



**CHAPTER I**

**INTRODUCTION**

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### INTRODUCTION

The items presented in this chapter are the background of the study, the statement of the problems, the objectives of the study, the scope of limitation, the significance of the study, the theoretical framework, the definition of key terms, and the organization of the thesis.

#### **1.1. Background of the Study**

Language as a means of communication for expressing ideas, opinions and feelings. E. Sapir (1921:8) says that language is a purely human and non instinctive method of communicating ideas, emotions, and desires by means of voluntarily produced symbols. Further, Lehmann (1983:1) states that language as a means of communication also enables human beings to play their roles in society, to express their needs, to give and to get information, and to learn about people and their surroundings. It means that language is often associated with society. Hudson (1980:1) says that language and society are so intervened that there is a combination between the study of language and the study of society namely Sociolinguistics, the study of language in relation with society. Since language is used by so many people in the world both in written and

spoken forms, the way they use language is various. The variety in using language can be distinguished from many factors. One of the factors is gender of sex, man and woman.

The linguistic forms used by women and men contrast - to different degrees - in all speech communities (Holmes, 1992:164). Based on this theory, the writer prefers to do a research about the differences between man and woman on their politeness strategies in giving advises. The topic in terms of the study is the politeness in giving advises. The idea came up when the writer reads the article "Dari Hati ke Hati" taken from Femina magazines, so through the articles "Dari Hati ke Hati" taken from Femina magazines, the writer made a research between men and women in giving advises. The writer believes that there are some differences between man and woman in giving advises. The writer also analyzed the ways of their reasoning in giving advises. Each of them has his or her own characteristics in giving advises, just like each man and woman has, for example that it is often claimed that women are more linguistically polite than men. The questions of the research are presented in the following section.

## **1.2. Statement of Problems**

Considering to the background of the study, the following questions are

addressed :

1. Are there any differences on the politeness strategies employed by man and woman in giving advises ?
2. What are the underlying reasons of differences on the politeness strategies employed by man and woman in giving advises ?

### **1.3. The Objectives of the Study**

Derived from the above questions, the study is aimed at describing :

1. Some differences on the politeness strategies employed by man and woman in giving advises.
2. The underlying reasons on the politeness strategies employed by man and woman in giving advises.

### **1.4. Scope of Limitation**

The study first of all focuses on the investigation of the differences on the politeness strategies of man and woman in giving advises through the articles "Dari Hati ke Hati" taken from Femina magazines. The study aims is to know the differences on the politeness of man and woman in giving advises and also to analyze the underlying reasons on the politeness strategy of man and woman in giving advises. The primary source of data for this study is taken from articles "Dari Hati ke Hati" from Femina magazines. The articles contains

written advises and the advisors are Indonesian people.

### **1.5. The Significance of the Study**

The writer hopes that the findings of this study can enrich the varieties of Sociolinguistics studies. It is expected that this study here can give some contributions to the field of Sociolinguistics especially about the differences between man and woman in their politeness in giving advises and provide some information about the way how man's and woman's reasonings differ in their politeness of giving advises. In addition, the result of this study is also expected to arise greater interest for the readers in studying Sociolinguistics.

### **1.6. Theoretical Framework**

The study is based on the four theories of Sociolinguistics, namely the language in context, women, men and language, politeness and address forms and the realizations of politeness strategies in language.

The relation between language theories and the study on politeness of male and female here is that :

" Language comprises not only a significant element in behaviour, signaling a great deal about our social origins; it also provides us with concepts for thinking with and with ways of meaning that are crucial to the construction of our identity." (Trudgill, 1983:148)

## BAB I

### INFORMASI UMUM TENTANG PERUSAHAAN

Usaha Dagang "VIRA SPORTS" (disingkat UD VIRA SPORTS) adalah sebuah perusahaan dagang yang bergerak dalam bidang jual-beli alat-alat olahraga dan barang-barang lain yang berhubungan dengan olahraga. Barang-barang dagangan tersebut dibeli perusahaan ini langsung dari pabriknya atau melalui pedagang besar secara kredit. Penjualan dilakukan untuk melayani toko-toko alat olahraga dan perseorangan. Sebagian besar penjualan dilakukan secara kredit, kecuali penjualan dalam partai kecil yang biasanya dilakukan secara tunai.

Perusahaan ini merupakan sebuah badan usaha perseorangan yang didirikan oleh pemiliknya, yaitu Tuan Aldi Sutrisno, pada tanggal 1 Desember yang lalu. Tuan Aldi Sutrisno mempunyai tiga orang pegawai yang menangani urusan pembelian, penyimpanan di gudang, dan penjualan. Tugas setiap pegawai adalah sebagai berikut.

#### - Pegawai Urusan Pembelian

- Menyiapkan dan mengirimkan pesanan pembelian kepada pemasok
- Memeriksa kebenaran faktur pembelian yang diterima dari pemasok

#### - Pegawai Urusan Gudang

- Menerima barang-barang yang dibeli dari para pemasok dan menyimpannya dalam gudang
- Mengirimkan barang-barang kepada para pembeli
- Menyelenggarakan pencatatan barang yang masuk dan keluar dalam kartu gudang

#### - Pegawai Urusan Penjualan

- Melayani para pembeli yang memesan barang-barang, baik yang datang sendiri maupun melalui telepon
- Menyiapkan dan mengirimkan faktur kepada para pembeli

In addition, the theories of language and politeness which are used involves the terms complete needed in relation with the study of male, female, and politeness. Those theories gives guidance to analyze the data.

### **1.7. Definition of Key Terms**

As a means clarification, the following construct and concepts are explained :

#### **1.7.1. Language**

It is a systematic means of communicating ideas, opinions, and feelings by using conventionalized signs, sounds, gestures, or marks having understood meanings. It is used and understood by a considerable community and established by long usage.

#### **1.7.2. Gender**

It is used as the term to describe socially constructed categories based on sex.(Coates; 1993 :3) Most societies operate in term of two genders, masculine and feminine, and it is tempting to treat the category of gender as a simple binary oppositions.

#### **1.7.3. Politeness**

Politeness means having or showing the possession of good manners and consideration for other people. According to Brown

(1987:xiii) politeness is a basic to the production of social order, and a precondition of human cooperation, so that any theory which provides an understanding of this phenomenon at the same time goes to the foundations of human social life.

### **1.8. The Organization of the Thesis**

This thesis consists of five chapters. Chapter one is the introduction. It is divided into eight sub-topics : the background of the study, the statement of the problems, the objectives of the study, the scope of limitation, the significance of the study, the theoretical framework, the definition of the key terms and the organization of the thesis. Chapter two is about the review of the related literature which presents the basic theories of the study and some related studies. Chapter three discusses the research methodology which covers the research design, the subjects, the source of the data, the research instruments, the procedures of collecting the data, the techniques of data analysis, and triangulation. Chapter four describes the findings and discussion of the findings. The last chapter consists of summary, conclusion and suggestions.