

CHAPTER I

INTRODUCTION

1.1 Background of the Study

Speaking is a communicative act that represents the linguistics process in social interaction. Speaking could build a friendship even makes an enemy depends on the context of the utterances. Pragmatics is the branch of linguistics that emphasizes context in its analysis. The intended context is the whole of the background knowledge shared by the speaker and hearer. Leech (1983, p.6) says that pragmatic involves the meaning of matters relating to speech situations. In a pragmatic view, communication is a combination of illocutionary functions and social functions such context can be called the situational contexts.

As social beings, people use language to communicate with others to convey their intentions, goals, requests, emotions, and so on. Those interests could be reached by showing proper behavior from the speaker being polite to get a well-response from the hearer. However, being polite towards other created differences interpretation among certain groups, the treatment is considered either thoughtful or rude on the other side. The term politeness involving the discussion in that evaluation is in the way it makes the conversation become what it should be, and it should appear in communication. Mostly, people consider politeness is a simple thing, such as saying thank you whenever someone gives something that we want or saying please if we ask for help. However, politeness has a broader matter, and we consider that we could take some benefits from further understanding of politeness.

Referring to Brown and Levinson (1987, p.68), several strategies of politeness can be used to preserve the face of the hearer, and they explained that the aim of specific strategies to unite into a social relationship. Likewise, the speaker must have a sense of how to control

the conversation to make the discussion runs well. Brown and Levinson (1987) provide four types of politeness strategies: bald on record, positive politeness, negative politeness, and off record. These strategies or general patterns of behavior are identified that can be used by a speaker to save the face of the hearer.

Positive politeness is the strategy of politeness that its usage not only for face-threatening redress (FTA) but also a kind of social accelerator where the speaker wants to 'come closer' to the hearer (Brown and Levinson 1987, p.103). Therefore, positive politeness is oriented to satisfy the hearer's positive face. It means the hearer kindly shows the appreciation, approval, interest, and also familiarity with the hearer. Furthermore, a positive politeness phenomenon is often found in the interview. An interview is a kind of reciprocal communication between an interviewer and interviewee to seek some information. An interview brought guest star who have backgrounds such as an artist, a singer, public figure, an influencer, and other famous people. Then, the interesting part from the interview is the host and the guest star have to create the conversation goes smoothly even they never met before and both of them are not close. In this research, the writer analyzed about positive politeness strategy found in the leader of Bangtan Boys, Namjoon, on some interviews. There are so many popular western medias and radio that they interviewed Bangtan Boys on their shows since 2017, such as Billboard, Jimmy Fallon, BBC Radio 1, The Late Show with Stephen Colbert, Ellen DeGeneres Show, Jimmy Kimmel Live, etc.

Kim Namjoon is the leader of Bangtan Boys, best known as Namjoon or RM, takes big part, and works hard for his group as the leader. Namjoon and the rest members were getting a challenge when they took that interviews since the language barrier. Luckily, when he was fourteen or fifteen, Namjoon was asked by his mother to watch the whole season of a television sitcom entitled *F.R.I.E.N.D.S*. He keeps practicing and repeating what he learned from the sitcom. His struggle makes him able to speak English fluently. Furthermore, he has

got 850 in his TOEIC (The Test of English for International Communication) when he was in junior high school, the picture of his TOEIC score has been leaked on one Korean variety show “*Problematic Men*”. Then, Namjoon acts as the spokesperson, and the translator for fellow members in each interview. He delivers the meaning from the members who could not speak in English to the host, to interpret the information among the participants. The host may seek some information from Bangtan Boys through Namjoon since the language barrier among Bangtan Boys members who speak Korean and the host who speaks English. The host may ask several questions from the general topic into a sensitive topic like dating issues. The western singer or artist considers that having a date for a person is a common thing. It is quite different in South Korea because most of the artists and singers keep this issue secretly.

Namjoon is in charge of answering some questions or giving an act to the host. Obviously, he is an interpreter of Bangtan Boys to respond politely, and keep his relationship with the host very well. It has the role of interpreting statements that are not understood by Bangtan Boys members towards the host and delivering opinions from Bangtan Boys members who respond in Korean. In each interview, he tends to show an impression of intimacy with the host, even though they have never met before.

This is an example of Namjoon utterances in one of Bangtan Boys was interviewed by Radio 1.



Host : Is it your dream to be famous in every country in the world?

Suga : Sure, why not?

NJ : Oh, there was their confidence.

Jin : [in Korean]

NJ : ***We got Youtube, we got social medias, we got Radio 1. So, we are not afraid.***

Host : We thought we'd bring a bit of the U.K to you. So I've just got a little present for you each.

(Video 4, utterance 10)

In this situation, the writer highlights the conversation between Adele Roberts from Radio 1 and Bangtan Boys. Namjoon delivers his thought towards the question from the host. This strategy is called *to be optimistic*. Namjoon is confident to cooperate with the host that he conveyed social medias to get them so much attention. Then, he mentioned 'Radio 1' to show the distance between him and the host is not far.

Lately, a considerable issue comes from this Korean pop (K-pop) group, Bangtan Boys. In the current era of globalization including Indonesia, Korean culture can fill some space in life through their music, drama, food, etc. All these things we cannot avoid, we dealing with other cultures that we have to filter it and take the positive vibes from them. Bangtan Boys as the hugest Korean group band in the world, they have the most significant impact on the young generation, and people could get moral value from them. Bangtan Boys is best known as BTS, is a group band from South Korea. Bangtan Boys consist of seven members; three rappers: Namjoon, Suga, J-hope and four vocalists: Jin, Jimin, V, and Jungkook. They have a loyal, and the biggest fans called ARMY stands for Adorable Representative Master of Ceremonies for Youth.

Based on the explanation above, the writer would like to find any positive politeness strategies in Namjoon utterances in answering and providing information to the host. Then, the writer finds out the factor influencing the choice of strategy towards the host.

1.2 Research Questions

This study will focus on examining positive politeness strategies used by the leader of Bangtan Boys found in any interviews; the research questions are:

1. What are the kinds of positive politeness strategies used by the leader of Bangtan Boys' utterances in the interviews?
2. What are the factors influencing the choice of strategies?

1.3 The objective of the Study

From the research questions mentioned before, the aims of the research are:

1. To find out the kinds of positive politeness strategies used by the leader of Bangtan Boys' utterances on the interviews.
2. To find out the factors influencing the choice of particular strategies.

1.4 Scope of the Study

The purpose of this research is to identify Namjoon utterances towards the host on several interviews taken from Youtube. Kim Namjoon, best known as Namjoon or Real Me, acts as a spokesperson and a translator for his group band since he is one of the Bangtan Boys members who could speak English fluently. Since they are so many videos published by official Youtube channel of medias or radio and uploaded by some fans, the writer limits 12 videos the most-watched interviews from the end of 2017 until early 2019 from official Youtube channel of medias and radio because Bangtan Boys often going to abroad to attend some awards in the tract of that time and medias interviewed them. The writer only focuses on the one character, Namjoon because he is the one member of Bangtan Boys who capable to answer in English fluently. This research concerning his utterances on each interview involving politeness strategies, specifically for positive politeness strategies and find the factor influencing the choice of strategies. The theory of positive politeness strategies proposed by Brown and Levinson's theory of politeness (1987, pp.101-129), and also influence factor of choosing a certain strategy from Brown and Levinson (1987, p.74) In this case, the context of the strategies from the utterances is taken on Yule (1996, p.60).

1.5 Methods of the Study

a. Data and Source of the Data

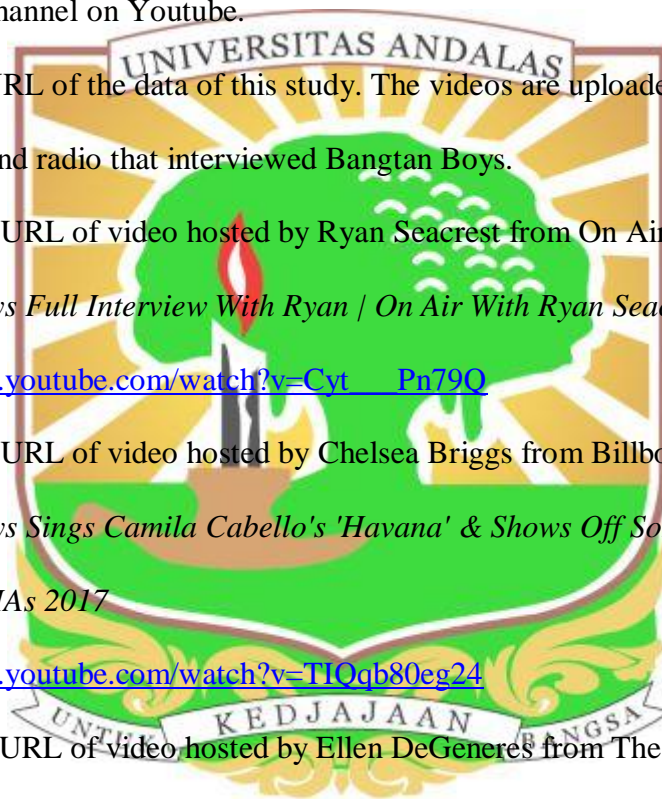
Data is plural of datum, data is a bunch of information or facts in symbol, number, or words that obtained from certain sources to create the new information. The data in this

research are utterances from Namjoon, the leader of Bangtan Boys in some interviews on medias and radio which employ positive politeness strategies.

The source of data in this research is the Bangtan Boys interview videos given by 9 medias and 3 radio on different Youtube channels. The videos from medias and radio in this context are in the form of audiovisual, so the writer could observe the gesture of participants in the videos. The writer selected some video interviews because it is enough already for the analysis. The average length of time from the video is about 3 minutes. All videos are taken from their official channel on Youtube.

This is the URL of the data of this study. The videos are uploaded by official Youtube channel of medias and radio that interviewed Bangtan Boys.

1. The title and URL of video hosted by Ryan Seacrest from On Air With Ryan Seacrest
Bangtan Boys Full Interview With Ryan | On Air With Ryan Seacrest
https://www.youtube.com/watch?v=Cyt_Pn79Q
2. The title and URL of video hosted by Chelsea Briggs from Billboard
Bangtan Boys Sings Camila Cabello's 'Havana' & Shows Off Some Red Carpet Dance Moves! | AMAs 2017
<https://www.youtube.com/watch?v=TlOqb80eg24>
3. The title and URL of video hosted by Ellen DeGeneres from The Ellen Show
Ellen Makes 'Friends' With BTS
<https://www.youtube.com/watch?v=IOuFE-6Awos>
4. The title and URL of video hosted by Adele Roberts from Radio 1 BBC
BTS Exclusive Interview #BTSonBBCR1
https://www.youtube.com/watch?v=oRSVrtKph_k
5. The title and URL of video hosted by Scott Evans from Access



BTS Reveals If They're Dating Anyone & Share Their Fave Things About Each Other

/ Access

<https://www.youtube.com/watch?v=TPZYvBIV-cs>

6. The title and URL of video hosted by Liam McEwan from J-14 Magazine

BTS Gets Real About Their New Album, 'Love Yourself: Tear'

<https://www.youtube.com/watch?v=3qcsIpaw44M>

7. The title and URL of video hosted by Kevin Manno from 104.3 My fm

BTS Talks Performing At The BBMA's, New Single 'Fake Love' + Sing American Pop Hits

<https://www.youtube.com/watch?v=ICTvww4rBCI>

8. The title and URL of video hosted by Ellen DeGeneres from The Ellen Show

BTS Get Scared by a Fangirl

<https://www.youtube.com/watch?v=9sRQORiltrE>

9. The title and URL of video hosted by Jimmy Fallon from The Tonight Show Staring Jimmy Fallon

Jimmy Interviews the Biggest Boy Band in the Planet BTS

<https://www.youtube.com/watch?v=W4mmfzFazoI>

10. The title and URL of video hosted by Robin Roberts and Michael Strahan from Good Morning America

BTS, one of the hottest music group in the world, speaks out on 'GMA'

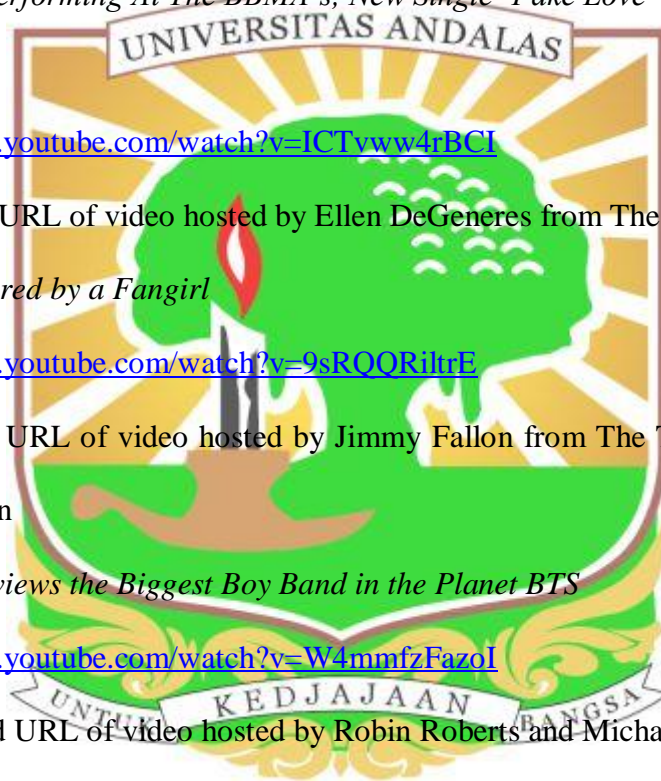
<https://www.youtube.com/watch?v=MvF8-sQqaqY>

11. The title and URL of video hosted by Graham Norton from Graham Norton Show

BTS meet Graham

https://www.youtube.com/watch?v=wBEu2Tmy_L4

12. The title and URL of video by Billboard



BTS Thanks ARMY for Helping Them “Live The Dream”

<https://www.youtube.com/watch?v=0ovjtA1qSPw>

b. Collecting the Data

The steps in collecting the data are as follows. The data were taken from Youtube, which the most popular video sharing site on the web. The data are several interviews between Bangtan Boys as the guest star and the host. Firstly, the writer browsed on the internet from website www.youtube.com to search video of interviews with Bangtan Boys using the keywords “Bangtan Boys interview,” amount of video interviews Bangtan Boys have appeared, and the writer clicked the filter tab with sort by view count. After that, the writer chose the videos that there is the host in the videos because the results of browsing also showed the video that Bangtan Boys just answered questions without the host. The writer downloaded 12 videos that mentioned before, watched each video for several times and paused. Then, transcripts the dialogue between the host and Bangtan Boys, especially the leader of Bangtan Boys' utterances when he answered several questions or respond to the host. Next, the writer selected certain utterances which contain positive politeness strategies. Lastly, the writer classified the chosen utterances from the speaker that relate to positive politeness strategies.

c. Analyzing the Data

In analyzing the data, the writer obtains the dialogue from the videos as primary source data and to analyze the data containing positive politeness strategies from Brown and Levinson used by the leader of Bangtan Boys. Firstly, the writer chose a few relevant utterances of interview video of Bangtan Boys episode, and the videos are sorted by video upload date, the video arranged in sequence from the oldest video to the newest video. Then, the writer gives a code number on each utterance, for example, for the first video, and the first utterance that contains with positive politeness strategy will be given a code 1.1 and so



on. Next, the writer classified those numbered utterances based on strategies of positive politeness that mentioned before, and the writer described the context of the situation by using the theory of context by Yule (1996). After that, the writer decided the factor of influencing the used specific strategy based on Brown and Levinson (1987). Lastly, the writer makes a conclusion based on the analysis above.

d. Presenting the Result of Analysis

The result of the analysis is presented descriptively in this research. Then, the analysis of data is presented sequentially, according to Brown and Levinson's theory (1987) with fifteen types of positive politeness strategies. The writer describes some of the data that will represent every strategy. Finally, the writer shows a table observance of positive politeness strategies used by the leader of Bangtan Boys.

