CHAPTER 1

INTRODUCTION

1.1 Background of the Research

Language is a tool of communication. By using language people can express their feeling, mind, ideas, or share the story of their life. It is also used for giving command, making request, refusing, or apologizing expression which is also recognized as speech act proposed by Austin (in Blum Kulka et al, 1989). Austin mentions three distinctions of speech act, they are locutionary, illocutionary and perlocutionary acts. Austin (1969) mentions that locutionary is the act of saying something. Besides, illocutionary act is a performance of an act in saying something. Furthermore, perlocutionary act is the effect of the words to the hearer. Some utterances produced by a speaker can be classified as an action. There are the types of act associated with the speaker's utterance. One of them is refusal.

According to Hedayatnejad and Rahbar (2014), refusal is negative reply to someone invitation, offer, request, or suggestion. Refusal would be risky because applying the improper refusal utterances will cause the listener's face threatened or cause the misunderstanding and also show the speaker's impoliteness. Refusal expressions have to be used in proper form and the function depends on context. According to Beebe, Takahashi and Uliss-Weltz (1990), there are three types of refusal; they are direct, indirect, and adjunct. For the example, your friend invites you to come to his birthday party.

Friend: hey, I will hold my birthday party tomorrow, will you come?

a. It seems I can't (direct)

b. I'm sorry but I have to go to hospital (indirect)

c. I would like to, but I can't (adjunct)

Based on the example above, there are three possible answers may be uttered by the respondent. In example a, the respondent rejects the invitation directly by saying *cannot*. In example b, the respondent do not say "cannot" directly, however the respondent uses implied meaning to reject the invitation. In example c, the answer is similar with example a, however the respondent expresses the positive response to save the speaker's face.

This research applied pragmatic approach that is speech act. There are five classifications of speech act. They are representative, directive, commisive, expressive, and declarative. However, the writer only focuses on commisive speech act especially the indirect refusal strategy which is found in *AreWeFamousNow* videos.

AreWeFamousNow is a YouTube channel that is developed by Karim Metwaly. He is an American Muslim that lives in New York. He starts his career as an actor then joins in YouTube and creates a video about Muslims, pranks, and social experiments. Many of his videos become a viral and have been subscribed by over one million subscribers (AreWeFamousNow blog). In this study, the writer takes a video from *AreWeFamousNow* channel as a source of data because this channel consists of the issue of Muslims in America and do experiment of it. Karim's vlog informs us the reaction and opinion of American about Muslims. From those videos we can learn and know that not all of people think that Muslims are terrorists and we cannot judge others by the act of some bad people who name them as a Muslim. Moreover, in this channel we are also can

find the entertaining and interesting video such as prank and experiment of woman proposing in public and love confession by strange guy. The following is the example of the analysis that takes from one of the videos as the source of data.

> Karim : You look so beautiful
> Girl   : *I'm married*
> Karim : You married? Oh my God, No, you can't be married. You are so beautiful though, what I have to do to marry you? You can have two husbands
> Girl   : *No, I don't want two husbands*.

The conversation takes place in sidewalk, between Karim and a girl. Karim asks random girls that he met on streets to see the girl reactions about stranger's love confession. In first strategy, Karim praises the girl by saying that she is beautiful to express his implied request but the girl refuses by saying that she has already married.

The girl states that she has been married as pre-refusal. Karim seems not believe the girl's answer and keeps trying to persuade her by suggesting the alternative to have two husbands. The girl refuses directly by saying *no*. Then, she shows her unwillingness by stating negative willingness or ability *I don't want two husbands* to constrict her refusal that functions as post-refusal.

Table 1. The example of data analysis

Initiator (initiation act)	*you look so beautiful*		
Respondent	**Responds**	**Refusal Sequence**	**Strategy**
	I'm married	Head act	Attempt to persuade interlocutor (self defense) **(indirect refusal)**
Initiator (negotiation)	*you married? Oh my God, No, you can't be married. You are so beautiful though, what I have to do to marry you? You can have two husbands*		
respondent	**Responds**	**Refusal Sequence**	**Strategy**

No	Head act	Non performative
I don't want two husband	Post-refusal	Statement of negative willingness or ability

The aspect of linguistics that could be found in *AreWeFamousNow* videos is refusal strategy. Many types of refusal strategies are uttered by the responders in those videos. They use common language and it makes a hearer or viewer understand the meaning easily. The writer assumes the refusal strategies that are found in those videos can be applied to the theory of refusal proposed by Beebe, Takahashi, and Uliss Weltz (1990). Therefore, the writer is interested in conducting a research in paper entitled *An Analysis of Indirect Refusal Strategies as found in YouTube Vlog Channel AreWeFamousNow.*

1.2 Identification of the Problems

Based on the background above, there are two following questions as main focuses to conduct this study. They are:

1. What are the strategies of indirect refusal that found in *AreWeFamousNow* videos?

2. What is the dominant of indirect refusal used in the conversation among participants in those videos?

1.3   Objective of the Research

Based on the identification of the research above, this research is aimed:

1. To analyze and describe what the strategies of indirect refusal are found in *AreWeFamousNow* videos.

2. To find out the dominant indirect refusal used by the participants.

1.4   Scope of the Research

In this research, the analysis is focused on indirect refusal strategy which occurs in the conversation of *AreWeFamousNow* videos. There are four videos with different situations that are assumed to have refusal strategies, they are; *dating rejection prank, sex before marriage prank gone wrong, homeless salesman,* and *woman proposing experiment*. The writer will not discuss about the culture and the social aspect that affected the refusal.

1.5   Method of the Research

The data of this research were being taken from YouTube channel entitled *AreWeFamousNow* developed by Karim Metwaly. The videos are downloaded from *www.youtube.com*. There are four videos with different situations. They are *Dating Rejection Prank, Sex before Marriage Prank Gone Wrong, Homeless Salesman,* and *Woman Proposing Experiment.* There are 13 data contain refusal strategies.

There are three stages in conducting this research, they are; collecting the data, analyzing the data and presenting the result of analysis. The process of collecting the data is done through several steps. The first step is searching videos from internet. Next step is

downloading the video that is assumed containing refusal strategy. Then, the writer watches the video several times then transcribes the utterance of the participants. The last step is collecting all of the responder's utterances that are assumed as refusal strategy.

The process of analyzing the data is formulated as the following steps; analyzing the context of utterance, classifying the types of refusal that occur in those videos, and determining the dominant usage of refusal strategies. The writer also describes initiating act, refusal strategies refusal sequence and refusal trajectories. This research uses purposive sampling technique to pick samples. Purposive sampling technique is a kind of selection method where the samples are taken from the data containing criteria which are needed in this research. The criteria of the sampling are; the utterances are uttered by the responder, the utterances contain of negative responds of invitation, suggestion, request, or offer. Then, these indicators are taken to represent the whole data to be analyzed.

This research consists of four chapters, they are; introduction, review of related literature, data analysis, and conclusion. In presenting the result of analysis, all of the utterances spoken by responder are classified according to the types of refusal as proposed by Beebe, Takahashi, and Uliss-Weltz (1990) and refusal trajectories by Gass and Houck (1999). The result of analysis is also presented in the form of table. The table is adopted from Yuliani Kusuma Putri (2010) data analysis.