

Pragmatics is one of the discussions in discourse field which concern with the language as a system, but with how to use language. Leech (1993:8) proposes the pragmatics deals with meaning of utterance in the speaker's point of view. It means that pragmatics is the study of meaning involving the context.

Meanwhile, Yule (1996:3) states that pragmatics is the study of contextual meaning. According to him, pragmatics is concerned with the study of meaning as communicated by a speaker (or a writer). And interpreted by a listener (or a reader) so, it involves the interpretation what people mean in the particular context and how the context influences what is said.

Based on the definition above, it can be said that pragmatics is the study of meaning contained the utterance in context. Therefore, in pragmatic view, to appreciate and to interpret the meaning of a statement or an utterance, one must consider the relation between language and context in which the situation is uttered.

Context is an important aspect in interpreting the meaning of an utterance. According to Yule, context is for interpreting words or sentences. The relevant context is our mental representation of those aspects of what is physically out there that we use arriving at an interpretation (2006:114)

From the statement above, it can be concluded that speech context of linguistics research is a context in all physical aspect or social background related with the speech, time, place, social environment, political condition, etc. Thus, context is a set of propositions describing the beliefs, knowledge, and commitments

the speaker says something that represents a threat to another individual's expectations regarding self-image (Yule, 1996:91).

Brown and Levinson, (1987:1987:82) stated that in human communication, either spoken or written, people tend to maintain one another's face continuously. People need to do saving face to keep the conversation well; therefore face is the most part of our body which is used to show the expression, appearance, and identity among others. Face refers to the self-image that everyone wants to claim them. Face is something that is emotionally invested, and that can be lost, maintained or enhanced and must be constantly attended to in an interaction (Brown and Levinson, 1987:110). Then Yule, (1996:155) also stated that face is a mask that constantly changes depending on the audience and the social interaction. Face is divided into two different categories, which are positive face and negative face. Positive face is the desire of being seen as a good human being, and negative face is the desire to remain autonomous. A person's positive face is the need to be accepted, even liked, by others, to be treated as a member of the same group, and to know that his or her wants are shared by others. A person's negative face is the need to be independent, to have freedom of action, and not to be imposed on by others. In simple terms, negative face is the need to be independent and positive face is the need to be connected.

2.4 Politeness Strategy

Politeness is a system of interpersonal relations designed to facilitate interaction by human interaction by minimizing, potential conflict and confrontation inherent in all human interchange (Yule, 1996:104). In communication, politeness can be defined as showing awareness of and consideration for another person's face. Face means public self-image of person. It refers to that emotional and social sense of self that every person has and expects everyone else to recognize (Yule 2006:119).

Politeness is a strategy used in communication. Another definition provided by Yule (1996:104) is "politeness is the means employed to show awareness of another person's face." Similar definition suggested by Brown and Levinson is the concept of 'face'. It is 'public' self-image that every member wants to claim for himself (Brown and Levinson, 1987:61). For avoiding the face threatening acts of the hearer, it is better for the speaker to know about politeness strategies. Politeness strategies are strategies used to minimize or avoid the FTA (Face Threatening Act) that the speaker means (Brown and Levinson, 1987). There are four kinds of politeness strategies. They are bald on record, positive politeness, negative politeness and off record. However, the writer will focus on positive politeness strategies because what the writer going to analyze the implementation of positive politeness strategies.

or you know him well because he is similar in terms of age or sex, then you will get closer to him and the distance rating will get smaller. As a result you will not employ polite utterance when you ask him to do something. On the contrary, you will employ polite utterance when you interact with person whom you have not known well, such as person who is older than you.

c. Size of Imposition

Size of imposition (R) can be seen from the relative status between one-speech act to another in a context. For example, borrowing a car in the ordinary time will make us feel reluctant, but in urgent situations it will natural. Thus, in the first context we will employ polite utterance. Meanwhile, in the second context it is not necessary to employ polite utterance because the situation is urgent.

2.6 Previous Study

The previous study about Politeness Strategies that is quite helpful for this research. Almost 27 years (1987-2014) the theory of Brown and Levinson has been used and applied in many linguistic study and research, especially the study of politeness and any other studies related to linguistic politeness. The writer will show the similar focus in the study. First, "*Politeness Strategies In The Interaction Between Santriwati and Ustadz/Ustadzah In Pesantren ZainulHasan*" as the title by Wardatun Nadzifah student of English department of Airlangga University of Surabaya 2012. This study on Politeness Strategies used in the interaction between santriwati and

with Kathryn and Annette to the choice strategy. The problem of the research is whether Sebastian, the main male character in the film *Cruel Intentions*, uses different politeness strategies or not when conversing with two main female characters in the film; Kathryn and Annette and which strategy is used the most to each character. This problem then, leads to what factors and reasons that affect the usage of each strategy and how Sebastian's relationship with Kathryn and Annette influences his usage of politeness strategies.

Fourth, the thesis titled "*Politeness Strategies used by George Milton in John Steinbeck's Of Mice and Men*". She intended to know how the politeness strategies used by George Milton in his directive utterances in Steinbeck's *Of Mice and Men* and the reasons why certain politeness strategies used by George Milton in his directive utterances. She used the theory of Brown and Levinson of four categories of the politeness strategies and also two factors why the speaker chooses certain strategy based on Brown and Levinson theory to analyze the data. The result of the research shows that there are some commands, requests and suggestion, which include in four categories of Brown and Levinson theory, used by George Milton in his directive utterances. George's choice of certain strategy to deliver his directive utterances was mostly influenced by the situation and the hearer's condition.

Another research is "*Politeness Strategies in John Grisham's Novel the Client*" done by Yuli Fitriyana (2007). In his research, the writer focuses on what politeness strategies used in John Grisham's *The Client*. Like previous study, the writer also

used Brown and Levinson to analyze the data. She can conclude that there are many politeness strategies including bald on record, positive politeness, negative politeness and off record are applied by portrayed characters although not all strategies are covered.

Based on the previous study above, this research has similar study. Politeness strategies but the writer only focuses on Positive Politeness strategies in the same theory that used in this research but has different topic of object. The writer analyzes the conversation among the characters in the novel "*memoirs of geisha*". In this research, the writer uses Descriptive to analyze her research. The writer chooses that previous study to her references because it has some things that relevant with her research.