

CHAPTER I

INTRODUCTION

1.1 Background of the Study

Communication is important part of the human life (Zakaria, 2022). It can be defined as the process to share information to one another. It also used to understand what people meant in daily life. In doing the communication process, people need a tool that is called as a language (Silitonga, 2022). Language is a special property of human that is used to socialize with other people through communication (Trifani, 2023). In the process of communication, it gives effects for both of the speaker and hearer and effected upon one another. Language has a vital role in the society since it has function to convey message that is consist of information about people in society, idea, things, and correlation between them. According to Batubara et al (2022), language delivers people's utterances, opinion, and thought that are organized and used in the society. Paying attention to the other's situation is important so that our goals and needs are conveyed well.

Pragmatics is a study of language which focused on grammar, gives insight to the use of language, and highlighting the linguistic decision of each individual in the society. It analyzes several phenomenons such as speech act, presuppositions, and, politeness explaining how the cues shaping the meaning in communication (Muliarta & Ardiantari, 2024). It is necessary to understand the rule of politeness in order to have communication towards other people. People often have tendency to give different politeness when they talk to someone older, the same age, or someone who is younger than them. It is important to pay attention and have a

strategy of politeness in order to maintain a good relationship with people surround us (Rovita&Gulo, 2022). Politeness is a part of Pragmatic where it studies about how people communicate politely based on several factors such as, relationship between the speaker and hearer, the age and power or social status (Ariana & Febrianti, 2024). However, people often find difficulties when they have communication to other people, especially when it comes to reject an offer or invitation. Moreover, people have to pay attention to their language to reject someone. It also the way of maintaining good relationship with other people through communication by implementing the politeness strategy.

Politeness strategy is a strategy to maintain each other face's so both of the parties that involved in communication can respect each other and achieve the goal of communication. According to Brown and Levinson (1987), A politeness strategy can be defined that the different way of people use to keep maintaining the social interactions and respect the dignity or "face" of both themselves and others. "Face" encompasses an individual's social identity or self-worth in a communication, which can be at risk of being challenged in many ways during communication. Understanding politeness is very important, especially when interacting with each other in the society (Mukharomah & Sumanto, 2023). Most of the society think that politeness is simply about how we say sorry, ask for help, excuse, and say thank you. However, implementing politeness in social life, must be followed the rule of politeness. Being polite in linguistic means that we know how to speak properly to the interlocutor in a right time and the right place. People have to aware the context

of situation in doing communication and think about which politeness strategy can be applied in the communication based on the context.

According to the theory proposed by Leech (2014), Politeness strategy is divided into two parts, Neg-Politeness and Pos-Politeness. Neg-Politeness is applied in order to minimize and reduce the possibility of being offended when the speaker utters a direct order to the interlocutor. Rather than delivering order in a bluntest form, such as *Follow me* which sounds authoritarian, Neg-Politeness can be used to soften it into *Can you follow me, please*. This indirect order is being uttered in question form and also respecting the interlocutor. On the other hand, Pos-Politeness by Leech can be in a form of invitations, congratulations or compliments. Pos-Politeness is also often applied to neutralize of an imbalance which occurs when the situation is favoring the speaker and disfavoring the interlocutor such as in Thank-you and apologizing where the interlocutor owes a sorry to the speaker. The simple example of Pos-Politeness in daily life is imposing an invitation to the interlocutor in a polite way, such as *You must come to my birthday party and I won't take no from you*. This can be done when the speaker insists something yet still in a generous way and maintains the relationship with the interlocutor. When the politeness strategy is understood by the society along with the context of situation understanding, then maintaining relationship and respecting each other as the goal of politeness can be achieved very well.

Understanding the context of situation is not only important in daily life, but also when watching movie. Context of situation can be understood by roles in a

movie, especially through the communication which they have in a movie along with the expression that represent the emotion of each character. It means that the use of language also impacting the expression of each character in a movie. Analyzing the type of politeness also can be done in several media such as movie. This study aimed to analyze the type of politeness strategy and use movie as the data source. Conducting research on these factors is essential to comprehending the utterance applied in interactions and interpreting it accurately within the given context. Since both speakers and listeners inadvertently pose a threat to each other's face during conversations, their language use must be appropriate to prevent face-threatening acts (FTA). This study wants to analyze the politeness strategy in movie entitled *Persuasion* and focuses on the type of Pos and Neg-politeness that can be found in utterance of the characters in *Persuasion* movie.

The movie entitled *Persuasion* is released in 2022, starring by several well-known actresses and actors such as Dakota Johnson as Anne Elliot, Cosmo Jarvis as Frederick Wentworth, Henry Golding as William Elliot and more. This movie is an adaptation from Jane Austen's novel in 1817 with the same title as the movie. The movie tells about Anne Elliot which had a broken-heart due to the break up with his beloved, Frederick Wentworth. This break-up happened because the different social status between both of them.

This study stipulated *Persuasion* movie as the data source since the movie took setting in England in early 19th. In this era, the social status still influencing the way people talk to each other. It often creates numerous indirect speech,

modesty, and formality. Other than that, this movie has many interactions across the social classes, family relation, romantic relationship which create natural background context for politeness strategy.

1.2 Problems of the Study

Based on the Background of the study above, the problems of the study are presented as follows:

1. What are the types of politeness strategy found in *Persuasion* movie?
2. What are the factors that influencing the choice of the Politeness Strategy by the character in *Persuasion* movie?

1.3 Objectives of the Study

In harmony with the problems of the study, the objectives of the study are formulated as follows:

1. To find out the type of politeness strategy found in *Persuasion* movie.
2. To analyze the factors that influencing the choice of the Politeness Strategy by the speaker in *Persuasion* movie.

1.4 Limitation of the Study

The scope of this study is to know the politeness strategy and the factors that influencing the choice of the politeness strategy by the speaker in *Persuasion* movie. It involved the theory that is proposed by Leech (2014) to analyze the type of politeness strategy such as: Pos-Politeness strategy and Neg-Politeness strategy. Moreover, this study also aimed to find out the social factors which influencing the choice of the type of politeness in utterances by the characters in *Persuasion* Movie.

In analyzing the social factors, the researcher uses theory which is proposed by Holmes and Wilson's (2017).

1.5 Significances of the Study

The researcher hopes that this study help those people who would like to study and understand more about Pragmatics, especially the type of Politeness. Hopefully this study will be beneficial for both theoretical and practical significance. Several significances are expected to be provided in this research, such as Theoretical Significance and Practical Significance.

1.5.1 Theoretical Significance

This study increases the understanding of the pragmatic pattern of the readers especially the type of Politeness which the theory is proposed by Leech. This study also enrich the previous research of Positive Politeness.

1.5.2 Practical Significance

This study encourage the students who are studying pragmatic especially implementing the Politeness Strategy in the society. This also help the teachers, not only in correcting the grammatical skill but also the politeness language in social life. For the next researchers, this study is expected to be the references in order to complete their study.

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CHAPTER II

REVIEW OF RELATED LITERATURE, CONCEPTS, AND THEORIES

This chapter was divided into three different parts, which were review of associated literature, concepts and theories. The guidelines in making the review literature, were based on two theses and three articles which had the same topic with this research and consist of each comparison.

2.1 Review of the Related Study

The same topic has been analyzed in several previous studies. The first is undergraduate thesis entitled “An Analysis of Politeness Strategies in The Animation Movie Encanto” by Dewi (2023). The aim of the study was to find the type of politeness strategies used in Encanto movie. Otherwise, this research aimed to find the type of politeness strategy in Persuasion movie. Other than that, this study also aimed to search the sociological factor which influenced the use of politeness strategies in the data source. In conducting this study, the researcher used a descriptive qualitative method to break-down the data. Observation method was used as the data collected. The theory proposed by Brown and Levinson (1987) was used to analyze the type of politeness strategies, meanwhile the theory presented by Holmes (1992) was applied to find the sociological factor that influenced the use of politeness strategies in animation movie entitled “Encanto”. Whereas this research used the theory from Leech (2014) to analyze the Politeness strategy and the social factors that influenced the use of politeness strategy applied the theory from Holmes & Wilson’s (2017). The result of Dewi’s study showed that the positive politeness

was the most dominant politeness strategy with 20 data was found. It was followed by the negative politeness with 12 data in the data source which made it as the second most dominant politeness strategy. The third position of politeness strategy that was found in the data source was bald on record strategy with 11 data. The least politeness strategy in the data source was off record indirect strategy with only 6 data were found in movie entitled “Encanto”.

The second previous study about politeness is entitled “Analyzing Politeness Strategies Through the Utterances of the Main Character in The Last Of Us TV Series by Craig Mazin” by Dwipayana (2024). This study focused on the politeness strategies which can be found in the utterances of the main characters in the first season of “The Last of Us”. This undergraduate thesis also aimed to find the sociological factors that influenced the main character uttered that politeness strategy. The theory proposed by Brown and Levinson (1987) was used to conduct the research about the politeness strategy in the data source, whereas the analysis about sociological factor that influence the use of politeness strategy used the theory presented by Holmes and Wilson (2017). The Dwipayana’s thesis contributed the use of theory by Holmes and Wilson (2017) to analyze the social factor that influenced the use of politeness strategy which also analyzed in this research. However, there was a difference between current research and this thesis in finding the politeness strategy, because the current research used the theory by Leech (2014). A qualitative research method was used in explaining the data collection and provided a comprehensive and well-structured description of the identified issues. The researcher also used a descriptive analysis in order to provide

more detail explanation based on the data collection. Result of this study showed that bald on record was the most used politeness strategies with 36.8% data. It was followed by the positive politeness with 32.9% data. The third rank was negative politeness with 23.9% data. The least used of politeness strategy was off record strategies with only 7.1% data which can be found in the data source.

The third study is come from an article entitled “Politeness Strategy of Refusal in The Ellen Show” by Rovita & Gulo (2022). The aim of this research was to find the types of politeness strategies used in the refusal and the ways the strategies were used by the guests in refusing invitations, offers, and suggestions on the talk show. Meanwhile the current research did not only analyze the politeness strategy but also the social factors that influenced the use of the politeness strategy. The qualitative method and library research were applied in collecting the data from the data source. The researchers used theory which is proposed by Brown and Levinson in dividing the type of positive politeness, while this current research used the theory from Leech (2014) in finding the politeness strategy. Other differences also can be seen where this article used a talkshow as the data source, whereas this research used a movie as the data source. The result showed that the guest applies 10 politeness strategy in refusal such as solidarity, excuse, promise, showing sympathy and consideration first, explicit and direct expression, expression in a less coercive way, giving hints, being ambiguous, transferring to another topic, and using body language.

The fourth study is entitled “Analysis of Positive Politeness Strategies in Wish Movie” by Febriani (2024). This study aim to analyze the positive politeness

strategies of the characters in the “Wish” movie. In contrast with this research which will analyze the politeness strategy and also will find out the social factors which influencing the use of politeness strategy. In order to analyze the data source and find the formulation of the study, the researcher used the theory from Brown and Levinson (1987). This was in contrast with this research which used the theory from Leech (2014), however both of these researches used movie as the data source but in different title. The data were collected by implementing the descriptive qualitative method. The researcher found that there were 12 positive politeness strategies were indentified in the conversation of Wish movie. Those 12 strategies were exaggeration, attend to H, intensifying interest towards the hearer, employing in-group identity markers, seeking agreement, avoiding disagreement, joke, offering and promising, be optimistic, involving both speaker and hearer in activities, give or ask for reasons, and gifts to the hearer.

The fifth study is come from an article entitled “Maxim of Politeness Found in the Characters’ Conversation in Turning Red Movie” by Dewiyan (2023). It showed the similarity between this article and this current research which both used movie as the data source but in different title. This research aimed to find the utterance in data source which can be divided into types of politeness maxim. The theory that was being proposed came from Leech (1983), otherwise this current research used the theory proposed by Leech (2014). This article used descriptive qualitative method to explain the result which has found in the data source. The result showed that all the type of positive politeness which proposed by Leech (1983) can be found in the data source such as tact maxim, generosity maxim,

approbation maxim, modesty maxim, agreement maxim and last type was sympathy maxim.

The theory that is used by the researcher would differentiate this study with those five previous studies which has explained previously. There were many studies that analyzed politeness strategy based on theory proposed by Brown and Levinson yet this study applied theory from Leech (2014) which will enrich the pragmatics field, especially in politeness strategy.

2.2 Concept

The concept that consists in this study were involved several terms such as politeness, positive and negative politeness, and maxim. The section below was provided in order to explain information about each term.

2.2.1 Politeness

In different countries, politeness was used in many different purposes based on the communication style in that country. For instance in United Kingdom, politeness is a strong foundation in social interaction and often used in a form of modest statement. It happened because British people often deliver indirect statement to maintain the social harmony. In Japan, politeness is a fundamental aspect of communication which involved honorifics complex system that show someone's social status or relationship between the speaker and interlocutor (Nkirote, 2024). Based on this, politeness is a language style in Pragmatics which often applied to maintain relationship with other people and respect the interlocutor in society. It align with Sitilonga, (2022) which stated that politeness is a habit

which shaped in the society to minimize the potential of misunderstanding happened and a way to respect each other. Politeness is also affected by the lifestyle of society in a country and shape different way of using politeness but still in the same purpose.

2.2.2 Politeness Strategy

Maintaining the social harmony can be done through Politeness Strategy. A strategy which has purpose to depict a polite habit and way during conversation with the other is called as Politeness Strategy (Silitonga, 2022). In learning the linguistic-politeness, the pertinent idea that can be used is “Face”. In pragmatics, “face” is symbolized as public self-image where everyone has it and expect to acknowledge it. “Face” is also showing the emotion and self-social sense of the speaker. There is a condition in society where someone threat another person’s “Face” and it’s called as “face-threatening act”. This term is used to describe is someone utter an utterance based on their social power, for example *give me that paper!*. This utterance shows a social power which has by a person. Otherwise, an utterance like *could you pass me that paper?* Remove a social power energy, when says that utterance, the speaker only asking if it is possible and less threatening other’s face or can be called as “face-saving act”. Futhermore, Based on Leech (2014), there are two types of politeness, they are Pos-Politeness and Neg-Politeness.

2.2.3 Movie

Movie is a set of moving pictures that tell a story with certain sound and effect

that can be watched in a movie theater or television (oxforddictionary.com, 2025). A movie usually consists of several characters who play different role in order to deliver a story to the audience. Additionally, movie is an electric alert that present a moving graphic, pictures, and effect which has purpose as an educational media, entertaining function, etc. (computerhope.com).

2.3 Theories

This part explained the theories which used to solve the problem of the study. The first theory that used to explain the politeness strategy which were found in the *Persuasion* movie was proposed by Leech (2014), in a book entitled “The Pragmatics of Politeness”. This theory used to conduct a deeper analysis of the maxims in politeness strategy. The second theory which used to analyze the social factors which influencing the choice of politeness strategy by the characters in *Persuasion* movie came from Holmes & Wilson’s (2017).

2.3.1 Types of Politeness

In discussing Politeness, the term Positive Politeness and Negative Politeness are often mentioned as they are the key term of Politeness model proposed by Brown and Levinson. However, Based on Leech (2014), those term are replaced with Pos-Politeness and Neg-Politeness as the type of politeness strategy to differentiate Leech’s theory with Brown and Levinson’s. In learning the politeness strategy which proposed by Leech (2014), he used the term “maxim” as a strategy in achieving the goal of politeness, which maintaining relationship and respecting each other in the society. Maxim is a rule or principle to guide the polite

communication in politeness strategy where every type of politeness strategy which proposed by Leech (2014) have 5 maxims in each type. The aim of those maxims is to minimize the effort of the others and maximize the benefit of the others and vice versa. However, the type of politeness strategy which proposed by Leech (2014) are Pos-Politeness and Neg-Politeness

1) Pos-Politeness

Leech (2014) declared that Pos-Politeness offers and depute the positive value to the addressee. Some utterances that show Pos-Politeness are consist of offering help, deliver congratulations, giving invitation and compliment. Even though thank you and apologize describe a condition where A owed something to the B, but thank you and apologize are also considered as example pos-politeness. The strategy in applying Pos-Politeness can be done by maxim. There are 5 maxims in Pos-Politeness, they are generosity maxim, approbation maxim, obligation maxim, agreement maxim, and sympathy maxim.

1) Neg-Politeness

Based on Leech (2014), the function of Negative Politeness is to reduce the cause of offense or violation. This also means to less the burden of the violation cause that probably happen if a person express the imposition bluntly. If a person fails to imply the negative politeness in certain utterance, most likely it will cause the interlocutor feels offended and lead to social disharmony. Likewise pos-politeness, neg-politeness also have 5 maxim that can be applied in daily

communication, such as tact maxim, modesty maxim, obligation (of *O* to *S*) maxim, opinion reticence maxim, and feeling reticence maxim.

2.3.2 Maxim of Pos-Politeness

The strategy in applying Pos-Politeness can be called as “*maxim*”. Maxim is a boundary which affects the speaker’s communicative behavior, it aimed to achieve certain purpose. Leech (2014) starts explaining the Maxim of Politeness by discussing about General Strategy of Politeness (or GSP). GSP is a single restraint that conceives all the maxims in Politeness. General Strategy of Politeness (or GSP) explains that to be polite, *S* delivers meaning that connects a profitable value with what related to *O* or connects an unprofitable with what related to *S* (*S* = self, speaker). In Positive Politeness, the maxim can be divided into 5 types which include the Generosity, Approbation, Obligation (of *S* to *O*), Agreement, Sympathy Maxim.

1) Generosity Maxim

According to Leech (2014), Generosity Maxim gives a high value to *O*’s wants and includes the invitations, promise, or offers. However, a directive sentences are considered as an insultment and against the Generosity Maxim. The refusal of an offer or compliments are considered as an “*ungenerous*”

For example: “*Come on! Sit down and have a nice cup of coffee.*” (2014:92)

Compare to this example: “*Please do come and stay with us next time. Please do not give me “no” for an answer.*” (2014:93)

2) Approbation Maxim

According to Leech (2014), Approbation Maxim gives a high value to the *O* by giving compliments. Sometimes the compliments are needed in a certain condition such as when complimenting the meal or beverage which are being offered by the host or when inviting lecturers or professors in a class.

For instance: *"They are so delicious! Your cuisine is as good as that of a chef at any big restaurant!"* (2014:93)

3) Obligation of S to O Maxim

According to Leech (2014), Apology to a violation which has done by *S* to *O* is the example of Obligation Maxim. The *S* has an obligation to apology to *O*, here is the example of Obligation Maxim:

I'm (terribly) sorry. | Please excuse me. | I'm afraid I'll have to leave early. (2014:96)

4) Agreement Maxim

According to Leech (2014), Agreement maxim give a high value to *O*'s opinions. In responding opinion from others, agreement answer is consider to be important and disagreement is considered as dispreferred.

For example: A: *"It's a beautiful view, isn't it?"* B: *"Yeah, absolutely gorgeous."* (2014:96)

5) Sympathy Maxim

According to Leech (2014), showing our sympathy towards something that has just happened to someone is the way we give high value to the *O*'s feeling. This

can be shown by congratulations, showing condolence, or as simple as asking others' condition when we know that they are not fine.

For instance: *I was so terribly sorry to hear about.* (2014:98)

2.3.4 Maxim of Neg-Politeness

According to Leech (2014), Neg-Politeness are divided into 5 maxims.

Those 5 maxims included:

1) Tact Maxim

Based on Leech (2014), Tact Maxim is used to less the burden of directive. This can be done by giving indirect directions, or giving opportunity to refuse a direction.

Example: A: *"Could I help myself to a tiny sip of sherry?"*

B: *"Of course, you can! Have as much as you like."* (2014:93)

2) Modesty Maxim

According to Leech (2014), this maxim can be used to low value to S's equalities. Self-deprecation is also the function of the Modesty Maxim, even if the self-deprecation is being exaggerate it will remain polite.

For instance: A: *"... I'm so dumb, I don't even know it. hhh! Heh"*

B: *"Y-no, y- you're not du:mb"* (2014:94)

3) Obligation (of O to S) Maxim

Based on Leech (2014), the response when someone ask an apology often reduce the mistake: *It's OK, Don't worry, It was nothing.* The same thing also

happen when responding the thank you, can minimize the debt: *That's all right. You're welcome. No problem. Glad to be of help. It was a pleasure.*

Example: A: "Sorry"

B: "It's all right" (2014:96)

4) Opinion Reticence Maxim

According to Leech (2014), people often soften their own opinion by applying hedges preposition such as: *I think, I guess, It might be that...* On the other hand, asking opinion usually happen when the *S* is discussing the *H* opinion based on *H*'s experience or knowledge that might be bigger than *S*'s. In Japanese culture, delivering and expressing opinion tend to lead into offending certain party, it is because delivering opinion implicitly expressing critics.

5) Feeling Reticence Maxim

The restriction of corresponding Neg-Politeness gives a low value on one's own feeling. Brown and Levinson (1978: 240) stated "it appears that in English one shouldn't admit that one is feeling too bad,"

For instance: A: "Hi, how are you?"

B: "Oh, fine. Actually though. . ." (2014:98)

The response of "How are you?" is likely can minimize the bad news, even though speaker B seems like interested to share his/her feeling.

2.3.5 Social Factors

The scope of someone's utterance will be influenced by several factors, including the social context and the range of formality. It is because the way people speak is categorized as language variation, which are influenced by several social factors. According to Holmes & Wilson (2017), that the social factors which are influencing the politeness are gender, kinship, and social factors.

1) Age

The use of Politeness strategy is extremely influenced by Age. The choose of language when younger people talk to the elder will be polite and show respect to them. The choice of words and linguistic expression will be affected by the age Holmes & Wilson (2017:184)

2) Gender

Gender takes a crucial role in Politeness strategy, this factor can lead into a different style of communication among woman, between men and women. This can be seen by the choices of word and the topic of the conversation Holmes & Wilson (2017:170).

3) Kinship

The term "Kinship" indicates a family blood related, it is derived from the blood relation or based on what the relationship between the speaker and interlocutor is, which they share the same level of respect and obligation Holmes & Wilson (2017:235).

4) Social Status

There are several aspects which influencing the social factors, such as: the occupation, or the individual who carrying a higher level of social class or status based

on their income or education Holmes & Wilson (2017:151)

2.3.6 Context of Situation

In analyzing politeness in this research, context of situation is needed to interpret the character's linguistic choices through a framework. By understanding the context, determining the choices of certain politeness strategies can be done. It can also reflect the social status, or relationship that happen between characters. According to Halliday and Hasan (1989), there are three parts of context of situation that can be applied in this study for a deeper analysis of the politeness strategy, which are:

1) Field

In *Persuasion* movie, the field focuses on social interaction among British upper class in Regency Era. The dialogue in this movie is related to love, family, relationship, marriage, reputation which also become the theme of *Persuasion*. Since the story of *Persuasion* revolves around persuasion and emotional control, the situations portrayed carry strong interpersonal nuances. Politeness then becomes a vital linguistic resource for expressing motives, preserving dignity, and negotiating class relations.

2) Tenor

The tenor in this research from *Persuasion* movie revolves around social hierarchy participants which strongly ruled Regency Era, the background era where this movie is taken. In this movie, there are several social gap occur between the characters for example nobbles and naval officers, parents and their children, a lover which has separated for so long. This social status affected the utterance which being delivered by certain characters that consist of politeness strategy to maintain the social harmony in this era.

3) Mode

The primary mode in this movie is spoken dialogue through a filmic conversation. Since the setting of this movie is in Regency Era, formal language and polite conversation is often used by the characters in *Persuasion* movie. The dialogue are also crafted into a face to face conversation which make the analysis involves the speaker's utterance and interlocutor's response.

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