CHAPTER I
INTRODUCTION

1.1   Background of the Study

Politeness is a way of behaving and speaking politely. According to George Yule (1996), politeness is the use of language to show one's awareness of another person's face. According to Brown and Levinson (1987), the face refers to the idea of respecting oneself and maintaining "self-esteem" in public and private contexts. In order to save face or threaten another person, people must use the correct language and posture when speaking to them.

Holmes (1995) stated that, if someone tries to be polite it will come naturally from respect for the other person, not through anger towards the other person. Therefore, in good communication, it is also important to consider the feelings of others. In formal situations, the speaker should speak more politely to show respect to the listener.

In addition, Politeness is easy to find anywhere, for example in formal and informal situations. Formal situations include schools, businesses, government agencies, etc. Informal situations such as public spaces, social gathering places, even on social media platforms like podcasts, talk shows, motivational shows, on TV, and in real-world circumstances like presidential and vice presidential debates. As defined by Hendri Guntur Tarigan (1990), debate is a dispute between individuals or groups over the assertion of claims. Debate programs can also appeal to people interested in politics, education, or entertainment. The vice president's discussion focuses on two narrow-minded candidates, Mike Pence and Kamala Harris, who are passionately discussing financial change, environmental change, abortion privileges, the challenges of ruthless policing and organizations' response to the Plexiglas coronavirus pandemic, and also differ in the construction of the Supreme Court. One of the main interests at the moment is the discussion about how to deal with the corona virus in the USA.

The debate begins with the question of the coronavirus, which has killed millions in the United States. The moderator Page asked what the Biden administration would do to combat the coronavirus pandemic. Harris drew attention to the staggering number of Covid-19 deaths in the United States and criticized the White House for not acting quickly when the pandemic broke out. While Pence defended the Trump administration's handling of the 'crisis, and argued that the Biden administration could not have handled the same scenario better. The two vice presidential candidates met and presented their ideas. The two had to face each other during the debate to demonstrate the plan and the credibility of their party leaders. The candidates are competed to show the weaknesses of the speech partner and the strengths of their presidential candidates. A polite strategy is used.

Data 1:

Mike Pence:	We're sure we'll have tens of million vaccines before the end of year. The reality is when I see Biden's plan, it's horrific and it's clear when I see their plans for vaccine development, it looks a bit plagiarism.
Kamala Harris:	**Vice President Pence. We are proud of the sacrifices they made to save American lives.** Families grieve when they see the deaths of more than 200,000 Americans. Given the gravity of the situation, **you aware that the Vice President leads the task force, and the Vice President when you questioned why you all keep it a secret from anyone?**

From the data above, it is clear that one of the Politeness strategies applied Positive Politeness, in which the candidate uses the word *Vice President* as a display of respect for the opposite during the dialogue.

The analysis of politeness strategies for expressing one's feelings is very important. As a result, for analysis, I choose the Politeness strategy of Mike Pence over Senator Kamala Harris. The debate released on October 8th, 2020, at 21.00, local time, has already captured the interest of millions of Americans and people around the world. In this case, several media in Indonesia followed the US vice Presidential Debate. The US vice Presidential Debate discussed many things, but what was dominantly discussed in the debate was the coronavirus being increasingly widespread in the American country.

The debate is being conducted by incumbent Mike Pence Republican Party and the Party's Vice Presidential nominee Democrat Kamala Harris is the debate's most confusing running mate. This is inseparable from the fact that Kamala Harris became the first black woman to become Vice President in the United States. According to Nielsen.com, one of the companies engaged in global information and focus on research, the American Vice Presidential Debate this time became the most watched in the preceding four years, 57.9 million people in America watched the US Vice Presidential debate on Television, and during each debate, the US Vice Presidential Candidates were trending on Twitter and reached millions of tweets.

The debate covered several issues, including the spread of the Corona virus across the country and its escalating incidence. According to Kompas.com, the media assesses how it failed Trump is unable to deal with the Coronavirus, which is endemic in the United States and the public tends to corner Trump and build an issue that makes it even hotter and the public was more supportive of Kamala Harris and openly offended Mike Pence, until reveals the person life of Trump who married three times. From the explanation above it is known that the analysis of Politeness Strategies in expressing feelings is very important, in a debate the candidates must speak well, and what language context is by the current conditions of society is certainly very calculated. The aim is to show that the two candidates for the Vice Presidency of the United States are credible.

Because of that, I am interested in using this Vice Presidential debate as my research data based on the topic that I raised. I had the vice presidential debate as a chance to learn whether and how often Politeness Strategies were applied during the debates. In addition, the topic at hand was booming, which lead to public rumors about government initiatives that were widely regarded as the worst failures in American history quoted by CNN.com. I trust this study can be a reference to figure out what this procedure is to complete a demonstration

of face danger should be applied by the willing possibility to take part in decisions. Then, it is anticipated that this study will include additional references regarding the analysis of politeness strategies in the form of YouTube or television show conversations. This study can serve as a reference for subsequent researchers to develop their ideas for discovering new objects that can be analyzed using Politeness Theory. It can also serve as a reference for the English Department to conduct deeper studies to analyze Politeness strategies.

1.2 Scope and Limitation of the Study

In the reference to the identification of the problems, I find some related aspects from Pragmatics, specifically on politeness. The data source is the utterance between the candidates in the American vice presidential debate. The debate that I would choose is in the American vice presidential debate as a scope of the study. To limit this study I choose the American vice presidential debate 2020. In this study, I use the theory of Brown and Levinson (1987). In the book of Brown and Levinson Politeness divides into five types, there are Bald on Record, Positive Politeness, Negative Politeness, Off Record, and don't do FTA, but I only choose positive politeness strategies to limit my studies.

1.3 Problems of the study

a) What kind of Positive Politeness Strategies used by Mike Pence and Kamala Harris in the Vice Presidential Debate?

b) What are the most dominant types of Positive Politeness strategies used by Mike Pence and Kamala Harris in the Vice Presidential Debate?

1.4 Purposes of the Study

a) To find out kind of Positive Politeness Strategies used by Mike Pence and Kamala Harris in the Vice Presidential Debate.

b) To find out the most dominant types of Positive Politeness strategies used by Mike

Pence and Kamala Harris in the vice presidential debate.