

## CHAPTER I

### INTRODUCTION

#### A.1 Background of the Research

Communication becomes the tools for every human being in this world. Sometimes, people communicate through the conversation to convey the message through their utterances. When people communicate, their utterance is not always same as what they mean. Utterances in conversation whether spoken, type, or produce manually using sign language which possibility upon one another such as interpretation that depends very much on context. By using language, human being can communicate information and maintain relationship among members of a speech community.

In communicating ideas and information to listeners, a speaker must pay a serious attention to the context of situation in conversation. Sometimes the speaker uses politeness to avoid an offense from hearer. Politeness features not only happen in real life society, but also in many media such as movie. From politeness, it can be analyze and investigate how the characters show up in the movie. One of the movies that show about politeness in society is *Moana* that comes from Walt Disney Animation Studio.

*Moana* is the movie which showing a CG-animated adventure from a spirited teenager who sails out on a daring mission to prove herself as a master way finder and fulfill her ancestors' that unfinished the quest. She has to meet

Maui; the once-mighty Demigod to restore the heart of Te Fiti that Maui takes from it. Together, they traverse the open ocean on an action packed voyage, encountering enormous fiery creatures and impossible odds. In order, to restore her island properly, Moana persuade Maui to return back the heart of goddess Te Fiti. Even they need to defeat the lava monster who is Te Ka, Moana still keep her promise to make it becomes normal again.

The researcher is interested in conducting a study to find out as expressed in the dialogue of the movie. There are some reasons why the researcher chooses Moana as the object to be analyzed. In fact, this animation movie does not show romance in the movie aside her love for family and water. The researcher get pays attention to the conversation that happens and finds out that the main characters in the movie using polite utterance to asks or give response and answer. It makes the researcher interested to analyze the conversation that being used for some of the main characters such as Moana, Maui, Moana's parent (Tui and Sina), and Gramma Tala.

It can see that politeness utterances can be found in this animation movie. Even the conversation in the movie also similar with the real conversation in a daily life since it needs good pronunciation, articulation and voicing that makes an interaction between characters, especially for main character. As Nurgiyantoro (2015: 76177: 3) says that the main character is kind of character, which often show up repeatedly as if it dominates every part of the events. The main characters itself comes from different condition where this condition

influencing their attitude and language use that depends on the society. Even from politeness utterances can be affecting the contribution for successful conversation.

As the listeners or hearers, it has to be able to understand and interpret what the speakers implicitly stated. It indicates that having meaningful conversation can makes it feel comfortable to go on talking forever. Successful conversations have a sincere interest in others, notice thing about them, and use these things to start and fuel their conversation. Sometimes someone point out some interest things to make their partner conversation focus on the conversation. It is shown how impact of the conversation making others feels important to place value on their thought and opinion, and also encourage them to engage more in the conversation. As seen in the movie, the main characters can get affection for the successful conversation by applying politeness utterances.

A field of linguistics which concern so much on this phenomena is called pragmatics. Pragmatics is the study of how language is used to communicate. It means that pragmatics is not the study about language grammar, but it is the study of language in communication which depends so much in context. Leech (1983: 10) states that *"Pragmatics can be usefully defined as the study of how utterances have meaning in situation"*. Based on the notion, it means that pragmatics is a study which tries to understand the meaning of utterances by looking at the situation when the utterances happen.

Politeness is defined as the means employed to show awareness of another person's face, the public self-image of a person (Yule, 1996). In this research, the researcher believes that politeness principles proposed by Leech is the most suitable theory that can be used. It has six maxims that explain how politeness operates conversational exchange as tact maxim, generosity max, approbation maxim, modesty maxim, agreement maxim, and sympathy maxim.

By applying Leech's theory, the researcher wants to reveal the politeness maxim in the conversation of the main characters in Disney animation movie, *Moana*. Not only focuses on the use of politeness utterance, it also focuses on the factors that influence the polite utterances and the contribution for successful conversation in the movie. Although, the researcher propose to conduct and choose the title of the research entitled ***POLITENESS PRINCIPLES USED BY THE MAIN CHARACTERS IN MOANA.***

#### **A.2 Problem of the Research**

In this research, the researcher raises the following question:

1. What maxims are used by the main character in *Moana's* movie?
2. What do the factor affect the use of politeness maxim in *Moana* movie?
3. How the contribution of the maxims used to the successfulness of the conversation by the main characters in *Moana* movie?

### **A.3 Objective of the Research**

The objectives of the research are:

1. To identify the maxims used by the main characters in *Moana* movie.
2. To investigate the factor affecting the use of politeness maxim in the movie "Moana."
3. To analyze the contribution of the used of the maxims to the successfulness conversation among the main characters in Moana movie?

### **A.4 Significance of the Research**

There are two significances of the research, there is theoretical significant and practical significant.

#### **1. Theoretical Significant**

This research gives the information and enriches specific knowledge in linguistics study, especially in used politeness principles by Leech's theory.

#### **2. Practical Significant**

This research will be useful for the study of pragmatics, because it give the explanation and contribution about the politeness principles.

Furthermore, this research can assist the readers to apply this theory into analysis.

### **A.5 Limitation of the Research**

In this research, the researcher used politeness principles adopted by Leech theory. There are six Leech's politeness maxim such as tact maxim, generosity maxim, approbation maxim, modesty maxim, agreement maxim, and sympathy maxim. In this movie, the main character used some polite utterance to convey their intention.

For limiting the research, the researcher will focus on analyze the used of politeness principles which is brought by Leech's maxim for the main character in Disney movie, Moana. This research also want to know how the main character affecting the maxim and their contribution for the successful conversation for the polite utterances.

### **A.6 Definition of the Key Terms**

#### **Politeness Principles (PP)**

Politeness Principles, it can be abbreviated by PP. It is minimizing the expression of impolite beliefs and maximizing the expression of polite beliefs in which is somewhat less important.

#### **Maxim**

It is a statement of principle in the pragmatics of Charles S. Pierce, in order to ascertain the meaning of an intellectual conception. It is also well known phrase that an expression of a general truth or principle about behavior or life.

## **Movie**

It is a recording of moving images with visual sound or audio that tell a story and shown in television, cinema or screen theatre.

## **Main Character**

An imaginary person that represented in a story such as, novel, drama or film and sometimes it become the leading figure in a plot story.

## **A.7 Organization of the Research Report**

This thesis is organized into five chapters. For the first chapter consist of background of the research, problem of the research, object of the research, significance of the research, limitation of the research, and organization of the research report. The second chapter will be discusses literary review of politeness principles, especially Leech's theory and the review of related research.

The third chapter contains research methodology such as type of the research, data and source of the data, method of collecting the data, technique of the collecting the data, and method of analyzing the data. The fourth chapter, it will be discuss and analysis the data in politeness principle adopted by Leech's maxim and the contribution for the successful conversation. For the last chapter, will be the conclusion and suggestion for the next related research in object and theory.