

# CHAPTER 1

## INTRODUCTION

### 1.1 The Background of the Study

A good communication 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 communication. 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 impoliteness as an important strategy that must be done by the participants in the communication and aims to maintain harmonious atmosphere (Culpeper, 2011).

Beard (2000:2) states study the language of politics is important because it helps the language users to understand how language is used by those who wish to gain power, those who wish to exercise power and those who wish to keep power. Moreover, language has a powerful tool in the hands of political leaders. They manipulate this language becomes the tool to suit their purposes. When politics is basically about struggling to control power, it is only through language that such could be accomplished thereby making language has big effect.

In implementation of successful democratic rule in any country language of politics is essential. Aeyomoni and Akinkuolere (2012:461) observe that language is the conveyer belt of power, it moves people to vote, debate. Therefore, a central explanation of political stability or polarization. Language is essential to politicians. Beard (2000:3) elaborates the politician is a practitioner of the art of politics, essential to the working of human society. The language of politics provides the opportunity for politicians to explore the resources available through language to manipulate words to persuade them. Therefore, language could be regarded as the vehicle of politics. The governor candidates also politicians, because politics is the practise to influence of other people to achieved and exercise positions of governor. One activities perform by the politicians are done through the language like speech or debate.

In line with the explanation above , in recent years political debates between governor candidates become one of interesting case to discuss they give lip service as it is a reality that must be ahead of the election, because basically they want to win at the time of the next competencies, so that they will race to get to the heart of society so that people would choose him to be a leader. In political debate they often tell to wash corruption, the promise of providing jobs, building infrastructure in areas not yet awakened sold by the prospective future leaders. But the fact is happening now, sometimes contrary to what was promised on the campaign. So until now, a case of corruption in this country is not abating, so that's the reality of the democratic party, the party that is supposed to be an arena for people to re-discover a leader who is able to bring Jakarta into a better direction again, in election is supposed to serve as a platform to create and realizes

the hopes of passing the selection of a leader who is able to implement the mandate and vision of their mission at the level of action and not just words, but it is time to make this election as a platform to realize the hopes and future goals to brought Jakarta in better direction again.

Culpeper (2011) proposes impoliteness strategies namely: bald on record impoliteness (strategy performed as clearly and boldly as possible), positive impoliteness (a strategy designed to damage the addressee's positive face wants), negative impoliteness (a strategy designed to damage the addressee's negative face wants), sarcasm or mock impoliteness (a strategy performed with the use of obviously insincere strategies), and withhold impoliteness (the absence of politeness in situations where it is expected).

Based on researcher's observation, the governor candidates of DKI Jakarta also utilized the impolite strategies to make other candidates feel uncomfortable. Impolite utterances of one candidate Anies Rasyid Baswedan (ARB) as can be seen in the following situation:

*ARB : "Firaun pencuri pun bisa dengan jujur menceritakannya." (U22; P81)*

From the situation above, the utterance of "**Firaun pencuri pun bisa dengan jujur menceritakannya.**" is the positive impoliteness which realization call other names .

Culpeper (2011) stated the positive impoliteness is the use of strategies to damage the addressee's positive wants, including ignore, make other feel uncomfortable, snub the other, use inappropriate identity makers and call other names.. Culpeper (2011) stated the positive impoliteness is the use of strategies to damage the addressee's positive wants, including ignore, make other feel

uncomfortable, snub the other, use inappropriate identity makers. In this case, with his rugged and aloud voice, he expressed his disinterested by saying that utterances. He tried to make the other candidate (BTP) feel uncomfortable because he asked about his previous promise for DKI Jakarta as the governor in his period.

The other impolite utterances of one candidate Basuki Tjahja Purnama (BTP) as can be seen in the following situation:

BTP : *“Saya harus jelaskan. Kadang-kadang kami ini memang suka ketawa juga seolah-olah kami gak suka dengan orang miskin, benci orang miskin. **Tadi pasangan nomor 1 mau kasih 400ribu per bulan. Itu terlalu kecil, Bapak.** Karena kami berikan aja 600ribu per bulan. Saya juga bingung kiri kanan saya itu bilang emang mereka tinggal di daerah aliran sungai kok walaupun puluhan tahun, ya salah. Sebagai orang tua saya tidak menghukum mereka.”*(U50,P89)

From the situation above, the utterance of **“Tadi pasangan nomor 1 mau kasih 400ribu per bulan. Itu terlalu kecil, Bapak”** showed that he used the strategy to attack the hearer’s negative face. The speaker has desire not to be imposed upon by frightening the hearer and he has explicit associate the other hearer with the negative aspect. He tried to showed that he can give more fund for Jakarta society than the other candidates and it makes the hearer being condescend.

From the few examples of utterances above we can see that situation. Opponents and goals of the governor candidates in presenting their opinions and

vision mission are several factors that influence. The figure of a governor who lay regarded as exemplary figures for the public good in speech, thinking and acting is an important matter that must be maintained. Some of the objectives from governor candidates in speaking is to get the attention of the citizens of DKI Jakarta, gain confidence and power in leading the provinces of DKI Jakarta and after that would just make one of the candidates can be elected governor of DKI Jakarta in the next period. But sometimes politeness as a candidate for governor is often not considered a candidate for governor in terms of expression because it is driven by the aim to get the most votes.

Related to the explanations above, researcher interesting to analyze impoliteness utterance of governor candidates in governor election DKI Jakarta 2017. Because when they are making debates there some rules that should be obey to make the hearer is comfort toward language that use by the candidates. How to deliver opinion, how to respond the argument if we are not agree with statement. Each candidates should be wise to choose the language. The candidates' language has affect to their opponents. This research intends to find out the impoliteness in utterance of governor candidates in governor election 2017.

## **1.2 The Problems of the Study**

In relation to the background of study presented above, the problems of the study are formulated as follows:

1. What types of impoliteness strategies are used by the governor candidates in DKI Jakarta election debate 2017?

2. How are those types of impoliteness strategies linguistically realized by governor candidates in DKI Jakarta election debate 2017?
3. Why are those types of impoliteness strategies linguistically realized in the ways they are in DKI Jakarta election debate 2017?

### **1.3 The Objectives of the Study**

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

1. to describe the types of impoliteness strategies which are used by the governor candidates in DKI Jakarta election debate 2017.
2. to explain how those types of impoliteness strategies linguistically realized by the governor candidates in DKI Jakarta election debate 2017.
3. to expose why the impoliteness strategies linguistically used by the governor candidates in DKI Jakarta election debate 2017.

### **1.4 The Scope of the Study**

As state in the previous explanation that impoliteness can occur not only in daily conversation but also in debate, like governor election debate 2017. And this study attempted to find out the impoliteness strategies in governor election debate 2017 that use by Agus Harimurti Yudhoyono as the first governor candidate, Basuki Tjahja Purnama as the second governor candidate and Anies Rasyid Baswedan as the third governor candidate of DKI Jakarta in election debate at first debate at January 13th 2017 and January 27th 2017 on Metro TV . The aspects will observe the utterances from governor candidates which proposed by

Culpeper theory (2011) which introduces five impoliteness strategies, namely Bald on Record Impoliteness, Positive Impoliteness, Negative Impoliteness, Sarcasm or Mock Impoliteness and Withhold Impoliteness.

### **1.5 The Significance of the Study**

- a) Theoretically, this study is considered to enrich the theories of impoliteness and sociolinguistics, especially to give a better understanding and new insight on how impoliteness strategies are related and it is usefully considered to provide the information of what type of impoliteness strategies, how they realized the impoliteness, and the reason why governor candidates use impoliteness strategy in interaction.
- b). Practically, the findings of this research are expected to be useful as a reference for lecturers, teachers and students which helps to lead toward how to deal with impoliteness, how impoliteness should be seen as a controlled and managed phenomenon, and why impoliteness occurs, especially in governor candidates' interaction in election debate.