

CHAPTER I

INTRODUCTION

1.1 Background of the Research

In daily life, everyone must behave following the norms that apply to society, especially in speaking. Of course, the word "politeness" is very influential in achieving it all to receive good views from others. Politeness is the way a person behaves towards others through words (speaking and writing) and actions. According to Leech (2014, pp. 1-3), politeness, in a broad sense, is a form of communicative behavior that is found to be very common in human language and among human cultures. Politeness has been claimed as a universal phenomenon of human society in the world. It is a measure of the importance of communication in human life because it creates a good or bad relationship with someone else. Studying politeness in pragmatic studies will provide essential insights into daily life. From this theory's aims, it is clear that this will prevent someone's arbitrary problems and build harmonious relationships.

Every human being, primarily students, have to understand regarding politeness in communication every time. It is not just utterance but also facial expressions, tone, and intonation. In applying politeness, everyone has to understand the context of the conversation (situations and conditions). They can choose the politeness application that they want to use according to that context. Politeness, in general, can lead someone into good friendships, good family relationships, and good working relationships.

Nowadays, communication can be held online using the internet network. People can easily access cell phones that have an internet connection. The teaching and learning process is also carried out online based on social media to avoid the coronavirus pandemic spread. Students will encounter many obstacles, suggestions, or opinions in the learning process and ask questions to higher positions (lecturers). Therefore, as someone who has a lower position, every student must know about the morals that apply in society.

According to Brown and Levinson (1987, p. 92), there are four kinds of pragmatic politeness strategies. They are bald on record, positive politeness, negative politeness, and off record-indirect strategies. These four strategies help show the polite attitude of a speaker to listeners or in writing a message. In communicating during online learning with social media, most people worldwide use an Android-based application, Whatsapp Messenger.

WhatsApp messenger is very often used in all matters such as business, work, and education. In this application, users can create group chats to exchange information about something they aim at, especially in the educational aspect. WhatsApp can simplify the online learning process carried out by all people in the world during a pandemic. Of course, to complete the education course, there is an interaction between students and lecturers who also use Whatsapp. Usually, in this case, the student uses polite sentences to request something from the lecturers.

Assalamualaikum, Wr.Wb. Dear, Sir. I am sorry to bother you. My thesis proposal has been signed by my supervisor on 4th December. I am afraid that I have not received the one that is signed by you until today. I am just wondering whether it could be signed before the registration for the December examination is closed, Sir. Thank you in advance, Sir.

Based on the example above, the learning process is carried out by students and lecturers online via WhatsApp. In the message, there is a polite utterances conveyed by the speaker to the hearer. For this reason, politeness strategies is very important to be analyzed in this research.

In this research, the researcher selected data from students of the English Department 2017 Andalas University. These students were selected as the source of data because they already understood English in theory and practice. The students had been taught by the lecturer regarding good attitudes to speaking to older people orally or in writing.

1.2 Research Questions

This study examines the speech politeness strategies of request used by the student of the English Department of Andalas University 2017 to lecturers in social media. The research question is:

1. What are the politeness strategies used by the student of the English Department of Andalas University 2017 to the lecturers via WhatsApp?
2. What are the factors of choosing the politeness strategies used by English Department Students when requesting the lectures via WhatsApp?

1.3 Objectives of the Research

Based on the research questions, the objective of this research is :

1. To identify the politeness strategies used by the student of the English Department of Andalas University 2017 to the lecturers via Whatsapp.
2. To describe the factors of choosing the politeness strategies used by English Department students when requesting the lectures via Whatsapp.

1.4 Scope of the Research

This study aims to determine the types of politeness strategies and describe the functions of selecting politeness strategies used by English Department students when making requests via Whatsapp. The researcher are interested in analyzing how these students practice politeness in submitting requests to the lecturers through WhatsApp, which acts as intermediaries in communicating. This research is conducted using politeness strategies theory by Brown and Levinson (1987, p.92). The source of data is the active students of the Andalas University English Department in 2017.

1.5 Methods of the Research

In this research, the researcher's data was any request utterances containing the politeness of speech act used by students to the lecturers via Whatsapp. To complete this research, the researcher uses the source of data, which means a place where data is obtained using specific methods, whether in the form of humans, artifacts, or documents (Sutopo, 2006, pp.56-57). The source of data in this research is the students of the English Department of Andalas University 2017. The source of data was chosen because the student already in the seventh-semester, and they had learned the practical use of English language. The students also can use the proper context when talking to others, especially lecturers, orally and in writing. The researcher uses random sampling technique to choose the source of data which contains 20 students of the English Department 2017. It is a technique of taking data without classifying the population of the data. Using the random sampling technique, the student population members have the same opportunity to be selected as the source of data for this research. The researcher uses a qualitative research approach.

In collecting the data, there are several steps to be applied. The first step is to give an announcement to the student's WhatsApp group regarding the research. The second step is asking 20 students who are willing to be the source of research data. The next step is after the students' names were collected, the researcher made a list of 20 names who were willing to become respondents. Then, requesting students' approval one by one to send the screenshots of their conversations with the lecturers through the researcher's private messages as research data. The final step is collecting the data by looking at the screenshots of the student's conversations with their lecturers via Whatsapp.

In analyzing data, the researcher used Brown and Levinson (1987, p. 92) approach regarding various politeness strategies in pragmatics. The researcher also provides another theory by Brown and Levinson (1987, p. 71) regarding the factors influencing the choice of strategies to find the functions of the students' chosen strategies.

The last is presenting the result of the analysis. The analysis results are presented with a table that includes the politeness strategies and the function of the chosen strategies. The researcher also provides explanations to explain the table based on the research questions.

