

CHAPTER I

INTRODUCTION

A. Background Of The Study

Language belongs to one of the primary needs that make people possible to share their mind and feeling either in spoken or written form. People should have communicative competence that comprises not only linguistic competence, but also socio-cultural, interactional, formulaic and strategic competence (Celce-Murcia, 2007). Socio-cultural, interactional, and strategic competences refer to the speaker's pragmatic knowledge. One of speaker's pragmatic knowledge is politeness.

Pragmatics deals with *utterances*, by which we will mean specific events, the intentional acts of speakers at times and places, typically involving language. Logic and semantics traditionally deal with properties of *types* of expressions, and not with properties that differ from token to token, or use to use, or, as we shall say, from utterance to utterance, and vary with the particular properties that differentiate them. Pragmatics is sometimes characterized as dealing with the effects of *context*. This is equivalent to saying it deals with utterances, if one collectively refers to all the facts that can vary from utterance to utterance as 'context.' One must be careful, however, for the term is often used with more limited meanings.

Politeness is one of the central features of human communication. It is a human phenomenon, yet expressed differently in different cultures. Politeness is communicated both verbally and nonverbally. One of the well-known classifications

of linguistic politeness is that of Brown and Levinson (1978). They are offrecord, baldrecord, **positive** and **negative politeness**.

Positive politeness refers to an atmosphere of inclusion and mutuality created by linguistic means such as compliments, encouragement, joking, even the use of "white lies." Small talk is one expression of positive politeness; that is, creating linguistically a connection to other people. Negative politeness involves respecting the privacy of other people and leaving a "back door" open, that is, showing some reservation. The use of distance-creating linguistic devices (e.g., passive forms), irony, or general vagueness is characteristic for this kind of linguistic politeness.

Marelan traditional market which is located on Jalan Marelan Raya Pasar 5, Medan Marelan District. Most of the population in this sub-district is from immigrant tribes, while the original tribe of the Deli Malay Tribe is only 30%. however, as more and more immigrants live in the sub-district, the area of Medan Marelan sub-district is now almost donated by the Batak and Javanese tribes.

Therefore, almost all of the sellers selling in the traditional Medan Marelan market are Batak and Javanese.

Keeping politeness in a conversation is important in any language. As we know, traditional markets are where sellers and buyers meet accompanied the transaction between the two. In the traditional market sellers and buyers can trade directly the bargaining activities. People are likely to be direct their utterance when their social relationship is closer but when they have to speak to someone with a

distance social relationship they tend to be more polite. Therefore the researcher thinks that it is important to do an investigation in the act of request in relation with buyer and sellers. The writer used the collecting data recording the conversation between seller and buyer in the market. Transcribing the recording between seller and buyer in the market. Identifying request polite utterances and the last translate offensive language into Indonesian and then translate it back into English.

In this research, the writer interested is analyzing of politeness between seller and buyers. Because the writer in traditional market using the language by using impolite language. So, the writer interest in analyzing using language to be better. The politeness strategy is chosen as the study because in sociolinguistics and conversation analysis (CA), politeness strategies are speech acts that express concern for others in particular social contexts. Including between sellers and buyers in traditional market. This research are to describe the forms of speech acts and to show the most dominant speech act and the reasons of its use and to describe and define the politeness principle found in the goods sale and purchase process at traditional market. This reseach focuse on the positif strategy in politenes strategies.

In this reseach, the writer uses the politeness theory from (Brown and Levinson 1978). 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 researcher will show a part of previous studies that have been done and related to the writer's topic as printed in the theses of the some journal, the

international journal of language academic, the first journal By Ike Revita, Sofia Marwati, Ainun Mardiah, Ayumi the title of “Maxism Of Politeness by Female Seller at Traditional Market in Sumatera Barat”, the second By Syarifudin, Afif Ikhwanul Muslimin the title of “Politeness Principle in Traditional Market Interactions”, the third By Ratna Purnama Sari, Patuan Raja, Sudirman the title of “Politeness And Request Strategies In Act of Request By EFL Student” , the fourth By Wuri Pangestuti the title of “Politeness Strategies used by Deddy Corbuzierin Interviewing Entertainer and Nonentertainer in Hitam Putih Talk Show”, and the last the journal By Kristine Elisabeth Salvesen the title of “Politeness Strategies In Requests by Norwegian learners of English in comparison with English speakers”.

The researcher chooses the traditional market as the object of two reason. The first reason is because the researcher wants to describe and define the politeness principle found in the good sale and purchase process at traditional market. The second reason is that researcher are interested in deepening to know the types of politeness strategies used by seller and buyer in request and also to fine out the most dominant type of strategies used.

B. The problem of the study

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

1. What type of politeness strategies used by seller and buyer in request?

2. How is the dominant type of strategies used ?

C. The objective of the studies

The objective of the study are :

1. To know the types of politeness strategies used by seller and buyer in request
2. To find out the most dominant type of strategies used

D. The scope of the study

The scopes of this study are to know the most used types of politeness strategies proposed by Brown and Levinson's theory and to describe how to use language more polite, especially to ask or do request politely in traditional market in Medan-Marelan.

E. The significance of the study

Theoretically, this study will give the information to the analyzing politeness strategies in traditional market. This study will give the information about whether the author wants to declare, interrogate, or to command something in traditional market, especially interpersonal meaning by using different object as data analysis.