

# CHAPTER I

## INTRODUCTION

### 1.1 Background of the Research

There is no end to language phenomenon in this world since every human being is connected one to another with the help of language. The idea of politeness is one of particular interest among linguists around the world. Yule describes politeness as a “fixed concept” in the form of “polite social behavior” or etiquette within a particular culture (1996, p. 60). The standard of politeness may differ based on the culture, especially to particular individual, as what Leech believes that politeness is “not an obligatory” (1983, p. 4). There has to be a reason for people to behave politely and to be polite means to speak in a way that gives benefit to the hearer.

Humans are social creatures that always do an interaction. Some interactions that humans do are physical interactions and verbal interactions. Physical interaction is a common thing that humans do and usually done directly. For examples of physical interactions are shaking hands, holding hands, high fives, and others. Verbal interactions are more flexible than physical interactions. This interaction can be done directly and indirectly. For example, doing a conversation, talking on the phone, writing some texts, etc.

In doing physical and verbal interaction, humans use a place to interact. The place of the interaction can occur in a private or personal place and public place. These two places can be indoors or outdoors. Personal place is a place that humans use to interact personally or personal purpose. For the examples, rice field, fishpond, and others private properties. On the other hand, public place is a place

where generally there are many people who gather to do an activity temporarily and continuously and either pay or not pay. For example, roads include pavements, park, beach, etc.

Not only that, human also uses language as a tool to convey something or communicate to each other. There are several strategies that must be considered in communicating in order to form effective communication. For example, choices of language, the intended meaning of the words spoken by the interlocutor and what the writing tries to relate it with context.

Talking about language, English is one of the languages that is often used. One of the countries that uses English is Indonesia. English has begun to be used in various aspects in Indonesia. It can be seen from education, economics, technology, etc. In economic aspects especially business, Indonesian people sometimes use English for their product brand or company name. This also applied in the giving of short notices at their company.

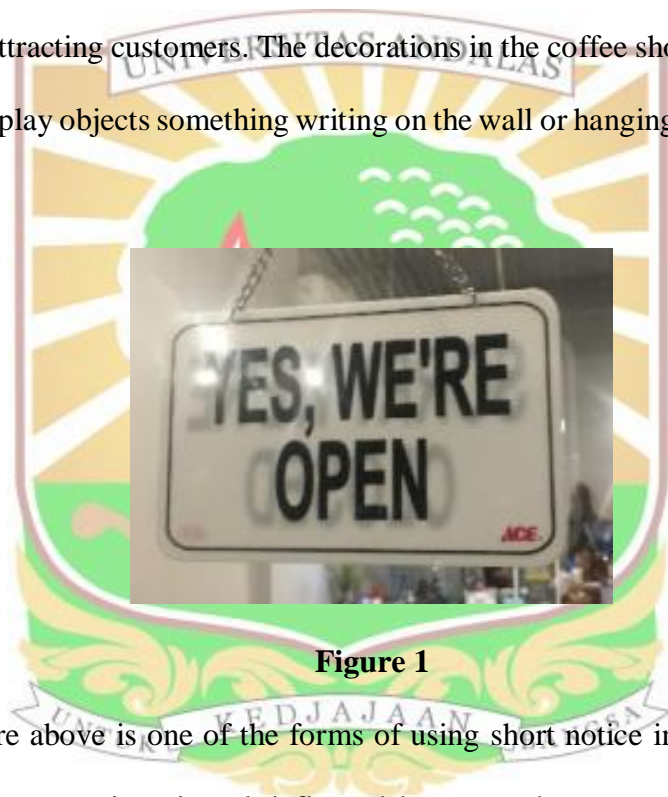
Based on Oxford dictionary, notice is notification or warning of something, especially to allow preparations to be made. Notice or commonly called short notice can take the form of phrases (word combination), clause (sentence), picture, mark, and sign. In daily life, short notice is usually used to provide information, warnings, and instructions. Short notice always uses simple words because it is easier to be read and understood, and it can be found in public places.

Padang is one of the cities in Indonesia that uses English in the public places such as hospitals, airports, shopping centers, hotels, stations, coffee shops, cafes, and etc. From several public places, coffee shop is one of the public places

frequently visited by people. Because in this place, people can do various activities. For examples, gathering, discussing, relieving stress, dating, and others.

In this place, the use of language is very necessary, both spoken or written. The use of language in this place not only Indonesian but also English, such as the name of coffee shop, menu, and decoration. When customer order a coffee, they will choose coffee from the menu. And then, they will mention their order to the waiter/waitress. Talking about the decoration, it is usually one of the factors that contribute to attracting customers. The decorations in the coffee shop are usually in the form of display objects something writing on the wall or hanging at the entrance.

For examples:



**Figure 1**

The picture above is one of the forms of using short notice in coffee shop in Padang. The sentence is written briefly and has a good purpose. The purpose of short notice is to make it easier for reader to comprehend the message. The sentence in the picture is more answering the question than telling. Thus, the short notice indicates closeness to customers. It can be concluded that, the owner of coffee shop does not only tell that they are open, but also invites people who read the sentence to come to his/her coffee shop.



**Figure 2**

The picture above was also taken at a coffee shop in Padang. The sentence in the picture is written effectively and it is very easy to understand. When people come to the coffee shop, they will immediately know where they will order the drinks or food they want to order. Also, pay for the food or drinks they ordered earlier. The short notice above is merely informing customers rather than inviting. Thus, no attempt is made to close the social distance between customers and owners of coffee shop.

In conducting this research, the writer is interested in analyzing the use of politeness strategies in short notice at public places in Padang, especially in coffee shop. It is caused by the use of English has been found in many coffee shops in Padang. The writer wants to know that coffee shops in Padang are already using a politeness strategy. This research then also shows what the factors influencing the coffee shops to choose the politeness strategies. Hence, the writer entitled this research as *“Politeness Strategy of Short Notices at Coffee Shops in Padang”*.

## **1.2 Research Questions**

Talking about politeness, it can be found in daily activities both in oral and written form. Short notice is the application of politeness in the form of writing. short notice is a notification or warning that always uses simple language so people

can read and understand it easily. From the background of the research above, the writer would like to answer the following research questions:

1. What are the types of Politeness Strategy used in short notice by coffee shops?
2. What are the factors influencing the choice of Politeness Strategies used in short notice by coffee shops?

### **1.3 Objectives of the Research**

The objective of this research is to find out the types of politeness strategies used in short notice and the reason that lead coffee shops to choose the politeness strategies. According to the research question, there are two primary purposes of conducting the research. They are:

1. To find out the types of politeness strategies that used in short notice by coffee shop
2. To find out the factors influencing the choice of Politeness Strategies used in short notice by coffee shops

### **1.4 Scope of the Research**

The scope of this research focusses on analyzing the types of politeness strategies and the factors influencing the choice of politeness strategies used in short notice by 20 coffee shops in Padang. Hence, this research covers the types of politeness strategies and the factors influencing the choice of politeness strategies used proposed by Brown and Levinson (1987). The scope of this study would make it much easier for the writer to perform the analysis.



## 1.5 Methods of the Research

### 1.5.1 Data and Source of Data

The data are focused on context-based analysis (Sudaryanto, 2015, p.16). The data of this research are the short notices which use English at the 20 coffee shops in Padang. Short Notices are chosen as the data of this research because coffee shops in Padang have started using English, especially in short notices to provide information to customers. The sources of data were the pictures of short notice which use English that was taken from the 20 coffee shops in Padang. The names of the twenty coffee shops are Angkupi, Bacarito Kopi, Blend Coffee Tea & Roastery, Café du Merjer, Cetroo Coffee, Dua Pintu Coffee Roastery, Imajin Coffee, Jalan.bdg Coffee & Eat, Kopi Paripurna, Koshka Coffee and Bar, Kota Tua Coffee, Lalito Coffee bar & Roastery, Maison Du Merjer, Ngopi Doeloe, Parewa Coffee Shops & Roastery, Pavilon Coffee, Rimbun Coffee, Titik Didepan, Toko Kopi Kita, and Uno Koffie. These 20 coffee shops put short notices around the shops. For example, at the entrance, walls, cashier, and others. This research aims to analyze what are the types of politeness strategies of short notices at coffee shops in Padang.

### 1.5.2 Collecting the Data

In collecting the data, the writer went to 20 coffee shop in Padang to collect the data. The writer collected the data in one coffee shop per day. After that, the writer took some pictures of short notice which use English at 20 coffee shops in Padang. The names of the twenty coffee shops are Angkupi, Bacarito Kopi, Blend Coffee Tea & Roastery, Café du Merjer, Cetroo Coffee, Dua Pintu Coffee Roastery, Imajin Coffee, Jalan.bdg Coffee & Eat, Kopi Paripurna, Koshka Coffee and Bar, Kota Tua Coffee, Lalito Coffee bar & Roastery, Maison Du Merjer, Ngopi Doeloe, Parewa Coffee Shops & Roastery, Pavilon Coffee, Rimbun Coffee, Titik Didepan, Toko Kopi Kita, and Uno Koffie.

Coffee, Lalito Coffee bar & Roastery, Maison Du Merjer, Ngopi Doeloe, Parewa Coffee Shops & Roastery, Pavilon Coffee, Rimbun Coffee, Titik Didepan, Toko Kopi Kita, and Uno Koffie. This research uses an observational method with no-participant observation because this research does not need to get involved in the midst of the object.

### **1.5.3 Analyzing the Data**

After collecting the data, the writer comes to data analysis. The techniques used to analyze the data are as follows: Firstly, the data identified to find the politeness strategies which use in the pictures of short notices. The writer sorts the photos that have been captured from 20 coffee shops. There were 77 short notices found in 20 coffee shops in Padang. After further identification, several short notices had the same writing so that several short notices are counted as one. Based on this identification, the writer obtained 34 short notices to be analyzed. Secondly, the data categorized into types of politeness strategies based on Brown and Levinson's theory of politeness strategies (1987). Thirdly, the writer identified the factors influencing the choice of politeness strategies used in short notice by coffee shops based on Brown and Levinson's theory (1987). Finally, the data analysis discussed based on the data that has been found. The writer decided to analyze all of the data found from 20 coffee shops. However, only 14 data are explained in chapter three. The rest of data are put in the appendix.

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

In presenting the result of analysis, verbal explanation will be used in interpreting the data descriptively in presenting the result. Not all the data will be discussed during the presentation. Instead, only some data that represent each type

of politeness strategy used in the picture will be used as the object of discussion. Tabular presentation will also be used to show the occurrence and the percentage of the types of politeness strategy. The uses of the table to make data processing easier for data analysis. The percentage will use for comparing data to show the data is not the same as the types of politeness strategy and factors influencing the choice of politeness strategy in the research.

The formula to finding a percentage of types of politeness strategy of short notice at coffee shops in Padang:

$$\text{Percentage} = \frac{\text{Data}}{\text{Total of Data}} \times 100\%$$

