

# CHAPTER I

## INTRODUCTION

### A. Background of the Research

In this world every human have opportunity to give their opinion, and all of human would have some idea that is different from others, they have usual activity on the social media to add their knowledge, to make their happiness and to make some communication with human else on social media. Those activities had shown some ideas. Criticism, suggestion and comment would appear on the screen page on the social media in the whole world, that's called communication by cyberspace.

Communication is defined as a process by which we assign and convey meanings in an attempt to create shared understanding. In communication, people try to say anything in the good language. They use a polite language to make their conversation runs well and goes smoothly. Grundy (2000) stated that politeness phenomena are one manifestation of the wider concept of etiquette, or appropriate behavior. The phenomenon of politeness has become central to the discussions of the human interaction. In relation with this matter, Brown and Levinson in their phenomenal book proposed the concept of face. Face is basic desire/needs that everyone wants to satisfy as stated in (Choyimah, 2015 : 41), and for the state of Brown and Levinson (1987) suggest politeness as a compensation action taken to counter-balance the disruptive effect of face-threatening acts (FTAs). They stated that politeness strategies are developed in order to save the hearer's "face". Face refers to the respect that an individual has for him/herself, and the maintaining of self-esteem in public or in private

situations. There are researchers have conducted a research in Face Threatening Acts and Politeness cases, such as Salisa Maulidiyah a researcher and students of IAIN Tulungagung has also studied it in the debate occurred in cyber world. To this case, usually the speakers try to avoid embarrassing other person, or making him/her feels uncomfortable.

Talking about gender between male and female, it seems that politeness also take its own role. As the belief that male and female are fundamentally different in various measurable ways. Explanations for such differences can be social like the boys and the girls are treated differently by their parents, teachers etc, for biological they have references to different types and amounts of chemicals in male and female bodies, differences in brain size, types of chromosomes, primary and secondary sexual characteristics, average weight, height and muscularity etc, or evolutionary for the view that males evolved to be hunter-gatherers while females cooked and cared for children. Tannen as stated in Barker (1972) argues that males and females grow up in different cultures and use different 'genderlects', and for Linguistically, females are supposed to be more gossipy, involved and cautious about offending others than males who engage in more joke-telling, report talk, problem solving, giving orders and talking about themselves, that's why male and female is different.

However, communication between male and female of the realconversation not onlyoccursin the real world but also in the cyberspace. Nowadays, sincetechnology has developed very rapidly, people can communicate with othersusing many kinds of media.And here the interaction takes place. One of the common and popular social media facilities for written communication nowadays is Instagram. Ayu Trijayanti is a

researcher and students of IAIN Tulungagung has also studied about Politeness strategy used by different gender in cyber world on facebook. In line with the explanation above, the writer conducted a research about politeness strategy on instagram is something different to research in cyber world communication.

Instagram is a popular photo and video-sharing app for smartphones that written by caption, Instagram also one of some popular social media facilities to share all short story that activities would appear during 24 hour and lose after it, and someone can use it to live so that all followers can see our activity during they live. Compared with other social networks, Instagram is relatively simple , it's focused exclusively on sharing photo and video's written caption with your friends of social media, all of human male and female who have this application on their smartphone can give comment, suggestion and everything words that they wants. Human can show our account profile and look our pictures, video and short story that we are upload as long as they follow our page or be a follower on the Instagram. From this case, it would form a communication by cyber world on the whole world. The same conversational rules are adhered to both in comment conversations and in face-to-face interaction. However, some specific features of comment conversation, such as the politeness strategies, might be different from those we meet outside the cyberspace.

Many researchers have conducted a research in Face Threatening Acts and Politeness case, but only a few of them studied in the context of cyber world which is now popular and something new in cyber world such instagram. Online shops' business instagram and artist endorsesrs' instagram is one of media communication that interest to give comment, suggestion and etc. In line with the explanation above, the writer

would like to conduct a research about Face Threatening Acts and Politeness strategies performed by male and female instagram users.

### **B. Statements of the Research Problems**

Based on the background of the study above, the researcher is interested in finding the answer of the following questions:

1. How male and female instagram users perform Face Threatening Acts?
2. What politeness strategies male and female instagram users perform to minimize Face Threatening Acts?

### **C. Objectives of the Research**

In line with statement of the problems above, this study was aimed to analyse:

1. To describe how male and female instagram users perform Face Threatening Acts
2. To describe what politeness strategies male and female instagram users perform to minimize Face Threatening Acts

### **D. Significances of the Research**

The result of the study is expected to be beneficial in two ways:

1. Academic significance

This study would give contributions to the development of pragmatics discipline.

The finding would be able to be used as the material in teaching Pragmatics, especially politeness strategies part and its relationship to the gender existence. The finding can also be used by students as the example of politeness strategies role in communication.

## 2. Practical Significance

The findings of this research would give the information to the readers especially for the Instagram users about the important of politeness strategies in communication, not only in the 'real-life' interaction but also in the cyber world, especially on Instagram, one of the most popular social network site in the world. In addition, the researcher hopes that the finding of this study would also be useful for further researchers. The result of this study can be used as a reference in conducting research related to topic in the same field.

### **E. Scope**

In this study, the researcher studied focuses the politeness strategies occur in Instagram comments performed by male and female Instagram users, not all strategies in doing FTA. She analyzed how male and female Instagram users performed Face Threatening Acts and Politeness strategies on Instagram, where they do not do it face-to-face and possibly they do not recognize each other in their real life.

To ease the analysis, the researcher took comments which use Indonesian. It would be easier to be understand and would be more safe-timed to analyze. Beside that, the researcher did not consider the people who gave comments on status based on their age, social status, or jobs. It just used gender as the focus. The researcher also did not ask permission to the users to take their comments as the data because the data are taken from fans page which do not have any privacy to public.

## F. Definitions of the Key Terms

### 1. Instagram

A hugely popular social networking site that allows you to make connections with your friends that be followers on you, share photo, video, short story and live .that given the caption.

### 2. Instagram comment

A Instagram facility can be used to participate on friends' documents, like photos, status, video, etc. by giving written comment.

### 3. Gender

A set of agreed-upon differences that are used to denote male and female behaviour in particular societies (Barker, 1972: 50).

### 4. Face Threatening Acts (FTA)

Face threatening acts is the acts of threatening someone's negative and positive desire that need to be satisfied

### 5. Politeness Strategy

In general politeness can be defined as linguistics attitude which can make an addressee feel at ease. Hence, the parameter of being politeness is the convenience in the part of the addressee. In relation with this matter, Brown and Levinson in their phenomenal book proposed the concept of face. Face is basic desire/needs that everyone wants to satisfy as stated in (Choyimah, 2015 : 41)

## 6. Positive Politeness Strategy

Positive politeness is oriented to the hearer's positive face. Brown and Levinson explain that positive politeness is approach-based. It means that the potential face damage due to a certain act be minimized by 'approaching' him. Treating an addressee as a friend, a relative, a member of a group is the implementation of the approach. Acknowledging the addressee's merit is another approach-based strategy to minimize the threat. Some strategies minimizing the threat by using positive politeness and their linguistic realizations as stated in (Choyimah, 2015 : 45)

## 7. Negative Politeness Strategy

Brown and Levinson (1987:129) mention that negative politeness is regressive actions addressed to the addressee's negative face. It means that the potential face damage is minimized with linguistic expression satisfying the addressee's negative face. The main characteristic of this type of politeness is that FTAs are generally realized in indirect ways. The indirectness is recognizable from the disagreement between the form and the function of sentences. An interrogative sentence used as for asking for help is one case in point. Some examples of FTAs minimized with negative politeness and their linguistic realization as stated in (Choyimah, 2015 : 46)