CHAPTER I

INTRODUCTION

A. Background of Study

In the course of daily life, humans rely on communication as an integral aspect of their existence. As social beings, as postulated by Ilyenknov (Bakhurst, 1995), the essence of humanity lies in the formation of an 'ensemble of social relations'. Consequently, individuals engage in interactions with others to ensure their survival. This interaction is a form of social activity that can occur anywhere (Sari, 2016) and established for the sake of maintaining social relationship between people (Widyaningrum, 2017). The realization of these interactions is contingent upon the utilization of language, which enables the conveyance of ideas, emotions, and desires (Sapir, 1921). Language emerges as a fundamental aspect of human existence, serving as the primary mode of communication, expression, and the dissemination of knowledge. It stands as a unique human invention that has played a pivotal role in the advancement of civilization, facilitating the transmission of knowledge and cultural heritage across generations.

When engaging in verbal communication, individuals do not necessarily require a specific objective, such as conveying information or seeking knowledge. Rather, their willingness and ability to collaborate serve as the primary determinants of communication (Syah, 2017). People can engage in conversations on a wide range of topics, including those that may seem unrelated or ~~~ential, simply to maintain social interactions. This form of ~~~cation is known as phatic communication or so called phatic communion,

coined by anthropologist Bronislaw Malinowski in 1923. Malinowski postulated that communication, in its inherent nature, transcends mere exchanges of greetings or pleasantries. While phatic communion may appear superficial or inconsequential, it plays a crucial role in the creation, maintenance, and management of social relationships, even if its content lacks substance or relevance to the specific context.

In contrast, the era of globalization and rapid technological advancement has witnessed an escalation in the complexity of social interactions among individuals. One of the pivotal elements in interpersonal communication is the utilization of praise. As elucidated by Brown and Levinson (1987), praise serves as a positive politeness strategy employed by speakers to convey their intention of being perceived as part of the same group as the speech partner. In essence, praise transcends mere positive expressions towards others and functions as a catalyst for fostering stronger interpersonal connections. Nevertheless, the application of praise can sometimes encounter challenges, particularly when employed in the context of phatic communion.

One of the main problems with using praise as phatic communion is the potential for praise to be perceived as insincere or manipulative. When praise are given routinely or without genuine sentiment, they can be interpreted as a tool to control or influence the recipient's behavior, rather than as an authentic expression of positive regard.

om a cultural perspective, the manner and context in which praise are

ies greatly. In some cultures, praise are considered normal and frequent,

whereas in other cultures they can be perceived as disrespectful or even excessive. Meanwhile, in a social context, for example in a group or organization, praise also plays an important role in increasing the activeness and productivity of group or organization members. Members who are appreciated through praise will tend to be more productive and loyal to the group or organization. However, if praise is not given fundamentally or inconsistently, there can be a sense of suspicion and injustice among members of the group or organization.

Therefore, it must be understood that praise are not just a positive expression, but also a reflection of the social, cultural, and psychological values underlying human interaction. Therefore, for smooth communication, it is necessary to have pragmatic or contextual knowledge. Starting from this, the researcher chose the title "Praise as A Form of Phatic Communion: A Pragmatic Study" as the title of this thesis with the hope that the researcher can examine the purpose of using praise and relate it to the functions of Phatic Communion proposed by Jumanto in 2014.

B. Identification of Problem

According to the background the researcher has defined above, the researcher identifies the problems as follows:

1. The increasing of complexity of social interactions between individuals in the era of globalization.

2. The number of people who are still unfamiliar with the form and function of Communion.

3. There are many people who are using praise at inappropriate times, conditions, and purposes.

4. The use of praise can be problematic when used as Phatic Communion, especially as small talk.

5. The ways and contexts in which praise are given vary across cultures.

C. Scope of Problems

This research focuses on the types of functions of Phatic Communion proposed by Jumanto in 2014 and how it relates to the reason of the use of praise where the objects are active students of Hasanuddin University.

D. Research Question

The research question formulated on the background above are as follows:

1. To what extent do the students of Hasanuddin University use types of Phatic Communion functions proposed by Jumanto?

2. Why do the students of Hasanuddin University use praise as Phatic Communion?

E. Objectives of the Study

The objectives that are aimed to be achieved by this research are as follows:

1. To find out to what extent the chosen students of Hasanuddin University use Phatic Communion functions proposed by Jumanto.

2. To reveal the reasons why the chosen students of Hasanuddin University use praise as Phatic Communion.

F. Significance of The Research

y this research, the writer hopes to give contributions and benefits for

al and Practical sphere, with hope such as:

1. Theoretical benefits: To develop the theory of Pragmatic especially in the field of Phatic Communion. The researcher also hopes that this research can assist other researchers to gain better understanding of using praise as Phatic Communion.

2. Practical benefits: The researcher hopes that this research can be the reference for other researchers and also that with this knowledge people may be more knowledgeable in identifying praise and phatic expressions.

CHAPTER II

LITERATURE REVIEW

A. Previous Studies

Several studies related to this topic have been previously conducted by researchers who were also interested in the topic of phatic communication usage or topics related to phatic expression. Comparing these research will help the writer's research even more. Below are the previous studies:
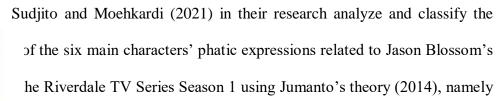
Megah, S. I. (2016) conducted research entitled "*An Analysis of Phatic Expression in Informal Communication At Time-Out Talk Among Riau Island University (UNRIKA) Students*". The sample of his research were English Department students of Riau Island University. He described the usage of the particles of phatic expression used in the "time-out talk" that occurred in Unrika University. Based on Malinowski's phatic communication theory, the goal of this study is to examine phatic expression in informal communication during "time-out talk" among Riau Island University students, particularly English Department Student (1923). The data used for this study was gathered from Riau Islands University (Unrika) students, notably those in the English Department. There were 30 subjects in this study. The information gathered during "time-out talk" or when they were speaking. The data was qualitatively examined. There were 14 data found consisting of particles for the phatic expression, and there were 10 data found consisting of the word phatic form of the repetition.

⋯ma and Hancock (2010) from their research examined how phatic ⋯ns, such as compliments, affect online communication and impression

formation. The researchers conducted two experiments using an online chat platform where participants engaged in conversations with an online confederate who posed as a potential dating partner. In the first experiment, participants were randomly assigned to either receive or not receive positive phatic expressions from the confederate during the conversation. Positive phatic expressions included compliments such as "you have a great sense of humor" and "you seem like a really interesting person". The researchers found that participants who received positive phatic expressions from the confederate rated the confederate as more attractive and likable than those who did not receive positive phatic expressions. In the second experiment, the researchers manipulated the perceived status and attractiveness of the confederate. Participants were randomly assigned to either interact with a confederate who was perceived as high in status and attractiveness, or with a confederate who was perceived as low in status and attractiveness. The researchers found that the effect of positive phatic expressions on impression formation was stronger when the communication partner was perceived as high in status or attractiveness. These findings suggest that positive phatic expressions, such as praise and compliments, can have a positive impact on impression formation and social relationships, particularly in online contexts. The study also highlights the importance of considering the perceived status and attractiveness of communication partners when examining the effects of phatic expressions on impression formation.

Sudjito and Moehkardi (2021) in their research analyze and classify the

of the six main characters' phatic expressions related to Jason Blossom's

he Riverdale TV Series Season 1 using Jumanto's theory (2014), namely

breaking the silence, starting a conversation, making small talk, gossiping, keeping the talk, expressing solidarity, creating harmony, offering comfort, expressing empathy, expressing friendship, expressing respect, and expressing politeness. The result shows that a total of 195 data of all types of phatic functions are found. Keeping the talk, with 61 occurrences, is the most used strategy by the six main characters since they want to maintain the conversation to get information about Jason Blossom's death. This research also classifies the response types and analyzes whether their responses to those phatic expressions can stop or continue the conversations. When the conversations can be continued and maintained, the characters could get more information about Jason Blossom's death and even the murderer.

Based on three previous studies mentioned above, researcher find differences in terms of data collection methods where in previous studies it was done by taking data from a movie or daily conversation, while in this research data collection will be collected by the method of providing questions through Google Form. In addition, in this study, the researcher focuses only on the expression of praise as small talk, while in the previous study tend to be more general which then this also affects the result of this research that researcher expected to be more specific and accurate than previous studies.

Therefore, the researcher decided to identify inappropriate and insincere praise expressions then relate them to the functions of Phatic Communion proposed

to to examine the use of praise as small talk. The sample of this research

ist of 100 active students in Hasanuddin University Makassar.

B. Theoretical Background

1. Pragmatics

Parker (1986) describes pragmatic is distinct from grammar, which is the study of internal structure of language. Pragmatic is the study of how language is used to communicate (Parker, 1986 as cited in Rahardi, 2009). Pragmatic is study of the use of language in communicative interaction (Carrol, 1985). It is concerned with the interpretation of linguistic meaning, how and why the people use language, within context. The context can be divided into four subparts. Firstly, physical context that is where the speaking and what action takes place and what object are present. Second, epistemic context is background knowledge shared by speech participant, the speaker and hearer. Thirdly, linguistic context is about utterances previous to the utterance under the consideration. The last, social context is the social relationship and setting of interactive participants. One of some approaches to language analysis is Pragmatics approach. Cutting (2008) stated that it deals with studying the relation of language with contextual background. The focus of pragmatic as the approach is finding out the intended meaning providing by the speaker which relies on the context. The analysis should be done on the utterances because of two folds; to indicate cooperativeness within the conversation; and then to determine and keep the smoothness of the conversation.

Pragmatic approach is not only involves with context, nonetheless text and function. In context, pragmatic analyzes the meaning of words in context. Its focus neaning of words during interaction and how speakers communicate more on than the words they utter. The speaker's meaning is dependent on

assumptions of knowledge that are shared by both speaker and hearer. The speaker constructs the linguistic message and implies the meaning, and the hearer interprets the messages and infers the meaning (Brown & Yule, 1983 as cited in Cutting, 2008). Therefore, pragmatic is a branch of linguistics which deals with language and meaning in context. It includes some fields, such as speech act, implicature, and politeness. Pragmatics is also can be as approach. The focus of pragmatic approach is finding out the intended meaning which relies on the context. It means that the meaning can be found or interpreted by looking at the context or situation during interaction.

2. Communication

Communication is a process by two or more people to exchange opinions, feelings, facts, and ideas to show a common understanding of the message in a conversation. In other words, communication means to deliver information and getting information in the same content and context. People can create and share their ideas with other people by communicating. Communication has been a part of people's lives to help them in their daily activities. (Keyton, 2011) said the process of distributing information and common understanding from one to another is called Communication. Communication is a learned skill that all people can study in their life. It has started since the first-day people were born, they will receive the message or information from another and even reply to the message with gestures or words. And the way of communication will develop by time, environment, and practice.

ication is an important tool to deliver news, it makes many people learn for various purposes, such as business, economy, education, health, and

many more. And this skill is needed in public speaking to express the feeling or thought of a person. It will help them to get a better way to send messages to another in directing sentences.

3. Verbal Communication

Verbal communication refers to the exchange of information through spoken words, including language, tone, and inflection. The study of verbal communication draws on various theoretical frameworks from linguistics, psychology, and communication studies. In accordance with Kusumawati (2019) verbal communication is any mode of communication that involves the use of words, such as conversation or writing. One of the central theories in the study of verbal communication is the Sapir-Whorf hypothesis, which proposes that the structure of language shapes our perception of reality. According to this theory, language influences how we think, perceive, and experience the world around us. For example, different languages may have different words or structures to describe the same concept, which can affect how speakers of that language understand and interpret that concept. Another important theoretical framework in the study of verbal communication is speech act theory, which focuses on the ways in which language is used to perform actions, such as making requests, giving orders, and making promises. According to this theory, speakers use language not only to convey information, but also to accomplish specific goals or tasks. Finally, the study of verbal communication draws on theories of communication competence, fer to the ability to use language effectively in a given context. ication competence involves not only the ability to convey information