

# CHAPTER I

## INTRODUCTION

### 1.1 Background of the Study

In social life, people communicate with each other to make a relationship. In communication, the messages uttered to convey the ideas and express the feeling. People will be connected with others because of some reason, like saying something, making a joke, discussing, arguing, etc. In this case, people use different strategies to get their purposes in communication. In communication, people use language as the media to share each other.

Impoliteness is one of the strategy in communication that showing a bad manners of the speaker. When someone talk to other in impolite way, it can attack the hearer's face, but if the hearer's does not feel that he is being threatened, the impoliteness does not happen. The speaker use impoliteness to make the interaction clear and the speaker is free to express their feeling. Studying impoliteness is important to make us know that impoliteness can make a social disharmony between people.

The phenomena of impoliteness can be seen in our daily life. We can also find the impoliteness in the television and social media. Social media such as YouTube can be accessed by all people, we can watch a movie, music video, or watch some television show in YouTube channel. We can easily search for something that we need to watch. X-Factor is one of the television show that we can watch from YouTube channel.

The X-Factor is one of a British television program to find new talent in singing. This program created by Simon Cowell and started in September 2004. In order to promote this program, it has a channel on YouTube. The name of the

channel is X-Factor Global, which has 3,14 million subscribers on YouTube. This program shows the competition in singing ability in front of the judges and audiences. At the end of each performance, the judges will give the comments to the contestants.

In this research, the writer takes the data from two videos of the X-Factor Global on YouTube Channel. The titles of these videos are “When Judges and Contestants Argue” and “TOP Shocking Auditions from X Factor Global.” Both of these videos are the compilation videos from 2015-2018 that expose the argumentation between judges and contestants.

In this thesis, the writer analyzes impoliteness strategies that can be found in two compilation videos of X-Factor Global. The writer chooses these videos as the source of data because X-Factor Global is one of the famous channel in YouTube. This program has the international singing judges, who are well known by the viewers. The argumentation and temper which are conveyed by judges and contestants are the reasons to choose these two compilation videos as the source of data. The judges are free to say anything about the contestants' performance. They can tell a good thing to the contestant even though, the contestant replies it in a bad thing. This terrible condition reflects the application of impoliteness strategies and responses to impoliteness by judges and contestants. The contestants can agree or disagree with the judge's comments, and vice versa.

## 1.2 Research Questions

In this research, the questions that need to answer are:

1. What are the impoliteness strategies used by judges and contestants in two compilation videos of X-Factor Global?
2. What are judges and contestants used to respond the impoliteness strategies?

## 1.3 Objectives of the Study

The objectives of this research are:

1. To analyze the impoliteness strategies in two compilation videos of X-Factor Global.
2. To describe the judges and contestant's responses to impoliteness strategies in two compilation videos of X-Factor Global.

## 1.4 Scope of the Study

This study focuses on analyzing the impoliteness strategies in the speaker's utterances, and the impoliteness responses in the hearer's utterances. In this case, speaker's utterances and hearer's responses relate to judges and contestants utterances. Both of them can be speakers and hearers. The writer focuses on the impoliteness uttered by the judges and contestants and the responses uttered from both of judges and the contestants in X-Factor audition.

## **1.5 Methods of the Research**

### **1.5.1 Source of the Data**

The source of the data is the two compilation videos of X-Factor auditions from YouTube channel. The name of the channel is X-Factor Global. The titles of these videos are “When Judges and Contestants Argue” and “TOP Shocking Auditions from X Factor Global”. From the video, then the utterances by judges and contestants in the video become the data that are going to be analyzed in the data analysis. In the two videos found 56 data.

### **1.5.2 Collecting the Data**

In collecting the data, the writer first opens the website of YouTube and search for the video of X-Factor audition. Second, the writer downloads the videos from the channel and watches the videos. These videos show the singing audition which followed by eleven contestants. The next step is transcribes the utterances from two videos and for the last is identifies the utterances from the two videos into the impoliteness strategies and the responses to impoliteness.

### **1.5.3 Analyzing the Data**

In analyzing the data, the writer does some steps, the first is explaining the context of the utterances, second, the writer analyze the impoliteness strategy uses in the data by using Culpeper’s theory (1996) and the last is identify the response uses by the hearer’s in the data using the theory of response by Culpeper, Bousfield & Wichmann (2003).

### **1.5.4 Presenting the Result of Analysis**

The writer presents the impoliteness strategies and the responses to impoliteness in the table and explains it in a word. This table shows the interaction between judges and contestants in using impolite utterances and also the responses

uses by the hearer in the audition. The uses of impoliteness strategies and responses to impoliteness are explained in each datum.

