

## CHAPTER I

### INTRODUCTION

#### A. The Background of the Study

Human are social creatures which need each others. People build relationship through a process that we know as an interaction, by interact each other people build understanding, trust and relation. Interaction needs a tool to create an understanding that called as language. Language is a skill that human has to interact or communicate with others. By using language, human communicate with other to convey what they want, by using the language, we can interact to convey ideas, feelings, and also to build new relation with others.

When we interact with other people, we need communicative competence that comprises not only linguistics competence but also social culture, interactional etc. Talking about socio-cultural, interactional and strategic competence we should realize that they refer to the speaker's pragmatics knowledge. Pragmatics perspective means as knowledge of communicative action and how to carry it out, and how to use the language appropriate with the context. It means that the speaker should be able to recognize what they want to say, with whom they talk, when, where, and how they say it/speak.

Movie is a media to convey a message into people (viewers) who come together in a place. Movie definitely played by some characters that will convey hidden intention that will be delivered through expressions. That

means the language usage affect the speaker's expressions. In this chance, the writer will focus Indonesian movie that entitled *Siti*. Movie that was directed by Eddie Cahyono was an independent movie. This movie was released in 2014 in JogjaNetpac Asian Film Festival 2014. A movie that produced by Ifa Isfansyah told a story about a woman struggles to survive her life in paying off debt. This movie was played by many characters, but there were five dominant characters will determine how the movie will go on and go end. They were Sekar Sari, Bintang Timur, Haydar Salishz, Ibnu Widodo, Titi Dibyo. In this chance, the writer would focus on three characters to find hidden intention that would be conveyed through them.

The writer chose this movie because it had the unique sense. This movie was made with black-white background and used Javanese language adopted the social issue of lower class. The director made it like historical movie, although this story didn't tell history or legend. This movie told about the struggle of life. Another reason because this movie won some national and international appreciation, one of them was as the best movie in Indonesian Film Festival 2015. This movie also won the best script and cinematography for category New Asia Talent Competition and Shanghai International Film Festival. Not only that, *Siti* that played by Sekar Sari also got appreciation as the Best Performance for silver Screen in Singapore International Film Festival 2014. This movie was played in Indonesian Film Festival 2015, that played in Melbourne, in International Film Festival in Rotterdam, and Asia

Jogja-Netpac Film Festival. These appreciations certainly enough to be reasons of the writer to chose this movie as the object of research.

According to Georgia Green that quoted by Yule in his book that is to understand of intention in human action, it involves interpretation in order to accomplish some purpose in communication. It also includes belief, intention, plan, and act. The interpretation was based on what we might had intended to convey and included evaluation as “rude” and “inconsiderate”, or “considerate” and “thoughtful”. This impact of these evaluations became the investigation and it called politeness. Being polite showed good manner and consideration for other people. The way you choose to speak and how the hearer react your speech could called as politeness. Shahrzad Eshghinejad (2016: 1) states that polite language, especially in achieving requests asking others to do something for us, and various politeness strategies can be used. Zainiyah (2018) states that people use politeness as a way of known deception, in order to help maintain or protect each other's face needs or avoid face threatening acts. Dealing with people was not easy, business deals, personal interaction, workplace intermingling all require certain conversation skill. A manager had to deal with his/her staff, we had to deal with our friends or society. Rudeness could cause everything be a mess, that's why we need to learn politeness so that we could put ourselves into the right place, the right time, and to the right people. For example:

Siti : *Koe percoyo surgo, mas?*  
*(Do you believe in heaven, mas?)*

In that sentences, we could find politeness that used by the female character. She used the word “*Mas*” that showing her respect to the male character as her husband. In Indonesia, especially in some ethnics when we talked with other without calling appellation, people though that we were impolite person. That’s why some ethnics used that while talking to showing respect or reduce FTA of the hearer.

According to Gino Eelen (2001: 19), politeness has been triggered by some linguists that which are Robin Lakoff, Stephen C. Levinson and Penelope Brown, Geoffrey Leech, YueguoGu, Sachiko Ide, Shosana Blum-Kulka, Bruce Fraser and William Nolen, Horst Arndt and Richard Janney, and finally Richard Watts. In this chance, the researcher choose Yule’s theory as the guide this research. Yule’s theory itself is an adaptation of Brown nadLevinsons’s that written in 1987.

## **B. The Problems of the Study**

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

1. What types of politeness strategies used in *Siti* movie?
2. Why does the character use the most dominant politeness strategy?
3. How is the politeness strategies used by main character in interact with others?

### C. The Objectives of the Study

The objectives of the study are described as follows:

1. To know the types of politeness strategies that used in *Siti* movie.
2. To know the meaning of used the most politeness strategy in that movie.
3. To know the differences of politeness strategies used by main character in every relations.

### D. The Scopes of the Study

The discussion of this study was limited to politeness strategies that used by 3 characters in *Siti* movie, they were; Siti, Bagas dan Darmi. The writer chose these 3 characters because they appeared in that movie dominantly that meant they had more utterances to be observed.

### E. The Significances of the Study

Through this research, the writer expected the findings of her study would give both theoretical and practical contribution in pragmatics study.

First theoretically, the finding of this study was expected to be one of the sources in pragmatics studies, particularly on the analysing politeness strategies in Javanese ethnic, the one of dominant ethnic in North Sumatra.

Secondly practically, this research could be useful for students or people who interested in learning politeness. The research subject of this research was Javanese ethnic. Many people though that when we talked about

politeness, it talked about rudeness. If it talked about rudeness, it didn't appropriate if we do politeness research in Javanese movie, because we knew that Javanese speak politely, but it was wrong. Politeness was not only talk about rudeness, or the people who talked using high intonation. Through this research the author expected would improve reader's knowledge about politeness, because politeness itself focused on face wants.



THE  
*Character Building*  
UNIVERSITY