CHAPTER I
INTRODUCTION

1.1 The Background of the Study

Conversation is a progression of exchanges among participants. Each participant is a "learning system"; a system that changes internally as a consequence of experience. This highly complex type of interaction is also quite powerful, as it becomes a means by which existing knowledge is conveyed and new knowledge is generated.

A good conversation is one that comes from a speaker who can convey good messages to the audiences so that the audiences can understand or give a good feedback in order to create harmony. Therefore, before performing a conversation, the speaker needs to consider several things, example of how social relations with the audiences, where the event occurs, and to what the conversation is done. In fact, the speaker task is to keep the conversation going well, is not jammed, not in vain, and the social relationship between the audiences of the conversation is not disturbed. Attitude of the speaker also becomes a factor in creating a good conversation which leads to the application of politeness as an important strategy that must be done by the participants in the communication and aims to maintain harmonious atmosphere (Culpeper, 1996).

Politeness is expected to occur at all media of communication and information such as television, radio, drama, literary works, etc. Based on the theory which has been defined that the politeness can involve an attitude comprised of particular positive evaluative beliefs about particular behaviours in

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particular social contexts, it is also as the activation of that attitude by those particular in-context-behaviours, and the actual or potential description of those in-context-behaviours and/or the person who produced them as polite, courteous, considerate, etc. Linguistic politeness refers to linguistic or behavioural material that is used to trigger politeness attitudes (Culpeper, 2011).

Especially in literary works, politeness is always expected appeared and maintained since it is a long-term work that can be accessed by all parties. Novels, as one of the literary works availably accessed by the societies from time to time, contain words created by author who wants to describe one experience in details and makes his/her readers can imagine about what is happening in the novel itself.

A good novel is one that can entertain the readers and give the readers preoccupation by reading it. A good novel also must give benefits for its readers, they are: as the brain stimulation, as the modifier the brain function, to reinforce the brain's memory, to enrich the vocabulary, to increase the imagination, to give relaxing, to inspire, to escalate the reader's creativity and replenish the value of education. That is why a novel should be fraught with good things including good norms and value.

However, instead of using politeness, impoliteness framework is also found in some novels, as what has been proved by Abbas (2012) in his article. It explaines that the impoliteness is actively employed on Montgomery's novel titled Anne of Green Gables. The results of his observation showed that impoliteness had created a disharmony successfully. His study has also proved the practicality of the impoliteness model in studying the social dynamics of interaction in

Montgomery's Anne of Green Gables where some characters' behaviour, namely, that of Anne, Rachel and Gilbert, has been studied in relation to impoliteness strategies, sub-strategies, types of attack (related to face or sociality rights) and the response to such attacks whether offensive or defensive. The analysis has shown the verbal and non-verbal resources used to realize a variety of strategies used to attack the interlocutor's face and sociality rights. Among the most frequently used strategies to attack quality face, Abbas has examined attacks on the participants' appearance represented by Anne's red hair and her skinny body. Such verbal resources include unfavorable comparisons that to Anne count as insults especially in the classroom situation where it is impossible for Anne to tell or justify her action as she cannot even repeat Gilbert's words "Carrots! Carrots" and report to her teacher what has happened unlike where she shouts at Rachel "How dare you call me skinny and ugly…. ". To both attacks, Anne responds offensively but her response is verbal in the first speech event and non-verbal in the second.

Basically, impoliteness may be found on all novel genres such as romance, tragedy, satire, horror, fiction, and comedy novels. However, based on the public assumption, comedy novel is highly predicted to contain impoliteness, because something funny is easier to be created if using impoliteness strategy. In fact, the people prefer reading comedy novel, because it can provoke laughing and entertaining them.

Some of the famous authors especially in comedy novels are Raditya Dika (RD) and Roy Saputra (RS). Raditya Dika has published seven novels mainly

focusing on comedy ones. Most of his novels are categorized as the best sellers at bookstores in Indonesia and it is proven that he acquires popularity for having a lot of loyal readers. Different from Raditya Dika, Roy Saputra had launched four novels so far. Both of them somehow apply impoliteness as the effective strategy to attract and entertain the readers as exemplified in the following dialogue which is taken from RD's novel:

Topi Merah (TM)   : oh, Lo berdua kelas 1B?
                                    (oh, you both from class 1B?)

Radit   : i-i-i-y-a-a, kak.
                                    (y-y-y-e-s-s, brother,)

TM   : pulang sekolah, elu dan temen lu ini, nongkrong di lamandau, ngerti?!
                                    (after school, you and your friend, hangout at lamandau, get it?!)

Pito   : *udah sering nongkrong, kak, di WC, hahahaha*
                                    (we often hang out brother, in WC, hahahaha)

TM :   *LO JANGAN SOK LUCU LO!*
                                    (YOU, YOU ARE NOT FUNNY!)

Radit :   ampun kaaaakk!!
                                    (Forgive me brotheeerrr!!)

It is told in the novel that the three students TM, Pito, and radit are students from a state senior high school in Jakarta. In the conversation above impoliteness has been uttered by one of students is Pito. The conversation happens in the toilet of the school. TM asks Pito and Radit to hang out at lamandau and Pito answers impolitely by uttering "*udah sering nongkrong kak, di WC, hahahaha*" to the senior student TM. The type of impoliteness that has been

uttered by Pito is named sarcasm or mock politeness. Pito wants to melt the situation and make kidding to his senior. But, the senior student TM gives bad response to Pito by saying *"LO JANGAN SOK LUCU LO!"*. He responses the impolite statement by countering offensive respond. TM gets angry and shouts to them in order to not make any kidding or mock him anymore. TM thinks that he is the senior student in the school and he should be honored by junior students, so no one can mock or say ridicule things to him.

The situation above has been indicated as impoliteness in conversation between students in school. That should be polite conversation since it occurs in a school where the education applied. In fact, it has been found and it is pictured by Raditya Dika in his novel. Actually, impolite words can surely be avoided in writing novel. However, the themes of RD's comedy novel want to tell his real life experiences to the readers including funny, sad, romance or embarrassing moments he had. Therefore, to picture the situations occurred, he applies the use of impoliteness abundantly. It is expected by utilizing the impoliteness, the readers can feel the atmosphere of the stories and relate to them. Not to mention that those impolite words are also meant to entertain the readers.

RD's and RS's novels are stated as the best seller novels in some bookstores. They have a lot of loyal readers. Most of the readers are teenagers including students, and that can't be denied that children are able to access the novels. Based on the phenomena above, the researcher is interested to investigate the use of impoliteness strategies as this area of study still remains unknown

These impolite words give self-reflexive pleasure for the readers in observing the characteristic in a worse state than themselves and therefore becoming more entertained (Culpeper, 2005). In this context it is called as "superiority" phenomena (Culpeper, 2005). When one character attacks another character's face with impolite words, the reader would feel they are better than the target/character and in some points find it amusing.

The dialogue above proves that impoliteness is found to be operatively depleted in the novel which can be read by all parties including teenager (students) or children. This phenomenon can give either good or bad impact for the readers, as a recent study which has been done by the neurologist Gregory S. Berns (2013). It is claimed that reading novels can affect the workings of the brain and the mind that might lead to the influence of the attitudes and behaviour of readers. Simply put, if the readers especially children are always exposed to impolite words, their moral values and behaviours will be affected, whereas it is expected they will always use polite words in all conversations.

Based on the explanation above, this phenomenon is captivating to be further analysed due to its presence as one of the samples that impoliteness is fun and acceptable to be included in literary works. It is not in accordance with the expectation that literary works ought to give a decent model of effective interaction.

This study will attempt to investigate the applications of impoliteness strategies and responses used in the comedy novels referring to the theory of Culpeper (1996-2005). It is additionally important to examine the reasons of using

impoliteness in the comedy novels pointing out the Beebe's (1995) and Culpeper's framework of the reasons of utilizing impoliteness in communication. Given that linguistic impoliteness has not picked up almost as much as consideration as the linguistic politeness, it is expected that this study will give the useful findings and further information about impoliteness strategy used in comedy novels.

1.2 The Problems of the Study

Based on the background of study explained above, the problems are formulated as the following.

1. What are the types of impoliteness strategy used in Raditya Dika's and Roy Saputra's novels?

2. What are the pattern of responses used by the characters in Raditya Dika's and Roy Saputra's novels?

3. Why do the types of impoliteness strategy and responses occur the way they are?

1.3 The Objectives of the Study

This research is aimed at describing the use of impoliteness strategy in RadityaDika's novel. Specifically objectives are meant to answer the problems formulized above. The objectives are elaborated as following.

1. To examine the types of impoliteness strategy used in Raditya Dika's and Roy Saputra's novels

2. To examine the pattern of responses used by the characters in Raditya Dika's and Roy Saputra's novels

3. To explain the reasons why the types of impoliteness strategy and responses occur the way they are.

1.4 The Scope of the Study

The study will be specified mainly on comedy novels by Raditya Dika entitled *Babi Ngesot* and Roy Saputra entitled *Lontang-Lantung*. The main aspects to be analyzed are the impoliteness strategy which has five types, they are: bald on record, positive impoliteness, negative impoliteness, sarcasm or mock politeness, and withhold politeness. The pattern of responses will be analyzed, there are inherently two ways to encounter impoliteness: to respond and to not respond.
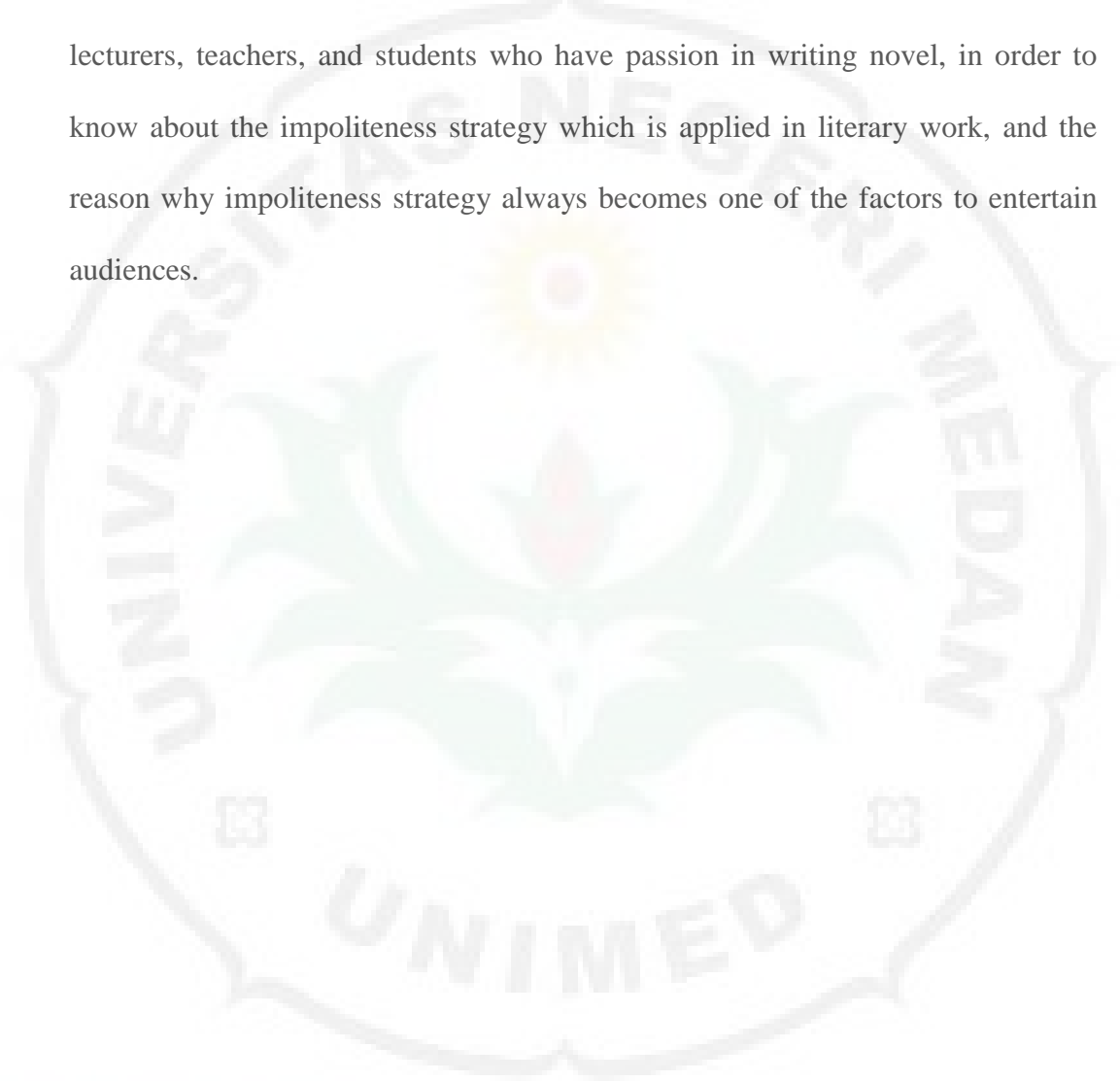
This study will also explain the reason of using impoliteness that occurs in the RD's and RS's novels referring through theory of Beebe and Culpeper, namely: to appear superior, to get power over action, to get power in conversation and also a few other points that underlie a person using impoliteness strategy .

1.5 The Significance of the Study

It is expected that the findings of this study will contribute theoretically and practically.

Theoretically, the findings will be useful for the theory of impoliteness itself. This study will contribute more knowledge about impoliteness strategy.

Practically, the findings will be useful as a reference for linguists, lecturers, teachers, and students who have passion in writing novel, in order to know about the impoliteness strategy which is applied in literary work, and the reason why impoliteness strategy always becomes one of the factors to entertain audiences.