CHAPTER I

INTRODUCTION

A. The background of the study

Every human needs language to interact with others. In every day human interaction, requests are one of the speech acts used quite frequently. In English language, there are some lingustic options is using politeness strategy in saying request. Requests which belong to directives speech act can easily threaten people's face, because they have an intention of a speaker to get the hearer since they put imposition on the shoulders of the hearer. Beside that, requests can affect people's autonomy, and freedom of choice. When speakers utter requests, speakers use to get someone else to do something. Thus, it can threaten people's sense of equity of rights

Yule (1996:60) politeness is an intruction can be defined as the means employed to show awareness of another person's face. Furthermore he says showing awareness for another person' s face when that order socially distant is often described in terms of respect or deference. Face means the public self image of a person. It refers to that emotional and social sense of self that everyone has and expects everyone else to recognize.

Mandailingnese is one of several numbers of ethnic group in Indonesia which is known as ethnic group that uses politeness in communication. Mandailingnese use its language in daily life. In making communication to interact, Mandailing is familiar to be polite or in Mandailingnese language calls

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hasopanon. To be polite is very important because politeness is the way to avoid conflict in communication. Fatma Raudhah (2015) to be polite in Mandailing language are related to the action that is taboo to do and to say. It is called "*pantang*". The way to talk to someone who is honored will be different when they speaking to others. For example, when speaking *to mora* (the group of people which is very honored in Mandailingnese culture), *anak boru* is not free talk.

Mangupa is a traditional ceremony in the life of the Mandailing community that was born from the appreciation of the Mandailing ancestors towarsds the existence of supernatural, powerful matter. Mangupa traditional event is one of the Mandailing customs which aims to restore the spirit to someone or a family who was just escaped death or an accident.

Blum Kulka (1984) states a request is a prevent act that expreasses a speaker's expectation about some prospective action, verbal or non verbal, on the part of the hearer.

The goals of requests include action, goods, information and permission here are the example below:

Action (e. g "can you bring me the book?")

Goods (e. g "can you lend me a car?")

Information (e. g "did you know how to cook sphagetty?")

Permission (e.g "miss, may I go to the toilet to mash my hand?")

In mandailing language if they want to request something to the other one, they always used *tolong* (please). Here the example of conversation between woman and man below:

W: tolong buat jolo pinggan i
⇓ ⇓ ⇓ ⇓ ⇓

please take you plate that

(can you take the plate, please?)

M: olo on inang
⇓ ⇓ ⇓

Yes, here mam

(Yes, mam, here mam.)

W: tarimo kasih amang
⇓ ⇓

Thank you so much son

(Thank you so much son)

M: olo inang
⇓ ⇓

Yes, mam

(you're welcome)

The goal of polite in request strategy is to make comfortable and respect with one another, Based on the explanation above, the researcher intended to find out the politeness strategy in request that uttered from Mandailing people in

Mangupa wedding ceremony and the realization of politeness in request that appear in Mandailing language.

There are many theories of politeness. But in this study the politeness focus in Mangupa will be analyzed based on Blum Kulka, Hause and Kaper (1989) defined that the CCSARP project (Cross Cultural Study of Speech act Realization Patterns, the head act of the request sequence is classified on a nine point scale of mutual exclusive categories. There are mood derivable, performatives, hedged performatives, obligation statement, want statement, suggestory formulae, query preparatory, strong hints and mild hints.

B. problem of the study

1. What type politeness strategies of requests used on Mandailing language?

2. What types of politeness strategies is dominantly used in Mangupa Mandailing wedding ceremony?

3. How are the utterances of politeness strategy in request realized in Batak Mandailing language?

C. The objective of the study

1. To find out the types of politeness strategy in request are request used on Mandailing language.

2. To elaborate the politeness strategies dominantly used in Mangupa Mandailing wedding ceremony.

3. To explain the realization of politeness in request utterances are used on Mandailing language.

D. The scope of the study

The main aspect of this study is to see the politeness strategies used by Mandailingnese people in "Mangupa" video wedding ceremony. the realization of types of politeness strategies in Mangupa the realization polite utterances when requesting. Based on explanation above, this study focused on politeness strategies by Blum Kulka, and Hause, and Kasper theory. The researcher doing the analyzed using a video from Mandailing Wedding ceremony.

E. The significants of the studies.

This study is carried out in order to gibe contribution as follows:

1. Academic Benefits

   a. The result of this study can contribute the pragmatic study, especially in giving description about politeness strategies.

   b. The result of this study can be developed by other researcher dealing with politeness strategies in requests in different persoective.
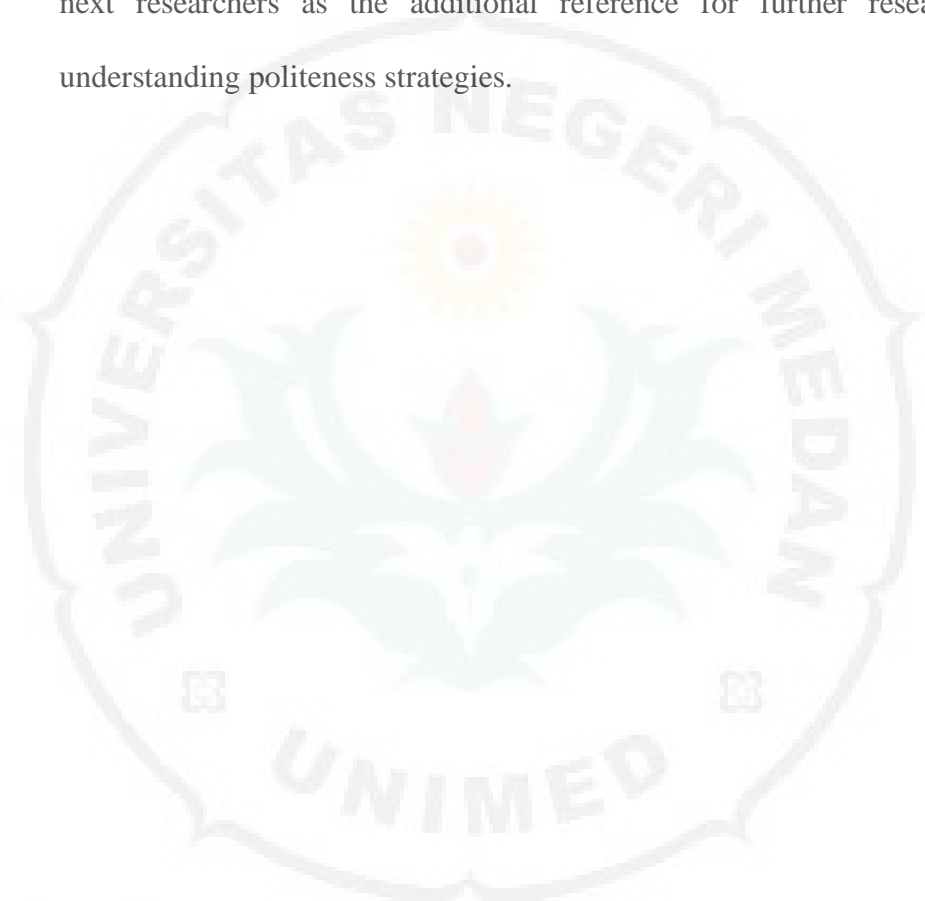
2. Practical Benefits

   a. Students of English Department

      The writer hopes the students of English Department will get more knowledge in understanding pragmatic especially politeness strategies of request used by the native speakers in the cultural language.

b. Next Researcher

The writer hopes the results of this research can be useful for the next researchers as the additional reference for further research in understanding politeness strategies.