

## CHAPTER II

### REVIEW OF LITERATURE

#### B.1 Theoretical Framework

This chapter deals with the theory of politeness principle by Leech (2014) for the main subject in this research to analyze the movie. It includes how the politeness express in the utterance. It also reviews some related researches that are similar to this research.

##### B.1.1 Pragmatics

There are a lot of definition about pragmatics. One of that definition according Yule (1996:6) states pragmatics is concerned with the study of meaning as communicated by speaker (or writer) and interpreted by a listener (or reader). In the conversation sometimes there utterance contains meaning that speaker said. Pragmatics is the study of those relations between language and context that are grammaticalized, or encoded in the structure of a language (Levinson, 1985:9). In addition, speaker's meaning to the addressee based on context and the language is used in conversation. Peccei via Parbaningrum (2013) states that "Pragmatics focus on those meaning that cannot be predicted only by using linguistics knowledge alone". It means hearer can not interpret only on linguistics knowledge but from the physical and sosial world.

Deixis is one of topics under pragmatics. The meaning of deixis according to Yule (1996:9), is a technical term for one of the most basic things we do with utterances. He divided deixis into three categories: Person Deixis, Spatial Deixis and Temporal Deixis. Person deixis is used one first person (I), second person (you) and third person (he, she, it). Spatial deixis is related to spatial location suitable with the utterances. The last, temporal deixis is about various time involved and referred in the utterance that delivered.

Another topic in pragmatics is presupposition. According to Yule (1996:25) presupposition is something the speaker assumes to be the case prior to making an utterance. Presupposition divided into seven categories: Potential, Existential, Factive, Lexical, Structural, Non-Factive and Counterfactual. Potential presupposition can only become actual presupposition in contexts with speakers. Existential presupposition is more generally in any define noun phrase. Factive presupposition is an assumption which indicates a fact. Lexical presupposition is use of one form with its asserted meaning conventionally interpreted with the presupposition that another non-asserted meaning. Structural presupposition is associated with the use of certain words and phrases. Non-factive presupposition is assumed not to be true. Last, counterfactual presupposition is not only true but is the opposite of what is true or contrary to facts.

The next topic in pragmatics is cooperative principle. Based on Grice's opinion (in Watts, 2003:57), the cooperative principles in a conversation can be described in terms of four conversational maxims: Maxim of Quantity, Maxim of

Quality, Maxim of Relation, and Maxim of Manner. The maxim of quality (do not say what you believe to be false and do not say that for which you lack adequate evidence), the maxim of quantity (make your contribution as informative as required for the current purpose of the exchange and do not make your contribution more informative than is required), the maxim of relevance (make your contribution relevant), and the maxim of manner (avoid obscurity, avoid ambiguity, be brief, be orderly).

Next, Implicature is also another topic discussed in pragmatics. Implicature is more than just what the word meaning. There are two types of implicature: Conventional Implicature and Conversational Implicature. Conventional implicature is an additional meaning associated with the use of specific words. Conversational implicature define as a phenomenon whereby a speaker says one thing and thereby conveys something else.

The next topics in pragmatics is about politeness principle. Politeness also means a way to establish and maintain feelings of community within the social group (Leech, 2014:35). He clasifying politeness principles into six maxim: tact maxim, generosity maxim, approbation maxim, modesty maxim, agreement maxim, and sympathy maxim.

### **B.1.2 Politeness Principle**

Politeness is one of important aspect to know for the achievement of politeness speeches. According to Yule (1996:60) politeness is an interaction, can then be defined as the means employed to show awareness to another person's

face. The speaker can reflect self-image to listener. However, the use of politeness is very much influenced by the social and level of closeness between one person to another.

The politeness principle is series of maxims. According to Leech (1983) has proposed as a way of explaining how politeness operates in coversational exchanges. He also defines politeness as a behavior that builds and maintains feelings in social groups. It is related to the ability of participants to interact socially to involve interaction in a harmonious atmosphere. It can be expressed by certain polite formulaic utterances like please, thank you, excuse me, sorry, etc.

The politeness principle concerns with two participants of conversation those are self and other. The self conventionally is the speaker, while the other is the hearer or the addressee. The other concept also refers to the third side. The speaker should shows his or her politeness to a third side, either presented or not.

According to Leech's theory, he divided politeness into six maxim those are tact maxim. Generosity maxim, approbation maxim, modesty maxim, agreement maxim, and sympathy maxim.

### B.1.2.1. Tact maxim

The tact maxim holds to the idea of having to always minimize the expression of beliefs which imply cost to other and maximize the benefits of others in conversation. This maxim is applying in illocutionary as impositive such as ordering, commanding, advising, recommending, etc and commissive such as promising, vowing, offering, etc.

Example:

The situation: Chris invited Ty and Marissa went out for a walk to the central park of Manhattan hotel. For several minutes walking, Chris found a seat place like a bench in the right way of the central park. Chris offered Marissa to take a seat in that bench, Marissa gave positive response that she complied with his offering. Chris then drove Marissa to the bench.

Chris : **Do you want to sit down?**

Marissa : Sure.

Chris : Over here.

In the conversation above, Chris uses a commissive utterance that is offering. As we know that offering something to other is the act for giving something beneficial to other. In this case, Chris offers Marissa to take a seat in the bench. It shows that he offers something beneficial to her. From this circumstance, it clearly shows that Chris employs tact maxim in his utterance since he maximizes benefit to Marissa by offering her to sit down.

### B.1.2.2. Generosity Maxim

The generosity maxim is minimises the expression of beliefs that express benefit to self and maximizes the expression of beliefs that express cost to self. The purpose of this maxim is for the participants to respect others.

Example:

The situation: the place took between Sybil and Marilyn after dissapointing act by Marilyn at her first shooting. She misses a lot of lines on her script. She could not act because she was nervous that could not be solved by her. Sybil as a senior actress tried to help her by inviting to practice line together.

Sybil : **Perhaps we could practice our line together later.** You'd be doing me such a kindness. At my great age it's just so hard to make them stick! Why don't you come for tea tomorrow ?

Marilyn : Can I ?

The conversation above is generosity maxim. It maximized cost to self because Sybil as a senior actress was willing to teach Marilyn how to improve the acting skill and confidence by practicing lines together. The benefit would be for Marilyn.

### B.1.2.3. Approbation Maxim

Approbation maxim a speaker minimizes the expression of beliefs which express dispraise of other, minimizes the expression of belief which express approval of other.

Example:

The situation: Marissa and Stephanie were walking in the corridor of the hotel when they met Caroline Lane. Stephanie had never met her before. She was anxious to know about her, so when Caroline had left them, Stephanie asked Marissa “*Who’s she?*”, and Marissa answered Stephanie’s question simply, “*She is the goddess.*”

*She’s staying in the Park Suite.”*

Stephanie : Who’s she?

Marissa : **She is the goddess.** She’s staying in the Park Suite.

Marissa’s utterance employs approbation maxim. She maximizes praise of the addressee. The name of addressee in the conversation above is Caroline Lane. She is the third side participant whose name is mentioned by the speaker. Marissa describes Caroline as the goddess as she is a great women who can get everything she wants. Marissa think Caroline has hight position and good reputation.

#### B.1.2.4. Modesty Maxim

Modesty maxim requires each participant to maximize self-respect, and minimize respect for themselves. This maxim usually occurs in utterance of apologies.

Example:

The situation: The conversation happens between Molly and Ingrid. After Molly's birthday party, Neal stays at her house for a week. Neal feels that he cannot work if he still stays at her house. Then, he decided to go to his house. Molly does not want Neal to leave her. On the other hand, she was bored about Neal's activity. Then, she calls Ingrid to help her to solve this problem

Ingrid : Molly, I thought you were dead.

Molly : Neal's in the other room.

Ingrid : That guy is still there? You always do this. When are you gonna grow up?

Molly : He's never going to leave. All he does is mope and play these loser songs. **Help me, please. I don't know how to get rid of this guy without breaking his heart.**

Molly is applied Modesty maxim. She is minimizing praise of herself by saying *I don't know how*. It implies that she needs a help from Ingrid.

#### B.1.2.5. Agreement Maxim

Agreement maxim is speaker minimizes the expression of disagreement between self and other, minimizes the expression of agreement between self and other. It means the participants can mutually foster compatibility or agreement in speaking activities.

Example:

The situation: The conversation occurs between Molly and Huey, her bestfriend. After Ingrid kicked Molly away from her apartment, Huey lets Molly to stay in his house. He showed Molly a video about Neal, Molly's ex-boyfriend. Neal wore a jacket that has been redesigned by Molly and Molly was shocked to see that. It was because the jacket causes them to end their relationship. Then Huey said that Neal is not the right person for her. He wanted to say that he is her best friend. It aims to make Molly forget Neal.

Huey : No, listen to me. Look at me. I'm the lizard king. This guy, he's nothing but an illusion. He ain't real. Everything he is, I made. You want real, you want substance, look no further than what you got in front of you. I'm the lizard king,

Molly : **You're right, Huey. True friends, true hearts.** That is what counts in life.

Huey : That's right. Hit me one. Give me some love.

Molly is maximizing agreement between Huey and her. Molly is maximizing the agreement by saying *you're right, Huey. True friends, true hearts.* It implies that she agrees with Huey's statement.

#### **B.1.2.6 Sympathy Maxim**

Sympathy maxim is speaker minimizes antipathy between self and other and maximizes sympathy between self and other. This maxim is expressed assertive and expressive speech like congratulation, commiseration, and expressing condolences.

Example:

The situation: The conversation occurs happened when Harry Potter was holding a school-held game. Harry Potter served as the Secrets in charge of catching the highest-rated ball, when Harry tried to catch the ball, Voldemort's army suddenly appeared. Harry directly lost his control in controlling his broomstick, until he felt, then unconscious.

R.J. Lupin : **Well, I'm sorry to hear about your broomstick is there are no change to fix it ?**

Harry : No, Sir

The conversation included in maxim sympathy. It was analyzed as maxim sympathy because professor RJ Lupine directly conveyed his sympathy to Harry by saying *"Sorry to hear about your broomstick"*. This phrase very obviously included in the politeness of maxim sympathy.

### **B.1.3. Speech Act**

Speech act is another topic discussed in pragmatics. According to Yule (1996:47) defined speech act is actions performed via utterances. In speech act there are three categories such as locutionary, illocutionary, and perlocutionary. Locutionary act is the basic act of utterance or producing a meaning linguistics expression. Illocutionary act is the act of doing something the listener does to the utterance conveyed by the speaker. According to Levinson (1985:236) Perlocutionary act is bring about of effects on the audience by means of uttering the sentence, such effects being special to the circumstances of utterance.

According to Wijana (1996:29) state the utterance can include the true meaning and function to declare information directly because use declarative sentence. On other hand, speaker can say indirect sentence. It means when speaker use indirect sentence because she/he has purpose to command do something to listener. Therefore, sometimes the utterance that delivered by indirect sentence has hidden meaning to understand by listener. Wijana also divided types of speech act as follows:

#### **1. Direct Speech Act**

Direct speech act is if the declarative sentence functioned conventionally to say something, the interrogative sentence to ask and the imperative sentence to order, invite, request, and so on.

## 2. Indirect Speech Act

Indirect speech act, to speak politely, orders can be pronounced with declarative or interrogative sentence so that people who are commanded can not feel in being commanded. The utterance that speak directly can not be answered directly, but must be implemented immediately the implications are implemented.

## 3. Literal Speech Act

Literal speech act is speech act whose purpose is the same as the meaning of the words that compose it.

## 4. Nonliteral Speech Act

Speech act whose purpose is not the same as or contrary to the meaning of the words that compose it.

## 5. Direct Literal Speech Act

A speech act that is pronounced with the utterance and meaning with the intention of saying them.

## 6. Indirect Literal Speech Act

Speech act that is expressed in a sentence that is not in accordance with its intended meaning, but the meaning of the words that compose it according to

what the speaker intended. In this speech act the command is expressed in declarative and interrogative sentence.

#### 7. Direct Nonliteral Speech Act

Speech act is expressed in a sentence that is in accordance with the purpose of the speech, but the words that compose it do not have the same meaning as intention of the speaker. It means to command with the imperative sentence and to inform with declarative sentence.

#### 8. Indirect Nonliteral Speech Act

Speech act that produces with sentence and the meaning of sentence that not according to meaning that will be expressed.

### **B.1.4 The Movie**

#### **B.1.4.1 Crazy Rich Asians Movie**

*Crazy Rich Asians* is a 2018 American [romantic comedy](#) film directed by [Jon M. Chu](#) and produced by Nina Jacobson, Brad Simpson and John Penotti. The script of this film was written by Peter Chiarelli and [Adele Lim](#), based on the [2013 novel of the same name](#) by [Kevin Kwan](#). The movie took place in parts of [Malaysia](#), [New York City](#), and Singapore. It is the first film by a [major Hollywood studio](#) to feature a majority cast of Asian descent in a modern setting since '[The Joy Luck Club](#)' in 1993.

The *Crazy Rich Asians* movie tells about Rachel Chu is a economics professor at New York University, Rachel received an invitation to accompany Nick to Singapore for the marriage of her best friend, Colin and her fiance, Araminta. Apparently Nick is a child of the richest family in Singapore. Nick brings Rachel to make Jiaozi dumplings with Nick's family where Rachel admires Eleanor's emerald engagement ring. Then, Eleanor recounts the sacrifice he made to be part of Young's family and tells Rachel that Rachel "will never be enough". Rachel is hesitant to attend the wedding, but Peik Lin convinces her to fight Eleanor and help her prepare. During the reception that night, Eleanor and Su Yi were personally hostile to Rachel and Nick. They revealed that Rachel came from an affair after Rachel's mother, Kerry left her husband and fled to the United States, then they asked Nick to end the relationship with Rachel out of fear of the scandal.

Rachel is silent because Kerry tells her that her father is dead and runs away crying. Rachel meets Eleanor in the mahjong room and tells her that she refused Nick's proposal so that Nick's relationship with his family will not be destroyed and that when Nick marries another woman who is enough for Eleanor, that happens thanks to Rachel. Rachel accidentally lost the game for Eleanor and left the room with Kerry. Rachel and Kerry board the plane back to New York City, but they are blocked by Nick, who proposes to her with Eleanor's ring, revealing his blessing to them. Rachel accepted and they stayed in

Singapore one more night for their engagement party where Eleanor respected Rachel.

#### **B.1.4.2 The Main character**

There is some character that has different background. They are Rachel Chu, Nick, Elanor. They are have different personality and it become the real phenomenon of utterances in our daily life.

##### **a. Rachel Chu**

Rachel Chu is daughter of Kerry. She is Nick's girlfriend. She also become a economics professor in New York University. In the first time she lived in China but she and her mother move to America as immigrant. She grows up to be strong girl.

##### **b. Nick**

Nick is Elanor's son. He also become Rachel's boyfriend. Nick is Singapore. He from rich family but he is a person that humbble and not arrogant as rich person. He think all of the wealth belongs to his parents.

##### **c. Eleanor**

Elanor, she is Nick's mother. She is very protective of her children's choices. She feel that those who has to become nick's wife is from the same circle and do not have a bad history of family.

## B.2 Review of Related Research

Previous research related to politeness had been conducted by Tiara K Pasaribu and Sondang Manik (2012) with entitled “Politeness Strategy In Maxims Used by Staff and Students Of language and Arts Faculty HKBP Nommensen University in Their Academic Services”. The data of this research about conversation between the administrative staff of Language and Arts faculty for their service to the students. They used tact, generosity, approbation, and agreement maxim. The dominant type of this politeness principles is tact maxim. The students didn't comply with the all staffs' utterances although they were already in polite way. They ignored the some else staffs' utterances to them, this was because of the influence of positive emotions and also strongly affected by their limited of pragmatic competence. However, the staff's used polite response to student.

The second of related research, Eko Mulyono “Politeness Principle Analysis In Cartoon Movie Entitled Stand By Me Doraemon”. The data were collected by note taking then used descriptive analysis. After analyzing the data, the researcher finds politeness principles in movie script of movie stand by me. The utterances convey the use of tact maxim, generosity maxim, approbation maxim, modesty maxim, agreement maxim, and sympathy maxim. then, the researcher focused in politeness scale such as formality scale, hesitancy scale, and equality scale. The result showed there are 25 politeness principle those are: 1 tact, 3 generosity, 6 approbation, 1 modesty, 2 agreement, 3 sympathy, 2

formality scale, 4 hesitancy scale, and 3 equality scale. The most numerous in the movie is approbation maxim because the characters in the movie seek to avoid conflict and create an environment that comfortable.

The next research entitled “An Analysis Of Politeness Maxims Found In Harry Potter Movie Based On Leech Principle” by Nia Damayanti Kurniasih (2017). The research used descriptive qualitative. The data of this research is utterance that delivered of characters in the movie. The result showed five kinds of politeness maxim in Harry Potter movie. Those were agreement, approbation, modesty, sympathy and tact. The dominant of politeness maxims is agreement. The research also found some scales of politeness maxim. Those are optionality and social distance scale. The dominant scale is social distance scale.

The next analysis is about “A Pragmatic Analysis of Politeness Principles in Teacher Talks at SMA Negeri 1 Klaten” by Tomyzul Habib Suprpto and Siti Sudartini. The data were in the form of utterances derived from the transcripts of the talks performed by the English teacher in SMA Negeri 1 Klaten. The research used qualitative. The researcher collected the data with audio recording and data sheets. The researchers employed the observation as the data collection technique. The researchers used Leech’ theory. In this research there are five types of maxim those are tact maxim, generosity maxim, approbation maxim, agreement maxim, and sympathy maxim. The approbation maxim was the most frequently with 50 occurrences or 44.6% of 112 utterances. Meanwhile, the least maxim used was the sympathy maxim with one occurrence or 0.9% of

112 utterances. The illocutionary functions identified in the data are 12 functions. They are agreeing, asking for clarity, complimenting, congratulating, greeting, inviting, questioning, requesting, stating an opinion, suggesting, sympathizing, and thanking. The teacher tried to be good motivator for students with performing approbation maxim.

The next related research entitled “An Analysis Of Politeness Principles Of Lecturer’s Utterances” by Guna Rumadi Situmeang. He study used descriptive qualitative research design. This research used Leech’s theory of politeness principles. This study in collecting the data are recording and taking notes. All the utterances related to politeness principles produced by the subject written down in book, then 461 utterances are chosen to be analyzed. The result of this research are nothing for sympathy maxim, while the other five types are used by them. Then the most dominant type used by the lecturer in his utterances is tact maxim, that consist of 262 utterances, it is 56.83%.It means that the lecturer try to be tactful in communication by try to maximize benefit to others.

The next is from Qolidina Novianti entitled “A Pragmatics Analysis of Politeness Strategies and Politeness Principles In *Uptown Girls*”. This research was descriptive qualitative. It was concerned with the description of the data in the form of utterances produced by the characters in which politeness strategies and principles exist. In the application of the politeness strategies, *Uptown Girls*’ main characters mostly applied positive politeness strategy. Positive politeness strategy occurs 17 times. The second position is negative politeness strategy

which happens 10 times. The third position is bald on record strategy which happens 9 times. The last position is off record which takes place 5 times. the application of the maxims, *Uptown Girls* main characters mostly applied tact maxim in their utterances. Tact maxim occurs 15 times. The second position is agreement maxim which occurs 11 times. The third position is generosity maxim which occurs 7 times. The fourth position is approbation maxim which occurs 6 times. The last position is modesty maxim which occurs twice.

The related research from Sang Ayu Isnur Maharani entitled "Politeness Maxim of Main Character in *Secret Forgiveness*." The analysis used descriptive method. In this research the analysis of politeness is based on maxims proposed by Leech. He proposed six types of politeness maxims. The discussion shows that the main character (Kristen and Kami) use all types of maxims in their conversation. The most commonly used are approbation maxim and agreement maxim.

The related research is from Widya entitled "Maxims of Politeness in Students-Lecturers." In the research used descriptive-qualitative research, the writer applies Leech's theory of politeness principle in finding the answers to those questions. This present study aims at analyzing the application and the violation of maxims of politeness in students' language in communicating with lecturers via WhatsApp and at identifying which utterances are considered polite and which ones are not based on the five pragmatic scales. The results show how politeness maxims application is much higher when compared to the violation of

those maxims. Violations are only found at tact and approbation maxim. The absence of violations of generosity, modesty, agreement, and sympathy maxim is due to the authority of the hearer and the social distance between speakers and hearers. The context of speech is also very helpful for students to speak politely because there is a need or interest they should discuss with the lecturer related to their academic matters.

The next entitled “Politeness Principles: President Joko Widodo’s Speech Act in Video Blog” by Risa Mufliharsi and Heppy Atma Pratiwi. The vlogs taken from skinnyindonesian24 and Arif Muhammad. The data taken and analyzed both qualitative and quantitative data. The result of this research imply both of the vlogs Mr. Joko Widodo applies politeness strategies even in informal situation both vlogs. He acts extraordinary pragmatic forces and high politeness. Therefore, the audience gets the emotion, sympathy and persuasion of those who watches of them at vlog.

The related research by Alfin Rosyidha, Irfi N. Afdiyani, Ayu D. Fatimah, Izzatun Nisa entitled “Analysis on Politeness Principles in Kung Fu Panda 1 The Movie.” This research used descriptive qualitative method. The researcher also conducted observation and transcript analysis. The result of the research shows that all politeness maxim is used in the movie with the frequency tact maxim 10 utterances (9,8%), generosity maxim 5 utterances (4,9%), approbation maxim 24 utterances (23,5%), modesty maxim 11 utterances (10,8%), agreement maxim 45 utterances (44,1%), and sympathy maxim 7 utterances (6,9%).

All the related research above are some example to researcher used as references. Therefore, related research can make easy to analyze data. There are many research of politeness utterance that ever been used, but this research is different with another research. While the researcher is more detail in analyze the research. This research not only focuses on politeness. However, this research will add factor influence the utterance. To make the research deep to analysis, the researcher also explain how politeness express.

