

CHAPTER I

INTRODUCTION

A. The Background of the Study

In our daily life, we will always need someone to interact, share, or even help us. Yule (1996:35) says that speakers and listeners involved in conversation are generally cooperating with each other. There are things that we need to notice in doing interaction. One of them is being polite to others. Generally, we act politely in order to show our wishes, to start a friendly relation with someone, or to maintain it if it is already existing, or to mend it if it is being threatened for some reasons. It means that whenever we want someone to do us a favor we have to make the request in a polite manner. The politeness principles were the principles of communication when the participants in a social interaction have the ability to engage in interaction in an atmosphere of relative harmony Huang (2008:97).

Politeness Principle in the Presidential Debates between Mc Cain and Obama found that there was a complex situation for audience in responding scientific articles. He also considered politeness principle as a crucial factor which contributes to the candidates face in debates. So, it is interesting to analyze the utterances in Barrack Obama's interview Pakzadian (2012:357)

In measuring the level of politeness language which is used when the speakers himself began his talk, can be seen from the social status, rank and age. Based on the social status, we can see how the level of politeness language is used. An employee will never refuse his boss. So do when we talk to older people, though when they are wrong, we cannot imply that it is wrong. But, we must find another way so that the incident does not happen again. Some people think that their culture is the most polite. One of the cultures themselves is that when talking with the parents in law, we should not stare or look into their eyes, but we must bow. It is the polite gesture. Unlike Karonese culture, when delivering the message to the parent in law, they have to talk to the door or others to convey the message. Contrary to western, when speaking, they must stare at the speaker at the time of speaking, and the speaker who does not see at the eye when speaking is considered impolite (Rahadi : 2005).

Even, some cultures consider that they are most courteous compared with others culture. Nowadays they think their cultures are getting decreased and changed. It is also caused by a very sophisticated era, where the presence of the advanced tools that they are used. For instance, most people are interested in playing the features of mobile phone rather than using it as a communication tool usually.

A very important way to show how the speakers and listeners respects in their community especially if know the position of the speakers and listeners was politeness. In every conversation, there are many ways of stating intention. When we are in a group of friends we can say to them *I want to borrow your money!*

When we are around a group of adults, we must say *Could you please lend me your money, Sir, if you don't mind!*

Aimed to investigate the language used in society, which is appropriate to the situation and also aimed at maintaining relationships between speakers and listeners was politeness. A theory that can be used to say whether the language is polite or not, according to Leech (1983) theory that is formulated conversational maxims based on politeness principle. Maxims is a principle of formula embodying role of conduct, maxims is rather than regulation, maxim is a principle. So, polite maxim can be said the principle or the role of the language used to be polite Grice (1978).

Literature was classified into some categories, as a drama/play, non-fiction prose, prose fiction, and the last poetry. Play or drama tells about the story of acting written to be performed by actor, in which it tells the human life in the form of acting and also speaking on the stage, and imitates human action by speech and action (Robert, 1984: 1). So, the situation of human life in the real word is not truly different since the story is made as if it is real in many field of human life.

For example, educations, religions, cultures, politics are included in the play.

The characteristics of the language in play are modeled on real-life conversation among the people and one also considers the differences between the real talk and the cast talk.

Gloria's role in this movie is a girl, who is old enough to marry, but she has not a boyfriend yet. She dreams to make film again. Her mother wants her marry as soon as possible. But, she refused her mother to marry.

So, the researcher can prove theory to measure conversation. And the movie that we choose to measure theory of politeness is Demi Ucok. Exactly Gloria's utterance in Demi Ucok. Demi ucok is a refreshing comedy based on own story from a first time Indonesian female director. Why the researcher chooses this movie in to this research is one of movie that young people will, because the story tells about the Gloria's mother or Mak Gondut wants to find her daughter a husband from batak.

In identifying and describing the analysis of politeness strategy in competitive business English letters show that tact maxim is more powerful, important, and well demonstrates. The other advantage is more important than the other types in politeness by simulating the readers to pay close attention to how the politeness strategies are used under the guidance of politeness principles Fang (2012)

Barrack Obama's interview used the Leech's theory, they are: tact maxim, generosity maxim, approbation maxim, modesty maxim, agreement maxim and the last sympathy maxim. The most dominant type of politeness principles used by Barrack Obama in his interview is agreement. It is because Barrack Obama minimizes disagreement between self and others. So, He used agreement maxim to get respect from others because people usually will be glad and welcome someone who has the same understanding and point of view Silalahi (2008)

In this study this research was focused to identify the type of maxim and to find out what is the implication of politeness in Gloria in “Demi Ucok” Movie.

B. The Problems of the Study

Relating to the background of the study above, the problems of the study based on Leech theory were formulated as follows:

- a. What are the types of politeness principles used Gloria in “Demi Ucok” Movie?
- b. What kind of politeness principle is the most dominantly used in the utterance of Gloria?
- c. What is the implication of the dominant politeness principles used in “Demi Ucok” Movie?

C. The Objective of the Study

In relation to the problem, objective of the study were:

1. To find out the types of politeness maxims used the Gloria’s conversation
2. To investigate the language use in society which is used by Gloria in ‘Demi Ucok’ movie based on Leech’s theory,
3. To reduce conflict between the speakers and the listener, to avoid misunderstanding caused by culture differences and be glad and welcome someone who have the same understanding and point of view.

D. The Scope of the Study

The study was focused on politeness expressions in Demi Ucok movie. It is from the Gloria conversation. This study focused on Leech's theory which introduces six maxims. They are tact maxim, generosity maxim, approbation maxim, modesty maxim, agreement maxim, and sympathy maxim.

E. The Significance of the Study

This study hopefully contributes something important in the use of language. The findings of this study were expected to be useful for;

1. The readers, specifically the literature students were helped to be aware in the implication of expressions of politeness among the students.
2. The next researchers were the reference to do related research