

# CHAPTER I

## INTRODUCTION

### 1.1 Background of Study

Humans are social beings who require language for interaction and socialization to fulfill their needs. Based on this fact, people possess distinct language functions that they may employ in various circumstances. Roman Jakobson (1960, p. 4-7) has defined six language functions: Referential function, Poetic function, Conative function, Phatic function, Metalingual function, and Emotive function.

People utilize the Emotive function of language, which is also referred to as the expressive function, to express the feelings or emotions the speaker encounters regarding a particular issue. The expressive function of language displays a wide range of positive and negative expressions. Pointedly, the speaker's negative expressions can be in the form of complaint expressions. According to Searle (1979, p. 15), complaint expression conveys the speaker's support and condemnation of action. The complaint expression allows the speaker to express discontent, dissatisfaction, or disagreement while expressing their position on the behaviors engaged.

In this paper, the writer discusses the strategies of complaint expressions used by Loki as the main character and complaint responses by the characters in the *Loki* Television Series. *Loki* Television Series from Marvel Studios narrates a fantasy story about Loki's misadventures of the God of Mischief after he escapes

with the Tesseract in "Avengers: Endgame," resulting in a disruption in the timeline. He's taken by the Time Variance Authority (TVA) and required to fix the anomalies he created, working up with TVA agent Mobius. In their attempts to face multiverse threats, Loki struggles with his identity and forms a special connection with a female version of himself, Sylvie. The series examines topics such as fate, free will, and the effects of time travel.

Loki Laufeyson, the main character, is introduced by Marvel Studios as a god of mischief and has appeared several times as a villain and a side character in previous successful movies produced by Marvel Studios, such as *Thor* (2011), *The Avengers* (2012), *Avengers: Infinity War* (2018), and *Avengers: Endgame* (2019). Loki in the *Loki* Television Series is re-branded by making Loki, originally a side character, the main character.

Depending on the speaker, complaints can be expressed differently in each condition. In a society of native English speakers, people have specific characteristics that form complaint expressions and their responses which have significant differences from people from other cultures. Differences in the expressive use of language among every speaker arise due to variations in behaviors, values, traditions, beliefs, and cultural identities. These patterns and systems of expression are commonly portrayed in literary works. Various forms of literature can be studied in depth and thoroughly based on a pragmatic view, especially complaint strategies. Concerning the problem, the writer is interested in identifying the strategies of complaint expressions expressed by Loki in the

*Loki* Television Series as a native speaker and its responses from other characters as recipients of the complaint.

## **1.2 Research Questions**

The writer reveals the research problems that will be discussed in the "Complaint Strategies Used by Loki in *Loki* Television Series" study below:

- a. What kinds of complaint strategies are used by Loki in *Loki* Television Series?
- b. How are the complaints being responded to by the recipients of the complaint in *the Loki* Television Series?
- c. What are the factors influencing the selection of complaint strategies in the delivery of complaints by Loki and other characters' complaint responses in the *Loki* Television Series?

## **1.3 Previous Studies**

A few studies of complaint strategies have been conducted, as in Ellyawati (2018), which explained the complaint as an act based on the *Twilight* novel written by Stephani Meyer. She found that complaints can be conveyed directly or indirectly from the data. Later, she argued that a complaint could be a face-threatening and abusive act for the recipient of the complaint.

Another study by Theresia (2017) has succeeded in finding most frequent strategy used in *The Flash Season 1* is the Annoyance strategy which counted 20 times (30.7%) appearances. Nevertheless, Theresia (2017) concluded that the complainants felt irritated about the recipients of the complaint's utterances or their actions which were terrible for the complainant. This study focuses on the

most dominant strategies in which the writer can fill the gaps by adding the analysis of the responses.

Meanwhile, the study conducted by Fikri (2020) analyzed a movie entitled *Deadpool 2* and showed the different types of complaints and their types of pragmalinguistic complaints. Fikri (2020) found that the types of complaints in *Deadpool 2* Movie consist of Below the Level of Reproach (BLR), Expression of Annoyance or Disapproval (EAD), Explicit Complaint (EC), Accusation or Warning (AW), and nine types pragmalinguistic of complaints.

Furthermore, Ramdani & Indrayani (2018) examined the complaint strategies in a movie called *Two Weeks Notice*. Ramdani & Indrayani (2018) used Trosborg's complaint strategies theory and linked the findings to the functions of the complaints. They found eight strategies: Hints, Annoyance, Ill Consequence, Indirect Accusation, Direct Accusation, Modified Blame, Explicit Condemnation of the Accused's Action, and Explicit Condemnation of the Accused as a Person strategies. The functions found in the study are to finish a relationship between the participants, to maintain a relationship, and to show a negative evaluation to be repaired.

Jekti's (2018) study also presented the complaint strategies in a movie called *Nocturnal Animals*. Jekti (2018) used Trosborg's theory of complaint strategies and linked it with its functions. Four types of complaint strategies used by the characters in the movie are No Explicit Reproach, Annoyance or Disapproval, Accusation, and Blame. Three functions are found: A request for Repair, a Threat, and a Request for Forbearance.

Arafah & Kaharuddin (2019) examined the quantitative comparative research of complaints between educated English native speakers and Indonesian native speakers. They described complaint strategies from a cross-linguistic comparison perspective between two nations with the same use of English. The analysis indicated that complaints to a stranger tend to be more explicit and direct than complaints to friends or intimates for English native speakers. Meanwhile, Indonesians with higher social status tended to be more explicit and direct in saying something than those of lower status. Arafah & Kaharuddin (2019) concluded that the study showed similarities in strategy selection but differences in complaint categories, complaint moves, and linguistic expression.

Consequently, the writer discovered a study of complaint strategies based on culture. Astia (2020) investigated the use of complaint and politeness strategies by international students at Universitas Muhammadiyah Surabaya. The study comprises six participants from Mexico, Thailand, East Timor, and Togo. The students delivered the complaints by showing irritation or disapproval and blaming others. Meanwhile, the politeness strategies defined by their social distance (age and status) and cultural background most impact how they give complaints.

Furthermore, a study by Nugroho (2017) investigated the complaint strategies followed by the politeness strategies from a movie entitled *Ender's Games*. Nugroho (2017) used Trosborg and Wijayanto's theories of complaint strategies. Nugroho (2017) also used Brown and Levinson's theory of politeness strategies. He concluded that the *Ender's Games* movie has fifteen complaint

strategies, with its dominant type Being Requesting or Ordering. He also found four types of politeness strategies, with its dominant type being Bald on Record.

Irliana (2019) examined the complaint strategies and responses used by the characters in an American TV series entitled *13 Reasons Why*. Irliana (2019) used Trosborg's complaint strategies theory and linked the result with Richard and Schmidt's (1996, p. 129) theory about complaint responses. She found six types of complaint strategies. However, Irliana (2019) did not discover utterances using Ill Consequences and Indirect Accusations. Moreover, she found that the most frequent type of response is the challenge response, and the least frequent types of response are Justify, Excuse, and Apology.

With the same topic as Irliana (2019) discussed, Megawati (2016) analyzed the types of complaint strategies and the responses from the recipient of the complaint in a movie entitled *Big Hero 6*. Megawati (2016) has found six out of seven strategies of complaint strategies in *Big Hero 6*, and the total of complaint utterances is 27 utterances. Megawati (2016) also found all four types of complaint responses and presented the functions of each response. From the previous studies above, the writer decided to fill the gap in what are the factors influencing the selection of complaint strategies in the delivery of complaints and other characters' complaint responses.

The previous studies also revealed that there had not been any pragmatic study of complaint strategies and their responses involving *the Loki* Television Series as an object of research since the first episode of the *Loki* Television Series was aired in the first half of 2021. However, *Loki* Television Series was

nominated for several awards and has received positive responses from fans and audiences.

#### **1.4 Scope of the Study**

The study "Complaint Strategies Used by Loki in *Loki* Television Series" focuses on the pragmatics approach, especially on the complaint expressions uttered by Loki and the complaint responses from other characters in *Loki* Television Series. The study leads to considering the factor influencing the selection of complaint strategies and complaint responses in the *Loki* Television Series. The writer emphasizes and limits the study by choosing utterances uttered by Loki, the most dominant character in expressing his thoughts and ideas.

#### **1.5 Writing Organization**

In this research, the writer divides the writing organization into four chapters: the introduction, the theory and research method, the result and discussion, and the conclusion. The explanations of each chapter are described below.

The first chapter consists of the research introduction, which introduces and elaborates on the information to comprehend the study. This chapter contains the background of the study, research questions, previous studies, the scope of the study, and writing organization.

The second chapter consists of two points which are the theoretical framework and methods. The theoretical framework discloses the theories underlying the research of this thesis. Furthermore, the following point is the research method used to explain the type of research, type and source of data, method of collecting data, and method of analyzing data.

The third chapter will present the result of the data analysis answering the research questions that have been requested based on the theory used.

Subsequently, the fourth chapter will show the conclusion of the analysis and discussion.