

ABSTRACT

Dewiyani, Miasari. 2023. **An Analysis of Politeness Maxims Applied by Characters in “Turning Red” Movie.** English Study Program, Faculty of Foreign Languages, Mahasaraswati Denpasar University. Supervisor: Komang Dian Puspita Candra, S.S., M.Hum.; Co-Supervisor: I Gusti Ayu Vina Widiadnya Putri, S.S., M.Hum.

This study aimed to find out the types of politeness maxim and the factors that influence politeness maxim applied by characters in “Turning Red” movie. The data focused on the utterances obtained from the conversations between the characters. There are some theories used to support the analysis of this study. Those theories are the theory of Politeness Maxim proposed by Leech (1983) written in his book entitled “Principle of Pragmatics”, the theory of Social Factor Affecting Politeness by Holmes (1992) and the theory of Kinship by Wardaugh (1986). The data were analyzed by using descriptive qualitative method. There are 27 data that found in that movie however only 15 data were analyzed in this study. Based on the analysis there are 2 (7,4%) data of tact maxim, 3 (11,1%) data of generosity maxim, 6 (22,2%) data of approbation maxim, 3 (11,1%) data of modesty maxim, 6 (22,2%) data of agreement maxim and 7 (26%) data of sympathy maxim. The dominant types of politeness maxim found in “Turning Red” movie are sympathy maxim. Politeness maxims were applied by characters in the movie because of the contexts situations (the relationship between participant, setting, topic, function) and social factors such as; age, gender, and social status (education, occupation, wealth) and kinship term.

Keywords: *Politeness Maxims, Contexts of Situatuion, Movie.*

UNMAS DENPASAR