

CHAPTER II

REVIEW OF LITERATURE

B.1 Theoretical Framework

B.1.1 The Definition of Pragmatics

Pragmatics is the study of speakers meaning that the study the structure of language externally, which is related to how language units are it's used in communication. Pragmatics is the study of meaning according to Levinson (1983) said that Pragmatics is the study of those relations between language and context that are grammatical, or encoded in the structure of a language. It means the analysis of the word or sentences means by utterances. The type of study of the ability of language users to pair sentences with the context in which would be appropriate as well as cover a number of topics including the study of how we do a thing with sentences. Pragmatics is the study of meaning also stated by Yule (1996) he mentioned the definition of pragmatics that examines the meaning of the speaker, examine meaning according to the context, examine the meanings spoken, examine the meanings communicated or communicated by the speaker and fields that examine the form of expression according to social distance that limits participants involved in certain conversation. And Searle (1994) pragmatics strongly emphasizes the aspect of purpose in communicating. It makes a sense that pragmatics is to reveal the meaning of an utterance. Therefore, pragmatics us linguistics that studies the purpose and impact of language associated with the context of the use of language that is adapted to

the topic of conversation, objectives, participant, place, and means. the language would be different because there are different purposes such as how to persuade which has many techniques to change between speaker and listener because pragmatics deals with language use in actual communication phenomenon.

B.1.2 Persuasion

Basically, the human process of communication with one another has a purpose to persuade. According to Richard (2015) in "*The Dynamics of Persuasion*" x said that persuasion as a symbolic process in which communicators try to convince other people to change their attitudes or behaviors regarding an issue through the transmission of a message in an atmosphere of free choice. Persuasion communication activities are a process communication carries out to change or build the view of the receiver of the message become as expected by the sender of the message. The same thing with Larson's statement in "Persuasion" that persuasion can be explained as a process that changes behavior, belief, opinion, and attitude. In this definition, Larson explains that persuasion is a process that is unlikely to succeed only because of influence by a factor of the source of the message itself but also by the presence of the listener.

Besides persuasive is also a communication process that carries out without coercion. Persuasion consists of one or two more people who are bound in an activity of creating, modify, strengthen belief, attitude, tendency, motivation and behavior without communication context force (Gass, 2011).

Persuasion as a symbolic process in which communicators try to convince other people to change their attitudes or behaviors regarding an issue through the transmission of a message in an atmosphere of free choice Richard (2013). Persuasive as a verbal art aims to convince someone to do something that is desired at that time or in the future. This is one that was developed in one exposure that aims to persuade listeners to be able to accept the ideas of speakers.

The persuasion process does not only focus on the message or persuader and can be said as verbal art aims to do what the speaker wants at this time or in the future so that the listener does something the speaker wants, and then persuasion is considered successful (Keraf, 2015). Persuasion also attempts to create conformity and agreement about believe, and to present people of what is being persuaded, a speaker must generate trust between the listener and the speaker. Despite the belief in the main elements in persuasiveness, persuasion does not have to be directed at the trust but can be directed towards the purpose of giving persuasion, so that the listener does something the speaker is persuaded. The terms of persuasion to persuade or invite the listener to trust what the speaker tell the announcement. There are some words that can indicate that an utterance involves, like, come on, let's try it, do it and more. Persuasion can also be included in ways to "make decisions". Those who accept persuasion must get confidence, that the decisions they make are the right and wise.

This research is not about the compulsion to people who accept the persuasion. Therefore, the speaker needs a certain way to make people make decisions according to their desire. The thing to do is give evidence or something that makes listeners believe, most persuasions use the emotive approach, which is trying to provoke and stimulate the emotions of listeners. To make sure the listeners are being satisfied, the speaker must create trust between the speaker and the listener which is one of the main factors in persuasion. The act of persuasion itself does not always have to be directed towards trust, but it can also be directed to the reach of others, namely that the person being invited to speak can do something. Persuasion always aims to change people's minds, the speaker tries so that other people can accept and do something that is desired, so it needs to be created a basis that is the basis of trust. Persuasion is also an attempt to create conformity or agreement through trust, and the person who accepts persuasion will feel satisfied and pleased because he does not feel that he accepts decisions based on how the speakers treat persuasion.

B.1.3 Techniques of Persuasion

In persuasion, there are techniques or methods used when doing persuasion. Basically, persuasion uses facts or shreds of evidence as a basis, techniques or methods are used in arguments. The methods commonly used are a rationalization, identification, suggestion, conformity, compensation, displacement, and projection (Keraf, 2015: 124):

B.1.3.1 Rationalization Technique

Rationalization is a persuasion technique that is limited as a process of using reason to provide a basis for justifying a problem, where the basis or reason is not the main reason for the problem (Keraf: 2015). Moreover, rationalization is a process of using reason to justify a problem, which is the basis or reason is not a direct cause of the problem. The truth that is discussed in persuasion is not absolute, but the truth that only serves to put the basic to make easy the way so that the desire, attitude, belief, decision and action that have been determined or taken can be justified. Rationalization can be used to deceive oneself and can also be used to fool others that what they are doing is right.

Student: The exam questions given are too difficult and unclear. The lecturer is too sentimental towards me. Or it wasn't just me who failed, but all the students failed the exam.

No one can confess mistakes, any deficiency will be covered by something make sense. After the exam, somebody will proud of themselves if the test is successful with good scores. But if they fail, it is difficult to accept the reality, and then try to cover it up by rationalizing the failure. Rationalization shows something that seems to be acceptable to common sense or logic. But rationalization is different from logic, which is motivation or purpose. Rationalization in persuasion is run well if the speaker or persuader knows what the listener wants, and how to make believe.

B.1.3.2 Identification Technique

Identification is an activity in which the speaker must identify the message conveyed with the listener (Keraf: 2015). For identification can be realized according to expectation then must be created the same general basis. This general basis can be done by asking questions about, who are the words addressed? And try to answer the question correctly; the speaker will be easier to identify with characteristics, knowledge level, and listener ability. By analyzing the listener and the situation, the persuader must identify themselves with the listener. For example,

“In an effort to win the general election candidates representing the people try to identify as "regular people", as people born and raised in the environment of farmers, fishermen, factory workers and so on”.

Because candidate notices and feels what is needed in that environment, they will fight for the people's voice by giving a vote. In identification, the persuader must understand, discover or find out know the listener's position or situation.

B.1.3.3 Suggestion Technique

The suggestion is to attempt to persuade or influence others to accept beliefs without giving a logical basis of trust to people who want to be influenced. A series of interesting and convincing words can allow the speaker to influence the listener easily. Suggestions will be easy to follow if done by people who have authority and a high position in the community. So, a listener who likes

a speaker will be very easy to suggest. In suggestion technique, words, tone, and voice can influence the success in persuading by Keraf (2015: 126). A word that is interesting, orderly and convincing, accompanied by an authoritative tone and voice can allow the persuader to easily influence the listener being spoken to. Suggestions for a person can be formed at the age of four years to eight years.

“Children in this age regard their parents as people who know everything. Therefore, parents are the source of suggestions or people who form suggestions for children. The greater and mature the age of a child, the decreasing suggestions also given by parents because they know parents are not people who know everything or have power in everything, that is why suggestions begin to fade. In the school environment, a child sees another reality that the person who knows better is the teacher. The teacher can be a place to ask questions and solve all problems. This will not last long and end soon, the more mature the child, then he will find his way to solve the problem.”

Therefore, someone who wants to persuade using the suggestion technique must try to talk by utilizing an existing possibility. in the sense that the persuader must try to display figures that can replace the role of parents and teachers, act as authoritative, loving people to make listeners empathize with them. Persuader must also try to show that he respects, loves and also has confidence in the listener. The suggestion is a pattern that already exists in someone to create a new right, because stimulus arises in relationships with

parents which are a factor that affects others. Someone tends to believe that statements from people who have a high position, people who have a reputation, and other advantages are things that must be followed.

B.1.3.4 Conformity Technique

Conformity is a desire or action to make similar things, mental mechanisms to adjust the desire. This technique has similarities with identification. The difference, in the identification of the speaker to presents some of the same things as the listener, while in the conformity the speaker shows that he can be listener(Keraf:2015). In this persuasion, persuaders who deliver persuasion use this technique to adapt themselves to those listeners.

“A political figure is disposed to live as a fisherman, farmer, and laborer. If the people eat corn, then they are available to eat corn and say this is not something new and said that corn has high nutrition from other foods.”

In conformity, the persuader shows that they are able to commit and act in the listener's position.

B.1.3.5 Compensation Technique

Compensation is proceeding of effort to find a substitute for something that is not acceptable. This is done if the situation has experienced frustration. The speaker can persuade to the listener by encouraging the listener to take the desired action by showing and make sure they have new abilities, action or effort to find a (substitute) for something that is not acceptable, attitudes or

circumstances that cannot be maintained (Keraf, 2015: 129). An attempt to find a replacement (substitute) occurs because someone gives up on the situation and feels frustrated.

"A fifteen-year-old girl cannot make the boy in her class like her by her beauty". Because of her failure, she looks for another substitute by her talent or desire in sport, student organization, academic subject, etc. Then she will explore and study harder based on her talent so that she can show the achievements so that he gets praise or appreciation for what she does."

Someone who feels under pressure or frustration in other social fields will try to find strengths or potential in themselves and develop them. In this technique, the persuader can create a listener to perform another action desired by the persuader by showing in a way to ensure that he has other abilities.

B.1.3.6 Displacement Technique

Displacement is a process that attempts displacing an intention or a matter that faces obstacles, or with the intention displaces emotion of original hostility or sometimes also from the emotion of original affection Khalimatus Sakdiyah in Keraf (2014). So, displacement technique is a process that attempts to replace a goal or thing that has problems with goals or other things that also replace emotions, anger or affection. Some phenomena that occur in general society clearly show the persuasion of this technique. The term "*scapegoat*" is an object that becomes the target of hatred or anger that is diverted or replaced

with another object that should not accept the hatred or anger, making the substitute object completely wrong.

"Ahead of an office that is arguing with his wife at home or is angry because of a domestic problem, will throw anger and guilt at the office at his subordinates or employees. What is done well by employees, will always be found guilty by his superiors."

The position of employees here is as a substitute object (displacement) because employees who get anger from the leadership cannot fight the boss. In persuasion, the persuader tried to convince the audience to divert the object of interest to another destination.

B.1.3.7 Projection Technique

Projection is a technique to make a subject an object. For example, something that is possessed by someone but expressed as the nature and character of others. Someone asked to describe other people who are not liked, it will try to describe the good things about it, the mistakes made are directed at others, that someone else is doing it. General example:

"In the form of conflict between countries, country A made the accused that Country B had attacked on A, just because the government of A wanted to avoid adverse conditions against its own country."

By making accusations, the public's attentions about domestic problems are projected to other countries, and then create solidarity among citizens to deal with external enemies so that internal conflicts can be completely ignored.

B.1.4 Politeness

Politeness is generally related to the relationship between two or more participants which can be referred to like oneself and others. In other words, politeness is a good form of action taken by someone to another person. In communication, the success in persuading is based on how the way they talking for such a polite attitude so that the persuader can persuade the listener easily and it can be a success because showing politeness. Politeness also is language behavior agreed upon by the community of users certain language in the context of mutual respect between individuals and socially. The purpose of learning the politeness is to understand, appreciate, and implement that respects the relationship between the speaker and the listener so that the use of strategy as a way to speech which is also done specifically.

In pragmatic studies, there is the politeness principle that underlies a speech. The view of politeness in pragmatic studies is described by several experts. Among them are Leech, Robin Lakoff, Bowl and Levinson. The principle of politeness has several maxims, namely the maxim of wisdom (tact maxim), the maxim of generosity (generosity maxim), the maxim of acceptance (approbation maxim), the modesty maxim (modesty maxim), the maxim of compatibility (agreement maxim), and the sympathy maxim (sympathy maxim). The principle of politeness is related to two conversation participants, namely oneself (self) and others (other). The self is a speaker, and the other person is the opponent.

Maxim is a language principle in lingual interaction; the rules governing his actions, the use of his language, and his interpretations of the actions and speech of the interlocutor. Besides that, maxims are also called pragmatics based on the principle of cooperation and the principle of politeness. The maxims advocate politely expressing beliefs and avoiding polite speech.

B.1.5 Maxim Politeness Leech

According to Geoffrey Leech, there is a politeness principle with conversational maxims similar to those formulated by Paul Grice. The cooperative principle and the politeness principle have a close relationship because they study about the use of language in communication a set of principles or maxim that manages it. Further, Leech proposed six maxims, namely Tact Maxim, Generosity Maxim, Approbation Maxim, Modesty Maxim, Agreement Maxim, and Sympathy Maxim.

B.1.5.1 Tact Maxim

Tact maxim refers minimize the cost to others and maximize the benefit to others. In this maxim, the speaker minimizes the cost (and correspondingly maximizes the benefit) to the listener. The basic idea of tact maxim in politeness principle is that speech participants should hold to the principle of always reduces their own advantages and maximizes the advantages of others in speaking activities. People who hold and carry out the tact maxim will be said to be polite. Leech (in Gemasih, 2017) says that the longer a person's speech is, the greater the person's desire to be polite to the interlocutor. Likewise, speech that

is spoken indirectly is usually more polite than speech that is spoken directly. It can be seen in the example below:

Student: Miss, may we just do the exercise one and two only?

Teacher: Yes. It is ok.

Teacher: 1 and 2 !

In a conversation, the situation occurs when the teacher asks the students to do the task in the workbook. The students must submit the task to their teacher at that time. In such situations, one student asks the teacher, that they wanted to submit only the exercise one and two, because there are many next exercises that are 2, 3 and 4 exercises. The teacher agrees and just says one and two. The teacher fulfilled the tact maxim saying because he minimizes the cost to other and maximizes the benefits to the others. The teacher relieves the assignment she gives to the student. She gives the students the benefit of completing the task.

B.1.5.2 Generosity Maxim

Generosity maxim refers to minimize benefits to self and maximize cost to self. This maxim is self-oriented while tact maxim is directed to other (focuses on the speaker and says that others should be put first instead of the self). With the maxim of generosity, the participants of the speech are expected to respect others. Respect for others will occur if people can reduce profits for themselves and maximize advantages for other parties. The generosity maxim in example:

Student: Miss, please give us extra time of 20 minutes.

Teacher: I've given you more than ten minutes to do it at School.

Although this is actually homework and you did not finish it. I will check this task right now, you should do it quickly.

The students still do their work but the time is almost over, so they have to collect the task in ten minutes. The students negotiate with their teacher to give them an additional time of more than ten minutes, and the teacher gives them more time to work. Although the task is homework and they have to do the task at home, but the fact is the students do not do the homework. The teacher is not angry and still asks the students to do the task and give extra time. The teacher minimizes the benefits for himself and maximizes the cost for himself at the expense of his time to re-ask the students to do their homework at school and give more time.

B.1.5.3 Approbation Maxim

Approbation maxim refers to minimize the dispraise of others and maximize praise of others. This maxim is used to avoid saying unpleasant things about others, especially to the hearer. In the maxim of approbation explained that someone will be considered polite if in speech always try to give appreciation to other parties. With this maxim, it is hoped that the participants of the speech will not mock one another, berate each other, or demean each other. Speech participants who often mock other speech participants in speaking activities will be said to be rude. It is said so because the act of mocking is an act

of disrespect for others. The example of fulfillment of approbation could be seen as follows:

Teacher: who knows what the answer to that question?

Students: A! A!

Teacher: Ok, Great!.

The situation occurs when teacher and students are correcting shared tasks. The teacher chooses one of the students to read the question and answer it. After that, the teacher involves all the students to answer the question. The students answer the question, and when the students answer the question correctly, the teacher praises the students by saying - great-. The teacher's praise can be categorized as the fulfillment the Approbation maxim by maximizing praise to others.

B.1.5.4 Modesty Maxim

Modesty maxim refers to minimize praise of self and maximize the dispraise of self. Both approbation maxim and modesty maxim concern with the degree of good or bad evaluation of others or self that is performed by the speaker. However, this maxim usually occurs in apologizing for something. In the maxim of modesty or maxim of humility, the speech participant is expected to be humble by reducing praise to them. People will be said to be arrogant and proud if in speaking activities always praise and favor themselves. The example of modesty maxim could be seen as follows:

Teacher: who knows what building is this?

Students: it is a temple. Borobudur temple miss

Teacher: yes. Where is it located? Miss, don't know.

The teacher asks students to answer questions. In the process of asking, the teacher tries to get herself in the position of a person who does not know even though he already knows the answer to her question. The sentence -Miss, do not know-can be indicated as the fulfillment of the modesty maxim. The teacher maximizes her self-confidence by saying that she does not know the answer even though she was already known.

B.1.5.5 Agreement Maxim

Agreement maxim refers to minimize the expression of disagreement between self and others and maximize the expression of agreement between self and others. The disagreement in this maxim is usually expressed by regret or partial agreement. In this maxim, it is hoped that the speech participants can foster mutual compatibility or agreement in speaking activities. If there is agreement or compatibility between the speaker and the speech partner in the speaking activity, each of them can be said to be polite. The example of agreement maxim is below:

Teacher: I told you to make the assignment and keep silent. Are you understood?

Students: Yes, miss.

The teacher asks the students to do the assignment and also asks the students to keep silent. In that conversation, we can see that the students agree and say - yes. It can be categorized as fulfillment of agreement maxim.

B.1.5.6 Sympathy Maxim

Sympathy maxim refers to minimize antipathy between self and other and maximize sympathy between self and other. In this case, the achievement being reached by others, for instance, must be appreciated and evaluated. On the other hand, the calamity happens to others must be given sympathy or condolences. This maxim is expressed by assertive and expressive utterances. In the maxim of sympathy, it is expected that the speech participants can maximize the attitude of sympathy between one party with another party. If the interlocutor gets success or happiness, the speaker is obliged to give his congratulations. If the interlocutor gets into trouble, or the speaker is worth grieving or expresses condolences as a sign of sympathy. An attitude of antipathy towards one of the speech participants will be considered an impolite act. The example of sympathy maxim could be seen below:

Teacher: I heard about your father, I am sorry to hear that. Are you ok now?

Students: I am fine, thank you miss.

The conversation is about a teachers' sympathy to his students about his father. Although it was only a simple word but in fact, the conversation has already fulfilled the maxim of sympathy. It can be shown that the habit of formal and continuous conversation such as asking and greeting someone at the beginning is the best strategy to introduce them with politeness. In the above conversation, the teacher asks about the condition of the student, and the student answer the question by asking again the condition of their student. The

way teachers and student ask each other's conditions can be categorized as the fulfillment of the sympathy maxim.

B.2 Related Research

In order to make to legitimate research, reviewing previous related studies is necessary so that it can be shown that this research is not imitating another research that already exists. In this research, the writer wants to analyze persuasion in Kelly Fremon Craig's *The Edge of Seventeen* movie, so another supportive writings that the writer has will have the similar subject, concept, theory or at least it will have related topic and issue.

The first research is Silviana Masran (2018) entitled *Persuasive Utterance Found in Shop and Restaurant: An Analysis of Speech Act I Persuading Visitors of a Store in Bandung, West Java and "Mr. Juneto" Restaurant in Solo, Central Java*. This study describes what the linguistic phenomenon of speech acts in persuasive. The objective of this writing is to identify the strategies in persuading visitors in the shop and restaurant in Bandung and Solo. The data are containing persuasive utterances in shop and restaurant in Bandung, West Java and Solo, Central Java. The data are analyzed by referential and pragmatic identity method. The analysis is related to the concept proposed by Searle (1979).

The second related research which also has Persuasion as the object of the research is Henry Tucker Gilbert IV (2015) from Naval Postgraduate School Monterey, California. The title of the research is *Persuasion Detection in Conversation*. His research discusses a system for annotating persuasion in

conversation based on the social-psychological model. The conversations consisted of 37 hostage negotiation transcripts from private and public sources, with all personal information removed from the private source transcripts. The researcher evaluated the level of agreement between annotators using Cohen's Kappa measurement. The results showed only fair to moderate agreement, with an average kappa score for transcripts of significant length (over 200 utterances). Based on these results, the writer revised the annotation model and eliminated some categories of persuasion while adding "other" as a catchall for any persuasive utterance not covered by Cialdini. The revised model showed a significant increase in agreement with an average kappa for transcripts of significant length (over 200 utterances). Based on the revised model, the researcher adjudicated a final persuasion corpus for the 37 transcripts that will be used in future works on persuasion detection.

The third research entitled *Persuasive Speech Acts in Barack Obama's Inaugural Speeches and The Last State of the Union Address* by Sahar Altikriti (2016) from the Department of English, Faculty of Arts, Alzaytoonah University of Jordan. The researcher aimed to shed light and determine the role of this speech act in political addresses. Therefore, this study has examined and analyzed three selected political speeches of Obama as pieces of discourse with specific aims intentions based on the adopted model of Bach and Harnish Taxonomy (1979). The data analysis has revealed that President Obama in his speeches used more of sentences that performed speech acts that other speech acts where the

assertive illocutionary acts are used as a persuasive factor. Such results have proven the important role of persuasive speech acts in political addresses and its impact on the audience's acts.

The fourth research by Katarzyna Budzyńska from Cardinal Stefan Wyszyński University in Warsaw and Magdalena Kacprzak from Bialystok University of Technology (2015) entitled *Formal Models for Persuasive Aspects of Argumentation*. This study provides a comprehensive survey of logical models for persuasive argumentation. The writer shows how different aspects of persuasion can be described formally. They present the frameworks representing protocols of persuasive dialogs, rhetorical tools such as threats, rewards and appeals, argumentation changing beliefs vs. argumentation changing behavior, interaction among goals, result and success in persuasion.

The fifth research entitled *The Persuasion Knowledge Model: How People Cope with Persuasion Attempts* by Marian Friestad Peter Wright from the journal of customer research. The writer presents a model of how people's persuasion knowledge influences their responses to persuasion attempts. The writer call this the Persuasion Knowledge Model (PKM) discussed this topic informally, referring to persuasion knowledge as a "schemer schema". He discuss in depth the nature and development of persuasion knowledge and how people use it to interpret, evaluate, and respond to influence attempts from advertisers and salespeople. In doing so, the researcher offers a broadened conceptualization of persuasion that

emphasizes a consumer's capacity to learn about persuasion over time, including how to manage their psychological activities in persuasion episodes.

The sixth is the Politeness Maxim In the film "Laskar Pelangi" by Budiati. Sentential implicature is something meant or implied that is proposed to avoid impoliteness in making harmonious conversation. For the sake of politeness it was postulated cooperative politeness and maxims; *tact maxim*, *approbation maxim*, *generosity maxim*, *modesty maxim*, *agreement maxim* and *sympathy maxim*. The measurement of politeness or impoliteness is also determined by the four factors; power, range, distance and familiarity. In "Laskar Pelangi" the movie, it was found some maxims with Indonesian cultural background for its politeness. Politeness was shown by addressing someone just by name or by saying "Mr." and "Mrs.", according to the power and relationship, minimizing dispraise of others, and mentioning something or someone indirectly.

There are several related types of researches that analyze about persuasion and maxim politeness as well. The analysis proves that most researchers prefer to focus on persuasion advertisement, persuasion in political language, speech act on persuasion, the model of persuasion, persuasion speech which uses the journal, advertisement conversation, and speech as their object. Therefore, the researcher found something that had not been studied, about the persuasion techniques in the movie. In the speech, each speaker had their language text or script that they deliver and some of them prepare the speech through the note because they have known the theme of the event and also the

language used is sometimes too formal and unimpeded, so it is difficult to be accepted in some people. Then also what other researchers have not done is to combine the techniques of persuasion with the theory of maxims politeness. That is what makes this research considered different from other studies, and the thing done by researchers is to analyze the ideas that emerge from the writer's mind.

For the advertisement, the language used in the advertisement is too simple and the persuasive message in the advertisement delivered is sometimes difficult to understand containing ambiguity, explaining something unclear or having more than one meaning that causes a change of meaning because it has similar phrases. Then actually in the journal is quite clear, the writing pattern is organized so that the reader is not confused. But the word selection is sometimes still ambiguous which results in a different reasoning from each reader, the selection of scientific words that make the reader have to think repeatedly. While in this research, the researcher prefers using the conversation in *The Edge of Seventeen* movie. Each actor and actress has had their script and knows how to play with their character. The conversation on the dialogs is clearer and organized that makes each character knows how to play based on their character get. There is the various conversation, how the character doing conversation, how to make persuasion and how each character responses to make interesting to analyze.

The researcher will focus to analyze persuasion techniques, due to persuasion are mostly applied by the speaker through the conversation which consists of hidden meaning. The researcher also analyze the contribution of the maxims used to the successfulness of the conversation by all characters in the movie *TEOS*. Those researches that have been mentioned, some of the problems are about the purpose of persuasion, how to use persuasion and the result of persuasion. Those related research help to pose and strengthen the researcher's analysis and make it more valid because the data that are collected by the researcher are the development of the researches with the same subject which had been conducted before. In other words, those references can make the researcher's research to be more objective and detail in giving the best result to her research.