

CHAPTER I

INTRODUCTION

A. Background of The Problem

Humans are social living being who have a need to interact with other living beings. They interact by having a communication from one living being to another or to the other living beings. Keyton (2011, p.11) defines communication as a process of trasmitting understanding from one person to another. From Keyton's definition, it can be concluded that a communication happens at least between two people. In order to be successfull in having a communication, the hearer should understand every utterance that uttered by the adreesee and vice versa. In this case, it needed for us to pay attention to pragmatics. in an interaction, the speaker in the interaction must rely on the assumptions and expectations shared with the listener, and investigating these shared assumptions gives us information about the hidden meanings in the interaction (Laksonen, 2019, p.128).

Politeness in language is one of the necessary aspects attention in communication. Politeness in language, comments, and expression has a real form in the world of education. Politeness strategy is a strategy which has an aim to show polite behaviour in communicating with other people. According to Wehmeier as quoted in Ghilzai and Kabir (2017, p.84) defines politeness as having or showing courtesy and respect for the feelings of others. From this definition shows that we must pay attention to the people's feeling. We have to be aware of choosing an appropriate words which do not offend the hearer who we talk with.

Language politeness needs to be applied to humans, especially in terms of speaking communication. The goal is that humans can express polite communication language and not make language mistakes. Language politeness has an important aspect in shaping language and character in students. In interaction, rules are needed that govern speakers and interlocutors in order to establish good communication between the two. A speech can be said to be polite if the

words expressed are polite words, do not contain ridicule, do not demean other parties, and respect the interlocutor. According to Ngalim (2015, p.78), language politeness is the same as a form of language behavior that has been agreed upon by a certain community of language users with mutual respect and appreciation between one another. So, language politeness is manifested in human behavior in different ways but in accordance with the rules of politeness norms so as to create good relationships in interaction

There are two kind of faces, those are positive and negative. Positive face is the need to be accepted, even liked by others, to be treated as a member of the group and to know that his or her wants are shared by others. Negative face is the need to be independent to have a freedom of action and not to be imposed by others.

In procuring learning materials, aspects of language politeness must be considered. Textbooks are one of the sources of learning material that is often used in schools. Textbooks should contain politeness values either explicitly

or implicitly. Textbooks are often used by students as the main material in learning. This makes textbooks often used as a role model for students. Therefore, adherence to the principles of politeness is contained in a textbook.

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Language politeness in writing, namely textbooks, really needs to be considered, because polite language will make readers polite too. Textbooks are one of the sources of learning materials at school. Preferably, textbooks should contain both explicit and implicit language politeness values. The textbooks are often used by students, so the adherence to the principles of language politeness in the textbooks must be appropriate.

Based on those several definitions, the researcher is interested to conduct aresearch about positive and negative face found in the textbook. The researcher chooses to analyze a textbook because a textbook is a media often used in the teaching-learning process in the school. Moreover, the researcher estimates many conversations indicated positive and negative face in the textbook entitled *When English Rings A Bell*.

B. The Identification of The Problem

Create appropriate behavior. for language use, this plan derives primarily from the language system. because it includes grammar rules, procedures for choosing vocabulary, and social customs governing politeness when communicating,

Based on the research background, this study identifies the following problems, many students do not know the importance of positive and negative facial politeness in social interactions. that politeness is a very complex thing in language because it does not only involve understanding linguistic aspects but also requires understanding social values.

C. The Limitation of the problem

Due to the background of the study and the identification of the problem and duet other esearcher's limitationin time and knowledge, this study has some limitations. The first limitation is material source.The mainly material source, textbook ,is chosen. Ther eare many kinds of textbook used as

the material source. In this study, the eighth grade senior high students textbook: *When English Rings A Bell* published by Pusat Kurikulum dan Perbukuan, Balitbang, Kemendikbud in 2016 is chosen. The second limitation is the material it self. This study only focuses on the analysis of positive and negative face found in the conversations of the textbook.

D. Research Questions

The following is the problem formulation this research:

Which conversation are indicated as positive and negative face found in *When English Rings A Bell* used in the eighth grade of junior high school?

E. Purpose of The Researchs

The goal of this research is to learn more about the problem formulation to identify conversations that are indicated as positive and negative face found in *When English Rings A Bell* used in the eighth grade of junior high school.

F. Significance of The Research

The reseacher expected that this research will be useful for:

1. The English teachers and students

The researcher expects that the result of this study will give a deep comprehension about positive and negative face, in this research is positive and negative face contained in the conversation available in the English textbook.

2. The other researchers

There searcher expects that this study will be used as a reference for those who want to conduct a study related to positive and negative face.

G. Definition of Key Term

The definition of key terms is important to avoid misunderstanding. They are defined as follows:

1. Positive face

The positive face is defined as the individual desire of a person that his/her personality is appreciated by others. Furthermore, this includes the way a person wants to be perceived by his/her social group. One example for a

positive face is the appreciation of individual achievements.

2. Negative face

Negative face describes the basic personal rights of an individual, including his/her personal freedom as well as freedom of action. One's negative face is a neglect of all factors which represent a threat towards individual rights. One popular example is the freedom of speech, which includes one's need not to be interrupted by others while speaking.

3. Politeness

Politeness strategies are speech acts that express concern for others and minimize threats to self-esteem ("face") in particular social contexts.