CHAPTER I
INTRODUCTION

A. Background of the Study

Languages is used in communication has social function as a tool to make connection between human beings. Without language, it seems impossible for people to interact with others in their daily life because language can express people's feeling, willing, and opinion. It means that language is the oral symbols that represent meaning as they are related to real life situation and experience.

The communication in living among others demands social interaction and also a pleasure for humans to be part of relationship. In the communication, speakers will choose the strategies to have polite conversation. Politeness to be considered as most important in other to get their conversation run well and go smoothly (Yule, 1996). Politeness may be considered as a fixed concept, more specifically, as polite social behaviour, or etiquette, within a culture. There are general principles for being polite in social interaction which may include being tactful, generous, modest, and sympathetic to others.

The using of language in communication not only written but also spoken. Both are also used politeness strategies, because what the people want to say or inform is not misunderstood or considered impolite (Brown and Levinson, 1987). People have to know who's hearer, their social status, ranking and relative power. Pragmatics has some aspects to deal with, such as Deixis, Presupposition, Implicature, Performative, and Politeness. Pragmatics is the study of meaning in communication. In Pragmatics, people will come more detail about how the

human comprehend and produce a communicative act or speech act in conversation.

Politeness in an interaction can then be defined as the means employed to show awareness of another person's face and to be polite to communication (Brown and Levinson, 1987). In this case, politeness can be accomplished in situations of social distance or closeness. Avoiding a face threatening act is accomplished by face saving act which use positive and negative politeness strategies. Politeness strategies are used by people to ensure smooth and harmonious communication.

There are four strategies in politeness that Brown and Levinson identify, such as : Bald on Record, Positive Politeness, Negative Politeness, and Off Record (indirect). Those strategies are used spoken and written communication.

People can communicate in spoken by many kinds medium, one of them is in movie. *A letter to Juliet* movie is a romantic drama that main character use many politeness strategies. As the main character, she always communicates to other. The story is very interesting to watch. The researcher will find which is included positive and negative politeness strategies.

There are some inspired from the same topic such as : The medium is the message: politeness strategies in men's and women's voice mail messages (Hobbs, 2003). This research about women pay more compliments than men, that women in talk with same-sex peers use a large number of positive-politeness strategies while men in analogous situations do not, and that women are more likely to apologize, soften criticism or express thanks than men. It's

different from what Fitriayani (2007) studied that politeness strategies in John Grisham's Novel *The Client* used all types of politeness strategies. And the result of this study shows that bald on record strategy which S wants to achieve the maximum efficiency of his utterance. Positive Politeness Strategy which S tries to minimize the distance between expressing friendliness and solid interest. Negative Politeness Strategy which S has the main focus on assuming that he may be imposing and intruding on H's space. And off record strategy which is used in the condition to take some pressures off the hearer. Beside that, Kartika (2011) also analysis politeness strategies but in movie and only focuses on positive politeness strategies. This research about politeness strategies in Harry Potter and the Half – Blood Prince Movie. The use in group identity markers appears as the dominant strategy which used in Harry Potter and The Half – Blood Prince Movie.

In this study, the researcher will describe the positive and negative politeness strategies used by the main character in *A letter to Juliet* movie. The researcher chooses that the movie because she is interested in the story especially with the language that is used by the main character contained politeness strategies . She is would like to know how the main character communicate with other actors and actress involved in it.

B. The Problem of Study

The problems of study are formulated as following :

1. What types of politeness strategies are used by the main character in *A letter to Juliet* movie?

2. What type of politeness strategy is dominantly used by the main character?

3. In what context does the politeness strategy occur?

C. The Objective of Study

In the relation to the problems of study, the objectives of study are:

1. to find out types of politeness strategies that are used by the main character in *A letter to Juliet* movie

2. to derive the dominant type of politeness strategy that is produced by the main character in *A letter to Juliet* movie

3. to elaborate context of politeness strategy that is used by the main character in *A letter to Juliet* movie

D. The Scope of Study

Politeness in an interaction, can then be defined as the means employed to show awareness of another persons's face. The scope of the study is limited on the use politeness strategies only positive politeness and negative politeness which produced by main character in *A letter to Juliet movie.*

E. The Significance of Study

There are two kinds of significance in this study, those are theoretical and practical.

1. Theoretically, the research is significant to provide some information about politeness strategies for those who are interested in the study of politeness strategies, especially positive and negative politeness strategies.

2. Practically, the result of the research gives benefit for other researchers will to conduct studies related to politeness strategy in conversation, novel, talk show and other interesting source.