

CHAPTER I

INTRODUCTION

1.1. Background of the Study

Pragmatics discusses on how to establish relation among people in society, the aspect of pragmatics concern on how to make the harmonic social interaction and also, to build good communication. Pragmatic politeness discusses on how people treats other and it can we see through on his attitude, utterances too. Thus, communication is important aspect to connect use in society, it such as media that we use to speaking to make us friendly with others. Sometimes, people do not know whether they word is polite or impolite, it can make the possibility of hurt other is inevitable. Pragmatic politeness strategy is guiding people to how treats other, it also confirm to make people realize that other need to be appreciated, it can reduce to minimize the possibility of make conflict and to make other freedom of an action. Four types of politeness strategies discuss about certain strategy to people choose in conversation, they are positive politeness, bald on-record, negative politeness and bald off-record. Thus, the form of four types politeness strategies are formulated as message for people to do not being rude, because it will make the possibility of make other feels embarrassment. According to Brown and Levinson (1987, p. 61), people is intended to applying the four types of politeness strategiesas strategy to avoid and minimize the Face Threatening Face (FTA).

There are four types of pragmatic politeness strategies as proposed by Brown and Levinson (1987, p. 55). They are bald on-record, positive politeness, negative politeness, bald off-record. Bald on record strategy is does nothing to minimize threat people. On the other hand, bald on record give control for someone with high superiority, the example of the person who work as the boss at the office, others example like the leader of chairman and teachers, teachers

and students, etc. the person with high superiority does not afraid of lose their face, because a the boss they allows to do that. Positive politeness strategy is someone desire to be understand, to be respected, to be acceptedas same group and to be appreciation. Similarly, negative politeness is same as positive politeness strategy, but negative politeness is someone desire to be independent, freedom of an action and also, to do not gets impose, pressure and disturb from others. Bald off-record strategy is indirect acts which intention to give obvious pressure but, does not want to do FTA. This strategy is most happens at the office, at the school and other places which the person has superiority as the boss

The application of certain types of pragmatic politeness strategies above are intention to make people knows that this necessary to be polite and also, it necessary to treats other well while in social interaction. However, to be polite will make the possibility of do FTA is inevitable and it is exactly build good relation. Otherwise, if the person has high superiority to do command it is necessary to knows how to appreciate them too.

Boss : Hey! Could you please to take some cup coffee and bring it to my office room?
Subordinate: Of course sir!

The illustration above takes place at the office when the boss is command to the employee to bring him some cup of coffee. Based on the illustration, the boss does not afraid to give loud tone in his command, because the boss has superiority to do that.

Based on illustration above, the boss used 'negative hedge' (*Hey!*) on his utterances, because the boss allow to do that and the boss does not afraid from feelings embarrassment. The boss can ask his employee to bring him some cup of the coffee, because it is an usual thing, at the office the boss can ask the person who near rom his office, the example his secretary. Based on the illustration above, the boss utterances does not contain rude meaning or impolite, because

the boss has 'power' to command his secretary. If the illustration above takes place out from the office and the boss and secretary has strong relation as friend, maybe the boss will speak as usual close friend with his secretary, it is call 'solidarity'.

Similarly, this research concern on how four types of politeness strategies used among the characters at 'Night at the Museum (2006)' movie. in movie. The writer wants to identify what four types of pragmatic politeness strategies used by the characters within the dialogue at 'Night at the Museum (2006)' movie. This is United States of America movie which directed by Shawn Levy on December, 22th, 2006. The writer chooses the movie as source of primary data, because there are many interest dialogues which can identified to four types of politeness strategies. *Night at the museum (2006)* movie itself is a story about the new night security, Larry Daley. Larry Daley starts to working at museum of national history without knows that the figures can comes alive at night, it makes Larry Daley can speak with the figure, but on the other side Larry Daley has to manage the figures.

1.2. Identification of the Problem

In this research, the writer wants to identified and found what are four types of politeness strategies used among the characters. The example of used four types of politeness strategies by the character is like, when the characters give respect and appreciation to other characters. It also contains impolite utterance by the boss of the museum. The writer focused to answer one question in order to make this research clearly:

1. What types of politeness strategies found at 'Night at the Museum (2006)' characters?

1.3 Objective of the Problems

Generally, this research concern to identified the four types of politeness strategies used among the characters at *Night at the Museum(2006)* movie. Based on theory as proposed by Brown and Levinson (1987, p. 55). To limit the research, the writer focused to answer one question:

1. To describes what types of pragmatics politeness strategies used among the characters at '*Night at the museum (2006)*' movie.

1.4. Scope of the Study

In this research, the writer focus to found what types of pragmatics politeness strategies used among the characters at '*Night at the Museum (2006)*' movie and identified the dialogue to four types of politeness strategies as theory proposed by Brown and Levinson (1987, p. 55).

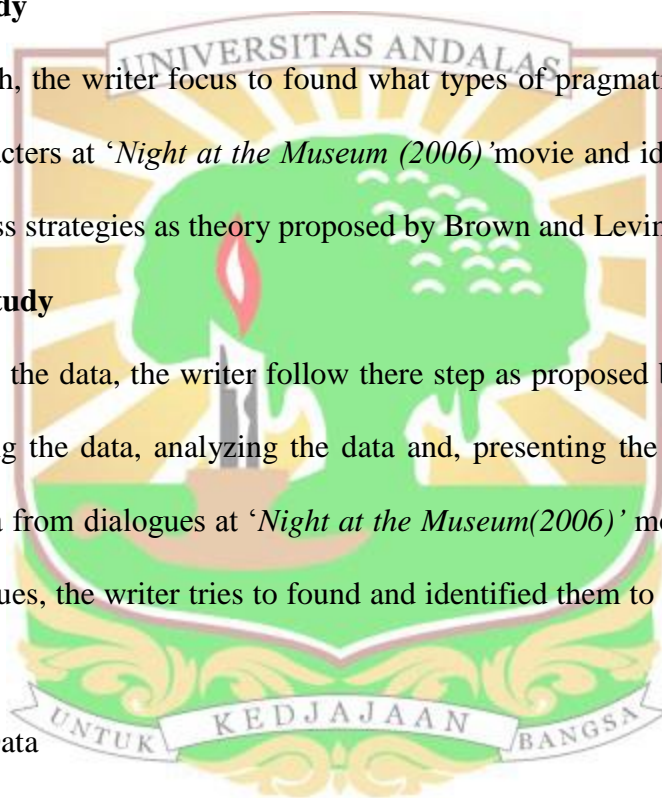
1.5. Method of the Study

In conducting the data, the writer follow there step as proposed by Sudaryanto (2003, p 19) they are collecting the data, analyzing the data and, presenting the data result. The writer decided takes the data from dialogues at '*Night at the Museum(2006)*' movies as source primary data. Based on dialogues, the writer tries to found and identified them to four types of politeness strategies.

1.5.1 Collecting the Data

In collecting the data, the writer used observational method as proposed by Sudaryanto (1993, p 21). The writer takes the data from utterances which used by the characters of this movie and used note-taking method as proposed by Sudaryanto (1993, p). First, the writer watched the movie and note-taking for the dialogues and then identified the dialogue to four types of politeness strategies.

1.5.2 Analyzing the Data



In analyzing the data, the writer obtains the dialogue of this movie as primary source data and identified them to four types of politeness strategies. The writer used pragmatics identity method as proposed by Sudaryanto (1993, p 19). First is, arranges the data and identified them to four types of politeness strategies as theory proposed by Brown and Levinson (1987, p. 55). They are positive politeness, bald on-record, negative politeness and bald off-record. Second is, the writer analyzed the dialogue to what politeness strategies used among the characters.

