

CHAPTER I

INTRODUCTION

A.1 Background of the Research

Movie is a medium that is now popular with the public, especially children movie that is still becoming their own form of entertainment. Among children, prosocial behavior has already been found to be related to thriving. For instance, prosocial children are liked more, have more close friends, and are happier than less social children (Cillessen & Rose, 2005; Clark & Ladd, 2000; Hastings, Utendale, & Sullivan, 2007; Holder & Coleman, 2008;). Prosocial behavior is even a forerunner of later academic achievement, probably by fostering supportive social and intellectual relationships (Caprara, Barbaranelli, Pastorelli, Bandura, & Zimbardo, 2000; Moore & Allen, 1996). Evidence has revealed that prosocial behavior in children can also be enhanced by watching television (Mares & Woodard, 2005, 2012). As television still dominates children's media lives (Rideout, Foehr, & Roberts, 2010), this might be a promising way to contribute to their well-being.

Children and teenagers have an affinity for media, which continues to occupy more and more of each day (Rideout, Foehr, & Roberts, 2010). This video entertainment may be an integral part of a routine day (Wolf, 1999), and is more accessible than ever for so many people for so much time every day (Zillman & Vorderer, 2000). Regarding the odds of enhancing well-being, person-activity fit is

crucial to success (Lyubomirsky & Layous, 2013) meaning that some meeting place between children or teenagers and their parents is paramount. Intrinsic rather than extrinsic motivation is key for success (Ryan & Deci, 2000). Parents want to connect to their children and teenagers; therefore, discussions about movies as opposed to asking yes or no questions, or “how was school today?” are more likely to fulfill this fundamental need. Talking about the film, it cannot be separated from the politeness in the characters.

Politeness is important thing that people must know when they communicate with other people and make a polite conversation. Politeness is much more influenced by sociocultural aspects of the speaker. In the process of communication, both speaker and addresser are obliged to follow the cooperative principles, even when what s/he means is not uttered explicitly. Politeness in linguistic is a part of pragmatics approach as Yule (1996) said Politeness is one of pragmatics approach that studied how the people communicate with other to minimize conflict and show the awareness. Thus, if we being polite, many people feel comfortable and do not hesitate to make relation with us, although just talk for a moment. Also, with being polite, can keep our relationship and feeling with other people. In here, being polite can be indicate with the expression of face, control our speech, gesture, and many more.

In addition, the politeness strategies also used in literary work like novels, drama or films. Many films adopted from the real story and appeared as an interesting film, like love stories or story about thriller, action, social and so on. In dramas or films, the important points about politeness are more than easy to understand because we can

watch directly without having to imagine it. So that, we can choose which one is good or not good for us to apply in daily life as much as Watts (2003:1) said, some might characterize a polite person as always being considerate towards other people; others might suggest that a polite person is self-effacing.

Kunjana Rahardi (2005: 59) said “The principle of politeness which until now is considered the most complete, most established, and most comprehensive, has been formulated by Leech (1993).” There have six politeness by Leech, called Maxim Politeness : tact maxim, generosity maxim, approbation maxim, modesty maxim, agreement maxim and sympathy maxim. Tact maxim : the maxim concerns minimizing cost and maximizing benefit to others, Generosity maxim : Generosity maxim concerns minimizing benefit and maximizing cost to self, Approbation maxim : Approbation maxim concerns minimizing criticism and maximizing praise to other, Modesty maxim : Modesty maxim concerns minimizing praise and maximizing criticism to self, Agreement maxim : agreement maxim concerns minimizing disagreement and maximizing agreement between self and other, Sympathy maxim : sympathy maxim concerns minimizing antipathy and maximizing between self and other (Leech, 1983: 104).

Leech also has scale to measure the degree of a politeness. There have 5 scale. The cost-benefit scale, it give details about the cost and benefit that are oriented to the hearer or addressee. The Optional scale, it's the degree of illocutionary by the speaker allows the addressee a degree of choice. Indirectness scale, it give detail utterance indirect the degree of politeness. Authority Scale, it representing the social

relationship between the participants. The last is Social Distance scale, is indicating the degree of familiarity between the participants. Disney, a movie production which is very popular.

The popularity of Disney can be well illustrated by the fact that young children between three and six years old are already able to recognize Disney based on its brand logo (Fischer et al., 1991) and adding by Dreier (2007) said especially Disney's animated movies are popular and children do often watch these movies repeatedly. The one of Disney movie is Pinocchio. On 2022, Disney bring a Guillermo del Toro's Pinocchio with get several award among them Academy Award for Best Animation Movie on 2023, Golden Globe Award for Best Feature Animation on 2023, Annie Award for Animation Movie on 2023, British Academy Movie Award on 23, Annie ward for best character on 2023, Eddie Awards for best Edited Animated Features Film on 2023 and Critic's Choice Movie Award with Best Animation Feature on 2023.

In a small village in Italy in 1895, the homeless cricket, Jimminy cricket, enters the home of craftsman named Geppetto, who lives alone and hopes to have children. Then Geppetto made a wooden puppet, which he called Pinocchio it's from Pineocchio. In that hope, Geppetto saw a shooting star one night and wished that his wooden puppet would become a real child, and the Blue Fairy's request was granted. Pinocchio became a child during overnight, Geppetto was surprised that the Blue Fairy fulfilled his wish. Then, Geppetto taught Pinocchio as a human boy. After few days, Geppetto sent him to school. But on the way to school, a deceived fox came to Pinocchio, the

fox told Pinocchio that if you want to be a real child, you must be famous, then the fox sold Pinocchio to a scary puppeters owned by Stromboli.

At Stromboli, Pinocchio was treated very cruelly like inanimate object, from being beaten to being locked up. However, there is one kind person, a Stromboli employee named Fabiana. Fabiana helped Pinocchio out of Stromboli's trap. Pinocchio escaped Stromboli's trap with help of Fabiana and Jimminy cricket, Fabiana told Pinocchio that if he wanted to get out, he would have to take the key from cage while lying down so that his nose would grow long and reach the hanging key. After escaping the Stromboli's trap, Pinocchio is kidnapped in a carriage full of children on his way to a fun island, where bad behaviour is allowed there. Someone turned all the children into donkeys and Pinocchio saw it. Luckily, Jimminy was able to save him before Pinocchio was captured and turned into a donkey. Pinocchio and Jimminy returned to Geppetto house.

In point the researcher studied about the movie of "Pinocchio" using Leech's politeness principle theory occurred in the movie dialogues of "Pinocchio". It's interesting because Pinocchio is a humor slapstick movie but the researcher analyzed with the politeness point of view or approach. From the detail reason above that, the researcher interested in making a research about **"Politeness Approach in Pinocchio Movie"**.

A.2 Problem of the Research

Based on the background of the research, the researcher formulates the research questions as follows:

1. How are the maxims of Leech's politeness theory employed in the conversations of the "Pinocchio" movie?
2. What are the scales used to measure politeness?

A.3 Objective of the Research

Based on the problem above, the objective of this research are:

1. To describe the Leech's maxims employed in the conversations of the movie "Pinocchio".
2. To explain the scales of the politeness used in the movie.

A.4 Significance of the Research

The researcher expects that this research gives benefit for the others who read it in theoretical and practical.

1. Theoretical

This research can be useful for other researchers in the following researches who concerns in Pragmatic especially politeness.

2. Practical

This research can increase the understanding of the reader, whoever are. This research raising the information about politeness, and can also can be useful to the

society to enhance people by using politeness. Also to help people minimize impoliteness.

A.5 Limitation of the Research

The researcher of this research used politeness maxims stated by Leech as the main equipment to analyze the conversation in Pinocchio movie. These maxims are tact, generosity, approbation, modesty, agreement, and sympathy maxims and an identifying violating maxim in Leech's politeness theory. Levinson's also stated politeness theory with face wants. However, this research uses Leech's theory that is the more appropriate being used as the main theory to analyze the conversation.

A.6 Definition Key Terms

In order to make the reader easy to understand about some specific terms, below is the definition of :

1. Politeness

Politeness concerns a relationship between two participants a person with another (Leech in Mulyono: 2016).

2. Leech's Politeness

Maxims of politeness is a scale to account more specific about politeness behavior stated by Geoffrey Leech (2014). He purposes six maxims, those are tact, generosity, approbation, modesty, agreement, and sympathy maxims.

3. Children Movie

Children identify with the norms of a media dominated society. In fact, being exposed to media shows that “media consumption has a measurable influence on people’s perceptions of the real world, and regardless of the accuracy of these perceptions, they are used to help guide subsequent attitudes, judgments, and actions,” (Morawitz & Mastro, 2008, p. 131).

4. Disney Movie

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A.7 Organization of the Research Report

This research consists of five chapters.

Chapter I consists of Background of the Research, Problems of the Research, Objectives of the Research, Significance of the Research, Limitation of the Research and Organization of the Research Report

Chapter II consists of the Theoretical Framework which explains the definition of related theories and the review of related researches.

Chapter III consists of Research Methodology. In this chapter the researcher explains about Research Design method that presents research types, Data and the

Source of Data, Method of Data Collection, Technique of Collecting Data and Method of Analyzing Data

Chapter IV Data Analysis

Chapter V Conclusion and Suggestion.

