

CHAPTER IV

CONCLUSION, LIMITATION AND SUGGESTION

4.1 Conclusion

This thesis analyzes about impoliteness strategies that uttered by the owners of the restaurant in kitchen nightmares video. There are three videos that have been analyzed. The result of the research is there are 27 data found in the kitchen nightmares. The writer found all of the types of impoliteness strategies. While there are only two functions that appears in the videos. Positive impoliteness become the most dominant impoliteness strategies and appeared in each videos. It is because the owners cannot take any criticism and always seek disagreement from Gordon as their “consultant” and end up with attacking Gordon’s face.

The most dominant impoliteness strategies that used by the owners is positive impoliteness. Positive impoliteness was found in three videos. There are nine positive impoliteness out of total 27 impoliteness strategies. The second types that found in kitchen nightmares is bald on-record impoliteness with seven data. Bald on-record impoliteness was only found in first and second video. Negative impoliteness is the third types that found in kitchen nightmares. There are four data that found in each videos. The fourth types are sarcasm and mock politeness. The writer found four data of sarcasm and mock politeness in the first and second video. Lastly, the fifth types that found is withhold politeness. There are only three data that uttered by the owners in two videos.

The function of impoliteness also found in kitchen nightmares videos. There only two function that appeared in the three videos. Affective impoliteness was found in 12 utterances. While coercive impoliteness appeared in 15 utterances. Entertaining impoliteness did not appear in any utterances in the video. The owners of the restaurant did not use Gordon’s feeling to get entertainment. The show focused on helping the

restaurant from failing. The show also showed how the restaurant owners and Gordon Ramsay provide solutions and argue for restaurant problems.

4.2 Limitation

This research analyzes the use of impoliteness strategies at Kitchen Nightmares. This research focuses on the owner's utterances towards Gordon Ramsay in the conversation. Impoliteness theory by Culpeper (1996) and theory of context by Leech (1983) were used to help the writer analyze and categorize the utterances based on their types and functions. The writer limits this research on the impoliteness utterances uttered by the owners of the restaurants to Gordon Ramsay. However, there are some impoliteness utterances which might be missed to analyze such as the conversation between the owners and the customers and the owners towards their servers.

4.3 Suggestion

In this thesis, the writer only focuses on the conversation between the owners and Gordon Ramsay. There are some conversations which also contains impoliteness utterance that can be analyzed in those three videos. Besides the owners and Gordon's impoliteness utterance, the conversation which contains the impoliteness strategies uttered by the owners towards the customers also become an important issue to analyze. It is because people can see the owner's behavior through their utterance towards everyone without seeing other's social status in the restaurant. Therefore, the conversation between the owners toward their customers and their servers can be analyzed for the next researcher.