

CHAPTER I

INTRODUCTION

A. Background of the Study

In communication, the key to interaction between the same entities is language. With communication, people can share ideas, perspectives, information, and opinions with others (Nishanthi, 2018). Language is essential for effective communication and the expression of thoughts as well as feelings. In other words, language is the product of establishing social contact. Besides that, the choice of language that people would use would affect a person's relationships with other people. It could lead to cooperation or dispute. The attitude when people converse is needed to avoid misconceived among the speakers and the listeners. The function of language as communication has an essential effect on human life. According to Thomas, (1983) failure to fulfill these criteria leads to a breakdown or failure in communication misunderstanding. The study of contextual meaning is the definition of pragmatics based on (Yule, 2014) in contrast to Semantics, the study of literal meaning in language. Pragmatics is mainly concerned with how expression is regulated, the actual principles for discussion, and the extent to which the various parties participate in this collaborative project. When individuals attempt to share information, they engage in an agreement in which they will cooperate toward an agreement of purpose and understanding, which means they belong to a collaborative idea. He also states that pragmatics deals with how

individuals interpret meaning and relationships with others. It is essential to comprehend that pragmatics deals with language that is spoken as well as written.

Politeness strategies in language are one of the studies of pragmatics. Politeness is the speaker's way of conveying a message to no longer offend the listener. Based on the theory of Brown and Levinson, they state there are three concepts: face, face-threatening acts (FTAs), and politeness strategies. In interaction, people maintain each other's faces, divided into two distinct types of faces. One is a cheerful face: the desire of a person desiring fulfillment. Another one is the negative face: the desire of a person to have his acts be unobstructed by others or to have freedom from imposition. In communication, either positive or negative, face a person attempts to, both potentially a face-threatening act. Based on Zamzani (2010: 2), as cited by Pamungkas, (2013), Politeness is an act that is expressed acceptably or ethically. Language is commonly a link to reach some purposes and objectives when communicating. According to Leech, (2014), people with close social relationships will be direct in their utterances. However, they tend to be more polite to speak to someone with a distant social relationship. As stated by Brown & Levinson (1987) Politeness is how speakers deliver their speech, which means that it is as feasible as it is accomplished to avoid conflicts with the other person. Politeness is crucial, especially in social life, because it reflects our attitude toward peers or older people. Their notions gift four strategies: positive Politeness, negative Politeness, bald on, and off the record. Positive Politeness indicates the speaker's awareness of the hearer's need for respect or their close relationship. Negative Politeness indicates the speaker is aware of the hearer's position and wants

to avoid interruptions, but they impose their desires on the hearer. Bald on record indicates the speaker does not attempt to downplay the potential risk to the listener's face. Bald off indicates that the speaker attempts to evade the Face Threatening Act.

Politeness strategies study is recognized as an essential part of language communication. This research is significant in a culture where people must modify their communication attitudes. Positive and negative politeness may be found in everyday conversation, official or casual meetings, movies, and so forth.

Regarding this study, the writer is interested in studying positive politeness strategies used in an animated movie titled CARS 3, which was released in 2017. CARS 3 by Fee Brian (2017) is a Pixar Animation Studios-developed American computer-animated film that Walt Disney Pictures published. This movie, known as the sequel to CARS 2, narrates the continuation of the second film, bringing back the story of Lightning McQueen, an iconic racer who was the most popular of his time and had to face the new racers who had modern technology which has accelerated faster than previous racers until in the end, he forced himself to stay on the lap which resulted in damage to himself. Following his recovery, a considerable amount of time has passed. Many academies for new racers use the latest technology. Then, Lightning got a call from the brothers of Rust-ezz to invite Lightning to train there. He met a young girl who would become his trainee for the next race. Many things happened between both of them. (Cars 3 2017). The researcher chose this film because it is family-friendly and has primary language that employs everyday vocabulary.

In addition, the researcher chose this film after comparing it with other films.

1. Cars 3 (2017) and Cars (2006)

While both films belong to the same series, Cars 3 movie emphasizes embracing change and being open to learning from prior generations. The Cars 3 movie encourages positive politeness strategies by exemplifying ideals such as reverence for the wisdom and expertise of older individuals.

2. Cars 3 (2016) and Moana (2016)

While the film Moana portrays a story of adventure and the exploration of one's identity, Cars 3 movie primarily centers on the protagonist's personal development throughout the competitive environment of car racing. The study of positive politeness in the film Cars 3 could explain how characters such as Lightning McQueen demonstrate respect towards other characters and comrades, something that may not be as explicitly emphasized in the movie "Moana."

3. Cars 3 (2017) and Zootopia (2016)

The film Cars 3 emphasizes the importance of valuing individual knowledge and ability and being open to learning from prior generations within the racing setting. On the other hand, the Zootopia film emphasizes the importance of respecting diversity while encouraging social justice but gives less attention to utilizing positive politeness strategies in daily interactions.

4. Cars 3 (2017) and Kung Fu Panda (2008)

The film Cars 3 is more suitable for analyzing positive politeness because it focuses on mentorship and respect for history and experience. On the other hand, Kung Fu Panda movie places higher importance on acquiring knowledge through

personal interactions and individual accomplishments while incorporating aspects of courteous behavior.

5. Cars 3 (2017) and Finding Dory (2016)

Finding Dory highlights loyalty and self-discovery, whereas Cars 3 focuses on developing personal and accepting change within the racing world. The study of positive politeness in Cars 3 movie could show how characters such as Lightning McQueen and Mater encounter obstacles while demonstrating consideration for others and themselves.

The movie Cars 3 is best examined through the lens of positive politeness strategies due to its persistent emphasis on values like gratitude, respect, and collaboration with other people.

According to the above explanation, the reason for choosing the topic 'An Analysis of Positive Politeness Strategies Used by The Characters in Cars 3 Movie and Their Utilization In The Finding Material In English Teaching' is to study and analyze the utterance of positive politeness strategies in CARS 3 Animation film and finding the utilize politeness strategies for supplementary material in English Teaching. The researcher will create supplementary speaking and listening material for senior high school students based on the movie's dialogues about the expression of giving appreciation to other people. Basic competencies 3.1 and 4.1 are the basis for choosing this expression to create the supplementary material. These competencies involve giving and responding to offerings based on their context. In addition, students should be allowed to compile both written and oral interactions with other texts involving simple activities such as giving service and responding

to questions about social function, the text's structure, and appropriate language features for the given situation.

B. Formulation of the Problem

Considering the boundaries of the problem explained, the researcher organized these problems into the following questions:

1. What are the strategies characters from *CARS 3* movie used that indicate types of positive politeness strategy based on Brown & Levinson's theory?
2. How supplementary material can be created by utilizing positive politeness strategies from the *CARS 3* movie for speaking and listening skills in XII Grade Senior High School?

C. Objective of the Study

The study objectives can be delineated as follows:

1. To identify the strategies characters from *CARS 3* that indicate types of positive politeness strategies based on Brown and Levinson's theory.
2. To create the supplementary material by utilizing politeness strategies derived from *CARS 3* movie for speaking and listening skill in XII Grade Senior High School.

D. Focus of the Study

Due to the limitations of time and capability, this study mainly focuses on strategies that indicate positive politeness from the utterances in the CARS 3 movie, which was released in 2017. The researcher employed the approach Brown & Levinson popularized in 1987 to examine the various forms of positive politeness strategy in the movie's dialogues. The reasons why the researcher used the theory of Brown & Levinson rather than Leech are as follows:

1. Brown & Levinson's (1987) theory focused on maintaining face throughout the interaction. It indicates that politeness minimizes threats to both the speaker's and listeners' faces of self-worth and freedom.
2. Leech's principle (2014) identifies six politeness maxims for managing communication behavior: (1) tact, (2) generosity, (3) approbation, (4) modesty, (5) agreement, and (6) sympathy.

Brown and Levinson's theory further explores the social interactions and explanations behind politeness, whereas Leech's principles provide an additional obvious set of principles to analyze polite language application.

This research will also concentrate on utilizing politeness strategies for supplementary material in English speaking and listening skills.

E. Significance of the Study

This research intends to provide a comprehensive understanding of the types of positive politeness approaches utilized by characters in CARS 3 Animation

Pictures and their utilization in finding material in English Teaching. The analysis of this is expected to give benefit for several components:

1. For the researchers

The findings of this study are intended to assist other researchers in comprehending the positive politeness approaches utilized by characters in CARS 3 Pictures and become valuable references for further researchers doing the same kinds of study.

2. For teacher

This study is expected to help teachers add positive politeness strategies when teaching students in order to respect each other, and also the movie can be used to teach pragmatics, especially about politeness.

3. For students

This study is expected to assist the learners in acquiring and understanding positive politeness strategies and enhance their English communication skills using polite utterances in social situations.

F. Operational Definition

1. Pragmatics

Pragmatics is the study that analyzes the ways individuals utilize communication throughout their daily circumstances. Pragmatics also addresses how people interpret meaning and their interactions with others.

2. Utterance

Something that is pointed out, produced, or recorded in a particular situation by a person to react to the person who receives it.

3. Politeness Strategy

Politeness strategies are approaches a person uses to express their utterances politely.