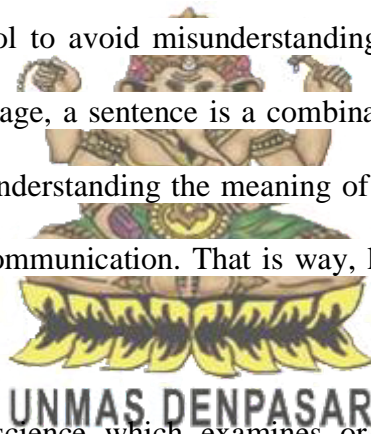


CHAPTER I

INTRODUCTION

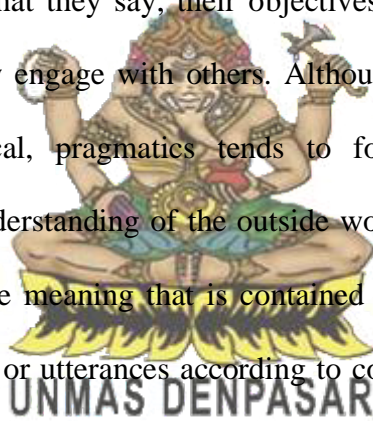
1.1 Background of Study

Communication is an activity to spread the information to each other, people communicate using language. In language, a sentence is a combination of words that already have meaning. According to Santoso (1990), language is a series of sound produced by a conscious human being that carries meaning. We need language as a tool to avoid misunderstanding when interacting with each other. As part of language, a sentence is a combination of words constituting of phrases and clauses. Understanding the meaning of sentences can help people to achieve a successful communication. That is way, language is very important in human life.



The part of science which examines or studies languages is called linguistics. It can study regional languages, Indonesian, or foreign languages. Linguistics includes the exploration of all linguistic aspects as well as instructional techniques and modifying it. Phonetics, phonology, morphology, syntax, semantics, and pragmatics are some of the scientific disciplines that make up language analysis. These categories all essentially correspond to elements of human linguistic systems like sounds and minimum units (phonemes, words, and morphemes), phrases and sentences, and meaning and usage. This research is focusing on the study of pragmatic.

Pragmatics is study of the practical aspects of human action and thought. Pragmatics is also the study of the use of linguistic signs, words and sentences, in actual situations. According to Levinson (1983), “Pragmatics is the study of the relations between language and context that are basic to an account of language understanding.” Finally, pragmatics addresses how people utilize language for a variety of goals based on their skills and needs. In studying linguistics, especially pragmatics, there are a number of benefits and drawbacks. According to Yule (1996), one benefit of pragmatics is that it enables people to talk about the implicit meaning of what they say, their objectives, and the kinds of behaviors they exhibit when they engage with others. Although pragmatics and semantics are essentially identical, pragmatics tends to focus on how our semantic knowledge and our understanding of the outside world interact. While semantics literally investigates the meaning that is contained in words, pragmatics studies the meaning of speech or utterances according to context. This indicates that the primary focus of pragmatics is on how context, language use, and interpretation are used in communication.



In pragmatics there is a concept called politeness strategy. Politeness includes many things, such as; investigating the chronological progress of politeness in normal reactions, studying pragmatic cross-cultural and misinterpretation, face and politeness speaking ethnography in various situations & cultures, courtesy strategies as providing force consistency of certain types of reactions in a context (Jabur, 2019). This may include some image repair

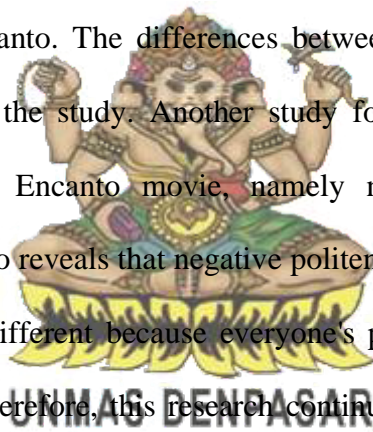
strategies on the part of the person getting the Face Threatening Act or FTA (Ayomi, et.al., 2022).

According to Brown and Levinson (1993:1), politeness strategies have a role to save the hearer's "face". The word "face" refers to the respect that a person has for him/herself that is useful for maintaining that "self-esteem" in public or in certain situations. Usually, people try not to embarrass other people, or make them feel bad. According to Lakoff (1975), politeness as a method intended to facilitate interpersonal relationship interactions through reduced potential divergence and arguments inherent in all human exchanges (see also Ayomi, 2021). When talking about politeness strategies that also talking about FTA. FTA is acts that violate the rights of hearer's who need to maintain their dignity, their self-esteem and also respected by other individuals. Politeness strategies are developed for many purposes. However, its main objective is to deal with these FTAs. There are four types of politeness strategies, described by Brown and Levinson in a book entitled "Politenes: Some Universal in Language Usage" which summarizes human "politeness" behavior. These strategies are bald on record, positive politeness, negative politeness, and off record-indirect strategies. It is chosen to analyze because when the Speaker doing FTA's, it will express to him/her feeling and influencing him/her respond. That is way the politeness strategies is focusing on highlight friendliness and camaraderie between the speaker and hearer.

The norm of using politeness can also be observed in a noble. In this study, the politeness strategies in "Encanto" movie will be analysis. "Encanto" is

a movie that was directed by Byron Howard and Jared Bush. In Indonesia this movie was released on November, 24th 2021. The main character in this movie is Mirabel. “Encanto” is a story about Madrigal family who has magic power that live behind the Colombia Mountain, the place is spectacular and wonderful called “Encanto”. When Mirabel was learned the family's magic “Encanto”, their magic is dying, Mirabel was tried to get the reason of what was happened to save her family and the house.

There is another study that already discusses Politeness Strategies in the Animation Movie Encanto. The differences between these studies can be seen from the problems of the study. Another study focused only on one types of politeness strategy in Encanto movie, namely negative politeness strategy. Although this study also reveals that negative politeness strategy can be verified if data analysis is very different because everyone's perspectives differ in dealing with each problem. Therefore, this research continues to focus on four types of politeness strategies in the Animation movie Encanto. The reasons why this movie is analyzed is because this movie is animation or cartoon that should have good characterization because the viewers of this movie is dominated by children and also the parents of the children. Therefore, this movie should contain positive benefits that can be good example to the children or their parents. The politeness strategies in movie especially in “Encanto” movie is important to be analyzed because we can know about the characterization of Encanto's main character and how to save people ‘face’ and avoid the FTA's. That is why we should know

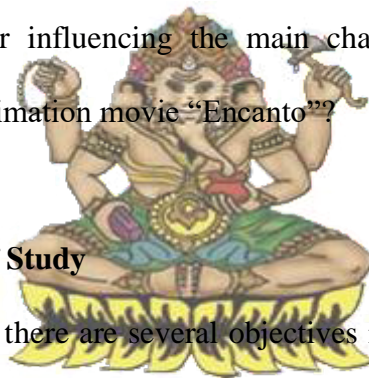


about politeness strategies found in “Encanto” movie to make good communication and respect each other in social life.

1.2 Problems of Study

The author would like to analyze the politeness strategies in the animation movie “Encanto”. The author found problems that could be analyzed such as:

1. What types of politeness strategies are used by the main character in the animation movie “Encanto”?
2. What is the factor influencing the main character’s choice of politeness strategies in the animation movie “Encanto”?



1.3 Objectives of Study

In this section there are several objectives in the study that should relate to the problem of study, as follow:

1. To identify the types of politeness strategies that are used by the main character in the animation movie “Encanto”
2. To analyze the factors that influence the main character’s choice of politeness strategies in the animation movie “Encanto”

1.4 Limitation of Study

This study is focusing on identifying the politeness strategies used by the main character in the animation movie “Encanto”. The main character in this movie is Mirabel. The types of politeness strategies that analyzed are delivered by Brown and Levinson (1987) such as: The bald on record strategies, positive politeness strategies, negative politeness strategies, and off record-indirect strategies. Furthermore, this study also analyzes the factors that influenced the main character when applying politeness strategies in the animation movie “Encanto”. For analyzing the factor that influenced the main character when applying politeness strategies, the theory presented by Holmes (1992) is used.

1.5 Significance of Study

The author expects that this study could be useful for everyone who wants to learn about pragmatics such as student or other authors. There are several advantages that could be found after or while reading this study. The advantages can be divided into two types, these are:

1.5.1 Theoretical Significance

There are several advantages that could be found in this study, these are to expand the knowledge about pragmatics especially about politeness strategy. By reading this study, the reader also could know the factor that influenced the main character that found in animation movie “Encanto”. However, the other authors know and improve their English vocabularies.

1.5.2 Practical Significance

There are several advantages that readers could get when reading this study, such as the reader know about pragmatics especially about politeness strategy and the kinds of politeness strategies and then, the readers were utilizing the use of politeness strategies. In addition, the readers were applying to respect and save hearer face in public or personal situations.



CHAPTER II

REVIEW OF RELATED LITERATURE, CONCEPTS, AND THEORIES

This chapter is divided into three sub chapters such as, review of related literature, concepts and theories. The first, the sub chapter is review of related literature. This sub chapter contains the reviews of the previous study with the same topic. The second, sub chapter called concept. This sub chapter explains briefly about some terms that contain in this study. The last sub chapter is theories. This sub chapter contains the explanation about the theory that author used to analyze and finish this study.

2.1 Review of Related Literature

Related to this study, there are some previous studies that has similar topic about politeness strategies. This study used five different studies to be review that consist of two theses and three articles, these are:

The first review of related literature was taken from thesis about politeness strategy was done by Dewi (2020) with the title “An Analysis of Politeness Strategies, Reflected by Lady Gaga in the Talk show “Google Goes Lady Gaga”” This study concerned with the conversation uttered by Lady Gaga in talk show “Google Goes Lady Gaga”. The aim of this study is to analyze the types of politeness strategies used in conversation between the audience and Lady Gaga and analyzed the reason of applying the politeness strategies conducted in the talk show video “Google Goes Lady Gaga” This study used descriptive qualitative method to describe and elaborate the answer of the problems being questioned.

Descriptive study was applied in elaborating the data. The method applied in presenting the data were formal and informal method. Formal method was used when presenting the percentages of politeness strategies in a pie chart and a table accomplished with description which purposed to notify the reader which one is the most common data that found in Google Goes Lady Gaga. The informal method was presented purely by sentences and description. The data were taken from observation method, from 56 utterances found in this talk show video. This study used the theory presented by Brown and Levinson (1987) to answer the problems of study. This study concludes that there were four types of politeness strategies used namely; bald-on record, positive politeness strategy, negative politeness strategy and off-record indirect strategy, found in the data source. Furthermore, the influencing factors underlying the strategy were divided into two factors such as; payoffs with four sub-factor and sociological variables factor with three sub-factor. The conclusion of this study was that all influencing factors are found except one sub-factor of social variables.

The second review was taken from another thesis that has similar topic about politeness strategies that was written by Laksmiati (2020), entitled “An Analysis of Politeness Strategies used in Trip Advisor Review of Prime Plaza Suites Sanur Bali” This study concerns with positive politeness strategies used by the guest in Trip Advisor review of Prime Plaza Suites Sanur Bali. This study's objective is to identify the kinds of politeness strategies used in Trip Advisor review of Prime Plaza Suites Sanur Bali and to analyze the influencing factors. This study used qualitative method to answer the problem of study. To answer the

first problem, this study used theory delivered by Brown and Levinson (1987) which is about types of politeness strategies. For the second problem of the study, it used the theory that proposed by Holmes (2001). This study used table to show the occurrence of politeness strategies clearly found in the review. All the data contain four parts of politeness strategies are used by guest become the result of this study. Those are: Bald on record strategy (15%), Positive Politeness Strategies (75%), Negative Politeness Strategy (5%), and the last is Off –Record Indirect Strategy (5%). The Positive Politeness Strategies were dominant and become the strategy most widely used the guest in writing the review in giving a feedback. Besides that, the four components of social factor theory found in each review in Tripadvisor. The components were: participants of interaction, setting of context social of interaction, topic of interaction and function of interaction. Every review conducted all factors influencing in the use of politeness strategies.

The next study that in form of article was proposed by Pebriyani, Maharani and Utami (2022) entitled “Politeness Strategy Analysis on Expressive Utterances Found in “Land before Time XIV” Movie.” The purpose of this study was to determine the politeness strategies applied in expressive utterance produced by the characters in the movie entitled “Land before Time XIV”. The data for this study were taken from movie uploaded on the Dailymotion website and movie scripts downloaded from the Fandom website. This study uses two theories, first from Brown and Levinson (1987) regarding politeness strategies to determine the types of politeness strategies applied in expressive speech in movie. The second theory from Searle (1969) regarding expressive functions is to find

out what types of expressive functions are contained in utterance, the method used to analyze the data in this study is a qualitative research method. The findings from this study are that all types of politeness strategies are applied in the utterance produced by the characters in the movie “Land Before Time XIV”. In addition, all characters express some functions of speech, such as: showing regret, showing acceptance, appreciation, praising, condoling, complaining, and criticizing.

The fourth study is an article written by Putri and Nurita (2021) with the title “Face Threatening Act and Politeness Strategies on Public Communication in Singaraja-Bali” This research was conducted to establish the Law on Threatening Faces and politeness strategies that people use in daily communication. There is another meaning or indirect meaning from the utterances that speaker said. Therefore, pragmatic studies can define and analyze this language study. Politeness strategy is a pragmatic study conducted to respect interlocutor in communication. Threatening the face is an act that threatens someone's face. Any face threats that occur regularly in everyday interactions are often suggested and justified by politeness. Join this research is an interaction of Singaraja society. In this situation, interactions' data are collected and qualitatively assessed in accordance with the theory of FTA, which was put forth by Brown and Levinson in 1987. According to data analysis findings, there are two categories of face-threatening acts, these are: Positive FTA and Negative FTA. In applied, four politeness strategies were found in social interaction, The First, conducting FTA

directly (on record); second, do FTA indirect (off record); third, use positive politeness strategies, and fourth, use negative politeness strategies.

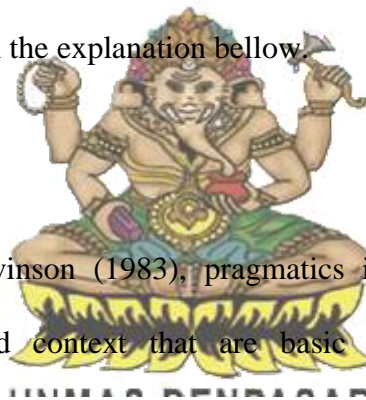
Another study that has similar topic was delivered by Parmita and Putri (2023) entitled “Positive Politeness Strategies Used by Visitor in Tripadvisor Review of Garuda Wisnu Kencana Cultural Park”. This study aimed to identify if visitors to Garuda Wisnu Kencana Cultural Park used positive politeness strategies. The theory of Brown and Levinson (1987) regarding the various politeness techniques was employed in this study as the basis for a descriptive qualitative method to depict the data. According to theory, only six of the six sub-strategies in positive politeness were used by the visitor when giving a review: (1) Exaggerate (interest, approval, sympathy with H), (2) Intensify Interest to H, (3) Seek Agreement, (4) Offer Promise, (5) Give or Ask Reason, and (6) Give Gifts to H Goods, Sympathy, Understanding, and Cooperation. As a result, the visitor employs a gracious approach to express their feelings while visiting Garuda Wisnu Kencana Cultural Park.

Those are all of the previous studies that has similar topic about politeness strategy but not only about politeness strategy, there are study that also discuss about FTA and expressive functions. All of the previous study used theory delivered by Brown and Levinson (1987) to answer the first problem of the study which is about politeness strategy. There is a study used other theory those are; theory from Searle (1969) about expressive functions, theory from Holmes (2001) to analyze the factor affecting politeness strategy. The data source that they used is different. Two of them used the data from review of Tripadvisor and one of

them use movie as the data source and another author used the data from daily communication in Singaraja-Bali. For the method of collecting data is same, which is using observation method. All of the studies were using the descriptive qualitative method to analyze the data source.

2.2 Concepts

This study consists of some terms that helpful to make the explanation clearly about the main topic. The terms should be defined to avoid the misunderstanding and confusion when reading this study. All of the terms definition shows trough the explanation bellow.



2.2.1 Pragmatics

Based on Levinson (1983), pragmatics is the study of the relations between language and context that are basic to an account of language understanding. Pragmatics focuses on inferred meaning perceived by the speaker and listener, who use manner, place, and time of an utterance to create meaning.

2.2.2 Politeness Strategy

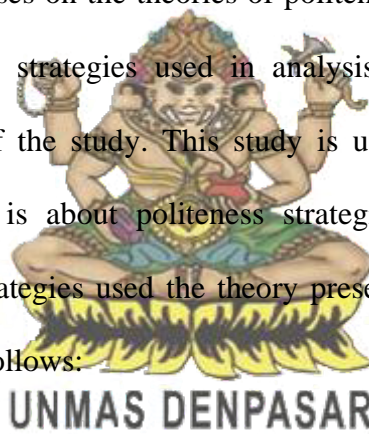
Politeness is serves to avoid conflicts between speaker and hearer. According to Brown and Levinson (1987) politeness strategies aims to preserve the hearers “face” and minimize the used of FTA. Face is the maintenance of one’s “self-esteem” in public or private contexts.

2.2.3 Movie

According to Oxford Learner's Dictionaries (2015), movie is a combination of melody moving images that are projected in a theater, on television, or on another device to tell a tale.

2.3 Theories

This part focuses on the theories of politeness strategies and factors that affecting of politeness strategies used in analysis. The theories are going to answer the problem of the study. This study is using theory from Brown and Levinson (1987) that is about politeness strategies and for the factors that affecting politeness strategies used the theory presented by Holmes (1992). The theory is delivered as follows:



2.3.1 Types of Politeness Strategies

According to Brown and Levinson (1987), there are four main types of politeness strategies such as: bald on-record strategies, positive politeness strategies, negative politeness strategies, and off-record indirect strategies. The realization was used when doing the four types of politeness strategies. The speaker will most likely the person whom he or she is speaking to, embarrasses them, or make them feel a bit uncomfortable. The detailed information about four types of politeness strategies, those are:

2.3.1.1 Bald On-Record Strategies

Bald on-record strategies generally make an effort to downplay the danger to the addressee's face. The bald on record strategy, as defined by Brown and Levinson (1987), a straightforward method for conveying ideas in a straightforward, plain, unambiguous, and conditions of certainty without any effort to minimize the imposition. People who are intimately familiar with others and feel at ease in their surroundings, such as close friends and family, frequently use these tactics. There are the realizations of bald on-record strategies, as follow:

1. Maximum Efficiency

This is commonly notable to both the speaker and the hearer, so no face redress is permitted. Throughout this case, redress might actually reduce the expressed urgency.

Example: *Watch out!* (Brown and Levinson, 1987: 96)

2. Requesting

This strategy is usually used for the speaker to requesting or get what they want to the hearer. It usually deals with imperative sentence.

Example: *Put your jacket away!* (Brown and Levinson, 1987)

3. Sympathetic Advice, or Warning

This strategy is usually used in doing FTA, S conveys that he or she does care about Hearer, it uses direct command to the hearer without softening the threat.

Example: *Your slip is showing* (Brown and Levinson, 1987)

4. Task Oriented

This strategy used when Speaker directly order the Hearer to do what they want to them do.

Example: *Give me that!* (Brown and Levinson, 1987)

5. Power Difference between Speaker (S) and Hearer (H)

This strategy used if there are power differences between S and H, but S's power is greater than H and S does not have to redress the expression in order to satisfy H's face.

Example: *Bring me the note, Jhon.* (Brown and Levinson, 1987)

2.3.1.2 Positive Politeness Strategies

Based on Brown and Levinson (1987), positive compared to negative politeness strategies are favored. Positive politeness, as is widely recognized, emphasizes the necessity of an association between the Speaker and the Hearer and is focused on a person's positive self-image. This strategy is used to minimize the distance between them by expressing friendliness and interest in hearer's need to be respected. This strategy is widely applied in social circles or situations wherever acquaintances are present. There realizations of positive politeness strategies can be seen in the following sub strategies:

1. Exaggerate (Interest, Approval, Sympathy with Hearer)

This strategy is typically employed to stress the H's feelings of interest, approval, or sympathy. This strategy is applied by the Speaker to maintain the hearer's positive outlook. The Speaker can achieve this by utilizing an exaggerated expression, stress, and intonation. (Brown and Levinson, 1987)

Example: *What a fantastic garden you have!*

2. Intensify Interest to the Hearer

By enhancing the hearer's interest in the speaker's contribution, this strategy is another way for the speaker to communicate that they share certain goals with them. By telling a compelling story, the Speaker can use this technique to focus the Hearer's attention to the discourse. (Brown and Levinson, 1987)

Example: *You'll never guess what he told me last night.*

3. Use in Group Identity Markers

This strategy is taken by the S to express intimacy and solidarity with the H. As the speaker refers to the hearer as guys, darling, dear, or even simply by his or her well-known nickname, the hearer's pleasant expression is preserved.

Example: *What are you doing guys?* (Brown and Levinson, 1987)

4. Avoid Disagreement

This strategy is used for the speaker to save the hearer's positive face by hiding disagreement and directly say no. (Brown and Levinson, 1987)

Example: *What is she, small?*

Yes, yes, she's small, smallish, and um, not really small but certainly not very big.

5. Offer, Promise

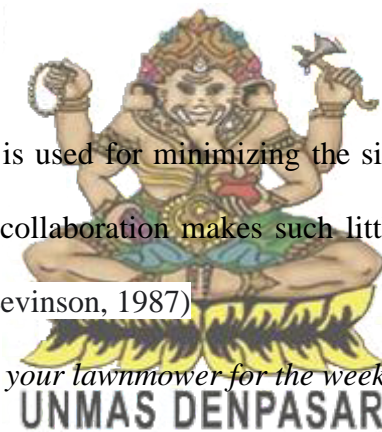
This strategy is for S may claim that whatever H wants, S wants for him and will help to obtain. It is another way, in order to address the potential threat of some FTA's.

Example: *I'll call you back soon.* (Brown and Levinson, 1987)

6. Be Optimistic

This strategy is used for minimizing the size of face threat or even that Speaker and Hearer's collaboration makes such little things possible to take for granted. (Brown and Levinson, 1987)

Example: *You lend me your lawnmower for the weekend, won't you?*



7. Include Both S and H in the Activity

This strategy is used for inclusive form such as “we”, when S really means “you” or “me”

Example: *We have to go now.* (Brown and Levinson, 1987)

8. Give or Ask the Reason

This strategy is used for situation where S give as to why he/she wants. S and H add that giving the reason is way implying “I can help you” or “You can help me” and assuming cooperation, a way of showing help is indeed.

Example: *Why didn't you do the dishes?* (Brown and Levinson, 1987)

9. Give Gifts to H (Goods, Sympathy, Understanding, Cooperation)

This strategy is used when S may satisfy H's positive face wants by giving gift but not only tangible gift that can we seen but there are also intangible things or human relation wants such as the desires many things, including to be loved, heard, cared about, and understood.

Example: *I'm sorry to hear that.* (Brown and Levinson, 1987)

2.3.1.3 Negative Politeness Strategies

The strategies that oriented towards the hearer's negative face and emphasize avoidance of imposition on the hearer. By attempting to avoid imposition from the speaker, the risk of face-threat to the hearer is reduced. Negative politeness strategies is desire to have freedom action. Some strategies that belong to the realizations of negative politeness strategies, as follow:

1. Being Indirect

This strategy is including indirect speech acts. The speaker wants to achieve what they want with indirect request and not impose to the hearer.

Example: *I'm looking for the comb.* (Brown and Levinson, 1987)

2. Hedges or Question

This strategy is consisting of the way make minimal assumption about H by not giving the straight answer to the H. (Brown and Levinson, 1987)

Example: *Do me favor, will you?*

I rather think it's useless

3. Be Pessimistic

By subtly conveying skepticism about the circumstances necessary for the Speaker's utterances to be appropriate, this strategy attempts to make up for the Hearer's unfavorable appearance. (Brown and Levinson, 1987)

Example: *I thought you'd never pass the test*

4. Minimizing the Imposition

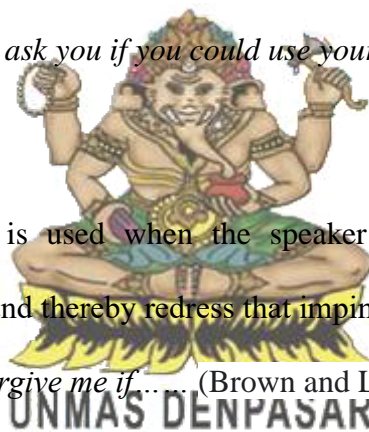
This strategy is applied for defusing FTA is to reduce the burden. . (Brown and Levinson, 1987)

Example: *I just want to ask you if you could use your computer.*

5. Apologize

This strategy is used when the speaker admit the impingement on hearer's negative face and thereby redress that impingement by apologizing.

Example: *I hope you forgive me if.....* (Brown and Levinson, 1987)



2.3.1.4 Off-Record Indirect Strategies

The strategy of doing off-record is to express something general or different than the speaker's true meaning and relies on the hearer's interpretation to have the speaker's purpose get conveyed. This strategy is very indirect, and involves the breaking of conversational norms to imply a particular recommended course of action. There are the realizations of off-record indirect strategies:

1. Give Hints

This strategy is applying when the speaker says something that is not explicitly relevant, he or she invite hearer to search for an interpretation.

Example: *It's cold in here.* (Brown and Levinson, 1987)

2. Presuppose

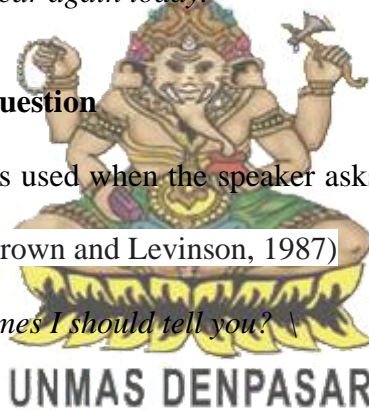
This strategy is applied if S interacts to H in this approach, which could implicate criticisms. (Brown and Levinson, 1987)

Example: *I washed the car again today.*

3. Using Rhetorical Question

This strategy is used when the speaker asks a question with no intention of obtaining answer. (Brown and Levinson, 1987)

Example: *How many times I should tell you?* \



4. Using Metaphor

Brown and Levinson (1987), outline this strategy is applying when speaker utters an utterance which is the meaning is not the literary meaning because there is hidden meaning behind it.

Example: *He is a real fish, he swim faster like a fish*

5. Be Incomplete

This strategy is used elliptical utterances are legitimated by various conversational context in answer to question. (Brown and Levinson, 1987)

Example: *It's okay, she is my.... Doesn't matter, let's go*

2.3.2 The Factors Influencing the Use of Politeness Strategies

The politeness strategies are influenced by several factors. One of them is social factor. The context of situation and social factors such as: participants, setting, and topic are influenced to the character expressing the politeness strategies because these are the basic component of why people no speak in the same way all the time. Based on Holmes (1992) the expression of politeness is based on some factors such as; age, gender, kinship and social level. The detailed information about factor influencing the use of politeness strategies explains bellow:

1. Age

According to Holmes (1992), age has important rule in influencing the politeness expressions because the young people have to speak politely and using the right utterance to the older people. Age can be considered very influential on people's language or the word choice.

Example: *Excuse me mam, could you tell me what time is it?*

2. Gender

Gender is crucial factor to be taken into account when dealing with politeness problem. Based on their gender people will talk differently, woman and man, woman and woman, man and man. They talk differently can be seen from the word choices and the topic also (Holmes, 1992)

Example:

Woman and Woman : *Goodness you cut your hair, you look so beautiful*

3. Kinship

The kinship indicates blood relationship between the speaker and the hearer. Kinship is family relation which obligates to respect each other.

Example: A: *Hi mom*

B: *Hi you are late again* (Holmes, 1992)

4. Social Status

The social status is determined by occupation, education, wealth and many more. It is relevant dimensions in all societies in determining ways of speaking politely (Holmes, 1992)

Example: A: *Good Morning Sir*

B: *What are you doing today?*

