# CHAPTER I
# INTRODUCTION

This chapter is consist of background of the study (background of the study, previous studies, and research gap), research questions, purpose of the study, significance of the study, scope and limitation, definition of key terms and assumption.

## A. Background of the Study

Politeness is one of the branch of pragmatics, according to (Yule, 1996, p.60) "Politeness is the fixed concept, as in the idea of polite social behavior, or etiquette, within the culture". Furthermore, (Ashizuka, Mima, Sawamoto, Aso, Oishi, Sugihara, & Fukuyama, 2015, p. 1) assume that facial expressions, gestures or bodily postures cannot be separated from politeness aspects. It means that politeness is possibly attached within people in every single day.

Regarding to politeness, Brown & Levinson (1987) distinguish two kinds of faces consist of two related wants : positive and negative face. Positive face is a person's want to be appreciated and approved by selected people, due to their personalities, desires, behaviors, values, and so on. While, negative face is the person want to be unimpeded by others, having a willness without affected by others. Thus statements above strengthen by (Yule, 1996) points out that positive face is need to be accepted by others in the same group, also negative face is person need to be independent and cannot be affected by others. To reduce face threatening acts Brown and Levinson suggest strategies, known as face threatening acts (FTAs), that is : Positive Politeness, Negative Politeness, Bald On Record and Off Record. Each speaker should use right strategy to lessen the FTAs.

The strategies of politeness can be found in many forms, in this case researcher wants to use movie to find what politeness strategies proposed by Brown and Levinson are used by the main character. Movie is a work of art that has the completeness of several elements of art to complement spiritual needs. Existing art elements and supporting a movie includes art, photography, architectural art, dance, literary poetry, theater arts, music art, pantomin art and also

novels. Movie is not only entertaining but can be the media of learning, many researchers use movie as the object due to the uniqueness the story line is, the interactions happened, the cinematography and many more.

Hence, researcher is meant to analyze the movie entitled *Coraline* to find what politeness strategies used by the main character. *Coraline* is horror animation movie adapted from novel with the same name, written by Neil Gaiman. This movie is nominated by Academy Award 2010 for category Best Animated Feature. Even though this movie was lost from the nomination, but *Coraline* made $16.85 million during opening weekend, ranking third at the box office. *Coraline* told about a lonely girl who moved to her new house and find mysterious door, when she opened it the terrible danger haunted her.

First research on Politeness Strategies that used movie entitled *An Analysis Of Politeness Strategies In Requesting Used In Real Human And Non-Human Conversation On "Avatar" Movie* have been done by Winerta (2012) from State University of Padang concludes that the highest percentage which is 54,88% negative politeness applied among the characters. Second, Hastari (2013) from University of Muhamadiyah Surakarta with the title *Politeness Strategies Of Request Found In Pride And Prejudice Movie* found that the highest percentage with 61,64% is belong to bald on record.

Based on the researches above, the researcher's current research means analyzing the politeness strategies used in movie *Coraline* focusing on main character's interactions. Politeness Strategies chosen were positive politeness, negative politeness, bald on record and off record. The researcher was choosing those 4 types of Politeness Strategy because the research will only focus on main character's interaction. Movie chosen entitled *Coraline* has unique and rare storyline in cartoon categories, also Coraline gained researcher interest to analyze reviewed from how main character interacts with others and from the language style used.

**B. Scope and Limitation of the Study**

Scope of the study is Pragmatics, and the limitation of the study is the politeness strategies used by main character in a movie '*Coraline*'.

**C. Research Questions**

Based on the background of the study, the researcher concludes the problem as follow :
1. What are the politeness strategies used by main character in the movie *Coraline* ?
2. How politeness strategies are used by main character in the movie *Coraline* ?

**D. Purpose of the Study**

The purpose of the study related to the problem found is :
1. To analyze politeness strategies used by the main character in the movie "*Coraline*".
2. To find out how politeness strategies are used by main character in the movie "*Coraline*"

**E. Significance of the Study**

The researcher expected to give more knowledge to the readers related to pragmatics topic, especially the politeness one. There are some expectations of this research :
1. For other Researcher : To give more knowledge about politeness strategies. And this research also can be additional reference for next research.
2. For the Teachers : This research can be an example or reference to guide the students in making new project with similar concept as this research.
3. For the Students : To give more example about the implications of Politeness Strategies used, also this research will give the explanation about politeness in simpler way.

**F. The Definition of Key Terms**

To clarify the terms related to the topic also to avoid misunderstanding, the researcher will explain the terms bellow, as follow :

1. **Politeness Strategies :** According to Lakoff (1975) politeness is a forms of behavior that have been developed in the community to reduce friction in personal interaction, she divided three rules of politeness, as follow: formality, deference and camaraderie. Leech (1983) assumed politeness is a strategy to avoid a conflict, and proposes six politeness maxims in order to measure efforts made to avoid conflict situations, that is; Tact maxim, Generosity maxim, Approbation maxim, Modesty maxim, Agreement maxim, Sympathy maxim. According to Brown and Levinson (1987) politeness is an act related to someone's face. Brown and Levinson propose four strategies called Face Threatening Acts (FTAs), as follow; Bald on-record, Negative politeness, Positive politeness, Off record.

2. **Coraline Movie :** *Coraline* is a 3d animation movie from USA, made in 2009. The story of *Coraline* started when her parent and her moved from Michigan to an apartment in Oregon named "Pink Palace". In her new neighborhood, she met neighbors named Miss Spink and Miss Forcible whom used to be actresses, the former circus player Mr. Bobinsky and Wybie, the boy with cat around that has same age as Coraline. One day, Coraline got a doll from Wybie which is really similar to her. She was so happy because she would not feel lonely anymore. One night, Coraline saw a mouse lead her to a small door in living room. The journey started when she walked through the little door.

3. **Main Character :** Coraline Jones is a lead female characted on a movie entitled *Coraline*. She is 11 years old girl who moved to a new town with her parents. She is always feel lonely due to her parents busyness. One day her new friend Wybie gave her a little doll that looked like her, without her realized her new doll is a spy of evil thing that haunted her.