# CHAPTER I

# INTRODUCTION

In this chapter, the researcher presents the background of the study which contains the reason why the researcher chooses this title in her study, the statement of problems that are analyzed in this study, the objective of the study which describes some significant things of this study to the readers and also to the researcher herself, scope and limitation of the study, and definition of key terms to define some terms used in this study.

## 1.1 Background of the study

As human beings, people need language for interaction in their community to transfer their ideas without any misunderstanding one to others. However, it seems impossible for people to interact with others without language in their daily life. By language, people can express their feeling, opinions, ambitions, willing and others. It means that language is one of the ways used by people to explore their ideas related to the real life in their daily communication. According to Steven Brown Salvatore Attardo (2000: 13) Language is made of sounds. In other words, we communicate using sounds that somehow carry meanings. How this is accomplished is fairly complex. Human have a method for communication and interaction using language. There are many kinds and types of language, for example is conversation. Conversation used by speaker has different meaning and different aim.



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Communication has an important role in our life. According to Gartside communication is the art of sharing anything. In its vital sense it means a sharing of ideas and feelings in a mood mutual understanding (1986:1). Thus, people can cooperate with each other when they communicate just as they do in any other shared activity. 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 speaker's aim. Moreover, everyday 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 try to avoid making the hearer embarrassed and uncomfortable.

Edward Sapir (in Florian Coulmas 1998: 33). States that "everyone knows that language is variable." Variability in language is within everyone's experience of using and listening to language, and most people show some degree of interest in it. Thus, people can cooperate with each other's when they communicate just as they do in any other shared activity. Therefore, Wardhaugh (2006:2) states that language is when two or more people communicate with each other in speech; we can call the system of communication that they employ a code. Communication is usually defined as conversation, namely sending and receiving message. If the message cannot be received, it means that communication does not work well. In order hand, to make

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communication run in harmony, the hearer should know the speaker's aim. Therefore, everyday people use conversation in different situation among people.

Politeness is an important subject matter in a communication. Politeness is behaving in a way that attempts to take into account the feelings of the people being addressed. In this case, the speakers try to avoid embarrassing other person, or making him feel uncomfortable. Being polite is trying to determine what the appropriate things to say to someone else are and what ones are not to (Holmes, 1992:296-297) thus, politeness refers to the situation where we respect the others to whom we speak. It is truly significant in our daily communication in order to make a good relationship with our society.

Politeness in general terms as having to do with ideas like being tactful, modest, and nice to other people. In the study of linguistic politeness, the most relevant concept is 'face'. Your face in pragmatics is your public self-image. This is the emotional and social sense of self that everyone has and expects everyone to recognize (Yule, 2006:119). Face has two aspects, positive and negative. Positive face is the need to be connected to belong to be remember of the group. Negative face is the need to be independent and free from imposition. (Yule, 2006: 199-120). To have the freedom to act as one chooses (Thomas, 1995:169). Therefore, people in their relationship need to preserve both kinds of faces for themselves and the people they interact with the politeness utterances.

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Therefore, people in their relationship need to preserve both kinds of faces for themselves and the people interact with the politeness utterances. In addition, there are four types of politeness strategies proposed by Brown and Levinson that sum up human "politeness" behavior: Bald on Record, Negative Politeness, Positive Politeness, and Off-Record. Each strategy is used differently depending on the situations. (Brown and Levinson,:1987:92)

In this study, the writer is interested in exploring some aspects of the politeness strategies. In this case, a novel entitled *"Memoirs of a Geisha"* is chosen to become the object of the study a novel of *"Memoirs of a Geisha"* is a novel created by Arthur Golden, published in 1997. The novel told Sayuri, a Geisha working in Kyoto before and after World War II. It is a glimpse of Japanese high society and culture at a unique point in its history. Sayuri is a young, impoverished girl who rises to become one of the most famous geisha in Japan and ultimately attains personal fulfillment.

A novel of "*memoirs of a Geisha*" tells the story of a geisha known as Nitta Sayuri, who lives in New York as a hostess to Japanese businessmen. Sayuri reveals in the beginning that as a child she was known as Sakamoto Chiyo, the daughter of a fisherman in a small village in Japan. Soon after her mother died, she and her older sister are taken to Gion by one of the more well-off men in her village. Her sister is sold to a brother and Chiyo is sold to an Okiya, a house for geisha.With her unusual blue-grey eyes, Chiyo trains to become a geisha, but is constantly antagonized by

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Hatsumomo, the top geisha of the Nitta Okiya. Hatsumomo cannot stand competes and recognizes that Chiyo will better her rival if she becomes a geisha. Chiyo's life goes from bad to worse thanks to Hatsumoro and she is reduced to becoming a servant in the Okiya without any hope of becoming a geisha.

A chance encounter with a kind and wealthy man with the title of chairman (here after known to Chiyo as the Chairman) changes her fortune. Chiyo wins the eye of the most successful geisha in Gion, Mameha, who is despised by Hatsumomo because she memorizes her in every aspect and cannot be toppled because, unlike Hatsumomo, Mameha has earned her independence as a geisha. She adopts Chiyo as her apprentice and trains Chiyo to compete Hatsumomo. Her entrance into apprenticeship is marked by changing her name to: Sayuri. With her success and her virginity sold, Sayuri not only becomes a highly successful geisha, she manages to pay off all the debts that bound her to the Nitta Okiya when she was a servant and also is adopted by the mistress of the Okiya. While Sayuri's fortunes seem to soar, even now that she has finally broken free of Hatsumomo's abuse, everything collapses in 1942 because of war. During her time become a geisha before the war, she encounters the Chairman again, but finds it impossible to get close to him as her desires.

Instead, she finds herself constantly being pushed to be with Nobu, the Chairman's most trusted friend. It is Nobu that saves Sayuri from the harsh labour of the war until Gion is able to open again on the condition that she will allow him to

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become her patron, despite the fact that it is the Chairman she desires. Sayuri and Mameha destroy Hatsumomo's reputation entirely thereafter and Hatsumomo is thrown out of the okiya. However, it is not until Sayuri's desire to be with the Chairman truly frees her to pursue her own destiny. When Chairman frees her from the okiya to become his mistress, she sets up a posh teahouse for Japanese businessmen in New York so that he may save face in Japan when his daughter is about to marry a man set to be the Chairman's heir.

The writer chooses this novel become an object of study because this novel is quite representative to the problem that the writer wants to discuss about contain of simple daily conversations. A novel memoirs of a geisha is not only very fascinating one in the aspect of story itself but also some conversation conducted by the characters in this novel contain positive strategies, for the example:

*"Why are you still here?"*

The example above is spoken by old woman to chiyo. The conversation above happenes when chiyo comes to old woman, Chiyo asks to old woman about Satsu because Chiyo wants to know where is Satsu, but old woman answers that she does not know about Satsu. After that Chiyo puts herself back down on the stool and stucks her feet out again. After that old woman asks reason to Chiyo, Why is Chiyo still here?

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The conversation above Hatsumomo uses *give (or ask for) reasons* because Old woman asks a reason to Chiyo. The utterance *"Why are you still here?"* That is spoken by old woman to Chiyo. Old woman asks a reason to Chiyo. So, that indicates this strategy.

In the other hand, the writer chooses politeness strategies in this study because politeness has important rule in social interaction or daily conversation to make a good relationship with other people and the writer interested in the story. In addition the writer also understands speeches on the story to ease the writer when conduct research.

Based on the explanation above, the writer interested to analyze the politeness strategies, especially positive strategies among the characters with under title: An analysis of positive politeness Strategy used by characters in "*Memoirs of a geisha*" novel

**1.2 The Problem of the Study**

Based on the background, the writer formulates two questions as follow:

1. What kinds of positive politeness strategies are used by the characters in "*memoirs of Geisha*" novel?
2. What factors influence the characters to apply those in "*Memoirs of geisha*" novel?

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## 1.3 The Objectives of the Study

From the problem statement mentioned above, the writer has the following the objectives of the study:

1. To describe the kinds of positive politeness strategies are used by the characters "*Memoirs of geisha*" novel

2. To explain the factors influencing the characters to apply those strategies "*Memoirs of geisha*" novel

## 1.4 The Significance of the Study

This study is hopefully can be a positive knowledge for researcher and the readers especially the students of "UIN Sunan Ampel" Surabaya about language variety. The writer gives information for readers about the employment of the positive politeness strategy in the novel entitled "*memoirs of geisha*". Therefore, the research can help the readers or the next researcher to understand the theory of positive politeness strategy and the varieties of language. Finally, this study will give good assumption on the readers to choose their own style in using language.

## 1.5 Scope and Limitations

This study will be linguistic study that only focuses on politeness strategy. According to Brown and Levinson 1987 there are four kinds of politeness strategies.

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They are Bald on record, Positive politeness, Negative politeness and off record but the writer applied the study only positive strategies in "*memoirs of geisha*" novel.

**1.6 Definition of Key Terms**

In order to avoid misinterpretation about the use of terms, it is important for the researcher to give the suitable meaning of the key terms. Some terms are defined as follows:

1.6.1 Pragmatics : Pragmatics is the study of the speaker meanings. (Yule, 1996:3)

1.6.2 Positive Strategy : The positive politeness strategy is redress directed To the addressee's positive face, his perennial desire that his want should be thought of as desirable (Brown and Levinson, 1987:101)

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