

CHAPTER I INTRODUCTION

This chapter presents and discusses Background of the Research, Statement of the Problem, Objective of the Research, Significance of the Research, Scope of the Research, and Operational Definition.

1. Background of the Research

Language plays an important role in human life. Every day people use language to communicate with others, whether it is through communication tools or direct conversation. Recently, there is a trend where young people tend to use impolite words such as swearing or using taboo words when they communicate with others. Along with the industrial revolution 4.0 era, people can get information and communicate easily because in this era everything based on digital technologies and the internet which are called computer-mediated communication (CMC). There are various popular CMC platforms such as Facebook, Instagram, Youtube, blog, website, and online forum. The existence of those platforms even makes that phenomenon become worse than before. For example, there are so many selebgram and Youtubers that use taboo-words in their contents and it affects their followers which tend to act and speak like them. Those platforms are not only become the media to spread the impoliteness through the content creators but it also becomes the place for people to apply it. There are many cases where the internet users whether it is social media or online forum write comments using impoliteness. It happens because it occurs in an anonymous setting which is sometimes the users do not use their real identity and sometimes this manner is deliberated as impolite because it is in written form and the participants cannot see the facial expression directly and cannot hear the sender's tone of voice.

Brown and Levinson (1987) propose Face Threatening Act (FTA) to make communication easier and to achieve the goal of the communication. Brown and Levinson (1987) stated that People have "face" or self-image. People strive to maintain their face in social interaction, and people use politeness strategies to maintain each other's faces. In this state, politeness is not only to maintain people's face but also to maintain social harmony and to avoid social destruction.

It is equal to the theory from Leech (1983, p. 82). He stated that the role of the politeness principle is “to maintain the social equilibrium and the friendly relations which enable us to assume that our interlocutors are being cooperative in the first place” Because politeness is very important, it is also necessary for people to know the attitude which includes in impoliteness strategies in order to avoid it in the conversation and to prevent a conflict that can distract the social harmony.

There are some researchers use social media and website as the data sources for the researches, such as Rassul and Hammond (2017) and Hamzah and Erza (2018). They conducted the researches about impoliteness strategies using different data sources. Rassul and Hammond used Facebook as the data source, they used Facebook which is presented in English and Arabic, therefore it showed both of the international and national opinions about a certain topic. Hamzah and Ezra, they used Instagram of *lambe turah* which use the Indonesian language. For Hamzah and Ezra, the data sources which they used is the national language and it just represents the national opinions toward the topics. There is no researchers use website Pannchoa as the data sources for the research about impoliteness strategies. Pannchoa is a website that contains Korean-English translation of news and article from the Korean website, especially from Pann. The news and articles on that website are translated by the admin of Pannchoa. The researcher uses Pannchoa as the data source because the researcher thinks that written communication gives more chance to use impoliteness. It is also based on the researcher's experience as the students of English education department, every day the researcher reads news and article in the English language. The researcher often opens Pannchoa website and when the researcher reads the comment section, the researcher found impolite comments and also the other readers' response toward the comment. It is the inverse of the ideal condition where people should consider some aspects such as the manners during the conversation, the language that is used in communication and the context which it happens. The researcher thinks that it is necessary for people, especially teenagers to understand and to apply the polite language and to avoid using impoliteness in daily

communication whether it is direct or through CMC and to know the appropriate responses toward the impoliteness.

The research aims to reveal impoliteness strategies in the reader comments on Pannchoa website and analyze the reader's responses to the impoliteness strategies found in reader's reply comments on Pannchoa website.

1.2 Statement of the Problem

Based on the background above the writer states the statement of the problem as follows:

1. What are the types of impoliteness strategy used in reader comments on the news of Pannchoa website?
2. What are the types of readers' response to the impoliteness strategies found in reader reply comments on Pannchoa website?

1.3 Objective of the Research

Based on the statement of the problem above, there are two objectives of the research.

1. to find out the types of impoliteness strategies used in reader comments on Pannchoa website.
2. to find out the responses of the readers to the impoliteness strategies found in reader reply comments on Pannchoa website.

1.4 Significance of the Research

This research is expected to offer a new contribution in linguistic study, especially in impoliteness strategy on the Pragmatics approach.

1. Theoretically
This research is expected to give more knowledge for the reader about impoliteness strategies.
2. Empirically
This research is expected to be the additional reference for the other researcher who is doing research about impoliteness or pragmatic approach.

3. Practically

This research is expected to provide information for users to use appropriate language in their communication, to use polite language, to avoid the impolite one and use appropriate language and attitude when dealing with impoliteness.

1.5 Scope of the Research

Based on the discussion in the background of the research and statement of the problem, the writer limits the scope of research on the analysis of impoliteness strategy in the reader comments on Pannchoa website and the readers' responses to the impoliteness strategies found in reader reply comments on Pannchoa website. There are five types of impoliteness strategy, they are *Bald on record impoliteness, positive impoliteness, negative impoliteness, sarcasm or mock politeness, and withhold politeness*. The researcher also will analyze types of response to impoliteness strategies, they are *accepting the face attack, countering the face attack, and no response*. The data was taken from Pannchoa website on May 10, 2019.

1.6 Operational Definition

Some terms in this research may cause ambiguity, to avoid it the writer needs to define it clearly, so the writer defines the terms. The terms are shown below:

1. Impoliteness Strategy is a strategy or the way that aims to attack and damage a person's face. It can cause conflict and disharmony in society.
2. The response is an answer or a reaction of people toward something; the reaction can be different for each person.
3. Pannchoa is a website made by international fans of Korean entertainment. This website contains the Korean-English translation of article and news from South Korean website especially Pann. Pann is an online forum that allows the user to create news, article, and thread and post it on that website.
4. Website is a page on the World Wide Web (WWW) that contains specific information about particular topics and various topics.