

INTRODUCTION

terms which become the basis of this research

1.1 Background of the Study

Communication is usually defined as conversation, namely for sending and receiving message. If the message cannot be received it means that communication does not work well. In order to make communication run in harmony, the hearer should know the speakers aim. Moreover, every day we adapt our conversation to different situations. Among our friends for instance, we can easily say something that would be seen discourteous among strangers and we avoid over formally with our friends. In both situations above we tries to avoid makes the hearer embarrassed and uncomfortable.

When people use language to communicate with others, they always want to have a conversation that runs well and goes smoothly because by having a good conversation, they can maintain a good and close relationship with others. According to Wang (2010), speakers have to be able to choose various communicative strategies to maintain a good relationship between both interlocutors and they also need to apply strategies to construct a good conversation. These strategies are also known as politeness strategies.

Culpaper (2009) defines politeness as a strategy that is used by people to build a harmonious communication. Therefore, when somebody tries to have a polite conversation, he or she also has to pay attention to the hearer's feeling. It is in line with Holmes' statement (1995) that when people try to be polite, it means that they want to express respect towards the person they are talking to and avoid offending that person. Hence, it is not only important to speak well in terms of linguistics, but also important to think about other's feeling.

As stated by Brown and Levinson (1987), a politeness theory is based on the concept that people have a social self-image. This sense of self-image is also known as "face." The theory of "face" itself was developed in 1987 by Brown and Levinson. They state that people use various politeness strategies to protect the face of others when addressing them. In situations where a face threatening act (FTA) could arise, the politeness strategy used depends on how close the relationship between the speaker and the hearer.

Furthermore, Brown and Levinson (1987) stated that there are four politeness strategies which a speaker uses when dealing with FTA to the hearer. They are bald on-record, positive politeness, negative politeness, and off-record. Each strategy is used differently depending on the situations. While in this research the researcher only focuses on the positive politeness strategy which is addressed to the person's positive face.

Positive politeness played an important role in human life. Positive politeness is not only for one group society, but also it is for everyone in all conditions. Using language is used as their tools in daily conversation in order to make a good social

There are some researchers who have analyzed politeness strategy: Issabelle Villota, (2013); Eva Indriani,(2014); and Ani Septiyaningsih, (2015). Following these, the research will focus to investigate positive politeness strategies based on Brown and Levinson theory. The researcher will focus on two problems. First is the kind of positive politeness strategies will find in Medea drama script by Euripides. Second, the researcher also attempts to find the type of violating maxim of cooperative principle in expressing the positive politeness strategies in Medea drama script by Euripides.

An analysis of positive politeness has been done by Eva Indriani (2014). She focused her study on *Positive Politeness Strategies used by Grace and Meg in Monte Carlo Movie*. Her study aimed to find out the types of politeness strategies produced by Grace and Meg in “Monte Carlo” movie. The result shows that Grace as the main character produced the highest number of positive politeness in her utterances compared to Meg. In her study, she collected the data in a movie that was selected by her. Since, this previous research similar with the present study, the researcher aims to continue this research by using positive politeness based on Brown and Levinson theory but using a drama script to be analyzed.

Another previous study which relates to this present study of positive politeness also has been done by Ani Septiyaningsih, (2015). The research studies use of positive politeness strategy in the film entitled “In Good Company”. It is conducted to find out the kinds of the positive politeness strategies employed by the characters and the factors influencing the characters to employ those strategies in relation to Brown and Levinson’s politeness strategy. The result of the analysis shows that

er that he considers himself to be the same kind, that he likes to fulfil the hearer's wants. This is found in the entire of the present with this paper because it is can suggest that other researchers a look at the use of the strategy from a different kind of approach, bald off record, negative politeness, and positive politeness in combining politeness strategy with other issues for example, whether that will be investigate relationship between positive politeness and the maxim. Finally, the employment of positive politeness in daily conversations will make the conversations be more smoothly. Therefore, a harmonious relationship between one to another in the society.

er that he considers himself to be the same kind, that he likes to fulfil the hearer's wants. This is found in the entire of the present with this paper because it is can suggest that other researchers a look at the use of the strategy from a different kind of approach, bald off record, negative politeness, and positive politeness in combining politeness strategy with other issues for example, whether that will be investigate relationship between positive politeness and the maxim. Finally, the employment of positive politeness in daily conversations will make the conversations be more smoothly. Therefore, a harmonious relationship between one to another in the society.

1. To find the positive politeness strategies expressed by the character in *Medea* drama script.
2. To identify the maxim violated happened by the character when applying positive politeness strategies in *Medea* drama script

1.4 Significance of the Research

The researcher expects that the reasearch could give meaningful cuntribution to studies in linguistic field, especially about positive politeness which is a part in pragmatic. Pragmatics is a subfield of linguistics and semiotic that studies the ways in which context contributes to meaning. Positive politeness strategies seek to minimize the threat to the hearer's positive face. They are used to make the hearer feel good about himself, his interests or possessions, and are most usually used in situations where the audience knows each other fairly well. This research is conducted to understand the apply of positive politeness in the Medea Drama Script. Hence, the researcher hopes this reaserch can show about the way Politeness strategies are used to formulate messages in order to save the hearer's positive face.

1.5 Scope and Limitation

In this research, the researcher will focus only on two problems. First, the the researcher identify the positive politeness strategies expressed by the character. Brown and Levinson (1987) list fifteen kinds of positive politeness strategies. Second, the researcher analyze the type of violating maxim in expressing the positive politeness strategies as reflected by the character in Medea drama script.

1.6 Definition of the Key Terms

Positive politeness is oriented toward the positive face of the hearer, the positive self-image that he claims for himself and his perennial desire that his wants (or the action / acquisition / values / resulting from them) should be thought of as desirable (1987). Brown and Levinson (1987) list 15 positive politeness strategies: (1) Notice. Attend to hearer's wants, (2) Exaggerate interest / approval, (3) Intensify interest, (4) Use in-group identity markers, (5) Seek agreement, (6) Avoid disagreement, (7) Presuppose / assert common ground, (8) Joke, (9) Assert knowledge of hearer's want, (10) Offer, promise, (11) Be optimistic, (12) Give (or ask for) reasons, (13) Assume / assert reciprocity, (14) Include speaker and hearer in the activity, (15) Give hints to the hearer (goods, sympathy, etc). Positive politeness utterances are not only used by the participants who have known each other fairly well, but also used as a kind of metaphorical extension of intimacy to imply common ground or to sharing of wants to limited extent between strangers. For the same reason, positive politeness techniques are usable not only for FTA redress, but in general as a kind of social accelerator for the speaker in using them indicates that he wants to 'come closer' to the hearer.

) **Medea by Euripides**[illegible]