

CHAPTER I

INTRODUCTION

A. Background of Study

Sociolinguistic 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 sociolinguistic 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?

Politeness is defined as using communicative strategies to create and maintain social harmony. This can be done in various ways: being contextually appropriate, following social and cultural norms and being socially. Impoliteness is defined as engaging in aggressive facework in particular contexts to cause social disruption. This can be done in various ways: the speaker intentionally attacks face, the listener perceives a face attack and both of them.

To know the language is polite or impolite, it should to know and understand the language, the social and the cultural value of the community in communication in order to speak politely (Holmes, 2008, p. 281). To express polite and impolite also involve taking account of the

feeling of others. It means that speaking politely notice the communication to be good. Avoid using word or language that makes people not convenient. It can be impolite.

Politeness expression usually used in formal situation and use to someone in higher level also someone recently known by people. Impoliteness expression usually used in informal situation and used to someone in same level or common people involve the dimension of formality.

Politeness and impoliteness expression in communication allow people to know and interaction each other in their life closely. It exceedingly needed, because people created in different genre, social background and culture. It is as stated in the holly Qur'an al-Hujuraat /49:13 as follow:



The differences above are very cohesive with politeness and impoliteness communication. In some culture the language that used is polite, but in other culture maybe it is not polite or impolite. When

speaking, should know the culture who speaking to moreover if he is someone recently known. Therefore, the use of politeness and impoliteness expression is very influenced in cross cultural communication. Miss understanding in cross cultural communication can be happened cause of language. It can make any sense in communication. Many example that can be found, is it in the film, novel, short story, or a reality of life. There are many accidents cause of using language become closer, distant and even fighting. Because an error using language to cause fatal.

Politeness and impoliteness is very interesting to analyze. Writer is uncommon see research about sociolinguistic especially for politeness and impoliteness expression. So, writer does research about sociolinguistic in politeness and impoliteness expression. In this research, the writer uses Kung fu Panda film to analyze politeness and impoliteness expression.

Kung fu Panda is one of films that the researcher interested in. Because Kung fu Panda film is funny and the message of the film is useful. In Kung fu Panda film there are also many communication using politeness and impoliteness expression.

Based on the explanation above, researcher decides that politeness and impoliteness expression is important to learn. Researcher wants to know more what politeness and impoliteness expression. Also, researcher want to know when polite and impolite is used in communication. It gives researcher become interested in making a study with a title “**An Analysis**

of Politeness and Impoliteness Expression of Characters in Kung fu Panda Film”

B. Statement of Problem

Concerning the title, the problem that comes up with can be formulated as follows:

1. What are politeness and impoliteness expression of characters in the Kung fu Panda film?
2. What are situations when the characters show politeness and impoliteness expression in the Kung fu Panda film?

C. Objectives of Study

Based on the statement of problems above, the purposes of this research are:

1. To know the politeness and impoliteness expression of characters in Kung fu Panda film.
2. To know the situation when politeness and impoliteness expression is used in Kung fu Panda film.

D. The Significance of Study

1. The findings and results of this study will certainly elevate the writer's basic knowledge on more linguistic aspects of English in communicative purpose domain.

2. The results of this study will contribute to the local study of English communication.
3. For other researchers, to give more information or additional references, especially for the same kind of research.
4. Adding the literary source of IAIN Antasari library.

E. Research Method

Method of this research is library research. Library research is research that used books, journals, articles, etc. A research library is collection of materials on one or more subjects. A research library does lend all or some of materials.

1. Subject and Object of the Research

Subject of this research is the main characters of Kungfu Panda Film season one: Po, Shifu, Tigress, Monkey, Crane, Viper, and Mantis. And the object of this research is analyzing politeness and impoliteness expression of the main characters in the film.

2. Data and Source Data

a. Data

All information about researcher variable is called data (Hadi and Haryono.H, 2005, p.126). The data are investigated in this research are primary data and secondary data:

1). Primary Data

Primary data includes data about politeness and impoliteness expression of characters in Kung fu Panda film, which shown by characters expression in their communication at the film.

2). Secondary Data

Secondary data covers the information about Kung fu Panda film, such us character and characterization, as well as situation when the characters use politeness and impoliteness expression in the film.

b. Source of data

The data is taken from the Kung fu Panda film and all documents relates to the data that needed in this research, such as the script of the film.

3. Technique of data Collecting

In this research, the writer attempts to collect several literatures. The data is taken by watching the film about three or five times and comprehending the plot, selecting the data dealing with problems then conducting surveys on the film script.

4. Technique of Data Processing and Analyzing

a. Data processing

The writer uses three techniques in processing the data available:

The first is to list the data. The writer recheck all collected data to make sure whether they have already completed or not in

this research. The Second is classifying the data that found in film of Kung fu Panda. The last is to analyze and group them to be more practical in the future presentation descriptively.

b. Data Analysis

In the analysis, the data is first properly classified to then be analyzed the finding using a descriptive method. In this thesis, the writer attempts to analyze politeness and impoliteness expression in the film of Kung fu Panda.

For example:

Politeness : “Sorry, a thousand pardons.”

Analysis : it shows politeness and express that the main character feel sorry for the mistake repeatedly three times. It is used when the main character hurried to serve an order to costumer related to the theory of politeness by brown and Levinson.

Impoliteness : “look at you! This fat blob, flabby arms, those are sensitive in the flabby parts, and ridiculous belly.”

Analysis : It shows impoliteness because that is underestimating someone. The Shifu Character doesn't believe the panda can be Dragon warrior because of panda body. This expression attacks the panda and makes Panda feel not convenient. It relates to the theory of category impoliteness in

lexicon category about physical appearance and attack feeling of other people.

5. Research Procedure

- a. To watch the Kung fu Panda film
- b. List all of politeness and impoliteness expression that used by the main characters.
- c. Check the expression with the theory.
- d. Analyze the expression based on theory and when the expression is used.

F. Definition of Key Terms

To avoid any misinterpretation toward the title adopted in this research, the writer feels necessary to explain terms as follow:

1. Politeness is showing or processing good manners or common courtesy. Politeness is defined as using communicative strategies to create and maintain social harmony(Culpeper, 2009).
2. Impoliteness is not showing proper manners or respect. Impoliteness is defined as engaging in aggressive facework in particular contexts to cause social disruption.
3. Expression is a word or phrase that communicates an idea or something done or given as a means of communicating a feeling or thought to somebody else.

4. Character is qualities that make somebody different from others. In this film character means the player of animation film such as Po, Shifu, Tigress, etc.
5. Kung fu Panda Film is animation film that included some value. The writer decide to choose Kung fu Panda Film season one to be analyze as her research.