

CHAPTER I

INTRODUCTION

1.1 Background

Politeness in conversation during meetings among Faculty of Language and Art students is often not in suitable context. Being polite means being respectful and civilized in behavior, polite in speaking, and good in language and behavior according to local custom and culture (Oetomo, 2012). It is such common sense that people have to speak politely to their elders or superiors. A person should adjust how he or she speaks according to age, social distance, and power status (Yule, 1996). Otherwise, he or she will threaten the face of the listener (Brown & Levinson, 1988).

A person's politeness can be seen from any aspect of their daily life, such as eating, drinking, dressing, talking, chatting, etc. However, the most important aspect of politeness is politeness in language as it is something everyone does most often (Hamzah, 2005). Therefore, people need to pay more attention on how they use language on their daily basis.

People need a strategy when they talk to each other in order to maintain politeness. There are two kinds of strategy: positive politeness strategy and negative politeness strategy (Brown & Levinson, 1988). Positive politeness strategy is redressed directly to the hearer's positive face. Using this strategy means people try to increase

familiarity and narrow the power gap. In this strategy, people usually use more informal language or positive politeness instead of formal language or negative politeness. Using politeness strategy, the speaker could get any advantages such as minimizing the FTA and avoiding the FTA (Septyaningsih, 2007).

In addition, a study on the effect of positive politeness strategies in the business letter written by Frank Jansen and Daniel Jansen (Jansen & Janssen, 2010) discussed the effect of adding and combining positive politeness strategies to the letter denying claims to the policy holder. The result showed that positive politeness differs dramatically in effectiveness. The addition of 'Give Reason' always makes a difference, whether as a single strategy or in combination. Addition of one of the positive politeness strategies 'Give Compliments' and 'Assert Knowledge' do not affect whether it is added as a single strategy or in combination with 'Give Reasons'. Addition of a variety of 'Give Compliments' and 'Assert Knowledge' in the absence of 'Give Reasons' has a negative effect on several variables.

Another study on the analysis of politeness phenomena in text messages written by Jeanyfer and Trisnowati Tanto suggests that negative politeness is used to avoid threatening one's face (Jeanyfer & Tanto, 2018). This study collected the data from WhatsApp and Line Messenger in both private and group conversation. The result showed that when communicating with people of higher position or power, a speaker tends to use negative politeness strategies to avoid threatening the face and imposing their will on the hearer. They also tend to use modification devices rather than stating

their request as a head. On the contrary, the speakers of higher social power use bald on record strategy to achieve communication.

This study will examine the conversations in the meetings among college students in the Faculty of Language and Art of Soegijapranata Catholic University and will focus on politeness strategies used among them. This study aims to reveal the realization of the politeness strategies among FLA students and find out how far the age and power relation influence the choice of politeness strategies.

1.2 Field of the Study

This study is related to the field of pragmatics.

1.3 Scope of the Study

This study focuses on pragmatics, particularly on the politeness strategies in the meetings among college students.

1.4 Research Questions

In his study, the writer would like to address the following research questions:

1. What are the realizations of the politeness strategies among FLA students?
2. How do age and power influence the choice of politeness strategies?

1.5 Objectives of the Study

From the problem formulations mentioned above, the writer has two objectives to answer the problem formulation:

1. To reveal the realizations of the politeness strategies among FLA students.
2. To find out how age and power relation influence the choice of politeness strategies.

1.6 Significance of the Study

The result of this study is expected to be a valuable input for the pragmatics field in analyzing the politeness strategies used among students.

1.7 Definition of Terms

1. Politeness strategies

Politeness strategies are ways of acting to be polite by maintaining someone's face from being threatened (Brown & Levinson, 1988).

2. Power

Power refers to social status (Brown & Levinson, 1988).

3. Age

Long to live or exist (since born or held) (Departemen Pendidikan Nasional, 2008)