the goal and win that debate. But they are forgot how to keep the hearer/listener face but still defend themselves. So that bring up confrontation among of them. That is why important to learn pragmatics in our daily life.

Pragmatics entail some fields, they are deixis, speech acts, implicature, and politeness. Those are interested to be investigated and one of them will be the focus on this study which is called politeness.

In 1978 Brown and Levinson proposed a theory of politeness, which created a model for protective conversational politeness. The model examined how one can go about producing a face-threatening act in a (Western) polite manner. Brown and Levinson believed that all interaction is characterized by concern over the other person's autonomy needs and his or her desire to be liked, which manifests into strategies that demonstrate those needs (i.e., politeness)

The center of strategies politeness is the used of appropriate politeness strategy from a variety of perspectives. So the speaker may minimise FTA (face threatening acts) by choosing an appropriate linguistic strategies. Politeness strategies will therefore be those which aim (a) at supporting or enhancing the addressee's positive face (positive politeness) and (b) at avoiding transgression of addressee's freedom of action and freedom from imposition (negative face).

Conversation itself consist of two kinds; spoken such as talk show, interviews, debates in television and written such as movie script. The use of politeness strategies which used by someone can be seen from their utterances. Joko Widodo and Prabowo Subianto as the candidates president 2014 were debating with the motion is *Pangan, Energi dan Lingkungan Hidup* on July, 05th2014. That is why they must use politeness strategies, not only for getting attention of audiences but also to minimalise the confrotation may be found in the debate.

One of the some previous researches related to Politeness Strategies is *Kesantunan Berbahasa Dalam Acara Debat Kontroversi Surat Keputusan Bersama Ahmadiyah Di TV One by Saragih (2010)*. His study intended to describe the types of positive politeness and negative politeness are used by political debate and the context with communication ethic Islam. In his research he found that the most dominant politeness strategies that was used by political debate is positive politeness; Give or Ask for reasons. He also found that there are correlation between politeness strategies and communication ethic Islam.

The other previous interesting study is Politeness Strategies Used by Obama in a Great Open Debate “The First Presidential Debate” on September 26th, 2008 by Tri (2014). The finding of the study elucidates that Barack Obama in his debate used positive politeness dominantly. It reached 80%. It indicated that Obama used positive politeness because he wanted to be closer to the hearers. Moreover, Obama wanted to persuade the hearers or audience in his debate by using positive politeness dominantly to hearers.

Related to the explanation above, it was interesting to analyze politeness strategies in 2014 presidential debates between Joko Widodo and Prabowo Subianto because they are rated as the most popular leaders in the Government of Indonesia. Jokowi is popular with ‘blusukan’ leader when he was a Mayor of Solo and Governor of Jakarta. Prabowo also known as Commandant of the Special Command Force General (Kopassus). The writer assumed that they are the best example for Indonesian youth who want to be a governor or politician. They are a

president candidate, they must consider the importance of politeness in their language, especially in presidential debate.

The writer thought that is important to be learned by Indonesian youth especially to still maintain the polite language in every single life. Because with polite language we can accept other people and live in a peace.

B. The Problem of the Study

Based on the background above, the problem of the study are formulated as follows:

1. What types of politeness strategies used by Joko Widodo and Prabowo Subianto in 2014 presidential debates?
2. What is the most dominant type of politeness strategy used by Joko Widodo and Prabowo Subianto in 2014 presidential debates ?
3. Why is it dominantly used by Joko Widodo and Prabowo Subianto in 2014 presidential debates ?

C. The Objectives of the Study

The objectives of the study are described as follows:

1. To know the types of politeness strategies used by Joko Widodo and PrabowoSubianto in 2014 presidential debates
2. To find out the most dominant strategy used by Joko Widodo and Prabowo Subianto in 2014 presidential debates

3. To explain the reasons of the dominant strategy in 2014 Presidential Debates between Joko Widodo and Prabowo Subianto

D. The Scope of the Study

The discussion of this study limited to politeness strategies in 2014 Presidential Debates between Joko Widodo and Prabowo Subianto. The data were collected by downloading the video of *Debat Capres Cawapres Jokowi JK-Prabowo Hatta* at Metro TV on July 5, 2014. This study focused on Brown and Levinson's theory.

E. The Significance of the Study

The finding out of this study is expected to give both theoritical and practical contribution in pragmatics studies.

Theoretically, the finding out of this research is expected to be one of the sources in pragmatics studies, particulary on the analyzing politeness strategies in presidential debates.

Practically, the research could be useful for students who are interested in learning politeness strategies. In addition to the teachers, the result of this research is expected to be an additional material in studying the types of politeness strategies and for the others who want to do similar field of the research as a previous.