CHAPTER I

INTRODUCTION

This chapter is concerned about an overview of the language used by the users of social media, especially, for the Manchester United fans club. The digitalization and globalization turn the people to live with technology, and the language does so. Furthermore, for the people who are in community, they have different language to use in social media. The present study to describe the introduction of this research consist of six parts, they are: background of study, research questions, research purposes, significance of the study, scope and limitation, and operational definitions.

1.1 Background of study

Language is a device to communicate among people in the society. It is made to unite people in the world. Communication is important for all human beings. Most of human use language to communicate to each other and as human being, we cannot be separated from communication. It means communication can perform its features to change people’s behavior in the society.

Every person has their own way to communicate with others. The way that the individual speaker uses to communicate does not exactly the same all the time. Even though every person has different way to communicate each other, the speaker may have different ways or techniques to share their ideas with other. It means the way how the speaker uses is varied from others especially in their language.
Communication process becomes something essential for people in building a social relationship. It will be impossible or useless to create friendship without communication. To get an attention from the others and make good relation, by uttering good word to others is really recommended in society because people commonly judge what we really are by seeing us from the production of words through communication. Wardhaugh argues that language is a profound of identity (2006: 6). In the other words, language can abstractly describe to people about the basic personality of everyone.

Politeness is practical application of good manners or etiquettes. When we communicate with other, first we have to be polite. However, politeness is the important thing of communication because it shows that the speaker cares and respects to the hearer’s feeling. There are a lot of advantages when we talk polite. The first is to make good impression to the hearer, it means that when we communicate with others by using polite language the hearers will be comfortable and also it will make good relations. The second is to help the conversation continues smoothly. However, in our culture polite is the important thing in daily life because it related with our behavior and it is totally different with west cultures. The third is to maintain harmony between two parties and for the fourth is to show solidarity. These explain about the brotherhood or friendship with other, because if we able to communicate by polite language, we will be able to keep relation in society, because we will not able if we stand by our self and we always need help each other.
Nowadays, people live in era modern. Now, most of people are have smartphone or mobile phone. There are so many the advantages and also disadvantages from smartphone. For a little example, we used it to learn something new, because in social media there are so many information and knowledge, it depends on the users. When we use social media sometimes we are doing something out of our mind, usually we use it to share our worst behavior to another people, in other we will get more attention from other users of social media, but it is really not good because not all our privacy should share with other. According Widdowson (2014: 68) stated that comment is feature in which individuals are invited to express their personal and sometimes controversial, views on professional issue. It means that every user of social media when they give some comments it depends on the feeling or behavior of the users of social media in expressing the word.

When we have a daily communication with others, whether we realize it or not sometimes our utterances or actions offend and hurt someone’s feeling. For example, when we joke, discuss, debate, we must say and do the act of apology. According to terminology of Leech, the act of apologizing is a convivial speech act, the goal of which coincides with the social goal of maintaining harmony between the speakers and hearers (in Trosborg, 1995: 373).

Politeness strategy is one of strategy to speak politely. The purpose of politeness is to maintain and keep a good relationship with others. Yule (2014: 132) defines politeness as showing awareness and consideration of another person’s face. Brown and Levinson define “face” as the public self-image that
every member wants to claim for himself (1978:61). Everybody has face needs or basic wants, and people generally cooperate in maintaining each other’s and partially satisfying each other’s face needs. Politeness involves showing concern for 2 different kinds of face needs: first is negative face needs or the need to be imposed upon and for the second is positive faces needs, the need to be liked and admired.

There are some previous studies about negative politeness strategy which take English dialogue as their object. They are Lailatul Mubarokah (2014), Mei Sulandariani (2006), Negar Moradi (2015). The first study is from Lailatul Mubarokah (2014) from State Islamic University of Surabaya. She applied qualitative methodology with “Sad love Story” as a source of data. She investigates the negative politeness used by the character from the story. The result of his study shows that there are four strategies used by the character. They are; be conventionally indirect, give deference, apologize, and impersonalize. She finds that most of negative politeness strategy used by the character to maintain the close relationship and show her respect to her interlocutors.

The second is Mei Sulandari (2006) from University of Surabaya. Her research is qualitative research of negative politeness strategy in English dialogue at class. She analyzes the variety of politeness strategy which consists of negative politeness expression. She founds that the negative politeness strategy most applied by the students when they interact to the teacher. They used word “Excuse me mom?” when they call their teacher in order to show the respect to the teacher.
The last is Negar Moradi (2015) from Islamic Azad University Iran. The International Journal of applied English linguistics and English literature. He investigates the translation strategies used by Persian translator in translating negative politeness. He also found that there are six strategies used by the Persian translator to translate from English language to Persian language which indicates to the Persian translations quality at an average level, implying the fact that even professional translators require the higher mastery of pragmatics aspects of language.

Based on the previous study above, most of them analyze negative politeness strategies expressed by the character. It differs from Negar’s research that he uses the translation strategies in translating the negative politeness. However, this present study is different from the previous study in term of scope of the research. In this study, the researcher analyzes the factors that influence in choosing the strategy. None of these researches mentioned above who analyzes the factors that influence the strategy.

The researcher is interested in analysing negative politeness that is used by many people in the world, especially, for the fans named “Manchester United Fans Club”. Most of the fans loves and loyal to the club, because the club has a long history. There are many top players played in this club such as Eric Cantona, David Beckham, Cristiano Ronaldo. These fans are the fourth biggest fans in the world after Real Madrid, Barcelona, and Bayer Munich.

The researcher is concerned with the Manchester United Fans Club, because they were produced many comments, which consists of negative
politeness. Manchester United Fans club have uttered many categories of negative politeness rather than the others supporter. They have contributed a lot of negative politeness. Even though, when the players play in best performances, but they are still in-consistent to play the game.

The researcher takes the data from social media as the data source. Today’s social media is really needed for everyone. In the other hand, most of human beings have the social media used to communicate with other. This present study is to fill the research gaps by analysing the use of negative politeness. Because every users of social media can judge and give any comment about the news. Besides, they don’t meet each other directly. Therefore, from the explanation above that is the reason for the researcher interesting to analyse about negative politeness. Then the researcher find out the kinds of negative politeness occur by the Manchester United fans club to give comments in social media.

1.2 Research Problems

The research problem consists of main problems that the researcher takes in the context above. This research has some problem statements. Based on the definition of the researcher formulate the problem as follow:

1. What kinds of negative politeness strategies used by the Manchester United fans club in social media?

2. What factors that might influence the choice of the strategies used by the Manchester United fans club in social media?
1.3 Research Objectives

Based on the researcher problem above, the objective of the research are:

1. To identify the kinds of negative politeness strategies used by Manchester United fans club in social media
2. To explain the factors that might influence the choice of negative politeness strategies used by the Manchester United fans club in social media

1.4 Significance of the Study

The researcher wants this study useful for himself and to improve his knowledge about politeness especially negative politeness. Then the researcher also want this study useful for every readers and hope this study also can useful to all practically, all the used of social media and special for the Manchester United fans club and for the others researcher.

In addition, the researcher hopes that the reader have encourage to learn more about politeness special for negative politeness. Then the researcher also expected to other leaners who wants to analyze and study about politeness and use it as reference.

1.5 Scope and Limitation

This research is focus on negative politeness strategies and the context from the language and utterances which consist of word, sentences, and phrases. The researcher used the social media of Facebook and Instagram as an object. The researcher analyzed the negative politeness based on Brown and Levinson (1987).
The limitation of this research is the researcher does not do the interview the Manchester United fans club every one, to see how they used the negative politeness strategies, but the researcher analyzed from the language and utterances.

1.6 Definition of Key Term

In order to avoid any misunderstanding about the term, the definition bellow give to clarify and make clearly employed within this research.

1.6.1 **Politeness** is one of the human ability to interact which is to propose to consider by felling of good or bad and it is include of behavior.

1.6.2 **Negative politeness strategies** are the strategy to make some request and offer less infringing to respect the other people act.

1.6.3 **Manchester United Fans Club** is the lovers and the loyal fans, or the supporter of football club around the world.

1.6.4 **Facebook** is a free social networking website that allows registered users to create profiles, uploads photos and video, send messages, keep in touch with friends, family, colleagues, and it is popular.

1.6.5 **Instagram** is an online mobile or smartphone that can use to photo-sharing, video sharing, social networking service that enable to take pictures and videos and share them either publicly or privately on the application.