A. Research Background

As a human being, people do many kinds of activities. One of those activities is communication. It is used to fulfill the human’s needs. In terms of communication, language plays a role as a way to express thought and desire. Language not only influences the process of communication but also the participant who takes or perceives a role in order to make the communication run well. Besides language, the participant is the key to complete the process of communication. The participants are divided into two roles, they are a hearer and a speaker. When people communicate to others, they use some expressions such as asking, commanding, requesting, ordering, prohibiting, suggesting, etc. Those expressions are under the directive speech act (Searle, 1969).

Commanding is one kind of speech acts which is often used in daily life especially in communication. This speech act occurs when people say to somebody that he or she must do something for them. The speaker cannot just command the hearer in expressing command speech act, but he or she expects the positive result from the hearer in pleasant and polite form. Knowing the phenomenon, there are some strategies that can be used in uttering command expression; namely by using directness, indirectness and some politeness strategies. In some considerations, the command speech act is expressed based on the situation when the speaker talks, where the conversation occurs and to whom
the speaker talks to. By considering those factors, the speakers can maintain their relationship with the hearer.

The researcher is interested to analyze the command expression because this expression often happens in human daily life. It can be seen in the conversation between a father and a daughter, a mother and a son, a father and a mother, a manager and an employee, a boss and a maid. That is the reason why the command expression is applied in order to show the intention of the speaker toward the hearer. The researcher finds that *The Help* novel contains the subordinate and the superior characters. It is between the bosses and the maids. The conversation which is employed by the characters in the novel embodies the real communication between the characters in the daily life.

*The Help* is the American fiction novel which portrays the life of the maids and their boss. Here, the maid represents Black American people and the boss is a White American people. The story contains race discrimination. This novel story is inspired by Kathryn Stockett’s grandfather storytelling dealing with the condition in 1960’s, Mississippi, United States. This novel is unlike the other Black American race novels which the writer derives from Black people. Since this novel becomes the New York Times bestseller, it is then produced in a movie. The movie version of this novel was released in 2011.

There are some politeness strategies expressed by the characters in delivering command based on Brown and Levinson theory. Here is an example to clarify the background of study
Miss Leefolt: “Get the house straightened up and then go on and fix some of that chicken sald now.”

Aibileen: (She was preparing all the needs including making chicken salad this morning and ironing a tablecloth yesterday)

Miss Leefolt: “And you make sure Mae Mobley’s not coming in on us, now, I tell you, I am so burned up at her tore up my good stationery into five thousand pieces and I’ve got fifteen thank-you notes for the Junior League to do…”

Aibileen: (She manages everything for Miss Leefolt’s friends. Then, she takes a good crystal and arranges the silver eating utensils).

This conversation occurs at Miss Leefolt’s house. Since Aibileen is Miss Leefolt’s maid and she is a Black woman, while Miss Leefolt comes from white family. At that time, there is a bridge club meeting on every fourth Wednesday of a month. Aibileen prepares everything including making chicken salad in the morning. Miss Leefolt commands Aibileen baldly in imperative form.

A command expression of the dialogue is expressed by a White woman boss. In this case, a command expression is usually uttered by the people who have higher level. Regarding to the phenomenon above, it is interesting to analyze command more deeply by connecting it to the politeness strategies and seeking reasons and the factors which influence the characters to express a command using politeness strategy in an interaction. Thus, the researcher conducts a thesis entitled “AN ANALYSIS OF POLITENESS STRATEGY IN COMMAND
B. Research Questions

1. How are the politeness strategies employed by Black and White people on *The Help* novel in delivering a command?

2. What are the reasons and the factors influencing Black and White people in delivering the command expression using a certain politeness strategy in *The Help* novel?

C. Research Objectives

The objectives of the research are:

1. To describe the politeness strategies used by Black and White people on *The Help* novel in delivering a command.

2. To identify the reasons and the factors influencing the characters in delivering command expressions using a certain politeness strategy on *The Help* novel.

D. Research Benefits

This research is expected to give benefits for:

1. The Linguistics mainstream students of English Department

   The researcher hopes that this research will give more understanding related to the study of directive speech act, particularly the command expressions which are employed by Black and White people based on the certain novel.
2. The other researchers

The researcher hopes that this research will give contribution in giving an additional reference and information regarding to the social and sociological dimension topic including race or the ethnic group in United States.

E. Research Limitation

Although there are the other expressions in The Help novel such as asking, telling, and warning, but command expression is frequently employed by both the Black and White characters. Thus, the researcher only focuses on a sub-type of directive speech act, it is command expressions. The researcher tries to identify the difference of command expressions which are uttered by the Black and the White characters. Since, it is also regarding to the ethnic group in United States.

F. Research Methodology

This research employs descriptive qualitative method. The procedures in conducting the research are collecting, classifying, and analyzing the data, then drawing the conclusion from the data analysis. The data of this research are the conversation between Black and White people dealing with the command expressions in the novel which is entitled The Help. The researcher uses purposive sampling as the sampling technique. It means that the data which are appropriate to certain criterion are going to be chosen and analyzed. The further explanation of research methodology is presented in Chapter III.
G. Thesis Organization

This research consists of five chapters, and each chapter is divided of further division. This research is organized systematically as follows:

CHAPTER I : INTRODUCTION, consists of Research Background, Research Question, Research Objectives, Research Limitation, Research Methodology and Thesis Organization.


CHAPTER III : RESEARCH METHODOLOGY, consists of Type of Research, Research Location, Data and Source of Data, Sample and Sampling Technique, Technique of Collecting Data, Technique of Analyzing Data, and Data Coding.

CHAPTER IV : ANALYSIS AND DISCUSSION, consists of Introduction, Data Analysis and Discussion.

CHAPTER V : CONCLUSION AND SUGGESTION

BIBLIOGRAPHY

APPENDICES