CHAPTER I

INTRODUCTION

A. Research Background

To make their conversation run well and go smoothly, people use politeness strategy. Politeness strategy is realized as a strategy which is used in communication in order to reach the goal or desire by maintaining harmonious relationship between the speaker and the hearer. In this case, the speaker tries to deliver his goal politely through certain strategies in order to avoid conflict with the hearer. The employment of politeness strategy means that the speaker is required to consider about the face of the hearer. Face is reflected as individual’s self image which can be threatened or maintained through interaction among each other. According to Yule (1996:60), face means public self-image that every member of society wants to claim for itself. It refers to the emotional and social sense of self that everyone has and expects everyone to recognize. Furthermore, Thomas (1995:169) has classified face into two aspects, positive and negative. Positive face refers to the wants of every member that his or her wants be desirable to at least some others. It means that his or her desires want to be appreciated, respected of, approved of, and liked by others. While negative face refers to the want of every competent member that his or her actions be unimpeded by others, to have freedom to act as he or she chooses. Therefore,
people in their relationship need to preserve both kinds of faces for themselves and the people they interact with the politeness utterance.

According to Brown and Levinson (1987:65), certain kinds of acts intrinsically threaten face, namely those acts that by their nature run contrary to the face want of the hearer and/or of the speaker. People in all cultures have an awareness of self-image, or "face", as they communicate. Protecting face is important for communicating and behaving successfully with others, even though it may not be accomplished consciously by talk participants. A "face-threatening act" (FTA) is the act that infringes on the hearers' need to maintain his or her self-esteem, and be respected. FTA is one that would make someone possibly lose face, or damage it in some way. Positive face is threatened by the acts which appear as disapproving of their wants. While negative face is threatened by the acts that appear to impede the hearer's independence of movement and freedom of action. In order to avoid or minimize or reduce the possibility of damage to the hearer's face or to the speaker's own face, he or she may use certain strategies. FTAs, which occur regularly in everyday interaction, are often softened by means of politeness. Brown and Levinson develop the human politeness behaviour in four strategies aiming to minimize face threat. They are the bald on record strategy, the positive politeness strategy, the negative politeness strategy, and the last is bald off record strategy.

Positive politeness strategy has important role and big contribution to the conversation. If the speaker does not use positive politeness strategy well, the conversation will run inharmoniously, because the speaker can threaten the
hearer’s positive face. Thus, the hearer’s positive face or even wants and needs could not be satisfied and fulfilled. Moreover, the speaker can be considered as impolite person. To clarify the explanation, an example is provided to make clear understanding about the urgency of positive politeness.

MISS ROBERTS : She’s using her brains – and she’s got good ones too. I’m please with her. I’m going easy with little Pam Boardman though – she’s inclined to work too hard.

MAM’ZELLE : Ah yes – but now that she has Carlotta for a friend, she doesn’t work so hard.

(Taken from “Summer Term at St Clare’s”)

The example above shows that Mam’zelle, as the speaker, employs positive politeness strategy 6, namely “avoid disagreement”. Mam’zelle actually disagrees with what Miss Roberts says. However, she is appearing or pretending to agree to save Miss Roberts positive face. If Mam’zelle does not use appropriate positive politeness strategy and says her disagreement directly, Miss Robert’s positive face could be threatened. As a result, the conversation will not run harmoniously.

Considering the phenomena, the speaker should be able to produce the appropriate politeness strategy for being considered as a polite person. Furthermore, the researcher is interested to analyze the use of politeness strategies by the characters in a story based on Brown and Levinson’s politeness strategy. The story entitled “Summer Term at St. Clare’s” written by Enid Blyton is a short
story aimed to be read for children written by Enid Blyton. It has a story about the children who have their summer term. It has lot of characters, which most of them are children. It puts the situation most in a school, where the different statutes such as friend, teacher, or headmaster interact. In the school, people not only have their own position such as friend, teacher, or headmaster, but also must face the others with different characters too. As the result, there are many politeness strategy employed in this story. Since there are many employments of positive politeness strategy found in the dialogs in the story, the researcher tries to analyze them to understand what kinds of the positive politeness strategy are used by the characters of the story and the factors why the characters of the story employ positive politeness strategy. Therefore, the researcher conducted a thesis entitled The Analysis of Positive Politeness Strategy Used by the Characters in the Story Entitled “Summer Term at St. Clare’s” Written by Enid Blyton (A Pragmatics Approach).

B. Problem Statements

Based on the research background above, the researcher proposes the main problem as follows:

1. What kinds of positive politeness strategy are used by the characters in the story entitled “Summer Term at St. Clare’s” based on Brown and Levinson’s politeness strategy?

2. What factors influence the characters to use those strategies?
C. Research Objectives

In line with the problem statement, the research objectives are:

1. To describe the kinds of positive politeness strategy used by the characters in the story entitled “Summer Term at St. Clare’s” based on Brown and Levinson’s politeness strategy.
2. To explain the factors influencing the characters to use those kinds of strategy.

D. Problem Limitation

There are four politeness strategies proposed by Brown and Levinson. They are bald on record, positive politeness, negative politeness, and off record. In this research, the researcher will limit the analysis focusing on the positive politeness only because there are many positive politeness strategies found in the story.

E. Research Benefits

The result of this research is expected to give advantages to:

1. English Department Students
This research is expected to give more reference for the students to learn about positive politeness strategy based on Brown and Levinson’s politeness strategy.

2. Other Research

This research is expected to give more information and reference for future researchers about the use of positive politeness strategy.

3. Public

This research is expected to be useful for the public to know how the positive politeness strategies are used in a certain context and situation, so they can maintain harmonious relationship in society.

F. Thesis Organization

This thesis is divided into five chapters which have their own further division. The outline of this thesis is arranged systematically as follows:

CHAPTER I: INTRODUCTION. It consists of Research Background, Problem Statements, Research Objectives, Research Limitation, Research Benefits, and Thesis Organization.

CHAPTER II: LITERATURE REVIEW. It explains about Pragmatics, Context, Presupposition, Implicature,

CHAPTER III: RESEARCH METHODOLOGY. It consists of Type of Research, Data and Data Source, Sampling, Technique of Data Collection, Data Coding, and Technique of Analyzing Data.

CHAPTER IV: DATA ANALYSIS. It consists of Introduction to Data Analysis, Data Analysis, and Discussion.

CHAPTER V: CONCLUSION AND SUGGESTIONS. The researcher gives conclusion related to the research and some suggestions to other researchers.

BIBLIOGRAPHY

APPENDICES