

CHAPTER I

INTRODUCTION

1.1. Background of the study

Refusal as one of the challenging speech acts that need to be understood in communication is very interesting to discuss. Refusal is defined as an act of saying “no” to the hearer (Wierzbicka, 1987). People use a refusal to reject or decline suggestions, invitations, offers, or requests. Refusal may become an offense to the hearer because his/her request for action has not received a positive response. Therefore, in minimizing the offense, a politeness strategy is certainly needed whenever the speech act of refusal appears.

In this thesis, the writer is interested in analyzing the application of politeness strategy in the refusal expressions from the interaction of Youtuber in the LOL Network channel in the *What the Fit* program session hosted by Kevin Hart. As stated in the title of this research, the writer chooses this channel as the source of data because this channel contains direct interaction between the host and the guest stars. It is important to see how the direct interactions occur to identify the refusal expression and analyze politeness strategies in it. After a long search, the writer decides to take this channel because this channel shows direct interaction with the guest. Hence, this channel provides the relevant type of interaction which the writer needed for her research. LOL Network is an official YouTube channel developed by Kevin Hart. This channel has three different programs inside the channel. There are: *What the Fit*, *Cold as Balls*, and *Straight from the Hart*. Each program has a

different concept and it is interesting to see how the host deals with the guest. This channel delivers various informative topics combined with comedy inside.

Laugh Out Loud is a comedy brand and multi-platform network founded by the world's top comedian Kevin Hart. Through his network, Hart delivers his vision for the future of comedy: social, mobile, multicultural, and seriously funny. From stand-up legends to globally-recognized digital influencers, Hart and LOL curate comedy's boldest voices to produce original scripted and unscripted series, stand-up specials, live broadcasts, and special events.

Kevin Hart: *What The Fit* is a brand new unscripted comedy starring Kevin Hart and celebrity guests. In each episode, Kevin invites his friends to join him in taking on a different ludicrous workout. From this channel, the writer could analyze politeness strategy in refusal found in the *What the Fit* program. *What the Fit* is a program when Kevin and his celebrity friends doing sports differently.

From the *What The Fit* program, the writer finds various refusal expressions that can be analyzed with the politeness strategy. For example:

1. In a deleted scene of *What the Fit* with Conan O'Brien as a guest star. At minutes 3:04, there is a conversation between Kevin and the sumo guy. This conversation happens when they are going to form a train formation and move around the sumo training arena.

Sumo Guy: Right here, you hold this. Come here.

Kevin Hart: *I ain't gonna do that.*

This is the example of bald on record of politeness strategy. The reason is that Kevin directly refuses the suggestion from the sumo guy. Kevin's answer is unambiguous.

2. Another example is still in deleted scenes, entitled Meet James Van Der Beek at The Bar. At minute 0:35, when one of the female trackers asks everyone on the set to do some stretching. Here is the conversation:

Female Tracker: Let's get some stretching on.

Kevin Hart: *I don't really need you guys to show me how to stretch.*

This example is also classified as a bald-on record strategy. The reason is that Kevin's answer directly indicates his refusal of getting a stretching example from the trackers.

1.2. Research Questions

In the previous part, the writer has explained the background of the study. Here, the writer presents the research questions that the writer wants to answer:

1. What are the types of politeness strategies applied in refusal expressions found in the interaction of Kevin Hart and his guest stars in the *What the Fit* program?
2. What are the factors that influenced the choice of politeness strategy in refusal?

1.3. Objectives of the study

Generally, this research aims to describe the language phenomenon which is the speech act of refusal in Youtuber interaction. Furthermore, the writer wants to find

out how the Youtuber and his guest star apply politeness strategy in refusal. The writer applied related theories on politeness strategy and refusal strategies to the data.

This research is conducted to achieve two purposes:

1. To identify the types of politeness strategy in refusal used by the Youtuber and his guest stars.
2. To describe factors that influenced the choice of politeness strategies in refusal.

1.4. Scope of the study

This research is about pragmatics study and the application of politeness strategy in refusal utterances. To make the analysis understandable, the writer limits the source of data to *What the Fit* season 1 which has 15 episodes in total. Each episode has ≤ 13 minutes in length. This research shows direct interaction and verbal communication between the host and the guest stars.

1.5. Research Methods

1.5.1. Data and Source of Data

Data of this research are conversations between Kevin Hart and his guest stars in the videos that indicate refusal expressions containing politeness. The source of data of this research is fifteen videos of a playlist, entitled Kevin Hart: What The Fit Season 1. Those videos are the first season of the What The Fit program that was updated on May 16th, 2018. The writer takes all fifteen episodes. Each video has different themes and different guest stars. The followings are the title of the videos:

1. Sumo Wrestling with Conan O'Brien.
2. Muscle Beach with James Corden.

3. Roller Fitness with Tiffany Haddish.
4. Goat Yoga with Khloe Kardashian.
5. Recreational Rodeo with Leslie Jones.
6. As Seen on TV Fitness with Bill Hader.
7. Strongman Competition with Rhett & Link.
8. Boxing with Evander Holyfield & Joel McHale.
9. Gymnastics with Terry Crews.
10. Ballet with Ken Jong.
11. LA Rams Training Camp with Scott Eastwood.
12. Basketball with Jack Black & Chris Paul.
13. Beer Yoga with Chance the Rapper.
14. Firefighting with Niecy Nash.
15. Daddy & Me with DJ Khaled.

1.5.2. Data Collection

In collecting the data, the writer applies the observational method with non-participant observation techniques proposed by Sudaryanto (2015). In this method the writer takes part as an observer, it means that the writer is passive in the dialogue that the absence of the writer will not change the meaning of the subject.

Furthermore, the steps in collecting the data were:

1. Download fifteen videos above from a video playlist called What The Fit Season 1 on LOL Network Channel.
2. Observing the utterances that contain refusal expressions produced by the speakers several times.
3. Transcribing the refusal expressions that the writer found in each video into English subtitles.

1.5.3. Data Analysis

In analyzing the data, the writer identifies the refusal utterances from the videos above then classifies them into the types of politeness strategies using Brown and Levinson's (1987) theory. After the data are collected, the writer determines the factors influencing the choice of politeness strategy by using Brown and Levinson's (1987) theory.

1.5.4. Presenting the Result of Analysis

In presenting the result of the analysis, the writer explains the data using sentences. The explanations of the data are divided into two parts based on the types and the factors. Moreover, the writer presents the aggregate data using a table to display the frequency of each type. In presenting the table, the writer uses the frequency formula to find the correct percentage.

$$P = \frac{f}{n} \times 100\%$$

P= Percentage

F= Frequency

n= total data found (40 data)

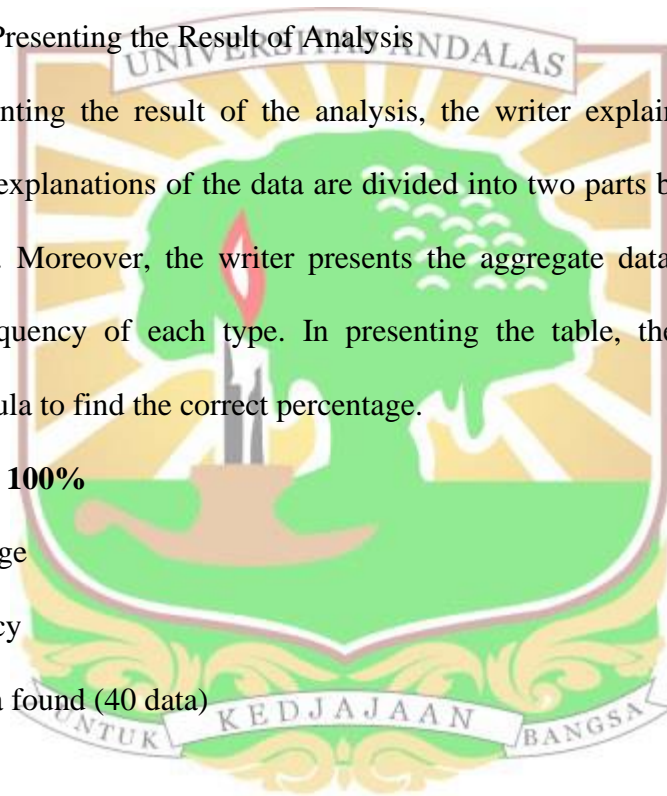


Table 1.1 Politeness of Refusal Found in the Interaction of Youtuber in *What The Fit* Program in LOL Network Channel

No.	Types of Politeness Strategy	Source	Frequency (%)
1	Bald-on Record Strategy		
2	Positive Politeness Strategy		
3	Negative Politeness strategy		
4	Bald-off Record Strategy		

Table 1.2 Factors Influencing the Choice of Politeness Strategy

No.	Factors	Total	Percentage
1	P: S=H, D-Close, R-Low		
2	P-None, D-Far, R-Low		
3	P: S=H, D-Close, R-High		
4	P: S>H, D-Far, R-Low		
5	P-None, D-Far, R-High		
6	P: S>H, D-Far, R-High		
7	P: S>H, D-Close, R-Low		
	Total		