

CHAPTER I

INTRODUCTION

A.1 Background of The Research

Communication is process to convey information from one person to another. It means communication is very important between speaker and interlocutor. Therefore, communication can connect with each other. The communication can make interlocutor understands what the speaker means. The communication relate to conversation in a circumstance. Sometimes, people communicate in conversation to convey the message though their utterances. The hearer has interpret the voice inflection, emphasis, intonation, and the context to know the purpose that delivered by the speaker. In communication itself there is pragmatics.

Yule (1996:3) states that pragmatics is concerned with the study of meaning as communicated by a speaker (or writer) and interpreted by a listener (or reader). It means pragmatics is not study of grammar but it is the study of language in communication used which depends on the context. Therefore, in the conversation in real life, the listener should know about the purpose of the speaker. According to Leech (1983:10) pragmatics can be usefully defined as the study of how utterances have meaning in situation. Sometimes every utterance has meaning in its delivery based on context situation that happened. In

situation also can represent behavior when talking to someone else. The situation also has a profound effect on the level of politeness. It can be effect a person's judgment politely toward others.

According to (Watts 2003:1), most of us are fairly sure we know what we mean when we describe someone's behaviour as 'polite'. The Utterance represents how polite people are in communicating with each other or in public. The utterance that deliver by some people can be a mirror of someone's personality and influence on the opponent said when doing communication. According to Yule (1996) politeness is an interaction, can then be defined as the means employed to show awareness to another person's face (P.60). The speakers can reflect what their self-image when interact with listeners. One kind of the principles communication is the principle of politeness. Leech divided politeness principles into six types those are tact maxim, generosity maxim, approbation maxim, modesty maxim, agreement maxim, and sympathy maxim.

The politeness phenomena occurs in the society in real conversation. The conversation expresses politeness in the way how speaker expresses words. However, to analyze it does not have to be directly observed in the society but can also be described in many media such as movie. In the film there are many conversations that are in accordance with real life. This will greatly influence the utterance used to express something that is spoken with others. Movie is one of

the many media that is popular in the society and can be used to investigate politeness.

The researcher chooses movie become the data to analyze. The movie can represents real life in daily conversation. There are aspect in movie such as characters, setting, and dialogue. The dialogue can represents the politeness of characters in the movie suitable with the setting, contex and interlocutors. According to Nurgiyantoro in Triandriyani (2017:3) says that the main character is kind of character, which often show up repeatedly as if it dominantes every part of the events. The main character in the movie has different background that influencing the attitude of politenes around of conversation between others. One of movie that show about politeness is Crazy Rich Asians that comes from Warner Bros Pictures.

Crazy Rich Asians is American romantic comedy movie. Crazy Rich Asians movie tells the story of a Chinese New York woman who is a professor at a university, Rachel Chu . She has a boyfriend named Nick Young. Arriving at Nick's hometown in Singapore, her boyfriend is a man from a very rich family. Meanwhile, some people around the them consider inappropriate for the Nick. In the film the Nick's mother disagreed because Rachel came from an unclear family and she was raised in America whose culture was different from the Singapore.

There are some reasons why researcher chooses Crazy Rich Asian as object to be analyzed. The movie is romantic comedy but there history, culture,

language and life of people of Chinese descent. Therefore, the movie is included in various nominations for film awards. *Crazy Rich Asians* movie tells about the problem in real life about love story but was hindered by cultural differences because the woman had a high education but from an immigrant class who eventually life in America as professor. However, Nick's family especially Nick's mother does not like her because they are from different background.

The research is applying Leech's theory to classify the types of politeness maxim. The researcher uses Wijana's theory to have analysis. The researcher is interested to conduct and choose the title of the research with entitled **AN ANALYSIS POLITENESS PRINCIPLES IN CRAZY RICH ASIANS MOVIE.**

A.2 Problems of the Research

The problem of this research can be stated as follow:

1. What types of politeness principles are used in main characters of *Crazy Rich Asians* movie ?
2. How the politeness is expressed by main characters of *Crazy Rich Asians* movie ?

A.3 Objective of the Research

The objective of this research are to:

1. To classify the type of maxims are used in main characters of *Crazy Rich Asians* movie.
2. To elaborate the politeness expressed by the main characters in *Crazy Rich Asians* movie

A.4 Significance of the Research

The researcher hope this reseach will be beneficial for the other researcher and reader. The benefits of the research are to perform the readers as follows:

1. Academic benefit

The researcher hopes this research can give information and enrich the specific knowledge in linguistics field especially on politeness principles by Leech's theory.

2. Practical benefit

This research will be useful for reference to others research of study in pragmatics because it gives contributions about the analysis of politeness.

A.5 Limitation of the Research

The researcher will focused on the politeness utterances that delivered by main characters which are Rachel Chu, Nick, and Eleanor in *Crazy Rich Asians* movie. In this research, researcher used politeness principle by Leech's theory. Leech divided six politeness maxim such as tact maxim, generosity maxim, approbation maxim, modesty maxim, agreement maxim, and sympathy maxim. For limiting the research, the researcher also focus on analyze the politeness expressed by use factor and speech act in utterance.

A.6 Definition of Key Terms

1. Politeness principles

Politeness principles is minimizing the impolite utterance while talking with other. This can be the basis for speaking to be more polite.

2. Maxim

Maxim is concise statements containing general teachings or truths about human traits in other words are influencing the communicative behavior of the speaker.

3. Crazy Rich Asian Movie

The movie entitle Crazy Rich Asian is one of the famous movie that adapted from novel written by Kevin Kwan. The movie publised in 2018. The part makes this movie interesting is a touch of history, culture, language, life of people of Chinese descent.

A.7 Organization of the Research Report

This research consists of five chapters.

Chapter I deals with Introduction which 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 Literature Review which deals with the theories that are related and used to analyze.

Chapter III consists of Research Methodology. In this chapter, the researchers will explain about the steps of the research.

Chapter IV is Data Analysis.

Chapter V is the Conclusion and Suggestion.

