

TABLE OF CONTENTS

	Pages
ABSTRACT	i
ACKNOWLEDGEMENT	iii
TABLE OF CONTENTS	v
LIST OF TABLE	viii
LIST OF FIGURE	ix
LIST OF CHART	x
CHAPTER I. INTRODUCTION	1
1.1 The Background of the Study	1
1.2 The Problems of the Study	9
1.3 The Objectives of the Study	9
1.4 The Scope of the Study	10
1.5 The Significances of the Study	10
CHAPTER II. REVIEW OF LITERATURE	11
2.1 Politeness Strategies	11
2.2 Brown and Levinson’s Politeness Theory	13
2.2.1 Face Threatening Act (FTA).....	14
2.3 Types of Politeness Strategies	16
2.3.1 Bald on Record Strategy.....	16
2.3.2 Positive Politeness Strategy.....	17
2.3.3 Negative Politeness Strategy.....	19
2.3.4 Off Record Strategy.....	20
2.4 The Realization of Politeness Strategies	21
2.4.1 Bald on Record Strategy.....	22
2.4.2 Positive Politeness Strategy.....	23
2.4.3 Negative Politeness Strategy.....	29
2.4.4 Off Record Strategy.....	31
2.5 Taxonomies of Politeness Structures	36

2.6 Sex and Gender	37
2.7 Gender in Language	38
2.8 Gender in Interaction.....	39
2.9 Gender and Politeness.....	41
2.10 The background of Fast Food Restaurant.....	42
2.10.1 Background of KFC.....	42
2.10.2 Background of waiters in KFC.....	45
2.11 The Reason of Using Politeness Strategies.....	46
2.12 Customer Satisfaction.....	48
2.13 The Previous Relevant Studies	50
2.14 The Conceptual Framework	54
CHAPTER III. RESEARCH METHODOLOGY	58
3.1 Research Design	58
3.2 The Data and The Source of Data	58
3.3 The Technique of Data Collection	59
3.4 The Technique of Data Analysis	59
3.5 The Instrument of Data Collection	62
3.6 The Trustworthiness of the Study	63
CHAPTER IV. DATA ANALYSIS	66
4.1 Data Analysis	66
4.1.1 Data Condensation	66
4.1.1.1 Selecting.....	66
4.1.1.2 Focusing	67
4.1.1.3 Simplifying.....	68
4.1.1.4 Abstracting	69
4.1.1.5 Transforming.....	69
4.1.2 Data Display.....	70
4.1.3 Verification/Drawing Conclusion.....	72
4.2 The Types of Politeness Strategies Uttered by Male and Female Waiters in Fast Food Restaurant	73

4.3 The Types of Politeness Strategies Uttered by Male and Female Waiters in Fast Food Restaurant	76
4.3.1 Types of Politeness Strategies Used by Male Waiters	77
4.3.2 Types of Politeness Strategies Used by Female Waiters	81
4.4 The Reasons of Politeness Strategies Used by Male and Female Waiters	85
4.5 Findings.....	91
4.5 Discussion	93
CHAPTER V. CONCLUSION AND SUGGESTION	
5.1 Conclusion	97
5.1 Suggestion.....	98
REFERENCES	100
APPENDICES	104



 THE
Character Building
 UNIVERSITY