

## CHAPTER I

### INTRODUCTION

#### A.1 Background of the Research

Politeness is one of pragmatics approach that studied how the people communicate with other to minimize conflict and show the awareness (Yule: 1996). The study about politeness is already done by many researchers. However, religion context is not often to be analyzed, and also Zakir Naik is none of the researchers done to analyze his speech or conversation. The topic which is the most discussed by the researches is conversation taken from movie, novel, and also interview. As the recent studies about it are Politeness Principle Analysis in Cartoon Movie Entitled Stand by Me Doraemon by Mulyono (2016), An Analysis of Politeness Strategy in Putra Nababan's Interview with Barack Obama by Hidayatullah (2011) and many more.

Being polite is a sign of people that have more knowledge and by using it the communication will be more interactive because politeness is the way a person not to hurt another person's feeling. As the definite by Hill et al. i.e normative and perspective rules on how to interact with others, and its laudable goals are the establishment of mutual comfort and the promotion of rapport (Hill et al., 1986: 349). Along with the definition by Brown and Levinson that to be friendly and nice to the others or to save the people public self-image is a concept introduced in their politeness theory (Cutting in Hidayatullah: 2011).

People have a dialogue with others without using politeness as the tool will cause miss interpretation that makes the conversation worst and another person will judge that person is rude. As in Oxford Research Encyclopedias defines that the politeness comes into operation through evaluative moments—the interaction with other participants' assessments of interactional behavior—and it is a key interpersonal interactional phenomenon, due to the fact that it helps people to build up and maintain interpersonal relationships.

This research presents a data analysis of conversation between Zakir Naik and his audiences in the question-answer session that the writer interested to do a research about it. The writer discusses and define what politeness maxims used in those conversations are, and how the Islamic religious doctor as the lecture faces the audiences who have a different background of religion and they ask some questions about Islam that they don't believe in.

Zakir Naik is an Indian Medical Doctor before he met a South African Islamic preacher Ahmed Deedat in 1987 that influenced him and become student and learner of a comparison study of religion (Sujatha: 2016).

In 1991, Naik started his da'wah work to preach non-believers becoming a Muslim. He has been the center of controversy due to his radical preaching. Because he also spread his *da'wah* through social media, so people around the world can easily watch and learn (Sujatha: 2016).

Some of his controversial like when he has spoken out against the construction of temples and churches in an Islamic country because the religion

(Hinduism and Christianity) is “wrong”, and in one of his Peace TV speeches in 2008, he spoke about the 9/11 attacks and said “it is a blatant, open secret that this attack on the Twin Towers was done by George Bush himself” (Sujatha: 2016).

From the information, Dr. Zakir Naik is often made some speech and statements establish the pro and contra it cause him a controversial person, this makes the researcher become very interested to analyze how the way he answered some his audiences' questions that they are different in religion background.

In this case, the researcher analyzes the interaction between an Islamic religion lecturer and his audiences by watching the video of question session answer session in his lecture using pragmatic politeness maxims stated by Leech in this research entitled “Politeness Principle in Zakir Naik’s Dialogue”.

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

1. What are the types of politeness maxims used in the conversations between Zakir Naik and his audiences?
2. What are the factors influencing politeness maxims in the conversations?

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

- a) To describe the type of politeness principles used in the conversations between Zakir Naik and his audiences.
- b) To describe the factors influencing people in using politeness maxims in the conversations.

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

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

1. Theoretical

This research can be useful for any 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 also can be useful to the society to enhance people by using politeness. Also to help people minimize impoliteness. As we know, nowadays in Indonesia and also the entire world quite sensitive talking about religion context.

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

The writer of this research used politeness maxims as stated by Leech as the main equipment to analyze the conversation in question-answer session videos between Zakir Naik and his audiences. These maxims are tact, generosity, approbation, modesty, agreement, and sympathy maxims. Levinson 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 of Key Terms**

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

### **1. Pragmatics**

In Grece's book, he said: "Pragmatics is concerned with the study of meaning as communication by a speaker (or writer) and interpreted by the listener (or reader)". It means that the analysis of the word or sentences means by utterances.

### **2. Politeness**

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

### **3. Politeness Principle**

Politeness principle is to minimize the expression of impolite and maximizing the expression of polite beliefs (Thomas in Mulyono: 2016).

### **4. Maxims of Politeness**

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

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

This research consists of five chapters. The first chapter deals with the background, problems of research, the objective of research, limitation of research and organization of research.

The second chapter is the theoretical framework and review of related research. In this chapter, the researcher explains the theory which is being used as the main equipment for analyzing the data for answering the objectives. Besides theory, the second chapter consists of a short explanation of some related research did in previous.

The third chapter deals with the research method that consists of the design of research, the source of the data, the method of collecting data, the technique of collecting data and also the technique of analysis.

The fourth chapter the researcher presenting the analysis based on the technique of analysis data for getting the answer of objectives of the research. After presenting the analysis, the researcher discusses the result of the analysis deeper, before going to the conclusion.

The last chapter or chapter five is presenting the conclusion of the whole analysis and discussion. The conclusion contains an explanation based on the research and take the main problem's answer. For the final section, the researcher draw suggestion for the reader and further researcher.