CHAPTER I

INTRODUCTION

A. Background of the Study

Politeness is a very important thing for everyone to have. According Brown and Levinson (1987), who stated that in social relations we must know and show our awareness of the heare's face. Lakoff as cited in Eelen (2014) has defined politeness as a method of interpersonal relations intended to lessen the possibility of conflict and confrontation that exists in all human interactions. Similarly, Montolulu (2013) stated that politeness is seen as an attempt to avoid conflict between the speaker and the speech partner. Politeness is one aspect whose role is as a complement to achieve other goals such as a good and interactive communication atmosphere. This is important because in addition to preventing the speaker from conflicting over actions that are inappropriate for the listener, another thing is to avoid misunderstandings of the message that the speaker wants to convey. However, in communicating tolerance and

ethics are needed in order to avoid conflictbetween the speaker and the respondent. Politeness is also needed in speech and actions for every environment in human's life. According to Watts (2003), politeness is a tool to create and maintain a hierarchical and elitist structure of society and is used as a tool to maintain social differences. In this case, politeness becomes an efficient way to bring order to society. Politeness plays an important role in maintaining relationships and maintaining one's honor. Politeness can be said to be universal because it is common in various languages and countries even though its application is different (Duleimi, Rashid, & Abdullah, 2016).

In Islam the concept of politeness is not a new problem because long before western experts spoke about language politeness, in Islam the concept of language politeness has been stated in some in the *Quran* which explains language politeness. In the *Quran*, language politeness has various terms found in some chapters. First, *qaulan sadida* in Al-qur'an chapter An-nisa verse 9 which has the meaning of communicating, both regarding materials and language media used correctly. Secondly, in Al-qur'an

chapter An-nisa verse 8 with the term *qaulan ma'rufa* which means to communicate using language that pleases the heart, does not offend or hurt the feelings of the interlocutor, according to the criteria of truth and honesty. The third is *qaulan maysura* in the *Quran* chapter Al-isra verse 28 which means to communicate well and appropriately so that the interlocutor is not disappointed (Room, 2013).

According to Budiyono (2022), Indonesia is currently experiencing a moral crisis. When compared to earlier times, the moral issues that arise today are much more complex. The consequences of this moral issue are quite noticeable now. Low levels of manners are caused by behavioral behavior that reflects the moral crises and affect everyone, from children to adults. Education is one solution to the moral crisis that is engulfing Indonesia.

Presentation by Lubis et al. (2016), is the process of transferring information, ideas, emotions, and so on using symbols, words, pictures, graphics, numbers, etc. from a speaker to an audience with a specific purpose. The method of delivery is to explain or rather describe the information in a clear and structured manner. This is done so that the intent

and purpose of the information can be conveyed as expected from the speakers. Based on the statement above, it can be concluded that student presentations in class can be a medium for expressing opinions and providing information as well as channeling aspirations, being a good place to give opinions about the science being discussed or things around that are happening. By conveying opinions through class presentations, the results of one's opinion will be easier to hear and get responses from the community.

The relationship between presentation and politeness is interconnected and significant in various social contexts. Presentation refers to the way in which individuals present themselves, including their appearance, demeanor, and communication style. Politeness, on the other hand, refers to the behavior and language used to demonstrate respect, consideration, and courtesy towards others. Here's a detailed explanation of how presentation and politeness are related:

First Impressions: When meeting someone for the first time, presentation plays a crucial role in forming initial impressions. A well-groomed and appropriately dressed individual is often perceived as polite and respectful, as they

have taken the effort to present themselves in a manner that aligns with social expectations.

Nonverbal Communication: Presentation encompasses nonverbal cues such as body language, facial expressions, and gestures. Nonverbal communication can convey politeness or rudeness depending on the manner in which it is used. Maintaining eye contact, smiling, and using open and inviting gestures can signal politeness and interest in the conversation.

Verbal Communication: Politeness is heavily influenced by the language and tone used in communication. Polite speech involves using appropriate greetings, expressions of gratitude, and using respectful terms of address. It also includes using a moderate and respectful tone of voice, avoiding offensive language, and active listening.

Respect for Cultural Norms: Presentation and politeness are closely linked to cultural norms and expectations. Different cultures may have specific guidelines regarding appropriate attire, grooming standards, and communication styles. Adhering to these norms

demonstrates respect for the culture and its values, enhancing politeness in interpersonal interactions.

Professional Settings: In professional environments, presentation and politeness are particularly important. Maintaining a professional appearance, dressing appropriately, and using courteous and respectful language contribute to creating a positive and harmonious work environment. Politeness in professional settings also extends to behaviors such as punctuality, active listening, and constructive feedback.

Social Etiquette: Politeness is deeply connected to social etiquette, which governs acceptable behavior in various social settings. Following social etiquette involves observing norms such as holding doors for others, saying "please" and "thank you," and showing consideration for others' personal space. These actions contribute to a polite and respectful atmosphere in social interactions.

Conflict Resolution: Presentation and politeness play a crucial role in managing conflicts and disagreements. Maintaining a calm and composed demeanor, using respectful language, and actively listening to others'

perspectives can help de-escalate conflicts and promote constructive dialogue. Politeness in such situations fosters a more collaborative and understanding environment.

In summary, presentation and politeness are closely intertwined aspects of social interaction. A positive presentation, which includes appearance, nonverbal cues, and communication style, can enhance the perception of politeness. Politeness, in turn, involves using appropriate language, respecting cultural norms, and adhering to social etiquette. Both elements contribute to establishing and maintaining respectful and harmonious relationships in various contexts.

The research is being carried out at the Islamic University of Fatmawati Sukarno Bengkulu's English Education Department, as part of one of its courses that incorporates classroom presenting as one of the learning activities. In this classroom, the students' presentations is an important component of the teaching and learning process. It is led in small groups by one to two students. During the presentation, students must speak in English. Researcher have conducted pre-observations in the English Education

Department where several classes have been observed using presentations as one of the learning activities. Islamic University of Fatmawati Sukarno Bengkulu has implemented the student-centered learning system in the process of teaching and learning activities. One of the study programs that apply this approach is the English education study program. In teaching and learning activities in the English education study program, students are required to be active, independent, creative, and innovative in acquiring knowledge and are also expected to be able to master hard and soft skills that are beneficial for themselves. One form of implementing student-centered learning is that in addition to being expected to acquire knowledge independently and creatively, students are also required to be able to transfer that knowledge which is outlined in the form of presenting material in front of the class. as a form of student learning activities.

Based on some explanations above, the researcher is increasingly willing to carry out this research more deeply based on two aspects that have been explained. First, the importance of applying politeness strategies by students in

the educational environment, both towards teachers, classmates, and older people. This is considered important because basically the use of good politeness strategies can save the speaker from the negative response of the other person while communicating. This is in line with the thoughts of Brown and Levinson as the grand theory of this research. In conclusion, the point of the politeness strategy is to avoid saying utterances that can threaten someone's face which results in a negative response.

Second, the importance of the quality of student presentations at the college level. Among students, presentation is one of the learning activities that is often used. In addition to understanding the material to be presented, students are also required to deliver or present a good and correct presentation. In this case, a correct presentation is judged by how successful the audience is in understanding the material presented, it is also important that the presenter must be able to use a polite and polite way to get a good response from the audience in the presentation.

Based on these two reasons, the researcher is interested in conducting research related to the use of

politeness strategies by students, because theresearcher sure that there must be some politeness strategies are used in students' presentations. So the researcher carries out inconducting a research on title "**Investigating the Politeness Strategies Used by EFL Students at the University During Presentations**"

B. **Identification of the Problem**

Based on the explanation contained in the background of the problem above, the researcher identified problem as follows:

1. The presentations is used as one of the assignments for students in English class

2. Students behave politely in teaching and learning activities in the classroom

C. **Limitation of the Study**

After identifying the problem taken from the background of the problem, the researcher then limits the existing problems to be more specific which aims to focus the direction of the research into one discussion. The limitations of the problem in this research is to investigate the most frequent politeness strategies used by EFLstudents

at University during presentations and what experiences they get after using the politeness strategy during the presentation.

D. **Research Questions**

After identifying and limiting the existing problems, the next step is to make questions based on the problems that exist in the research. The questions in this research are as follows:

1. What is the most frequent politeness strategies used by EFL Students at University in their presentations?

2. How the experiences students get after using politeness strategies in their presentations?

E. **Research Objectives**

1. To investigate the most frequent politeness strategies used in presentations by second years students at Islamic Univeristy of Fatmawati Sukarno Bengkulu.

2. To find out what experience students get when using politeness strategies in their presentations.

F. **The Significance of the study**

This is a sociolinguistic study that focuses on politeness strategies, which is the central theme of the study.

This study was carried out in the Islamic Univesity of Fatmawati Sukarno Bengkulu. The following are the number of significances in this study:

1. **Theoretically**

Theoretically, the research of politeness strategies in particular is expected to advance linguistics knowledge in the pragmatic aspect, which is the focus of this thesis. This study is also anticipated to offer accurate data for comprehending the concept of the pragmatic component of politeness strategies. And developed into knowledge for additional research in the same subject and gave sufficient details about related topics.

2. **Practically**

The results of this study are expected to provide benefits for all parties involved in this research, including:

a. As input for the lecturer at Islamic Universisty of Fatmawati Sukarno Bengkulu, especially teachers who teach English in order to improve the quality of teaching and learning.

b. As input for children majoring in English in providing direction to students to pay attention to ethics or politeness in teaching and learning activities in class, especially in class presentations.

c. So that it can be used as a reference for students in improving the quality of teaching and learning English and as a reference in writing thesis or conducting the same type of research.

d. For researchers, it is hoped that this research can be useful as a way to practice science during lectures by conducting research in order to complete education and provide knowledge to researchers about ethics or politeness in one way of learning, namely presentation.

e. It is hoped that this research can be used as a reference for other researchers who will raise the same theme but with a different point of view.

G. Definition of Key Terms

1. Politeness strategy

Politeness is a communication attitude that considers individual and community values to prevent

conflict and maximize compatibility between speakers and speech partners in a conversation (Lakof quoted from Nurlaila et. al). The word polite has two definitions: demonstrating respect for the speech partner and speaking (or behaving) in accordance with the social distance between the speaker and the speech partner.

2. **Presentation**

Presentation by Lubis et al. (2016), is the process of transfering information, ideas, emotions, and so on using symbols, words, pictures, graphics, numbers, etc. from a speaker to an audience with a specific purpose. The method of delivery is to explain or rather describe the information in a clear and structured manner.

3. **EFL Learner**

According to Yoko Iwai (2011) defined that EFL refers to those who learn English in non-English speaking countries. (E.g. Japanese people who learn English in their country are EFL learners). and ESL refers to those who learn English in countries where English is used as a tool for communication and is formally spoken E.g.

Hispanic people who are learning English, are ESL learners.)