CHAPTER I
INTRODUCTION

1.1. Background of the Study

Speech is an activity in speaking to tell or describe something. It is one way of communication which describe about thought, feeling and perceptions of somebody. Thought, feeling and perceptions are shown by politeness and communicative language. That politeness and communicative language used to show about the information to the hearer because in speaking there is a relation between the speaker and the hearer. So, the politeness language that used in speech would give good impression to the hearer.

Good communication can make use easier in communicating with others especially in speech. It can be reflected from the face, gestures, intonation, and the word choosing in speech. A good communication gives a beneficial impact in interacting with others. When people being polite to others, it can make them be popular and more loveable. It also can avoid the frictions with other people while communicating and interacting.

On the other hand, people sometimes neglect the politeness in speech. The language that they used inclined to mock another people and didn’t respect and built the optimism of the hearer. They didn’t consider about their feeling, whether they are comfort or not with their language. It’s makes
bad impression for the hearer so there is nothing a good communication between speaker and the hearer.

Luckily, people tend to behave in fairly regular ways when it comes to using language. Some of that regularity derives from the facts that are members of social groups and follow general patterns of behavior expected within the group. Within a familiar social group, we normally find it easy to be polite and say appropriate things. In a new, unfamiliar social setting, we are often unsure about what to say and worry that we might say the wrong thing. And in another source of regularity in language use derives from the fact that most people within a linguistic community have similar basic experiences of the world and share a lot of non-linguistic knowledge.

To solve that problem, a study is needed about the use of language in communication especially in speech like pragmatics. According to Leech (1983:8), pragmatics is the study of those relations between language and context that are grammaticalized, or encoded in the structure of a language.

One of discussions in pragmatics is politeness principle. Politeness principle is forms of behavior which are aimed at the establishment and maintenance of comity (Leech, 1983:175). It is the series of maxims, namely: tact maxim, generosity maxim, approbation maxim, modesty maxim, agreement maxim and sympathy maxim (Leech 1983: 206). All of the maxims analyzed in Susilo Bambang Yudhoyono’s Political Speeches when he was in campaign at 4 June 2009 in PRJ, Kemayoran Jakarta and after elected to be a president at 20 October 2009 in Senayan, Jakarta.
Maxims has relation with speech act. Speech act is one of essences in pragmatic. To analyze the speech act, we should know the important of the context in utterance. In speech act there is a speaker and hearer, context of speech act, the purposes of speech act, and illocution. There are five illocution namely assertive, directives, commissives, expressive, and declaration.

The relation between maxims and speech act is found in six maxims. Tact maxim and generosity maxim which applies to Searle’s impositive illocution about ordering, requesting, commanding, advising, recommending and commissives illocution about promoting, vowing, offering. Approbation maxim and modesty maxim applies to Searle’s expressive illocution about thanking, congratulating, pardoning, blaming, praising, condoling and assertives illocution about opinion, report. And agreement maxim and sympathy maxim applies to Searle’s assertives illocution.

Maxims are always found in conversation or in speech. In conversation there is interaction between the speaker and hearer as directly and in speech actually the communication is happen indirectly. In speech always used politeness and communicative language. For example, in political speech.

In this thesis, the writer analyzed the political speech which uses the formal language and polite language. Political speech is one of speeches which is very formal and it tells about politics that not everybody understands about it which include about something that the speaker has done and some promises as the purpose in the future. In political speech sometimes found the special utterance depend of the speakers and the speakers always showing the
difficult word or an utterance to show the quality of their language or their education.

In his political speech, Susilo Bambang Yudhoyono always applied politeness and being careful on word choice. It can be seen from his statement when he won the general election in 2009.

For example: *Pada kesempatan yang bersejarah dan Insya Allah penuh berkah ini, saya ingin menyampaikan ucapan terimakasih dan penghargaan yang setinggi-tingginya kepada Pimpinan dan anggota MPR RI, Pimpinan dan anggota DPR RI, Pimpinan dan anggota DPD RI, beserta pimpinan dan anggota lembaga-lembaga negara lainnya masa bakti 2004-2009 yang telah bersama-sama bekerja keras membangun bangsa dan negara kita menuju masa depan yang lebih baik.*

It is approbation maxim which minimizing dispraise and maximizing praise to hearer. It is illustrated the illocutionary functions of thanking. The speaker maximize praise of the addressee: *saya ingin menyampaikan ucapan terimakasih dan penghargaan yang setinggi-tingginya kepada Pimpinan dan anggota MPR RI, Pimpinan dan anggota DPR RI, Pimpinan dan anggota DPD RI, beserta pimpinan dan anggota lembaga-lembaga negara lainnya.* In that statement can be seen how Susilo Bambang Yudhoyono showed his politeness, even he had won the general election, he is still polite. Beside that, he did not forget all people who have supported him.

In this thesis, the writer focuses on Susilo Bambang Yudhoyono’s Political Speech. The writer took two speeches of Susilo Bambang Yudhoyono to be analyzed, one speech is about his campaign to be a president
in a second period and another one is speech about the relation between Indonesia and Malaysia. The speech would be analyzed to find the dominant maxims used by Susilo Bambang Yudhoyono in his political speeches.

Finally, the writer choose this topic “An Analysis of Maxims in Susilo Bambang Yudhoyono’s Political Speeches” to help the readers aware that politeness in speech is very important in our life.

1.2. Identification of Problem

In relation to the background, the problems identified as the following

1. The types of maxims used by Susilo Bambang Yudhoyono in his political speeches
2. The types of maxims which is dominantly used by Susilo Bambang Yudhoyono in his political speeches

1.3. Formulation of the Problem

In relation to the background, the problems of the study are formulated as the following

1. What types of maxims are used by Susilo Bambang Yudhoyono in his political speeches?
2. Which types of maxims is dominantly used by Susilo Bambang Yudhoyono in his political speeches?
1.4. **Objectives of the Study**

The objectives of the study are described as the following

1. To describe the types of maxims used by Susilo Bambang Yudhoyono in his political speeches.
2. To show the dominant maxim used by Susilo Bambang Yudhoyono in his political speeches.

1.5. **Scope of the Study**

This study analyzed about maxims in political speech of Susilo Bambang Yudhoyono, a president of Indonesia. Two speeches will be taken randomly. This study was focused on Leech’s theory (1983 :206) which introduces six maxims. They are tact maxim, generosity maxim, approbation maxim, modesty maxim, agreement maxim and sympathy maxim.

1.6. **Significance of the Study**

The significance of the study can divided into two as the following

1. **Theoretical**

   This study is useful for the study pragmatics. Pragmatics is the study of how language is used to communicate especially about maxims in political speech.

2. **Practical**

   This study is expected to provide some information about maxims that is useful for English Department students as a contribution to their
understanding of maxims in social reality and its connection to language and interaction. By knowing the maxims, it will be useful for people who want to realize and pay their attention to apply maxim in their communication such as being more careful in determining the choice of words, phrase, clause and sentence in expression of ideas or meaning in a given context because being polite is an important thing in our life to interact to others.