

CHAPTER I

INTRODUCTION

A. The Background of the Study

Language is a center part of interaction and communication. We need it to communicate with others and it also a tool to connect each other. Kramsch (1998: 3) states that “Language is the principle means whereby we conduct our lives.” When it is used in contexts of communication , it is bound with culture in multiple. As an example of the application of Kramsch’s definition about language; for instance , some international events which are broadcasted on television , internet or newspaper needs language as the medium to communicate the message or information as well as possible. Therefore, we cannot deny the existence of the language which occurs in our social live.

Politeness is the behaviour of someone social interact who shows concern to other people (Ryabova, 2015). Politeness as a human code for communication and social activities, as we know politeness is important for our social life where ever and whenever, example for a youtuber which must make the atmosphere excited in order to make the their viewer to be excited to their content. Politeness level can be judged by words, expressions, and act.

The modern era makes the people has a life where the technology has dominated. Everything that exists today is very sophisticated for example is YouTube. YouTube is one of social media which is famous and has so many users now. Even now the people much prefer YouTube and start to leave television. The

people share about their activity in YouTube and say anything that they want to talk. The notion of politeness and impoliteness has been defined in many different ways since politeness theory was first introduced by Brown and Levinson. Face is the public self-image that every member wants to claim for himself (Brown and Levinson 1987 : 61). There are two kinds of face, negative face and positive face. Negative face is the claim to territories, personal pre – serves, right to non distraction like freedom of action or freedom from imposition. While positive is the positive consistent self-image or personality (crucially including the desire that this self-image be appreciated and approved of) claimed by interactants (Yule, 2010 : 135).

Even now the people much prefer social media especially YouTube and start to leave other media. This happens because YouTube has more advantages than other media. For example when you want to see cartoon, on television cartoon airs on holiday or Sunday morning usually but on YouTube you are free anytime and anywhere can see cartoon or anything that you want see if you have internet data. Another advantages that YouTube has this app does not have advertisement like on television that usually shown every fifteen minutes , indeed on YouTube there are advertisement but just a few seconds and we can skip the advertisement and immediately go to watch the video that we want. The people who has a YouTube account calls as content creator which make their own content such as we usually called beauty vlogger. Beauty vlogger is a content creator who make the content on their account with a review of skincare or make up and the way how they applied the product (Ananda and Wandebori, 2016).

Furthermore, the phenomenon of politeness strategies also occurred around us, example YouTube also had disadvantages, one of them was not good for minors, this was the consequence free to access YouTube content accessible to anyone, children couldn't accidentally watch a vulgar video and not suitable for their age, this was what made the reason that the child should be supervised by their parents while watching YouTube. Ananda and Wandebori (2016) state that the hype of vlogger on internet and social media especially YouTube usage has triggered the establishment of it. Vlogger were very popular with many people especially for the people who love their content of all ages and become the most searched content creator on YouTube. Bakshy (2011) states that Unsurprisingly, we find that the largest cascades tend to be generated by users who have been influential in the past and who have a large number of followers. So this had an impact that the content creator have strong influence on their viewers minds.

The researcher will be taken the data from Ria Ricis' YouTube account named Ricis Official and take 10 videos randomly where Ria Ricis had interact with children. The videos title were *Pertama kali ajak keponakan ke rumah baru sampai nangis (16.439.122 viewers)*, *Belanja sepuasnya ditraktir ricis. Maryam puas! (5.326.282 viewers)*, *Ulang tahun bilqis, semuanya lol surprise!!!! (7.005.895 viewers)*, *Reaksi pertama bowo main squishy. (10.611.103 viewers)*, *1 hari bersama bowo. Ternyata aslinya ganteng!!!! (10.244.958 viewers)*, *Mainan baru – unboxing mesin capit boneka!! (claw machine) (3.774.967)*, *Squishy besar vs kecil bareng keponakan – sabaaarr.... (6.900.272 viewers)*, *Ricis dikerjain abis-abisan sama rafathar usil banget!! (3.927.112 viewers)*, *Berantakin rumah*

gempi!!! Gak boleh main lagi?? (3.702.053 viewers), and Belajar jadi ibu – Ricis kepo (3.737.600 viewers). These videos is a collaboration between Ria Ricis and the children such as Gempi (Gisel's daughter), El (Jessica's Iskandar son), Bilqis (Ayu's Tingting daughter), Bowo (the boy who famous because of TikTok media social), and Maryam her niece (Oki's Setiana Dewi daughter), etc.

From the preliminary data, there were many politeness strategies that found in the script of Ria Ricis' YouTube video that could support the data. For example:

R: "Assalamualaikum temen-temen"

"(Assalamualaikum friends)"

- 1 hari bersama bowo. Ternyata aslinya ganteng!!!! (10.244.958 viewers)

From the dialogue above, it could be assumed that Ria Ricis invites Bowo and others greeting to the point the netizens to avoid misunderstanding among them. In the video all of them follow Ricis to greeting at the beginning of the video. This dialogue was one of the politeness strategies that was bald on-record, more exactly "Cases of FTA-oriented bald-on record usage". Here Ria Ricis doing something without redressed action, she emphasized her intention as clear as possible with greeting the netizen. This was great for children to see and emulates Ria Ricis for greeting the netizen at the beginning of the conversation.

Ria Ricis is the first female Indonesian youtuber who get a diamond play button from YouTube, she has 17.8 Million followers and has 759 videos. This means that Ria Ricis already has more than ten million subscribers and they are both influential for Indonesian YouTube viewers. And the researcher interest to

the content which had seen more than 3 million viewers and Ria Ricis' video which interact with the children. Ria Ricis famous with her content about review the toys such as slime and squishy, so most followers of her account are children. So the researcher think this was a good material for doing a research about politeness strategy in Ria Ricis' YouTube utterances.

There have been several studies in politeness strategies especially on Social Media, some of them are; Miriam (2010) conducted a research about the politeness and impoliteness in computer-mediated communication (CMC). The data collected from interactions in online newspapers (Upadhyay), blogs (Haugh), bulletin boards/fora (Nishimura, Angouri and Tseliga), an interactive website (Planchenault), email (Haugh) and chat (Darics). The languages worked with are French (Planchenault), Greek (Angouri and Tseliga), Japanese (Nishimura), and English. The result of the data found that Haugh, Angouri and Tseliga, and Upadhyay focus explicitly on impoliteness and conflictual language usage, while Planchenault and Darics focus on how solidarity and the creation of an ingroup feeling is created and maintained.

Theodoropoulou (2015) investigate about politeness strategies on facebook especially on case the Greek birthday wishes. The focus of this research was birthday wishes on behalf of 400 native Greek users of Facebook, aged between 25–35 years old, as evidenced in the ways they respond to birthday wishes posted on their walls. The result of this research showed that the native Greek participants I investigated tend to pave their way of constructing linguistic politeness by adhering to the politic behavior of thanking their wishers. This

behavior, at least in the Greek context, tends to be personally targeted, something which is indexed by both the use of ('thank you') and ('may you be well'), and the use of a first name or nickname enhanced by the intimacy particle ('my'). Instead of leaving their interaction with the people who wished them well-being on their birthday on Facebook Walls, the participants go one step further by actually reciprocating the wishes to their friends, sometimes in extravagant ways.

Eshghinejadf & Moini (2016) analysis a research about politeness strategies used in text messaging. The focus of this study was investigate Iranian male and female EFL learners' text messages sent to their professors with respect to the use of positive and negative politeness strategies, based on Brown and Levinson's (1987) politeness theory. The findings of analyzing the corpus showed negative strategies (575 times) were more preferred than positive ones (478 times) by Iranian EFL learners (Persian-speaking learners of English). This means the participants mostly preferred to use a negative strategy in text messaging their professors as conveying respect, deference, and distance rather than demonstrate friendliness and involvement applying positive ones. Some of the participants, however, applied positive strategies to show intimacy and close relationships with their own professors.

Maros & Rosli (2017) conducted a research about politeness strategies in twitter updates of female English language studies Malaysian undergraduates. The focus of this study was 776 tweet updates produced by 9 female undergraduates, active users of Twitter within two months, were documented and open-ended questionnaire responses were collected for in-depth findings. The data were

analysed using Brown and Levinson's (1987) Politeness Strategies. The findings show that the participants employed four politeness strategies with positive politeness employed the most, followed by bald-on record, off-record with the least employed being negative politeness. Although the participants employed all four politeness strategies, it is important to be aware that misunderstanding could still easily occur due to the absence of other communication cues in virtual 'faceless' communication. Hence, this study showed that the overuse of profanity, ambiguous indirect strategy and failure to comply with the 140-character limits in Twitter are some of the reasons that might cause misfire to happen.

And other studies Prayitno (2017) conducted about politeness strategies in comment on the Indonesian President Jokowi's Instagram official account. This study focus to identified the forms of positive politeness acts of followers' comments on President Jokowi's official Instagram account and describe the intent of politico pragmatic power of positive politeness of followers of Jokowi's Instagram accounts. The results of the study showed that the form of positive politeness acts that were most used by followers was by giving attention to the speech partners. Political propaganda power of dominant followers' comments was in the form of the power to ask and support rather than the power of praise, the power of influence, the power of motivation, and the power of suggestion. It shows that Instagram account followers have an optimistic attitude towards Jokowi's leadership. Jokowi's managerial, and leadership performance has a positive face among followers.

Therefore this research focus on used politeness strategies in Ria Ricis' Youtube account named Ricis Official with her ten videos that selected to transcribe. The videos were interaction between Ria Ricis with actress' children because the most of her viewers were children. Futhermore this study expected to give contribution to English Department in the field of Pragmatics especially Politeness Strategies.

B. The Identification of the Problem

Based on the background of the study, the identification of this study were formulated as the following :

1. The utterances of Ria Ricis in her popular YouTube account had politeness strategies which must be considered.
2. The people on Ria Ricis' YouTube account used politeness strategies on their utterances.
3. There were some factor which influence the people on Ria Ricis' YouTube account using the types of politeness strategies.

C. The Problem of the Study

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

1. What types of politeness strategies are used in Ria Ricis' YouTube account?
2. How are politeness strategies realized in Ria Ricis' YouTube account?
3. Why is that types of politeness strategies using in Ria Ricis' YouTube account?

D. The Objective of the Study

Based on the formulation of the problem above, the objectives of the study were:

1. To find out the types of politeness strategy in Ria Ricis' YouTube account.
2. To described the realization types of politeness strategies in Ria Ricis' YouTube account.
3. To explain the reason why the types of politeness strategies using in Ria Ricis' YouTube account.

E. The Scope of the Study

The study focused on finding the politeness strategies that were used in Ria Ricis' YouTube account utterances. The writer will be taken the youtuber utterances in youtube account named Ricis Official with the videos title *Pertama kali ajak keponakan ke rumah baru sampai nangis, Belanja sepuasnya ditaraktir ricis. Maryam puas!, Ulang tahun bilqis, semuanya lol surprise!!!!, Reaksi pertama bowo main squishy, 1 hari bersama bowo. Ternyata aslinya ganteng!!!!, Mainan baru – unboxing mesin capit boneka!! (claw machine), Squishy besar vs kecil bareng keponakan – sabaaarr...., Ricis dikerjain abis-abisan sama rafathar usil banget!!, Berantakin rumah gempi!!! Gak boleh main lagi??, and Belajar jadi ibu – Ricis kepo* represent the data to be analyzed. This analysis will be conduct by using the theory of politeness strategies proposed by Yule (2010). The study focused on Bald on-record, Positive Politeness, Negative Politeness and Off-record Strategies.

F. The Significance of the Study

The researcher hope this research on politeness strategy on Ria Ricis'

YouTube account has some benefits both theoretical and practical:

1. Theoretical Benefits

In theoretical benefit, the content creator and parents on learning process can use the research finding. The content creator will understand more about the using of politeness strategy and the types of politeness strategies. This result of the research to increase knowledge about politeness strategies especially in Social Media (YouTube).

2. Practical Benefits

In practical benefit, the research finding could be used by the other researcher and the author. a. Another researcher The result of this research can help the other researcher to get information needed in his or her research about the using of politeness strategy. The author can get the large knowledge and experience about the using of politeness strategy.

3. Fulfill final assignment as a non educational English student to get a bachelor.

