

## ABSTRACT

Anjeli Rupeani Chandra Dewi, Ni Wayan. 2023. **An Analysis of Politeness Strategies in The Animation Movie “Encanto”**. English Study Program, Faculty of Foreign Languages, Mahasaraswati Denpasar University. Supervisor: Dr. Putu Nur Ayomi, S.S., M.Hum. Co-supervisor: Komang Dian Puspita Candra, S.S., M.Hum

Politeness is applied to develop a good communication and relationship with the others. This study focuses on analyzing the politeness strategy used by the main character in the animation movie “Encanto”. This study used the theory presented by Brown and Levinson (1987) to analyze the types of politeness strategies and theory delivered by Holmes (1992) to search for the sociological factor that influence the use of politeness strategies in the animation movie “Encanto” . This study used a descriptive qualitative method to analyze the data with the data collected using the observation method. Among the four types of politeness strategies, positive politeness strategy is the most dominant data found in the animation movie “Encanto”, there are 20 data with percentages of 41%. This strategy is divided into 9 categorizes. Next, the second position is negative politeness strategy. There are 12 data with percentage of 25%, this strategy is divided into 5 categories. Those are being indirect with 2 data, hedges or question with 3 data, be pessimistic with 1 data, minimize the imposition with 4 data and apologize with 4 data. The third rank among four types of positive politeness strategies is bald on record strategy. There are 11 data with percentages 22%. The data found in this strategy divided into 5 categories. The strategy rarely used by the main character is off record indirect strategy. There are 6 data with percentages 12% found in the animation movie “Encanto”

Keywords: *pragmatics, politeness strategy, movie, sociological factor*