CHAPTER I

INTRODUCTION

This chapter discusses the introduction that consists of the study's background, focus of the study, research questions, objective of the study, significance of the study, scope and limitation, and definition of key terms.

A. Background of the Study

As a means of communication and a part of culture, language has an important role in human's life. Therefore, it reflects speaker's behavior. That is also why language is able to build human relationships. In addition, English is known as a global language becomes one of the important aspects of the globalization era. Public awareness of the importance of English as the main means of communication in this global era has been increasing (Nurhayati, 2020). But every speech which is spoken by speakers or hearers is not exactly alike. Those differences, generally, are influenced by education, age, personality, Gender, and setting. These factors are sometimes affected how close the relationship or the interaction between speaker and hearer is. The personality, for instance, as a matter of fact that describes our character being related with the emotional states. Or sometimes we are conditioned by setting either formal or informal so we should decide how to behave in order to appropriate with its situation.

The differences above influence people in using language whether it is regarded as polite language or not. Hornby stated that

politeness itself is definedas hearing or showing the possession of good manners and consideration. It meansthat politeness in conversation is absolutely important to be able to establish one's relationship with others. It should be realized by everyone in forming good conversation because the use of language can reflect the behavior or the attitude. Hence, the researcher chooses this topic as his research. Because politeness is a pragmatic matter, it is the main essential factor how to maintain the relationship well through language.

Pragmatics is the study of the aspects of meaning and language use that are dependent on the speaker, the hearer, and other features of the context of utterance. According to Yule (1996) pragmatics concerns with the study of meaning as communicated by speaker and interpreted by the listener. It means that the hearer should interpret what is said by the speaker, it in order to know what the speaker's intended meaning. Thus, speaker must emphasize the context to create an effective communication.

In communication, polite language is very essential to make conversation run well, and smoothly. Communicate politely is needed to avoid misunderstanding or offend of the hearer who talks with us. People need to create good self-public image to make a good impression to society. Every people want to be well accepted in his or her society, thus we must arrange our speech to make a good self-image and to save the hearer face to avoid misunderstanding or feeling comfortable.

Based on Cambridge Dictionary, criticism is an opinion given

about s o m e t h i n g o r s o m e o n e, especially a negative opinion, or the activity of making such judgement, Criticism is also a careful discussion of something in order to j u d g e its quality or explain its meaning. Since this act of giving opinion or judgement of good or bad qualities about something can be analyzed the politeness contains within, in this research, the researcher looks forward about criticisms done by Netizens on the 2024 Indonesian Presidential Election Campaign, which looking backwards to the previous Indonesian Presidential Election Campaign, there were a lot of critical comments done by Indonesian Netizens toward it.

Politeness is something that represents moral and value of individual, whether from the way they behave or speak. Politeness behavior is supposed to be used for interacting or giving comments to other people as how they are supposed to, it is based on the age, status, or how close the relationship between the speaker and the addressee is. Politeness is not only used for direct utterances, but indirect utterances as well, people could give comments without facing the addressee directly. This phenomenon mostly happens on the Internet. But unfortunately, Internet Citizen or also called as Netizens, especially in Indonesia, a lot of people giving comments impolitely toward public figures, even in political field. It is no longer a common secret that politics in Indonesia always get amount of controversial views from the citizen in the country itself. Nurhayati (2016) stated that living in the modern era should not because people forget their own culture but

globalization influences all aspects of people's life, especially the community of South east Asia including Indonesia.

"Politeness Strategies in Asking Requests among Javanese Youth in Tulungagung" by Sukarsono, Mohamad Jazeri, and Kojin (2020). This study has been done using qualitative approach and the politeness theory of Brown and Levinson, the result showed that it is inferred that the requestive behaviour of the youth of Tulungagung still shows relatively polite manners. Mega Selfia and Leni Marlina (2016) analyzed politeness strategies used by Deddy Corbuzier in the 'Hitam Putih' talk show using Brown and Levinson's theory. They found that Deddy Corbuzier predominantly used positive politeness strategies.

Previous studies found that in a direct communication, people use politeness strategy to convey their utterances. In this research, the researcher wanted to find out whether in indirect communication such us criticizing through the Internet people still convey their criticism politely or impolitely. Moreover, criticism mostly contains negative opinion, which make the researcher more curious about how Indonesian Citizens convey their criticisms through the Internet. In Indonesia, there are many varieties of languages. Almost each region has a special language. It is a part of culture in Indonesia (Nurhayati, 2016).

This research was conducted by the politeness theory proposed by Brown and Levinson, that is widely recognized and remains relevant as universal theory of politeness. It means they considered that every society has same sort of norms for the appropriate behavior, though these

norms are varied. Brown and Levinson introduce five main politeness strategies *(1) Bald on Record, (2) Positive Politeness, (3) Negative Politeness, (4) Off Record,* and *(5) Don't Do the FTA*. They are chosen depending on how risky the hearer's face in conversation is. These strategies are important to act speech politely.

B. Focus of the Study

In this study, the researcher only focused on the President and Vice President elections only. The researcher analyzed the critical comments by Netizens on social media *X* (formerly named *Twitter*) during the 2024 Presidential Election Campaign that was held on November 2023 until February 2024 , then the researcher concentrated on the realization of face threatening acts (FTAs) and correlated to what role of politeness strategies defined by Brown and Levinson which possibly presented by Netizens. The researcher also paid close attention to independent social factors to get information thoroughly.

C. Research Questions

1. How is criticizing acts formally realized in Netizens' comments on the 2024 Indonesian presidential election campaign?

2. What politeness strategies are used in criticisms conveyed in Netizens' comments to criticize the 2024 Indonesian presidential election campaign?

3. Why particular strategies mostly used in criticisms conveyed by Netizens' to criticize the 2024 Indonesian presidential election campaign?

D. Objectives of the Study

1. To find out how is criticizing acts formally realized in Netizens' comments on the 2024 Indonesian presidential election campaign.

2. To find out what politeness strategies are used in criticisms conveyed in Netizens' comments to criticize the 2024 Indonesian presidential election campaign.

3. To find out why particular strategies are mostly used criticisms conveyed in Netizens' comments to criticize the 2024 Indonesian presidential election campaign.

E. Significance of the Study

Practically, this research can be a reference for further research with the same topic, namely politeness. The researcher also hopes this research can help readers understand more about politeness strategies and implemented politeness strategies in daily communication. The researcher expected this research to contribute a broader understanding to the readers on politeness strategies. Hence, the reader can enrich theirknowledge on how to criticize and communicate politely.

F. Scope and Limitation

The scope of this study is related to the pragmatics study of politeness, it focuses on politeness strategies. Brown and Levinson's (1987) theory classifies four strategies including off-record, on-record-bald on-record, on-record-negative politeness, and on-record-positive politeness.

The limit itself, the researcher took the data from any critical comments or opinions written by Netizens only on a social platform named *X* (formerly called *Twitter*), without distinguish the researchers' social status, gender, age, educational background, etc. According to Nurhayati (2018), Language and culture have a close relationship because through language society express their culture. Hence, since the data was performed by Indonesian Netizens that have various local languages, cultural problem probably caused weakness in this research.

G. Definition of Key Terms

1. Pragmatics

Pragmatic is the study of how language which is affected by the situation in which it is used, of how language is used to get things or perform actions, and of how words can express things that are different from what they appear to mean (Cambridge Dictionary). Pragmatics is a study that examines the relationship between language and context that provides the basis for understanding language. In addition, pragmatics can also be said to be a study that investigates meaning, such as what is

conveyed by the speaker or written and interpreted by the listener or reader.

2. Politeness

Politeness according to Yule (1996: 106) is an interpersonal relationship system designed to facilitate interaction by reducing conflict and friction. Yule (1996: 134) further states that in communication, politeness is a tool to show an awareness of someone's face. Politeness is a way of expressing the speaker's wishes in a certain way that is rarely used in everyday language. People usually behave in sync with the expectations of their public self-image or want to be respected. Politeness strategy only remembers the rules that have been set in terms of strategy.

3. Criticism

Based on Cambridge Dictionary, criticism is an opinion given about something or someone, especially a negative opinion, or the activity of making such judgments. Criticism is also a careful discussion of something in order to judge its quality or explain its meaning.

4. Netizen

Netizen is a short term of Internet Citizen. This term refers to someone who is actively involved in virtual communities of the Internet in general. It is a slang noun that becomes common nowadays. Most platform on the Internet provides comment column for the Netizens who want to give any feedback or response in words, such as complements, questions, or even criticisms.

5. The 2024 Indonesian Presidential Election Campaign

Indonesian Presidential Election, or in Indonesia is called as *Pemilu (Pemilihan Umum),* is an implementing popular sovereignty to elect Members of the People's Representative Council, Members of the Regional Representative Council, President and Vice President and to elect Members of the Regional People's Representative Council, which is carried out directly, publicly, freely, confidentially, honestly and fairly within the Unitary State of the Republic of Indonesia based on Pancasila and the 1945 Constitution of the Republic of Indonesia.