

# CHAPTER I

## INTRODUCTION

### 1.1 The Background of the Study

Language is one of the main points in our life. It is a tool that we use to communicate, interact, and cooperate with others. Language is also a system that helps humans express themselves, convey their message, information, and feeling. This understanding is in line with Kridalaksana (2001: 21) that states language is an arbitrary system which is used by community to cooperate, interact, and identify themselves. People use language as a tool of communication. Communication is the activity of conveying message or information from the speaker to the hearer, so it needs a sender, message or information, and a receiver. Thus, human communication concerns with giving ideas to others and getting exchange of understanding.

Having interaction and communication is a need in our daily life. People communicate to convey their meaning through conversation. In conversation, they need to maintain their utterances in order to get their purpose done or understood. However, not all can do good communication. Sometimes, people can potentially threaten other people's face. In order to reduce the effect of the face threat, people can choose to use politeness strategies. Thus, politeness is one of communication strategies that can be used to build good communication.

People need to concern about their politeness especially in their utterances. Politeness is about how to make an effective and communicative communication, how to influence and be aware of other people's condition, and how to be good friend. Thus, being polite means to be considerate conversational partner. This

assumption is related with Wijana (2011) that states in interpersonal rhetoric people need to consider politeness. It means that the concepts of politeness are useful in interaction and it can help to manage the effective conversation, make rapport, and influence people.

Interaction and communication with other people cannot be avoided in our life. The use of politeness as communication strategies absolutely needed in every kind of communication. There are many kinds of communication such as face to face communication, group communication, and also public communication. However, the discussion of politeness does not only deal with face to face or group communication, but it is also important in public communication such as talk show. Talk show is a program where two or more people discuss various topics that is still happening in society (Tamalia, 2013). Moreover, Ramanwong (2009) said that communication in talk show is communication through media, it is a communication delivered directly to the public.

As a communication is delivered directly to the public, one needs to concern and pay attention to his or her choice of language since the public can directly hear, watch, and judge it. The viewers will be aware about the conversation. Thus, people belong to the communication in the talk show actually need to maintain their utterance.

Many factors can affect the success of talk show, such as theme, style, and also the conversation between the participants. Talk show takes conversation as its main part of the show, so the show has to make the conversation run well. The politeness strategies can be used as one of the communication strategies to make a good and interesting conversation. However, in a conversation, one can threat the

other people's face by one's utterances. Thus, the host as the one who manages the show has important role in managing the conversation. He or she had to ask and respond question directly between the guests. Politeness strategies can be used to manage the conversation and avoid the face threat. The role of politeness strategy can be considered as an important factor to build a good show.

Talk show gives its viewers entertainment and information. As the entertainment, its aim is to give good performance so people can enjoy it. As a result, it can create social and emotional relationship with them, persuade and encourage the viewers to be the loyal viewers and make high rating show. As the information giver, it becomes the source of information and knowledge, so the show must have clear and interesting language. Therefore, since it is importance for the host to attract viewers' attention, the host should employ many language techniques to achieve those aims. The host is expected to employ politeness strategies with much care in his show (Pishghadam and Navari, 2012).

However, the function of a talk show is not only to entertain or give information, but also to educate its viewers. Politeness strategies can also be used as language technique to educate people by becoming a good role model in communication. Moreover, besides those aims, the host's communication with his guests is also important. The host as the one who manages the show, in giving question and feedback for his guest, he also needs to consider and his politeness in order to maintain the rapport, appreciate, and give respect to them (Tamalia, 2013).

Thus, good conversation is one of the main important elements in talk show. It is needed because it affects the popularity of the talk show itself, also the

host and the guests' public image. Therefore, since it is important for the host to attract viewers attention and maintain social and emotional relationships with their customers, he/she are expected to employ politeness strategies with much care in his/her show.

The concepts of politeness itself are stated by many linguists, such as; Lakoff, (1972), Fraser (1978), Brown & Levinson's (1987), and Leech (1983). They offer politeness principles as the communication strategies. Leech (1983) said that the role of the Politeness Principle is to maintain the social equilibrium and the friendly relations which enable us to assume that our interlocutors are being cooperative in the first place.

Lakoff (1975) in Pishghadam and Navari (2012) states that politeness is developed to reduce friction in communication. Its purpose is to consider others' feelings, establish levels of mutual comfort, and promote rapport. It is the use of language in smooth communication. Politeness is an important factor in developing effective relationships with people, and any misuse of these strategies can hinder the effective communication, leading to individuals' dissatisfaction and indifference.

The concept of politeness from Brown & Levinson can also be used to make good communication. Moreover, it gives deep comprehension and clear concept about its strategies. It covers the concept of politeness strategies and sub strategies such as positive and negative politeness. Based on this understanding, the writer uses Brown & Levinson politeness strategies as the theory for this research.

Brown & Levinson (1987) explain the concept of face, face threatening acts, the realization of the strategies, and also the sociological variables that influence the realization of those strategies. There are two kinds of face, positive and negative face. Positive face is face that concerns with self image of people who need that what they do, what they have, or what they believe to be acknowledged. While the negative face is face that concerns with the self image of people that wants to be appreciated as a way that the speaker let them be free in choosing what they want to do (Goffman 1967 in Rustono, 1999).

However, in conversation people can potentially create the threat for the face. The threat for positive face is called positive face threatening act, while the threat for negative face is called negative face threatening acts. To minimize the face threat, one can use some redressive action such as positive and negative politeness.

In terms of positive politeness, being polite means to express solidarity and friendliness which might be felt as the denial to face-threatening for the addressee such as refusal, disagreement or criticism in order to avoid a potential conflict and hence to maintain harmony in interaction. In terms of negative politeness being polite means to choose the right words to express a respect (Wilamova, 2005).

In the study of language and politeness, there are numerous studies that have described and raised many issues on the different strategies in their way of speaking. The way of people to make communication comfortably is known politeness strategies. Communication clearly depends on not only recognizing the meaning of words in an utterances but recognizing what speakers mean by their utterances. In other word, if we want to know politeness of a speaker's utterance,

we also have to study the meaning of the utterance. The principle of politeness is to make all the parties relaxed and comfortable with one another in common social situation and is further Brown and Levinson (1987) broken down into four strategies of politeness, namely Bald on Record, Positive Politeness, Negative Politeness, and off Record Politeness strategies.

The aim of investigating this study is to find out the types of politeness strategies usage in pronoun speaker, and to find out of their reasons they way do. Further, as Brown and Levinson (1987 : 74) consider a number of variables which might affect the politeness strategies such as power, distance, and rank of imposition. It has been proven by Peng (2012) in her research found that positive and negative politeness strategies are mainly used by college teachers in EFL classrooms, which shows the teacher of this research is highly aware of politeness and have level of English proficiency,

Indeed, the phenomenon above is available in Western Culture. However, it could be that the same happening also occurs in Indonesia setting. The setting itself refers to a situation where the happening happens. It can be in many forms including in program of television. In terms of television program, there are many program offered by the television station to its watchers. One of the television programs is ILC (Indonesia Lawyer Club). They are broadcasted in TV One.

Indonesia Lawyers Club is a television program by TV ONE aired every Tuesday at 19:30 to 22:00 p.m and discussed the issues being discussed by the Indonesian people at that time. Indonesia Lawyers Club is a program in a talk show format, presenting experts discussing law, politics, religion, crime. From this event, people see a problem not only from a single point of view but from

different perspectives. This happens because this talk show presented many guests' expert in their fields, both for the pro and on the counter. The guests will be argued their opinions according to the channel hosted by a host named Karni Ilyas.

This program always has the invited guests who are competent, informant, and has a smart host. This event give a lot of educations and also information about many important things and provide motivation for the Indonesian people to keep the spirit face despite any difficult circumstances. Furthermore, by watching ILC ( Indonesia Lawyer Club) Talk Show Program gives us inspiration in order our life will be better. These programs also discuss many different topics such as politics, entertainment, economy, social, life relationship, education, and spiritual topic. Thus, in this research, the researcher investigated the episode in ILC ( Indonesia Lawyer Club).

In this Talk Show which has three elements, such as the host ( interviewer), the guest ( interviewee), audience, and raise certain topic to discuss each other, where all those elements involved in the discussion during the program. Further, this talk show always invite the guest that related to the topic will be discussed. Therefore, the speaker and listener discuss certain topic in each episode in order the audience catch the information clearly.

Both of the speakers and listeners, however, used one of the types of politeness strategies. The speakers and listeners are comfortable as required ( used Bald on record strategy), relevant class of other (used positive politeness strategy), there is redressive action saying something ( used the negative politeness) and indirect way of saying something ( used off record politeness strategy) . This is



due to some reasons, for example, the information can not be caught properly, intention to lie, and deliberately for jokes or humors.

In communicating each other, the guest ( interviewees) in talk show often use the principle politeness by giving comfortable answer to what interviewer asks in talk show. In this case, the researcher will give the example so that it can be the preliminary data of the researcher. This is one of utterance of Rocky Gerung in issues “ Haruskah Ibukota Pindah? ( August, 20 2019). Then, in that talk show the guest used one of the type of politeness strategy in pronoun namely. Thus, the example can be seen as follow:

*Gerung :Kalau kita ingin pindahkan sesuatu, berarti kita ingin sesuatu itu keluar dari dan masuk ke...Itu yang namanya pindah. Jadi ada arah dan vektor," "Sampai sekarang kita nggak tau alas an pindah dari Jakarta dan masuk ke Kalimantan. Bukan nggak ada alasan justru karena keterangannya bermacam-macam,"*

“If we want to move something, it means we want to get it out and get into.. That’s mean moved. So it has purpose and vector”. “Until now we don’t know the reason why it is move from Jakarta to Kalimantan. It is not cause of there’s no reason but the variety explanation.”

From Rocky Gerung statement we can see he uses bald on record, In this utterances he started to claim everybody with the strong and clear answer as we see “ Kita” . The pronoun in that utterances refer to Bald on Record to claim everybody have the same opinion with him.

Another example is one of Gerung statement to continue his statement first.

Rocky Gerung :"*Kekacauan ide awal, karena itu center Indonesia. Saya baca lagi kenapa pindah, karena Jakarta dibuat colonial jadi kita harus bikin kota. Jadi nggak jelas sistemiskah, historiskah?*



“The trouble is in the first idea, because that is the centre of Indonesia. I read more why it is move, because Jakarta is made by colonial so we have to make a city. So it is not systematis or historic?”

In this statement Gerindra uses Off Record. It is clear in the pronoun “Kita”. In this utterance Rocky Gerindra tries to give chance to the listener to understand and interpret his language by using pronoun “ Kita”. It is used to avoid the inescapable accountability, the responsibility for his action.

In talk shows such as political debate, there is often a deviation of the principle of politeness. The talk show did not heed the existence of the principle of politeness in communication or conversation. The talk show is only concerned with the opinion of the resource person, and immediately put it right. In the talk show dialogue there are speeches or phrases that are spoken by the host of events and resourcefulness with expression. Speaker of the event host and the resource person, then made the writer as research data. Based on this background, the title of the study of this study is the Use of Pronoun in Strategy of Politeness in Talk Show Program.

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

Based on the background of this study, the problems of the study are formulated as in the following:

1. What types of subject pronouns are used in strategy of politeness by the interviewees Talk Shows?
2. How are the subject pronouns used in strategy of politeness by the interviewees in Talk Show?

3. Why are the subject pronouns used in strategy of politeness strategies by the interviewees in the Talk Show?

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

In carrying out the research, it is necessary to state clearly the objectives of the study in the relation of the problem posed. The objectives are:

1. To investigate subject pronouns are used in strategy of politeness by the interviewees Talk Shows.
2. To describe about the subject pronouns are used in strategy of politeness by the interviewees in Talk Show.
3. To explain the subject pronouns are used in strategy of politeness strategies by the interviewees in the Talk Show.

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

This study attempts to find out the usage the types of politeness strategies in the issue “Perlukah Ibu Kota di Pindahkan? (20 August 2019) in Indonesia Lawyer Club (ILC) Talk Show in TV One which shown by the interviewees. The aspects will be observed are the usage, and the reasons of interviewees in using the types of personal subject pronoun in politeness strategies during the talk show.

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

The findings of this study are expected to be relevant and useful theoretically and practically.

## 1. Theoretical Significance

Theoretically, the results of this study are useful to:

- 1) Enrich of linguistic knowledge of pronouns are employed in strategy of politeness
- 2) Widen the horizon in the theory of politeness in pronoun,

Practically, the results of this study are useful to:

- 1) Other researchers who are interested in conducting research or any further studies in English specific purpose area,
- 2) Lecturer and university students in using politeness in pronoun to be cooperative in sharing information, evaluating group work, expressing opinion and other academic process that use politeness,
- 3) Writer and reader in following communicative principles in order to be successful in delivering meaning, building balance communication, and creating better relationship in writing.