

CHAPTER I

INTRODUCTION

A.1 Background of the Research

The movie is an audiovisual communication media to convey a message to a group of people who gather in a certain place. Generally, a movie can include a variety of messages such as educational, entertainment and information messages. The message in the movie is to use the mechanism of symbols in the human mind in the form of message content, sound, speech, conversation and so on. The movie is also considered as an influential communication tool for the community because it is in the form of audiovisual that is images and live sounds. With pictures and sounds, movies can tell a lot in a short time. When watching a movie the audience seems to be able to penetrate the space and time that can tell the life and can even influence the audience. In making a story movie, it takes a consideration process and a technical process, in the form of a search for ideas, concept or stories that are worked on, while the technical process in the form of artistic skills to realize all ideas, concept or stories into a movie that is ready to watch.

Nowadays, movies have various genres, including action, comedy, horror, adventurers, documentaries, science fiction, and drama. One of the genre family drama that has a very romanticist story and has a background story, setting, time, place and storyline that is interesting and has a message that makes the

audience carried in the storyline. The film is directed by Kelly Fremon Craig entitled *The Edge of Seventeen* which can be called *TEOS*.

The movie is produced by Gracie Films which is played by several top actresses and actors such as Hailee Seinfeld, Woody Harelson, Haley Lu Richardson, Hayden Szeto, Blake Jenner, etc. The film, which was awarded several times, was nominated in 2016 and the director took six months to get a very natural representation and get the teen's real life. It is a family drama film that tells about Nadine (The main character) who feels betrayed by her best friend Krista. Nadine who has been suffering from anxiety since she was young always felt that her life was very worst because she had no friends and was always bullied when she was in school. Then she met with Krista in second-grade elementary school. Krista is the only little girl who wants to be friends with Nadine until they grow up. Nadine feels happy to have good friends like Krista because she always accompanies in happy and difficult situations. When her father Tom Franklin died of a heart attack, Nadine felt the only one can save her life is Krista, she is so lucky having a best friend like her who was able to comfort her in any condition and make things better. Finally, something very bad happened between the two of them, Nadine caught Krista and Darian sleep together in Darian's room. She even asked Krista to choose between her and her brother, because Krista did not want to choose both of them. Then Nadine decided to end the friendship and not talk to each other anymore. That is the thing that makes Nadine felt very disappointed with Krista because she felt

betrayed by her best friend. Nadine felt her life was very chaotic and unhappy because it affected her life and the people around her. Nadine's personality more annoying than before, it show when she with other people like his mother, brother, teacher and his new friend.

The writer's interest in this research is because of several reasons. The writer not only feels carried away and is inspired by the story of the movie. The writer found the idea when she watched the movie *TEOS* like how other characters can persuade the main character who has a very annoying and selfish also how the main character can persuade others in her way. To get the insights contains in the movie *TEOS*, the writer believes that the theory of persuasion from Gorys Keraf is the most suitable to use because it contains techniques of persuasion in objects to be analyzed. Therefore the researcher wants to test how the persuasion technique used by each character influences the listener in the movie *TEOS*. The conversations between the main characters, family, close friends, crush and the teacher who have their respective roles in how they persuade the listener. And also the researcher gets attention to the conversation that occurs and finds out that the characters in the film use politeness expression or utterances to ask for or respond to answers to the participants. Therefore the researcher will use the politeness theory from Geoffrey Leech to support the first theory as a contribution to the successfulness parameters of the conversations from persuasion techniques by character. Consequently, the researcher proposes

to conduct a study entitled "***Persuasion Techniques Used by All Characters in the Movie Entitled The Edge of Seventeen***".

A.2 Problem of the Research

Based on the background of the research, the problems of the research are:

1. What kind of persuasive techniques are used by the characters in the movie *TEOS*?
2. How the contribution of the maxims used to the successfulness of the conversation by all characters in the movie *TEOS*?

A.3 Objective of the Research

Based on the research problems about this, the research objectives can be formulated as follows:

1. To describe kind of persuasive techniques used by the characters in the movie *TEOS*.
2. To analyze the contribution of the maxims used to the successfulness of the conversation by all characters in the movie *TEOS*.

A.4 Significance of the Research

The study of persuasion in this thesis gives some significance to the readers in some ways to elevate their knowledge. After reviewing the *TEOS* movie, the researcher experts useful both theoretically and practically. Theoretically, the researcher hopes that the readers have encouraged to learn deeper about persuasion to know how to persuasion people in a good way. This

research is also expected to be useful for the English students who are studying the discourse analysis focused on the type and strategy of persuasion technique. Then, this research is also expected to contribute to adding knowledge about literary works, the research will provide to refer to producing similar films selecting information in the film to be consumed. Hopefully, this research will help those who are interested in the same topic research.

A.5 Limitation of the Research

The writer of this research used persuasion techniques as stated by Gorys Keraf (2015) as the main equipment to analyze the conversation by each character contains persuasion in the *TEOS* movie. These persuasion techniques are rationalization, identification, suggestion, conformity, displacement and projection. The researcher limits her research only on persuasion technique. She focused her research on types of persuasion and the contribution of persuasive used to the successfulness of the conversation in *The Edge of Seventeen* movie.

A.6 Definition of the Key Terms

Movie

A series of moving pictures, often telling a story, usually shown in a theater or on television (Cambridge academic content Dictionary)

Persuasion

Persuasion is the type of pragmatics study convince, persuade, in the form of a problem or condition that can be proven by data and facts that aim to persuade,

invite or influence the listener, so that they want to follow or do as expected by the speaker.

TEOS

TEOS is an abbreviation from *The Edge of Seventeen*.

Politeness

The application of good behavior or etiquette so as not to offend others.

Maxims

A statement containing general theory or the true about human character.

A.7 Organization of the Research Report

This thesis is organized into five chapters:

The first chapter presents the background of the research, research problem, research objective, research limitation, research significant, and thesis organization.

In the second chapter, there are being a discussion about the theoretical framework which explains the definition of theory of persuasion hierarchy of needs and the review of related researches.

The third chapter contains methodology that is the research design method presents research type, data and data source, method of collecting data, the technique of collecting data and method of analyzing data.

In the fourth chapter of the research, the research cover the data description data analysis and the discussion about the analysis of '*Persuasion Techniques Used by All Characters in the Movie Entitled The Edge of Seventeen*'.

The last chapter is the conclusion and suggestions. It summarizes all works that have been done in this research.

