

CHAPTER I

INTRODUCTION

A. Background of study

Language is used in order to communicate one with another. Human communicate in both spoken and written language. Human life is very complex, so that is why relationship between humans is very fast. These relationship between human and human, human and nature, human and creatures that exist in nature and human beings with the Creator.

Language is a tool of communication that has function to transfer information, ideas, and feelings from one person to another. Brown and Attardo (2006, p 13) state that language is used to communicate with others, without thinking about it. It is often characterized as a systematic correlation between certain types of gestures and meaning (*Valin, 2004, p 18*).

People communicate since they are part of the society. Language has not existence apart from people who use them. The purpose of language is the component of communication that is used by people of the word to tell what are in their minds to others such as opinion, ideas, information, etc. by using language; we can easily communicate with other people in greeting the best interaction. language is “interest, opinion, intelligence, mind, spoken, speech, and babbling” (*Badudu JS, 1996 p.101*)

Based on explanation above we know that people of particular country realized that language as one of the important effect in their life. Language is

the ways of to interact with each other. Example we can use language to express what we want or feel. Language always innovates during the times. With the long process, language always gets the implication from the places or communities that use the language. Allah said in Qur'an sura Ar-Rum, verse 22:

وَمِنْ آيَاتِهِ خَلْقُ السَّمُوتِ وَالْأَرْضِ وَاخْتِلَافُ

اللُّغَاتِ إِنَّ فِي ذَلِكَ لَآيَاتٍ لِّعَالَمِينَ ۲۲

Based on the verse above, god has given us many kinds of languages the merciful of human to communicate each other. With the long process, languages always get implication from the places or communities that use the language. Language always related with society that will be discussed in more detail in sociolinguistics.

Sociolinguistics is the study of language in relation to society. Sociolinguistics is a branch of linguistics which studies all aspects of the relationship between language and society. Sociolinguistics is also study of linguistic variables which require social factors in their explanations such as phonological, morphological, syntactic and lexical. But the basic framework of sociolinguistics is the social factors and social dimensions (*Holmes, 2008, p.1*). Which notice language that used in communication based on the

situation is the language appropriate or not. Is the language polite or impolite in communication?.

Every society has own culture, every culture has own rules, values and identity. Culture includes systems of values that are characteristic of a group of people normally influenced by these values in terms of behavior and attitude. Culture is normally shared by the members of a well-defined group of people, shapes our behavior and is passed down to younger generations. Language is an important component of identity and culture for many groups. In using language, one of the rules that should be speaker considered is politeness.

The function of speech is not only to convey information of certain meanings, but also connected to interaction between people. This interaction is supposed to be polite, as etiquette of the absolute majority of cultures suggests, to enable the participants of the communication to feel comfortable, to enjoy conversations and social interaction in general. Through prescribed rules of etiquette, people are able to communicate effectively.

Norms for polite behavior differ from one speech community to another. Linguistic politeness is culturally based. Different speech communities emphasize different functions, and express particular functions differently. There are a number of ways of categorizing the functions of speech. There are Expressive (express the speaker's feelings), Directive (attempt to get someone to do something), Referential (provide information), Metalinguistic (comment

on language itself), Poetic (focus on aesthetic features of language), and Phatic (express solidarity and empathy with others).

الدِّينُ وَالْعَقْلُ وَالْحَيَاءُ : خَمْسٌ مَنْ لَمْ تَكُنْ فِيهِ لَمْ يَكُنْ كَثِيرٌ فِيهِ مُسْتَمْتَعٌ

وَحُسْنُ الْخُلُقِ وَحُسْنُ الْأَدَبِ

Being polite is a complicated business in any language. It is difficult to learn because it involves understanding not just the language, but also the social and cultural values of the community. Human often don't appreciate just how complicated it is, because we tend to think of politeness mainly as a matter of saying 'please' and 'thank you' in the right places. In fact, it involves a great deal more than the superficial politeness routines that parents explicitly teach their children. As always, a great deal depends on intonation and tone of voice, but clearly 'please' does not necessarily increase the politeness of these directives. Generally speaking, politeness involves contributing to social harmony and avoiding social conflict. More specifically, linguistic politeness involves discourse strategies or linguistic devices which are perceived or evaluated by others as having been used to maintain harmonious relations and avoid causing trouble. (*Janet Holmes, 2001 p.13*)

Directives are usually restricted by politeness. For example, we can attempt to get people to sit down, by suggesting or inviting them to do so, or by ordering or commanding them to sit down. Orders and commands are speech

acts which are generally expressed in imperative form. Polite attempts to get people to do something in English tend to use interrogatives or declaratives, as the examples: “*Sit down*”, “*You sit down*”, “*Could you sit down?*” , “*Sit down will you?*” , “*Won’t you sit down?*” , “*I want you to sit down*”, “*I’d like you to sit down*”, “*You’d be more comfortable sitting down*”.

In many cases, being polite involves adapting sensitively to evolving social relationships. Being linguistically polite involves speaking to people appropriately in the light of their relationship to you. Inappropriate linguistic choices may be considered rude. Human need to understand the social values of a community in order to speak politely. Being polite may also involve the dimension of formality. Being polite means getting the linguistic expression of social distance right as far as your addressee is concerned. This is very variable from one speech community to another. Being polite in such contexts involves knowing how to express a range of speech functions in a culturally appropriate way.

Being polite involves understanding the social values which govern the way social dimensions such as status, solidarity and formality are expressed. To sum up, politeness is a very important principle in language use; we must consider others’ feelings. (*Janet Holmes,2013:285*) politeness is more complicated to apply in social network such as internet or social media like social media messenger, so that we should to know the politeness based in social media.

Social media as “a group of Internet -based applications that build on the ideological and technological foundations of Web 2.0, and that allow the creation and exchange of user-generated content”. Social media can take many different forms, including social networks, internet forums, weblogs, social blogs, micro blogging, wikis, podcast, pictures, video, rating, and social bookmarking. (*Johansson in Kaplan and Haenlen, 2010; Weber, 2009*).

In relation with technology, new technology always brings new usages. Technology has changed the nature of our language live. New media can change the nature of people’s interaction and communication. The rise of technology particularly the computer and the Internet have changed the landscape of human interaction since they provide a new medium with completely different characteristics to communicate. As a result, a great deal of interpersonal communication that is now mediated by technology, especially computer-mediated technologies (e.g., SMS, chat rooms, Email, Blogs, Facebook, BBM, Line, What’s App, Twitter, Instagram, Path) can sometimes facilitate or obstruct communication and change interpersonal interactions. The recent study attempts to capture such impact occurs in the context of politeness among youth (college students) in Banjarmasin. Younger generation in Banjarmasin has undergone certain degradation of politeness.

As previous study held by Nor Hidayenti (2013) entitled *The Analysis Politeness and Impoliteness Expression of Characters in Kungfu Panda Film*. Comparing with the thesis, the writer finds similarity and difference with the topic that will be researched. The similarity is about the object of the research

and she chooses politeness to be analyzed, and the difference is the subject of the research. the writer choose english department students while she chooses the main characters of Kungfu Panda Film season one: Po, Shifu, Tigress, Monkey, Crane, Viper, and Mantis.

Besides, there is a thesis entitled *The Analysis Of Politeness And Impoliteness Strategies Used By Characters In Jack The Giant Slayer Film*. Writter by English Department srudents of IAIN ANTASARI Banjarmasin, Revina Kamila (2015). Comparing with the thesis, the writer finds similarity and difference with the topic that will be researched. The similarity is the object of the research the writer and she choose politeness to be analyzed, and the difference is the Subject of the research. The writer choose English department students and she choose the characters of Jack the Giant Slayer: Jack, Isabelle, Elmont, Lord Roderick, Fallon, and King Brahmwell.

Based on the background that has writer explanation above, the writer wants to do a research with the title **"Language and Politeness in Social Media Communication among Lecturers and Students"**

B. Statements Of Problem

Based on the background described above, the research questions are determined as follows:

1. What are the politeness expression use among Lecturers and Students in Social media Communication?
2. What are the students' reasons toward the interaction to lecturers in social media?

C. Objective Of Study

Based on the problem above, the purpose of the research can be set as follows:

1. To find the politeness expression among Lecturers and Students in Social Media Communication
2. To find the students' reasons toward the interaction to lecturers in social media

D. Significance of Study

The results of this research is expected to contribute to the field as follows :

1. This research for improve the students comprehension about language and politeness used in social media communication.
2. For other researches, to give more information or additional reference, especially for the same kind of research.
3. Adding the literary source of English Education Department and IAIN Antasari libraryes.

E. Definition of Key Terms

Language

Language is the component of communication that is used by people of the word to tell what are in their minds to others such as opinion, ideas, information, etc. by using language; we can easily communicate with other people in greeting the best interaction. Badadu said that language is "*interest*,

opinion, intelligence, mind, spoken, speech, and babbling” (Badudu JS, 1996,p.124).

Politeness

‘Politeness’ may be considered as a fixed concept, more specifically, as “polite social behaviour, or etiquette, within a culture”(Yule, 1996). Urbanova and Oakland (2002) suggest a definition which, compared to Yule (1996), makes the concept clearer. They define politeness as “the ability of the speaker to show respect, discretion, and goodwill”. Hirschova (2006), politeness as a special way of using the language which focuses on “smooth communication, self-fulfilment and self-defence of the individual in the interaction with other communicating individuals”.

Social Media

In this thesis the writer only use social media like Blackberry Messenger (BBM), What’s App (WA), Line, and Facebook (FB).