

# CHAPTER I

## INTRODUCTION

### 1.1 Background of the Research

Politeness is language phenomena that affect the conversation. The politeness takes up the case of how something spoken relates to the addressee's judgment and responds to what the speaker's said (Grundy, 2000). Politeness strategies are strategies to construct a concord in the period of higher conversation. Politeness strategies, proposed using Brown and Levinson are simply about "face". They argued that face is the general public self-picture that each member desires to declare for them self. The face is something that has to be known and respected in interaction.

Politeness strategies help humans to decree FTA (face-threatening act). FTA (face-threatening act) is an act that inherently damages the face of the addressee or the speaker through performing opposition to the needs and desires of the other. Face-threatening acts can threaten different faces through appearance, an expression, or a few non-verbal conversations.

According to Kaplan and Heinlin (2010), social media is a set of web-based applications that enable the creation and sharing of user-generated content based on the ideological and technological foundations of Web 2.0. For example, Instagram is a photo-sharing program that lets users shoot images, add digital filters, and publish them on a various of social media platforms, including Instagram itself. Instagram may also be a figure for today's youngsters. The higher the number of followers or followers and likes (likes) on some images of the account owner, the more evident it is that the user has a high self-image.

According to Yusuf (2017), Instagram is one form of the result of the advancement of the internet. It is classified as one of the social media that is exceptionally loved by today's audience. The fact that the number of Instagram users grows every year attests to this. Users can upload photographs and short films, as well as follow the feeds of many other users and geotag their location. They use Instagram to share picture and videos from their daily lives. Instagram is used for more than just sharing photos and videos. Users can post the same photographs and videos they take on Instagram to other social media sites like Facebook.

Cinta Laura was chosen for this study because she is a multitalented woman who is also involved in the social field. Cinta stands out among Indonesian musicians in terms of her accent and speech, which blend of Indonesian and English. In addition, Cinta Laura is an artist that has always served as a source of inspiration for today's youngsters. Cinta Laura always shares excellent postings on social media, one of which is Instagram. Cinta Laura Kiehl was born in Quakenbrück, Germany, on August 17, 1993. His mother is Herdiana, S.H., and his father is German citizen Michael Kiehl.

## **1.2 Theoretical Framework**

### **1.2.1 Pragmatics**

According to Levinson (1983), pragmatics is the study of the aspects of language and context that are relevant to the writing of grammar. Pragmatics explains that language is created by phrases that are known to be able to see the context in which the speech is delivered. Politeness strategies are one of the pragmatics of many facets.