# CHAPTER I
# INTRODUCTION

This chapter is consists of: Background of the study, Limitation of the study, Statement of the problem, Purpose of the study, Significance of the study, and Definition of key terms. As follows:

## A. Background of the Study

Language is a tool to communicate between humans, in existence it has varieties or variety of languages and contain a meaning. As a meaning of communication, language will create a familiar culture of life. Someone who communicates will do everything as possible as to convey his message properly and correctly. In practice, the participation of communication often have a problem to convey their meaning and it can't be understand well by the other person. To avoid such things, the participant of communication have to uses a strategy in communicating. Language communication is said to succeed when the message conveyed can be digested well by the other person. However, this will not be reach when the process through which it does not pay attention to fair, polite, and patterned aspects.

The process of language communication must pay attention to fairness, politeness (decency), and patterned. With the fulfillment of these aspects, communication will proceed well and correctly. In the pragmatics, there are several parameters that can be used to indicate for conversations that have reached the fair, polite, and patterned aspects. One of the parameters proposed is the concept of politeness strategies that can be applied in two ways, namely positive and negative politeness.

According to Yule (1996: 60), "Politeness, in a interaction, can be defined as the means employed to show awareness of another person's face." Politeness in pragmatic can be interpreted as a way to respect one's face or self-image. In the conduct of speech acts, polite behaviour is an important concept to be raised for self-image or speakers and also maintain the image of others or speakers to be respected.

Brown and Levinson (1987) argue that politeness is an act of preventing and dealing with speech acts that damage the self-image or the face of another person or self (face threatening acts). In a positive politeness strategy, the speaker gives a positive self-image to the hearer. Brown and Levinson (1987: 101-103) argue that positive politeness occurs in a group or environment in which participants have the same purpose, desire, or background knowledge. This strategy is generated because the speaker wants to show a good impression on the hearer and indicates that the speaker wants to strengthen his social relationship with the hearer through the same desires and views between the speaker and the hearer.

The "Inside Out" movie is a film that tells of a girl named Riley who lives in the town of Minnesota. She has five of her emotions are personified and are manifested by characters. These are Joy, Sadness, Fear, Disgust, and Anger and they come to life. These emotions call her mind 'Headquarters' and they, much in the manner of a crew controlling a spaceship, they subtly influence Riley's real-life decision making processes and memories too via a control panel. After read the movie script of the characters in the "Inside Out" movie, in this movie using a positive politeness strategies when their have communication.

The aims of this paper is to know well about politeness strategy used by main characters in the movie "Inside Out" and also to know the condition of the speakers when they were communicating. Utilization of politeness strategy used by the characters in the film dialogue "Inside Out" which makes interpersonal context running well and smoothly. In addition, relationships between characters become closer. And knowing the benefits of an ongoing in the conversation.

Study on politeness has been done by Natalia (2017) Sanata Dharma University. Her study is about Politeness Strategies Used by The Main Characters of Twilight Movie. In her study, she focus to observe and to analyze the use of politeness strategies in the movie entitled Twilight movie. The result of her study is there are four main characters of Twilight movie, namely Bella Swan, Edward Cullen, Charlie Swan, and Jessica Stanley and all of the main characters used the four politeness strategies in their utterances as stated by Brown and Levinson (1987) theory. Bald on Record, Positive Politeness,

Negative Politeness, and Off Record were applied by all of the four main characters.

The second is study by Rainy (2015) State Islamic University Syarif Hidayatullah, her research about "An analysis of politeness strategies in HER Movie". In this study focus on politeness strategy by Brown and Levinson in HER movie. Her study has been analyzed each scene to know what strategy that use in the movie and how it works and why characters in the movie use those strategies. The result of her study is a character in the movie uses the theory of politeness in various occasions, although not all sentences are uttered politeness strategies but in every scene there must be utterances contained there in politeness strategy, and in her study using a strategy of politeness in every scene that suitable applied if it is associated with the situation in the context of the scene.

From those previous study, they have the same topic that is about politeness strategies so that for my study will be able to improve, and my current study is uses different object of analysis and it is focused on the positive politeness strategies that it is used by the main character in the movie script "Inside Out". And my study uses the theory of Brown and Levinson (1987), there are 15 strategies of positive politeness proposed by Brown and Levinson. And it will be guide line to analyze the positive politeness strategies that used by the main character in the Inside Out movie.

## B. Limitation of the Study

The scope of the study is Linguistic study, the limitation of the study is positif politeness strategies used by the main character in the movie script "Inside Out" 2015.

## C. Statements of the Problem (Research Question)

Based on the background above, this study focuses on politeness strategies in the movie scripts "Inside Out" movie. Then the research question of this study is:

What politeness strategies are used by the main character in the movie script "Inside Out"?

## D. Purpose of the Study

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According to the problem statement above, the purpose of the study is:

To find the types of politeness strategies are used by the main character in the "Inside Out" movie.

## E. Significance of the Study

1. Students; this study helps them in understanding about politeness strategies. It guide them to deliver their own knowledge about politeness strategies and give the example.
2. Teachers: this study examples can be a reference topic for their students to learn about positive politeness strategies through the movie.
3. Other Researcher: this study as the reference to dedicated and gives deeper understanding to the researcher about politeness strategies used in the movie.

## F. Definition of the Key Terms

According to the background of the study that describe above, there are some statements that will be identified:

1. Politeness: in an interaction can be defined as the means employed to show awareness of another person's face, i.e. his or her public self-image. It means having or showing good manners and respect for the feeling of others (Wehmeier 2000, p.976).
2. Politeness strategy: strategies that are used to minimize or avoid the face threatening acts that a speaker makes (Brown and Levinson 1987:47). Politeness strategies are speech acts that express concern for others and minimize threats to self-esteem ("face") in particular social contexts.
3. Main Character: Based on Robert Di Yanni, Robert (1994:37) main character or a major character is an important figure at the center of the story's action or theme. The characters that will have the greatest effect on the plot or are the most affected by what happens in the story. There are many ways to categorize main characters: protagonist or antagonist, dynamic or static character, and round or flat

characters. A character can also often fit into more than one category or move through categories.

4. Movie: a sequence of photographs projected onto a screen with sufficient rapid it by as to create the illusion of motion and continuity.

5. "Inside Out" movie: It was the released in 2015 and directed by Pete Doctor. It was animated comedy drama film that produced by Pixar Animation Studios. Inside Out is a film about an 11 year old girl named Riley who moves across the country from Minnesota to San Francisco with her parents. Riley Andersen is growing up in Minnesota, and life is good. She's got loving parents, great friends, awesome hockey teammates and a staff of five personified emotions running the show from Headquarters in her head/ her mind. Riley experiences a transformation in her mind and in who she is as a person as she tries to adjust to her new life in San Francisco and to the difficult process of growing up. "Inside Out" tells about the various emotions in the body of a Riley. In her mind, there are five manifestations of emotions, Joy (happy), Fear (fear), Anger (angry), Disgust (disgust), and Sadness (sad) on a journey to help her through her transition to adolescence, and to assist her in making what they think are the right decisions.