

CHAPTER I

INTRODUCTION

1.1 The Background of The Study

Language has important roles for human being in their everyday life. It is used as a medium by human being to communicate to other that links them to the each other. People also use Language to interact with other to fulfil their daily needs. Moreover, people can express their feelings, thought, and knowledge by using Language. Trudgill (1992:32) states that a language is not simply as a means of communication in information; it is also a very important means of establishing and maintaining relationship with other people.

Human being needs Language to express their feeling and mind. Society that consist of different individual needs language so much to unify them. Human cannot live without other person. There for, human needs language to communicate with other. Human express their feeling and mind by using language to the listener. When listener responses the speaker, it's called communication or conversation. So, language is important tools that is used to communicate to the other in society.

Speaker as a member of community do not only express feeling and mind, but also create a fact based on experience through language it self. It can say that human cannot separate with language. Politeness is manifested not only in the content of conversation, but also in the way conversation is managed and structured by its participants, Geoffrey Leech (1982; 139). When people being polite to others it can make them be popular and more likeable others and friendly with you.

To make a good relationship of other especially and communication, people have to choose certain behavior and attitude so that communication can work better and do not hurt other's feeling. In different social situation, the researcher obligated to adjust are us of word to fit occsins. When researcher with a group of friend can say to them, "get me glass!", however, when we are with our parent or a group of adult at a formal situation, we must say "could you please pass me the plate, if you don't mind?".

The example above states that peolpe should consider about politeness expecially in communication. it means we have to pay attention to our choosing words to another based on age and situation. Holmes (1992:296) stated that a polite person makes others feel comfortable. When people try to be polite, others are friendly towards you. In addition, it can minimize and avoid the conflict that may occur in communication, so that is why being polite is really important.

The researcher know if their are many factors that talk about it. Because the researcher want to examine how the use of politeness in the speeches and conversations of candidate for elected governor. Every interaction that people do usually got the imfact from their culture and behavior.

1.2 The Problem of The Study

The problem of the study are formulated as the following:

1. What kinds of politeness implication are us in gubernatorial candidate debate ?
2. What kinds of dominant politeness in gubernatorial candidate debate ?

1.3 The Scope of The Study

Because of the limited time, energy, it is necessary for the writer to limit the problem to improve the positive politeness in gubernatorial candidate debate . therefore this reseacrh focus on positive politeness in the first debate.

1.4 The Objective Of The Study

Based on the problem above, the objectives of the study are formulated as follows:

1. To describe the kinds of politeness use in candidate debate
2. To find out the dominant type of politeness in statement from in the candidate debate

1.5 The Significances Of The Study

The result of the study is expected to give some benefits of the study are as follow:

a. For student

This research is expected to give benefits for the students to get more comprehending insight about politeness strategy in social reality and its connection. Politeness strategy in important in our life because it can make hamonious interaction.

b. For teachers

hopefully, it is useful for English teachers to support teaching- learning precess aspects in which they can get an easier way to teach the students about politeness strategies in english.

c. For researcher

the study will be useful as basic steps for other researcher who are interested in similar research topics.

d. for english department

the study will be useful as a reference which can be guidance to improve knowledge about politeness strategies especially positive politeness strategies.

CHAPTER II

REVIEW OF LITERATURE

2.1 Theoretical of Framework

In this study explains how the use of sentence in politeness implication “ a case of Medan gubernatorial candidate debate. In this study, will be discussed also about how we can distinguish a polite sentence in talking to another person . this chapter aims a clear explanation so it could be understand easily.

2.2 Sociolinguistics

Sociolinguistic is a branch of linguistics that discusses something particularly significant between social community and language. Language is related to the context of culture in society. Language and culture are learned in sociolinguistics. Therefore, people who want to learn a certsin language should know how to communicate with them ; they have to learn about them. Are some linguists give their own opinion about of linguistics.

Spolsky (1998 :3) states the sociolinguistics is the field that studies the relation between language and society, between the use of language and the social structures with the user of language live. It means that language is the tools which connect a group of people in the society.

According to Hudson (1990 :1) sociolinguistics is the study of language in relation to society. He also adda that is allows the beginingsb of an analytical framework to be worked out, containing temrs such as language (a body of knowledge of rules), speech (actual utterances), speakers, address, and topic and so on.

Based on the definition above, there is a close relationship between language and environment. The way of the speaker to speak out can be shown his environment or culture. That is why, while people want to know about other they could be learn the environment or culture.

According to Holmes (1992 :1) sociolinguistics is the study of the relationship between language and society. He also adds that sociolinguistics is concerned with the relationship between language and the context in which it is used. That is why sociolinguistics are interested in explaining why we speak differently in different social context, and they are concerned with identifying the social functions of language and the ways it is used to convey social meaning.

From the definition above, it can be concluded that sociolinguistics is related to the study of language as a part of social interaction. It concerns with analyzing how people used language in the social interaction. Hence, it is clear that sociolinguistics concerns with the language its relation to the society.

The way people talking are influenced by the social context it which they are talking. It matters who can hear speakers and where speakers are talking, as well as how speakers are feeling. So, people will chose words carefully according to whom they are talking whether it is an intimate or friendly one, rather than a formal, distant of respectful one.

2.2.1 Language And Society

Social conventions, norms of social appropriateness, are the product of communities of language user (Kramsch 1998:6). People who identify themselves as members of a social group

(family, neighbourhood, ethnic, affiliation, nation)acquire common ways of viewing the word through their interactions with others members of the same group.

Discussing about language and society has a close relation with culture. It is caused society formed a culture. A group of people live will form ethnic and rules live. Lehtonen in saville (2003:41-2) quoted that creates a group of compelling unspoken historic rule, which in turning determine in a certain social, economic, geographic or linguistics are what can be said, how it can be expressed, who may speak, where and under which dominant predictions. A discursive practice overseas the distribution of knowledge and arranges certain ways of speaking into a hierarchy. Community in society concern interaction with other, how they live, hoe they allow the rule in society. So, peolpe in society show language behaviour.

In daily life, not only the grammatical, lexical and phonological features of their language (for example:teenager talk, professionsl jargon, political rhetoric) differentiate them from others, but also common attitudes, beliefs, and values are choose to say or not to say and how they said it.

2.2.2 Social Factors

Not all factors are relevant in any particular context but they can be grouped in ways which are helpful. In any situation, linguistics choices will generally reflect the influence of one or more of the following components:

1. The participants : who are speaking and what are they speaking to ?

2. The setting or social context of the interaction :where are they speaking?
- 3.The topic : what is being talked about ?
4. The function :why are they speaking ?

2.2.3 Social Dimensions

In addition to these components it is useful to take account of four different dimensions for analysis which relate to the social factors, they are:

1. A social distance scale concerned with participants relationship.
2. A status scale concerned with participants relationship.
3. A formality scale relating to the setting or type of interaction.
4. Two functional scales relating to the purpose or topic of interaction.

The way a person speaks generally signals at least some social group or class they belong to. A person ethnicity, age and gender are also often reflected in their linguistics choice.

2.2.4 Ethnography Of Communication

Salville (2003 : 1) states that ethnography is a field study which is concerned primarily with the description and analysis of culture and linguistics is a field concerned, among others thing, with the description and analysis of languages codes. The study of address form usage tells us quite a bit about how the speakers of a particular language, in a particular community, organize their social relationships. It is aimed in explaining the ways of speaking can not simply

takes a part of the linguistics result as the course of investigations, but the speakers should understand how the phenomenon occurs communication regarding factors that go along with it, and then analyze together with the context of culture and context situation.

Wardhaugh (1998 : 259) assumes “an ethnography of a communicative event is a description of all the factors that are relevant in understanding how that particular communicative event achieves its objectives.

The approach to the sociolinguistics of language in which the use of language in general is related to social and culture values is called the ethnography of speaking or more generally, the ethnography of communication (Fasold (1996 : 39). It can be pointed out that the ethnography of communication is the study of organization of the speaking as an activity in human society based on social and culture values. Thus, the central concept of ethnography of communication is speech community.

Therefore, the ethnography of communication involves how the speakers use language to produce utterances in accordance with the culture norms of their speech community. It concerns on how and why people use certain utterances when interacting with others. To get more understanding about ethnography of communication, it is necessary to know the concept of speech community which has relationship with speech situation, speech event.

One of the most fundamental is the concept of the speech community. This is the basic unit or object of the study for linguistics that is cognizant of the social setting of language.

2.2.5 Speech Community

The essential concept in ethnography communication is speech community. It is way of speaking can vary substantially from one culture to another, even in the most fundamental ways.

Fasold (1996 :62) states that speech community refers to a group of people who share the same rules and patterns for what to say, when and how to say it.

According to Romaine (1994 : 22 quoted by Winda said that a speech community is a group of people who do not necessarily share the same language, but share a set of norms and rules for the usage of language. The boundaries between speech communities are essentially social rather than linguistic. In other words, a speech community is a group of people who do not only share the same rules for speaking, but also share a linguistic variety in which they live, when and to whom it is used as they communicate and interact with one another.

2.2.6 Speech Situation, Speech Event, Speech Act

There are three other concepts of ethnography of communication, namely the speech situation, speech event, speech act. Those three units of interaction are necessary to study the communication behavior within a speech community. They are nested hierarchy in the sense that speech acts are parts of speech event, which are then part of speech situation (Fasold 1996 : 42)

Hymes in Fasold (1996 : 42) defines speech situation as a situation associated with (or marked by the absence of speech). Speech situation is not purely communicative, non-verbal context that may be composed of both communicative and other kinds of events. Thus, the speech situation can affect the communicative behavior within a speech community. For examples are ceremonies, fights, hunts, etc.

On the other hand, speech events are both communicative and governed by rules for the use of speech. A speech event is an activity in which participants interact via language. Thus, it

can be said that a speech event is about one person trying to get another person to do something without risking refusal or causing offense.

The third unit of interaction, speech act is one that focuses on the utterance in the discussion of how to do something by saying word. It concerns the speaker's communication in producing an utterance. The speaker normally expects that the hearer will recognize his or her utterance.

Based on Hymes, there are certain components of speech that should be looked for, although there are more than eight such component. Dell hymes puts them into eight groups, each label with one of the letter of the word "speaking"(Fasold 1996 : 44). All of them are explained as follow:

- a. Setting
- b. Participants
- c. Ends
- d. Act sequence
- e. Key
- f. Instrumentalities
- g. Norms
- h. Genre

2.3 Politeness Theory

Yule (1996;60) states that politeness can be defined as the means employed to show wareser of another person's face. In this sense, politeness an be accomplished in situations of social distance or closeness. Holmes (1992;296) also explains that politeness involves taking account of the feeling of others.

According to Grundy (2000: 145-146), politeness phenomena also extend the notion of indexical, because every utterance is uniquely designed for its audience. Seen as the exercise of language choice to create a context intended to match the addressee's notion of how he or she should be addressed, politeness phenomena is a paradigm example of pragmatic usage.

According to researcher politeness is a form of action, whether done by someone to others. Example of politeness that is often in use is when talking to the elderly. In everyday conversation, there are ways to go about getting the thing we want. When some people in a group, they can say to our friends "shut up" however, when they are surrounded by a group of adults at a formal function, in which our parents are getting, they must say "I'm sorry", "I'm not able to hear the speaker outside in room". In different social situation, it is obligated to adjust our use of words to fit the occasion. It would seem socially unacceptable if the phrases above were reversed.

2.4 Kinds of Politeness

Brown and Levinson (in Jaworski, 1999:327-328) explain that there are four types of politeness strategies, namely:

2.4.1 Bald On-Record

These provide no effort to reduce the impact of the FTAs. It will most likely shock hearer, embarrass them, or make them feel a bit uncomfortable. However, this type of strategy is commonly found with people who know each other very well, and are very comfortable in their environment, such as close friends and family. The bald on-record may be followed by mitigating devices to soften the demand, such as "please" and "would you"

- a. An emergency: help!!

- b. Task oriented or command: give me that
- c. Request: put your coat away, please. Or , put your coat away, would you ?
- d. Alert in or warning: turn your headlights on ! (when alerting someone to something they should be doing)

2.4.2 Positive Politeness

Positive politeness is redress directed to the addressee's positive face, his/her perennial desire that his/her wants (or the action / values resulting from them) should be thought of as desirable. Redress consist in partially satisfying that desire by communicating that one's own wants (or some of them)are in some respect similar to the addressee's wants. Positive politeness is usually seen in groups of friends, or where people in the given social situation know each other fairly well. It usually tries to minimize the distance between them by expressing friendly and solid interest in the hearer's need to be respected (minimize FTAs).

Attended to the hearer: you must be hungry, it's long time since breakfast. How about some lunch?

Avoid disagreement:

A:"what is she, small ?"

B:" yes, yes, she's small and i'm not really small but certainly not very big".

Assume agreement: " so , when are you coming to see us?".

Hedge option:" you really should sort of try hearer."

Brown and Levinson (1987:102) divide positive politeness into fifteen strategies, they are:

2.4.3 Negative Politeness

The main focus for using this strategy is to assume that the speaker may be imposing on the hearer, and intruding on their space. Therefore, these automatically assume that there might be some social distance or awkwardness in the situation.

- a. Be indirect: “i’m looking for a comb”. In this situation by using this indirect strategy, speaker hopes that the hearer will offer to go find ones for him
- b. Forgiveness:” you must forgive me but...”.
- c. Minimize imposition: “ i just want to ask you if i could use your computer”.
- d. Pluralize the person responsible: similar to the address’s wants positive politeness is usually seen in groups of friends, or where people in the given social situation know each other fairly well. It usually tries to minimize the distance between them by expressing friendliness and solid interest in the hearer’s need to be respected(minimize FTAs)

2.4.4 Off-Record

The speakers are removing themselves from any imposition what so ever

- a. Give hints: “it’s cold in here “.
- b. Be vague: perhaps someone should have been more responsible”
- c. Be sarcastic, or joking:” yeah, he’s real rocket scientist!”.

2.5 Politeness Strategies And Concept of face

2.5.1 Politeness Strategies

Brown And Levinson (1987:68-71) say that politeness strategies are developed in order to save the hearers face or known as “ face threatening acts (FTAs)”. It can be said that in everyday conversation, speakers for instance friends also sometime avoid over-formality with friends. In both ways are used to avoid making the hearer embarrassed or uncomfortable.

Leech (1982 : 80) states that why people are often so indirect in conveying what they mean and what is the relation between sense and force when non-declarative types of sentences are being considered are reasons where politeness becomes important. Based on the story, politeness is used to save teh hearer so that speaker and hearer keep good relation.

2.5.2 Concept of face

Face means respect, self-esteem, self-image in the community, Brown and Levinson say that society is governed by two desires: to be free from imposition, and to be appreciated and approved of. First desire considered a negative politeness, and the latter is considered a positive politeness.

Face is the central idea of this theory:

1. **Negative face** includes the following aspects: the basic demands of the private property and personal space, rights not to be disturbed, freedom of action and freedom from imposition.

2. **Positive face** refers to personality as well as desires that his own self-image is accepted and respected, the value of face is different in different cultures: the definite boundary is a private space and the local culture.

2.5.3 Face-Threatening Act (FTA)

Meanwhile, in a conversation, the interlocutor could be a threat to someone's face and the face of his own by making a question, suggestion, criticism, revealing mistake, thanking, and so on. All of these are so-called face-threatening act (FTA). Most of the speech acts of speaker emerged potentially results FTA.

FTA could threaten the face of both positive and negative, as in point (I) and (II):

(I) Negative FTA: command, request, suggest, suggestions, remind, threaten, warn, offer, promise, express jealousy, admiration, hate, anger, passion, etc

(ii) Positive FTA: an expression of disapproval, criticism, felt disgust, complaining, accusing, insulting, disagreeing, emotionally abusive, mentioning taboo topics, interrupting and uncooperative, etc.

2.6 Politeness Factors

Brown and Levinson emphasize that choosing a particular strategy is determined by three factors, namely

1. Power
2. Social distance
3. Impositions

By considering the potential relationship between speaker and addressee. The speaker tries to choose upon the right way to express him or herself. Note, that the mentioned factors are not independent of each other. In most cases great social distance also involves a greater difference in power, where as someone we know very well or with whom we share the same interest usually belongs to the same social category as we do. More to avoid offense when dealing with an official than with a close friend.

The determinants of the external context are:

1. Power : the addressee's position in society and age, the social status; the relative power of the hearer over the speaker and vice versa.
2. Social distance : the social distance between speaker and hearer
3. Imposition/risk : the weight of the actions that threatens the addressee's autonomy and freedom of action, like e.g. orders.

These three variables determine the weight of the potential face-threatening act(FTA), and consequently the weight of the politeness which the speaker will use.

1. Power : although the social distance are high among interactants, the current power relationship might be close, because there might be a friendship between king and servant, or the interactants might belong to one family.
2. Social distance : the higher the status of the speaker in relation to the addressee, the less s/he will need to adopt strategies to minimise any FTA (example: a king talking to a servant)

3. Imposition/risk of an utterance : this variable is about the risk posed by the message which the speaker has to convey to the addressee. It depends on the content of the utterance.

2.7 Previous Research

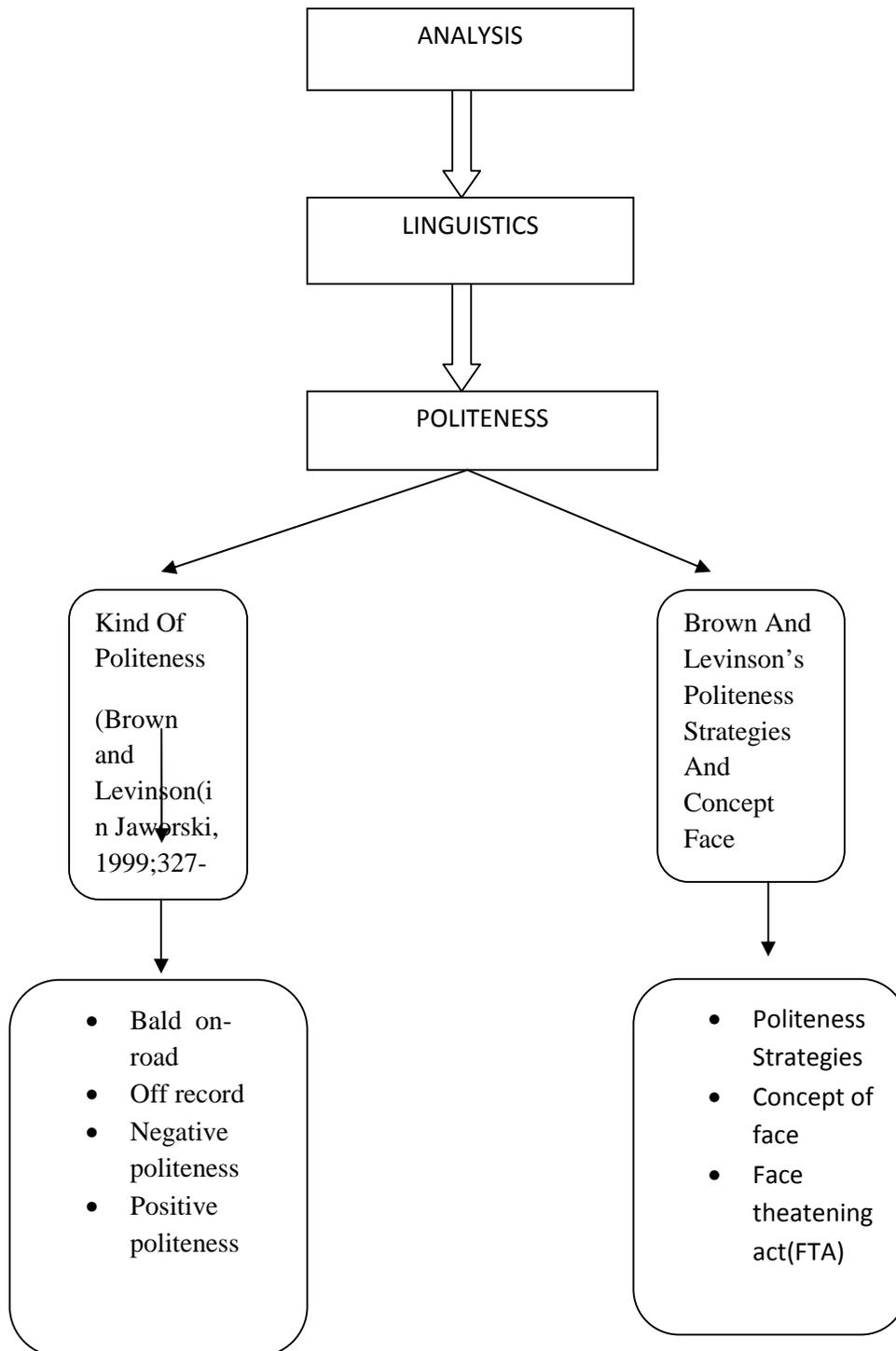
In the researcher, takes the review of related literature from other graduating paper as the principles or comparisons with this research

1. The first is taken from Lidya N F Situmorang (2014) journal of English education entitled **“ The Use Of Politeness Strategy In “Breaking Down Part 2 Move”** in this research the target is the strategy of politeness in speaking. The object in this research is actor from the film, and the studied is the phrase spoken of every cats in the film.

The object of the research is candidate debate in gubernatorial Medan , this research find out what the politeness implication in candidate debate in gubernatorial Medan. The researcher applied analysis data. The subject of the research was speech of candidate debate gubernatorial Medan. This research applied Qualitative Data.

Based on the review of relevant studies, there are similarities and differences between those mentioned researches and the research is different from the other as well as this research. It can be strategy of politeness and implication of politeness.

2.8 Conceptual Framework



CHAPTER III

METHODOLOGY OF RESEARCH

3.1 The Design of Research

The research design is a plan of the researcher to obtain the answer to research question. It means that in research design the researcher decides the research method that applied in this study. Descriptive design has been used in doing the research. Descriptive design is used to obtain information concerning the current status of phenomenon. It is directed towards determining the nature of the situation it exists at the time of study.

Berg (2006:3) states “ qualitative research thus refers to the meanings, concept, definition, characters, metaphors, symbols, and description about things. Qualitative employs conversation, document analysis, interviews, and recoding. It is not suggested that numerical measure are never used, but other means of description are emphasized.

Bailey (2006:11) states that qualitative attribute have label and names rather than number. Bogdan and Taylor (2007:45) states that qualitative methodologies refer to research procedures, which produce descriptive data, people own language or spoken words and observable behavior.

3.2 The Data Source

The source of the data were taken from the DVD entitled “ politeness implication in gubernatorial candidate debate ” produced by character by all characters in Politeness implication “a gubernatorial candidate debate “.

3.3 The Technique of Collecting Data

The writer collecting data from many source such as books, library, internet and the DVD of candidate debate in gubernatorial. After listening the audio the writer make transkript utternae of the speakers of the audio and then classify the utterances based kinds of politeness.

3.4 The Technique of Analyzing of The Data

In the last, analyzing the data, the writer makes some steps of the research:

1. Listening the audio of candidate debate of gubernatorial
2. Tabulating the politeness sentence into table
3. Classifying data of politeness based on kind of politeness
4. Counting the politenss strategies in “candidate debate in gubernatorial”
5. Finding out the most dominant of politeness strategies which is used in”candidate debate in gubernatorial” by using formula:

Where :

X: the percentage

f: frequency

N: the total number of the items