

CHAPTER I INTRODUCTION

A. Research Background

The basic function of language is to act as a means of communication. Since language is the means of communication of the target language, cooperative principles should always be implemented in order to avoid any misunderstanding or disintegration of communication.¹ The core of the cooperative principle is that both parties should understand each other's intentions during the communication process.² Communication seems to be a transfer of concepts from one person to the another. In other words, communication can be said to be an exchange of thought, knowledge, and so on between two or more people.³ In communication and interaction with the same culture, the individual receiving the message recognizes the message on subject of values, belief systems and social norms similar to those of the individual sending out a message.⁴ People need to communicate with others because communication is a key issue in life. Watzlewick and Beavin Liliweri observe that human communication could not be prevented.⁵ Most of us spend about 75percent overall of our waking hours to expressing our information, feelings, and ideas to others.⁶ In other words, without communication, life has no meaning.

¹ Imanuel Kamlasi, "The Positive Politeness In Conversations Performed By The Students Of English Stuprogram Of Timor University," An English Lecturer Of Fip Of Timor University Kefamenanu, (2017):68.

² Chunxia Zhang, "A Study on the Application of the Cooperative Principle in Business English Letters," Foreign Languages School Jingchu University of Technology Hubei, (2017):1140.

³ Umi Pujiyanti and Fatkhunaimah Rhina Zuliani, *Cross Cultural Understanding: A Handbook To Understand Others' Cultures* (Hidayah:Yogyakarta, 2014) 65.

⁴ Umi Pujiyanti and Fatkhunaimah Rhina Zuliani, *Cross Cultural Understanding: A Handbook To Understand Others' Cultures*, (Hidayah:Yogyakarta, 2014) 48.

⁵ Watzlawick, P., J. Helmick Beavin, and D.D Jackson, "Pragmatics of Human Communication : A Study of Interactionale Patterns, Pathologies, and Paradoxes: A Study of Interactionale Patterns, Pathologies, and Paradoxes," (New York: Norton, 1967).

⁶ Umi Pujiyanti and Fatkhunaimah Rhina Zuliani, *Cross Cultural Understanding: A Handbook To Understand Others' Cultures*, (Hidayah:Yogyakarta, 2014) 65.

There is a communication theory that must be followed in accordance with relevant customs, history and social norms. In the attitude in which people return to and give meaning to behavior of others is an important component of communication. In other words, in carrying out a conversation one must apply politeness which is the essence of the conversation activity. Politeness is a kind of sociocultural context, an approach used to preserve harmonious communication abilities, and a kind of tradition of cognitive actions.⁷ Politeness research was initiated by assumptions about the speaker's ability to be abusive to the recipient.⁸ In the conversation process, individuals develop politeness.⁹ Politeness is something that is often valued for verbal and non-verbal contact. Both direct contact and online communication are closely related to politeness. The part of the personality which everyone has been doing for a while is polite. Speakers tend to choose effective facial techniques in daily speech. At the same time, when communicating with others, people are driven to keep face, that is, to preserve and protect an emotionally committed public self-image. The contrast between the positive face means that people want others to re-enact and embrace the positive self-image, and the negative face is the desire to be left free of imposition.¹⁰ Even though those are necessary, cross-cultural communication skills require more than global awareness, overarching individuals are actively engaged in dramatic work to preserve and develop the dimensions of their public face value.¹¹ There are different standards of toxicity in the different cultural

⁷ Jiang Zhu and Yuxiao Bao, "The Pragmatic Comparison of Chinese and Western "Politeness" in Cross-cultural Communication," School of Foreign Languages Changchun University of Science and Technology Changchun China, (2010):848.

⁸ Yan Mujiyanto, "The Verbal Politeness Of Interpersonal Utterances Resulted From Back-Translating Indonesian Texts Into English," Universitas Negeri Semarang, (2017):289.

⁹ Mar'i Cahyaning Hidayati, "An Analysis Of Positive Politeness Strategy In The Film Entitled The Jarkoni And Its Education Value," The State Islamic Institute Of Surakarta (2017):2.

¹⁰ Jonathan A. Caballero et al, "The sound of im/politeness," School of Communication Sciences and Disorders, McGill University and Facultad de Psicología Universidad Nacional Autónoma de México, (2018), Slate 7 Januari, 2021, www.elsevier.com/locate/specom.

¹¹ David A. Morand, "Politeness And The Clash Of Interaction Orders In Cross-Cultural Communication," Pennsylvania State University Harrisburg, (2018):522. <https://www.researchgate.net/publication/227788667>

contexts of society. This is a moral principle that everyone, no matter what their culture is must practice.¹² In performance arts such as movie and television, as well as in daily life, politeness has also applied. It refers to some drama or movie that presents an example of how a respectful conversation can be applied in everyday life.

Sometimes movie adapted from real story in the world or from books or novels.¹³ A movie may involve a lot of messages, which include education, entertainment, and information. The use of the emblem mechanism or what will be interpreted as a symbol that exists in the human mind in the form of content messages, sounds, speech, conversations, and so on. People are constantly attempting to avoid saying things such as taboo words, swear words, rude words, and so on. It is important to use politeness in everyday communication because knowing the appropriate language to use will help us achieve what we want and show some respect.¹⁴ The value of education and moral values that filmgoers can consider are always included in a movie. The value of education is interested in the development of education. It is concerned with the development of the individual's intellectual, social, emotional, aesthetic, moral and spiritual personality. This includes the development of sensitivity to the good, the right and the beautiful, the ability to choose the right values in accordance with the highest ideals of life and to internalize them in thought and action and to realize them.¹⁵ The way of talking can be affected by educational background, ethnicity, age, power, gender, context and many other aspects. Many movies that contribute to the development of good character are

¹² Jiang Zhu and Yuxiao Bao, "The Pragmatic Comparison of Chinese and Western "Politeness" in Cross-cultural Communication," School of Foreign Languages Changchun University of Science and Technology Changchun China, no. 6 (2010):848, Slate 7 Januari, 2021, doi:10.4304/jltr.1.6.848-851.

¹³ Diska Ayu Tri Retnaningsih , "An Analysis Of Personality Of Hiro Hamada's Life From Big Hero 6 Movie," Faculty Of Tarbiyah State Islamic Institute Of Kediri, (2019):1.

¹⁴ Septian Ardianto And Slamet Setiawan, "Politeness Strategies Employed By The Main Character In Amc's Tv Series: The Walking Dead," Faculty Of Languages And Arts, State University Of Surabaya, (2016):75.

¹⁵ Mar'i Cahyaning Hidayati, "An Analysis Of Positive Politeness Strategy In The Film Entitled The Jarkoni And Its Education Value," The State Islamic Institute Of Surakarta (2017):4.

about moral education.¹⁶ People use films to entertain, criticize, and educate. Each movie will offer a good moral message and a bad moral message, depending on how we get it from.¹⁷

Many children and teenagers prefer to learn English by watching a movie to reading text books.¹⁸ Children and young teenagers get education from their parents. In addition, a good movie containing a good character, personality, and morality can also help children and young teenagers in build and improving their characters. Nice attitude in everyone can develop at a young age. That it is also strongly influenced by moral character development.¹⁹ From primary schools to universities, multiple kinds of knowledge can be obtained. Character education, on the other hand, can be obtained from parental education and also from the environment, such as sharing with others and watching film.

People can find several morality aspects in a movie. By pursuing such a film, it consciously set out to instill educational values into children. Any human experience represented in movies has an educational aspect. It allows kids to develop their knowledge and increase their comprehension of the cultural and ethical issue.²⁰ Parents and teachers are also crucial aspects of education, while they play a significant role in educational outcomes. Teachers must provide education to make students happy while studying in school, as well as various things or methods for entertaining students, in order for students to better understand what the teacher teaches. To achieve an educational goal, it appears that a teacher also has a great deal of responsibility for student achievement, as well as the need

¹⁶ Mar'i Cahyaning Hidayati, "An Analysis Of Positive Politeness Strategy In The Film Entitled The Jarkoni And Its Education Value," The State Islamic Institute Of Surakarta (2017):4.

¹⁷ Diska Ayu Tri Retnaningsih , "An Analysis Of Personality Of Hiro Hamada's Life From Big Hero 6 Movie," Faculty Of Tarbiyah State Islamic Institute Of Kediri, (2019):1.

¹⁸ Diska Ayu Tri Retnaningsih , "An Analysis Of Personality Of Hiro Hamada's Life From Big Hero 6 Movie," Faculty Of Tarbiyah State Islamic Institute Of Kediri, (2019):3.

¹⁹ Diska Ayu Tri Retnaningsih , "An Analysis Of Personality Of Hiro Hamada's Life From Big Hero 6 Movie," Faculty Of Tarbiyah State Islamic Institute Of Kediri, (2019):2.

²⁰ Mar'i Cahyaning Hidayati, "An Analysis Of Positive Politeness Strategy In The Film Entitled The Jarkoni And Its Education Value," The State Islamic Institute Of Surakarta (2017):7.

for strategies that can be used to support learning, but these must also be consistent with the learning material.

Depending on some of these situations, the researcher would need to provide the readers with knowledge on the educational values of the Frozen 1 movie in education. In everyday life, mainly for parents and teachers, it is important for everyone else to apply this value.²¹ In the life of general society, positive politeness is very important. Many people would appreciate and love where someone uses positive politeness. Due to the obvious selection method of language systems used for polite terms, it may also develop. Towards being polite, we need masterful language skills.²² However, a more qualified speaker in politeness would be the easier person to achieve the pragmatic goal of an interaction. Such skills require money or repository suggests a number of approaches. Then researcher would also show positive strategies of politeness that are connected with a greater good. The researcher will analyze the positive politeness strategies and those indicators used during the film entitled Frozen 1. Because of the growing importance of positive politeness in everyday life. Furthermore, the researcher will also analyze the educational value of the film frozen 1.

B. Research Focus And Scope

The purpose of this study is to determine what educational values are present in the film “frozen 1” and the politeness strategies presented by Brown and Levinson’s theory. According to Brown and Levinson’s theory, researchers examined the statements in this study that contained Anna’s politeness strategies, as well as what educational values are contained in frozen film 1. According to Brown and Levinson, researchers limit positive politeness strategies only because positive politeness implies a lower proportion of facial recovery than negative politeness. Sometimes in this film, the same situations represent different strategies. In this film, there are times when the same situations occur that reflect the same strategy. Furthermore, despite researchers’ best efforts, recurrence in research findings is possible.

²¹ Mar’i Cahyaning Hidayati, “An Analysis Of Positive Politeness Strategy In The Film Entitled The Jarkoni And Its Education Value,” The State Islamic Institute Of Surakarta (2017):6.

²² Mar’i Cahyaning Hidayati, “An Analysis Of Positive Politeness Strategy In The Film Entitled The Jarkoni And Its Education Value,” The State Islamic Institute Of Surakarta (2017):6.

C. Research Questions

1. What that kind of positive politeness strategies do the characters in the movie Frozen 1 use the most?
2. What educational values are represented in the film Frozen 1?

D. Research Objectives

Based on the question of the reseach above, the objectives of this study were:

1. To identify the types of positive politeness strategies suggested by Brown and Levinson theory use the most by the main characters in the movie frozen 1.
2. To know the educational values represented in the main character in frozen 1 movie.

E. Research Significances

1. For researcher
To raise awareness as to how to communicate or do something quite polite while communicating to all other peoples.
2. For English department
To provide an alternative learning communication reference.
3. For english theachers
Greatly improve a reference and introduce a point of politeness.
4. For english department student
Also included understanding and knowledge on how and where to effectively use english.
5. For readers
This study may be a secondary recommendation for teaching and applying politeness in their society to offer a preview of politeness in the background of family conversation, especially to educate their children with being more polite.

F. Organisation Of Thesis

Organization of this research is intended to get an outline of each part or inter connected, so that later systematic and scientific research is obtained. The following is a systematic research that the researcher will arrange, the front part consists of cover and title page. The contents section consists of in this section contains an outline consisting of two chapters, between on e chapter with another chapter inter connected because it is a unity that is as follows:

Chapter I is introduction. This chapter contains the research background, research focus and scope, research questions, research objectives, research significances, definition of key terms,

organisation of thesis. Chapter II is contain general review and this chapter contains the theories. Chapter III is research method. This chapter discusses the methodology used in conducting this research It explains the study's methodology, context, and research method for conducting research, observation, and reflection. Chapter IV is research findings and discussion. This chapter presents the results and their discussion, which have been ordered/analyzed in ways justified in the methodology. Chapter V is conclusions and recommendations. This chapter summarizes the major findings and all arguments of the research as well as presents their limitations together.

