

# CHAPTER I

## INTRODUCTION

### 1.1 The Background of Study

People need language to communicate or interact with others. Sometimes we do not realize that during our communication, we actually use some aspects of communication. Within this study, the researcher would like to look out more clearly about the uses of conversation interaction aspects within an interview.

Interview is a conversation between two or more people to ask something or some information about the interviewee. Conversation is determined to develop a social relationship or even to make a decision. Conversation is more than merely the exchange of information because through conversation it can be decided whether the message is received by the hearer or not. Politeness strategies influence conversation because the content in the talking goal of politeness is to make all the parties relax and comfortable with others.

Politeness is the way of people in expressing their feeling in good attitude. In social life we need communication to share with others and we also need interaction in society to build solidarity. But when we talk each other, we should consider the way of speaking and the choice of word. Sometimes, misunderstanding occurs in conversation especially from speaker's assumption. In other words, we should apply politeness as the strategy of communication. It can create good response and atmosphere.

Being polite is crucial to successful communication with other people and impoliteness negatively influences the way a person is perceived, bringing judgments of being "rude", "uncooperative" or "offhand" (Watts, 2002:2). While some of these studies have examined Apology as a politeness strategy (Mahmoud, 2013), Person deixis in relation to politeness function (Ike, 2007), Phatic utterances as politeness strategies (Manuel, 2012),

Politeness language patterns in request (Dwi, 2014), Conventional indirectness, questions and hedge as negative politeness strategies (Ali, 2011), Politeness strategies in requesting (Viollen, 2007). In addition to these studies, (Liz, 2005) examined Politeness strategies in conversation closings. The study, however, has not given attention to the politeness strategy of directive utterances used by the host in talk show. The correlation among the studies are politeness and the way in using politeness utterances.

The standard of polite or impolite of the utterances is different, it depends on the existence and standard norm or value in that place. An utterance, which is considered polite in certain area, may be considered as impolite in another area. It is determined by the place where the utterance is used.

Yule (1996:60) stated that “politeness is a fixed concept in idea of polite social behavior or etiquette within a culture”. In interview, the interviewer as the host conveys a message in order to save the hearer’s face when the face threatening acts are inevitable or desired. It’s means that the host avoids embarrassing the listener or making him to feel uncomfortable.

People use politeness strategy in various ways. Brown and Levinson ( 1987 : 94 ) proposed five strategies of politeness. They are Bald on record, positive politeness, negative politeness, off record, and don’t do FTA. These strategies can be used as the framework to analyze the language behavior and language phenomenon that occur in social life. As we know that, we need interaction everywhere and we also have to know the background and culture of them cause it most influence when conversation occur.

Politeness has related to the language pattern and context. Language pattern referred to word form. It means that in language pattern includes word choice in communication. Moreover, context referred to the situation, time, place and participant. According to Leech(1983), to increase the degree of politeness by using indirect utterances. It means that

the more indirect the utterance is, the more polite the utterance is. On the other hand, the more direct the utterance is, the more impolite the utterance is.

According to Kreidler (1998:189) “directive utterances are those in which the speaker tries to get the addressee to perform some act or refrain from performing an act.” Speaker can produce directive utterance in various ways. Usually, the speaker conveys directive utterance in a direct question forms in order to create a polite situation, more indirect an utterance, more polite it is. Directive utterance commonly occur in forms of direct, request, ask, question, inquire, interrogate, urge, encourage, discourage, solicit, appeal, petition, invite, convene, convoke, beg, supplicate, beseech, implore, entreat, conjure, pray, insist, tell, instruct, demand, require, claim, order, command, dictate, prescribe, enjoin, adjure, exorcise, forbid, prohibit, interdict, proscribe, commission, charge, suggest, propose, warn, advise, caution, alert, alarm, recommend, permit, allow, authorize, consent, invoke, imprecate, and intercede. Vanderveken (1990:189)

In case of communication, the host will choose the strategies to have polite conversation. People use politeness strategies in order to get their conversation run well and go smoothly. Brown and Levinson (1987: 57) state that recognizes what people are doing in verbal exchange (e.g. requesting, offering, criticizing, complaining, etc) not so much by what they overtly claim to be doing as in the fine linguistics details of utterances. It means that not only speaking in fine linguistics but also considering other’s feeling are important. In other word, speaking politeness involves other’s feeling and being polite person means that s/he should make others feel comfortable.

In this research, the writer is interested in conducting a study on politeness strategies of directive utterance used by the host of satu jam lebih dekat talk show on tv one. The reason for choosing this talk show to be analyzed was since satu jam lebih dekat talk show is a populer program on tv one and the guests who have the power in this country.

From that issue, politeness became good character of using language point of view. Because of the function of politeness applied which not only a duty but also a favor, it would be interesting to lift politeness as topic analyzed. Politeness was one of strategies usually used to cover some goals, it also became attribution in communication. Compare to the other language strategies, politeness had higher position in its function to achieve good responses than another. It is believed that politeness is a principle of language identified character.

The exclusive interview between the host of *satu jam lebih dekat* talk show and some interviewers is presented on TV One. In the Exclusive Interview there are politeness and impoliteness strategies used by the host. She has to use politeness strategies in that interview, because he spoke to the people who has the power in indonesia and has higher status than her. Through this research, the researcher wants to analyze the politeness strategies of directive utterances used by the host of *satu jam lebih dekat* in the Exclusive Interview between the host and some interviewers on 18<sup>th</sup> Oct 2014, 28<sup>th</sup> Jun 2014, and 25<sup>th</sup> April 2015 on TV One. Like the conversation below between Indri Rahmawati as the host and Tri Rismaharini as the guest, (the preliminary data):

- Host (HS) : *Ini mohon ma'af lho bu', kita mengganggu barang satu jam. Satu jam untuk ibu ini bisa melakukan banyak hal ya bu' ya?*  
(I'm sorry, we interfere you an hour.  
One hour for you can do many things, right?)
- Guest (GS) : *Ia, sangat berharga sekali* (Yes, invaluable)
- HS : *Ibu apa rasanya didapuk menjadi walikota terbaik?*  
(How do you feel as the best mayor?)
- GS : *Biasa aja.* (Just ordinary)
- HS : *Tapi senang ia juga kan bu'?* ( But, you are happy, aren't you?)
- GS : *Nggak, malah takut.* ((Not, but I feel afraid)
- HR : *Takut kenapa?* ( Why do you feel afraid?)
- GS : *Takut nggak bisa menyangga bebannya itu.* (I'm afraid can not prop the load).
- HS : *Adipura udah sampai 3 kali kalau tidak salah ya bu' ya?* ( “Adipura has up for three times” that's correct?)
- GS : *Bagi saya penghargaan ya udah hari itu, karena tujuan utamanya kan bukan penghargaan. Tujuannya adalah saya diangkat jadi walikota adalah bagaimana warga surabaya hidup sejahtera.* (For me the award is not important, because my purpose not an award. My

- purpose as the mayor of Surabaya is how to make residents live of surabaya is prosperity)
- HS : *Katanya ibu pernah bikin istilah “menlock”?* (By the way did you ever made the term “menlock”?)
- GS : Hahaha.....
- HS : *Menteri urusan lokalisasi.* (Localization affairs minister)
- HS : Oh.....
- GS : *Jadi istilahnya menlock?* (So, is the term “menlock”?)
- HS : *Habis ditanyain terus.* (Because they always ask me)
- HS : *Tapi benar bu’ pernah menawari itu, jabatan menteri?* (Did ever somebody bid you as the mayor?)
- GS : *Ndak, ndak ada. Yang ngajukan teman-teman aja. Ga’ ada yang nawari.* (No body, only my friends)
- HS : *Yang langsung nawari ke ibu ga’ ada?* (Any body bid you as the mayor directly?)
- GS : *Ndak ada. Makanya saya juga bingung.* (No body, thats make me confuse)
- HS : *Kalau ada yang nawari, mau?*
- GS : *Nggak.* (Not)
- HS : *Kenapa?* (Why?)
- GS : *Karena berat jabatan-jabatan begitu.* ( Because that’s so hard for me)
- HS : *Jadi kalau dipilih menjadi walikota yang kedua kali?* (So, how if you choosen as the mayor in the second time?)
- GS : *Sama, saya tidak akan pernah meminta jabatan.* (I never as that position)

As the example exclusive interview between the host of satu jam lebih dekat talk show and the interviewees is presented on TV One. When the host speak, as the hearer we will know style based on the diction she uses. The style that host uses in speaking is usually based on social situation, age, and social status of the hearer. One of the social variables that determine the weightiness of an FTA is social distance. This relationship interview also in the opposite direction and by choosing certain politeness strategy, the host can not manipulate the perceived social distance. From the conversation above, the host used more direct utterances in interview. The more indirect the utterance is, the more polite the utterance is. On the other hand, the more direct the utterance is, the more impolite the utterance is. Absolutely she has not to use more direct utterance in interview, because he spoke to the guests who have high status in Indonesia. Through this research, the researcher wants to analyze the politeness strategies used by the host of Satu Jam Lebih Dekat talk show, 2014-2015 on TV One.

## 1.2 The Problems of the Study

In accordance of the background of the study the problems of the study are formulated as the following:

1. What types of directive utterances are used by the host of *Satu Jam Lebih Dekat* Talk Show on TV One?
2. How does directive utterance related to politeness strategies used by the host of *Satu Jam Lebih Dekat* talk show on TV One?
3. Why does the host use the directive utterances as politeness strategies in the interview?

## 1.3 The Objective of the Study

In accordance with the problem of the study, the objectives of the study are as follows:

1. To identify types of directive utterances used by the host of *Satu Jam Lebih Dekat* talk show on TV One.
2. To describe the directive utterances relate to politeness strategies used by the host of *Satu Jam Lebih Dekat* talk show on TV One.
3. To find out the reasons of the host used the directive utterances as politeness strategies in the interview.

## 1.4 The Scope of the Study

The scope of the study is limited to investigate to:

1. The politeness strategy of directive utterances used by the host of *Satu Jam Lebih Dekat* talk show on TV One.
2. The reader uses the combination of politeness strategy of Brown and Levinson, Vanderveken and Leech's politeness maxims to analyze the politeness strategy.

### 1.5 The Significance of the Study

The findings of this study have two general significances, theoretical and practical significanes.

Theoretically, the findings of this study are useful for:

1. The enrichment of knowledge for the university students who are interested in studying politeness strategy especially in directive utterances.
2. Those who want to carry out further study on politeness of directive utterances.

Practically, the findings of this study are useful for:

1. Interviewees and interviewers as a leading information to obey the rules of the politeness of directive utterances during the interview.
2. Speakers and hearers for having an effective cooperation in daily communication.



