

CHAPTER I

INTRODUCTION

1.1 Background of the Study

In this world, every people need to communicate and interact with other people. In doing an interaction or communication with others, people should have a tool to communicate. It can contributes a good social interaction then. Christal (1990) asserts that a communication act is essentially the transmission of information of some kind of message from a source and a receiver. Communication is done by two people or more. The person who utters an information or idea is called the speaker and the person who hears an information or idea is called hearer.

When doing communication, language is important aspect that is used to convey ideas or feelings to others. Scientific study of language is called Linguistics. According to Richard and Schmidt (2010:343) linguistics is the study of language as a human communication system. The branch of linguistics that studies a speaker's meaning is called pragmatics. Pragmatics is closely related to communicative competence. Yule (1996 : 3) defines pragmatics is the study of meaning conveyed by the speaker and interpreted by the listener. In other words, the speaker need to use appropriate language to convey the information so that the listener can interpret what the speaker's say in their utterance and understand the meaning of every word clearly. Hence, pragmatics have an essential role in learning language that gives perspectives on language that affect human

interaction. From that, it is attractive to raise the language indication to be observed more.

In addition to language, in communication people also need the concept of politeness as a representation to express a suitable manner. Politeness is very important and influences in handling interaction in social life and in specific context. By implementing politeness, the listener feel respected so the communication can be going well as expected. Related to this issue, the speaker is supposed to be aware of the hearer's feelings. According to Brown and Levinson (1978), politeness is the basis of the production of social order and the premise for human cooperation. Therefore, when doing a communication, every participant have to take care of others feelings through utterances because the way they utter their thought can make significant impact and can be misunderstanding. Leech (1983:83) introduce the politeness principle means minimize the expression of impolite beliefs and maximize the expression of polite beliefs. Politeness is maintaining etiquette of speaking to others to reduce conflict in interactions. In making conversation, the speaker should apply the maxims to make the listener feel comfortable in the communicate case. A maxim can be defined as statement expression of a general role of conduct. The use of maxim is an attempt to connect actions to its reasons as a goal. Therefore, it has an impact on maintaining social harmony.

Apart from daily conversation, politeness maxim also can be found through the movie. Movie is visual communication supported by moving pictures and sounds on the screen. Moreover, a movie is a portrayal of real-life that

sometimes is wrapped in fiction with certain customs, cultures, beliefs, and mannerisms. Hence, the statement that people produce in a movie is similar to daily conversations in real life. In this study, the movie has been considered to choose as a media. This study was interested to be analyzed the use of politeness maxims through characters' conversation in the "Turning Red" movie. This movie produced by Disney Pixar and the main of the storyline is about the family. This movie tells the story of a teenage girl named Mei Lee, a Chinese Canadian girl who experiences a unique situation, where she can turn into a giant red panda when experiencing excessive emotions.

The characters implement the maxims through the words that they say. Concerning this reason, the types of politeness maxim and the factors that influence the politeness maxim applied by characters were analyzed in this study. Politeness maxim was chosen to be analyzed since it is an application of genuine desire to be pleasant from one to other characters in a conversation as an implementation to maximize polite beliefs. Regarding the phenomenon, this study was done through the "Turning Red" movie because the movie is relevant with this study to be analyzed characters' utterances through politeness that consists of six maxims introduced by Leech (1983). Those maxims are: tact maxim, generosity maxim, approbation maxim, modesty maxim, agreement maxim, and sympathy maxim. It is important to understand the importance of politeness in language and must be careful in choosing words in the utterances, so that people can keep a good social relationship between the speakers and listeners when communicating by implementing those maxims.

1.2 Problems of the Study

According to the background of the study, there are some problems that could be formulated, as follows :

1. What types of politeness maxims are applied by the characters in “Turning Red” movie?
2. What are the factors that influence the politeness maxims applied by the characters in “Turning Red” movie?

1.3 Objectives of the Study

According to the problems of the study, this study has two objectives, there are:

1. To find out the types of politeness maxims that applied by the characters in “Turning Red” movie.
2. To analyze the factors that influence the politeness maxims applied by the characters in “Turning Red” movie.

1.4 Limitation of the Study

The limitation of the study is considered an important part because limitation of the study made this study clear. This study helped to solve the problems of the study in detail. According to the problems of the study, it focused on analyzing the types of politeness maxims used by characters during the conversation in “Turning Red” movie and used Leech’s (1983) theory that separated to six types of maxims. Those are tact maxim, generosity maxim,

approbation maxim, agreement maxim and sympathy maxim and this study also focused on the factors that influence the politeness maxims in the conversation of “Turning Red” movie.

1.5 Significance of the Study

This study has two significances, namely theoretical significance and practical significance as further described below :

1.5.1 Theoretical Significance

This study is expected to develop the pragmatic theory, especially theory that is related to politeness maxim. The finding of this study also expected to help in the educational field to make a good contribution enrich the theories that gave a lot of information regarding politeness maxim specifically politeness maxim found in the movie. Besides, this study hope that the reader can understand the factor that influence politeness maxim that applied by characters in “Turning Red” movie.

1.5.2 Practical Significance

The practical significance of this study is to increase the knowledge or as a reference for the readers or English students who meet the same case in conducting researches in the theory of politeness maxim used in the conversation. By studying politeness, the people determined to choose the words that use in communication in order to make the other people did not feel offended, because being polite is very important thing that influence the quality of the conversation when we want to communicate with other people in the social interaction.

CHAPTER II

REVIEW OF RELATED LITERATURE, CONCEPTS, AND THEORIES

This section is divided into three sub-chapters: the review of literature, concept, and theoretical framework. In the literature review, this study presents some previous undergraduate studies and articles from international journals containing a relevant topic that contributes to getting a theoretical basis, findings, and results of prior research that can support and as a reference to solve the problems being studied. In concept presented by some ideas from some experts that are related to this study. The last subchapter is the theories which discuss about the theories that applied in this study.

2.1 Review of Related Literature

In this chapter, some of the previous study were described dealing with politeness topic. The information that obtained from review of literature includes problems, data, concepts, and theory with this research. Reading undergraduated study is important to see how others made their analysis. These researches are expected to help the process of analyzing politeness maxims in “Turning Red” movie. There are two theses and three articles in journal which have the topic related to the current study.

The first study was taken from Purnami (2021) entitled “Politeness Maxim Used by Characters in Forever My Girl Movie”. This study discussed two problems. The first problem was analyzing politeness maxims through characters utterances in the “Forever My Girl” movie based on theory from Leech (1983).

The second problem is analyzing politeness scales shown by the characters in the “Forever My Girl” movie. The data was taken from the utterance in the movie itself. The theories applied in this study was based on Leech’s (1983) theory on politeness maxim and the politeness scale. This study used qualitative method and it was done by note-taking technique.

There are six types of politeness maxims found in this study. The dominant maxim is agreement maxim, and the least applied maxim is modesty maxim. Besides, each type of politeness scale was also found in this study. The politeness scales that influence the application of maxims include cost-benefit scale, optionality scale, indirectness scale, authority scale, and social distance scale. The cost-benefit scale is a dominant scale of politeness, and the least is optionality scale. The previous study has the same theory of politeness maxim with the current study which used the theory proposed by Leech (1983). Meanwhile, the difference between Purnami’s study with the current study is Purnami’s study explained about politeness scales shown by the characters in “Forever My Girl” movie, while the current study explained the factors that influence the politeness maxims applied by the characters in “Turning Red” movie.

The second study was taken from Wati (2019) entitled “The Analysis of Politeness Maxim Found in Dialogues Among The Characters of Finding Dory Movie”. This study analyzed the type of politeness maxim were found in the dialogues among the characters of “Finding Dory” movie and the context of situations that influence the maxim. This study used two theories, the first theory of politeness maxim proposed by Leech (1983) and the second theory of context

of situation proposed by Hymes (1974). This study used a qualitative method. The data was used in the script of “Finding Dory” movie. The data were collected into three steps, firstly the writer watched the movie, the second reading the movie script and the last step was note-taking of the dialogue.

The finding show there were twenty-one data which show 6 types of politeness maxim. The data were analyzed by using the theory from Leech (1983) which proposes six types of politeness maxims. From the twenty-one data, agreement maxim was the dominant maxim found in the conversation. Wati’s study has the same problem as this current study which analyze the types of politeness maxim found in movie proposed by Leech (1983) theory. The difference between Wati’s study and the current study is Wati’s study explained the context of situations that influences the politeness maxim found in the dialogues among the characters of “Finding Dory” movie that proposed by Hymes (1974). Meanwhile, the current study explained the factors that influence the politeness maxims applied by the characters in “Turning Red” movie.

The third study was supported by journal article as references. The article entitled “Maxim of Politeness on Alice in Wonderland Movie” was written by Widyaningsih and Hastuti (2018). This study aims to identify and analyzed the politeness maxim in “Alice in Wonderland” movie. This study focused on the global expression of polite expression usage in “Alice in Wonderland” movie which discussed about the use of the politeness maxim. The theories applied in this study was based on Leech’s (1983) theory. The data source that used was the “Alice in Wonderland” movie. The data for this study were taken through

listening method, followed by basic typing and advanced note-taking techniques. The method is a qualitative descriptive method.

The finding show in “Alice in Wonderland” movie conversation found six types of politeness maxim. They are tact, generosity, modesty, approbation, agreement, and sympathy maxim. Leech (1983) theory was used to analyze the data. The similarity of this study and this current study was both of study discussed about the politeness maxim proposed by Leech (1983). Meanwhile, the difference between the previous study and this current study is the previous study focused on identifying and analyzing the politeness maxim in “Alice in Wonderland” movie while this current study explained about the types of politeness maxim and the factors that influence the politeness maxims applied by the characters in “Turning Red” movie.

The fourth study was taken from the article entitled “The Maxim of Politeness in The Squid Game Film Series: A Pragmatic Study” written by Firdaus and Simatupang (2022). This study aims to describe the speech form in the performance of speech acts, the politeness maxim based on Leech contained in the “Squid Game” movie. The data source in this study was used from the characters utterance in “The Squid Game” movie. This study used qualitative method and presented descriptively in analyzing the data. The data were collected into five steps. First, the tapping technique, second, the listening technique and engaging in the conversation, third, note-taking technique, fourth, recorded the results of politeness findings found in the conversation, and the last step was conclude the results of the overall data.

The finding show there are 30 data contained in “Squid Game” movie. It’s data consist of 8 tact maxim, 3 generosity maxim, 10 approbation maxim, 6 modesty maxim, and 3 sympathy maxim. The dominant type is approbation maxim. The similarity of this study and this current study is both of study discussed about politeness maxim proposed by Leech (1983). Meanwhile the difference between this study and this current study is this journal analyzed maxims of politeness and politeness scale in the script of “Hwang Dong-Hyu’s Squid Game” film series while this current study analyzed about the types of politeness maxim and the factors that influence the politeness maxims applied by the characters in “Turning Red” movie.

The fifth study was taken from journal article entitled “Politeness Principles in Persuasion Movie” conducted by Anggraeni (2021). The objectives of this study was to find and describe the principle of politeness in “Persuasion” movie adopted from one of the popular novels written by June Austin. The theories applied in this study was based on Leech’s (1989) theory. The data were taken from “Persuasion” movie. This study used descriptive qualitative research. The data were collected by documentation and content analysis.

The finding show there are 23 data in “Persuasion” movie. Those are 6 tact maxim, 4 approbation maxim, 3 generosity maxim, 3 modesty maxim, 6 agreement maxim, and 1 sympathy maxim. Tact maxim and agreement maxim was dominant type found in this study. The similarity of this study and this current study is both of study analyzed the types of politeness maxim. Meanwhile the difference between this study and this current study is this study focussed on

identify and describe the politeness principle used the theory proposed by Leech (1989). Besides, this current study explained about the types of politeness maxim used the theory proposed by Leech (1983) and explains the factors that influence the politeness maxims applied by the characters in “Turning Red” movie.

According to the previous study conducted by two thesis and three articles that mention above, there is the similarities between the previous study and the current study. The similarity between the previous study and the current study is all the study about politeness maxim which explain about the types of politeness maxim according to Leech’s theory. The previous study and the current study also used the same data source which taken from the utterances between characters in the movie to find out the type of politeness maxim. Meanwhile, the previous study and the current study have different genre of the movie.

2.2 Concepts

Based on this topic that explained about an analysis of politeness maxims applied by characters in “Turning Red” movie, there are three concepts were described. Those are politeness, movie, and character. The basic concept is needed which helps describe the limitation of the study to give coherence to some ideas that are related to this research.

2.3 Politeness Maxim

According to Leech (1983), maxim as standard in communicating is acknowledged as insightful, which the speaker and the hearer should apply. Then, a maxim can be defined as a statement expression of a general rule of conduct.

Politeness maxim may be formulated in a general way from two aspects, they are minimizing the expression of impolite belief and maximizing the expression of polite belief. The use of maxim is an attempt to connect actions to its reasons as a goal. Politeness maxims focused on the relationship between the effect of the speaker itself. The maxim of politeness proposes how to create and understand a language based on politeness. This politeness maxim purpose to set up an experience of network and social connection. Therefore, it has an impact on maintaining social harmony.

2.3.1 Character

In every story there should be certain elements or characteristics because without them any literary work would have no meaning or serve its purpose, such as: stories should have plot, or events that take place. Beside that, the essential element of a story is should have the character. Janovsky (2013) stated that character can be defined as any person, animal or character depicted in a literary work. Characters have an important role in a story to support the storyline because if there are no characters, there will not be a story.

2.3.2 Turning Red Movie

Turning Red is an animated fantasy comedy movie that produced by Disney Pixar was shown in Disney+ Hotstar in March, 2022. This movie tells a thirteen years old girl in a fun and lovely way. This young girl called Meilin. Here, Meilin which is the main character transforms into a giant red panda when she feels angry or frustrated. The event is because her ancestor's prayers to protect

her family every times, empowering the women of her lineage to focus on that certain emotions. In other situation, Mei has three friends who are very compact and loyal to Mei. They are Miriam, Priya, and Abby. Their friendship should be imitated in real life. Based on the story, this movie has succeeded in presenting a personal 'coming of age' story while still carrying a universal message.

This animated movie has stars actress Rosalie Chiang as the voice of the character Mei Lee. Meanwhile, Sandra Oh has voice the character Ming (Mei's mother). Turning Red is directed by Domee Shi, who won Best Animated Short at the 2019 Academy Awards. He also wrote storyboards for Toy Story 4 (2019), The Good Dinosaur (2015) and Inside. Out (2015). The screenplay of Turning Red was written by Domee Shi with Julia Cho, best known for the series Betrayal (2013), Big Love (2010) and Fringe (2008).

2.4 Theories

The theories that used in this study was the theory of Politeness Maxim proposed by Leech (1983) written in his book entitled Principle of Pragmatics. This theory become the main theory to analyze the types of politeness maxim. Besides, there are supporting theory of Social Factor Affecting Politeness by Holmes (1992) and theory of Kinship by Wardaugh (1986) to analyze the factors that influence the politeness maxim applied by characters in "Turning Red" movie.

2.4.1 Politeness Maxim

Chaer (2003:10) mention language is a tool for communication. A language is asystem of arbitrary vocal symbols by means of which a social group cooperated. To make good a language could be done by using politeness maxim. Leech (1983:132) defines politeness as a form of behavior that establishes and maintains politeness. Leech (1983:83) also introduces the principle of politeness which essentially minimizes the expression of rude beliefs and maximizes the expression of polite beliefs. According to Leech, the politeness maxim devided into six types of politeness maxims that used to explain the relationship between sense and force in daily conversation, whether in society or in social media such as movie also other entertainment. Those maxims are :

2.4.1.1 Tact Maxim

This tact maxim requires participants to minimize cost to self and maximize benefit to other (Leech,1983:132).

Example :

“You know, I really do think you ought to sell that old car. It is costing more and more money in repairs and it uses up far too much fuel.”

The example was taken from the book entitled Politeness (Watts, 2003:66). In this example, it can be seen that the speaker maximizes the benefits for the listener with the words "I really do think" which the speaker gives advice for the benefit of the listener. Besides, the speaker emphasized by saying "It is costing more and more money in repairs and it uses up far too much fuel" which shows the application of tact maxim where the speaker minimize cost to self and

maximize benefit to other. From that utterance, the advice given by the speaker can make the listeners save time and money by selling the car.

2.4.1.2 Generosity Maxim

This maxim states that the participants need to minimize benefit to self and minimize cost to self (Leech,1983:133). The generosity indicate that others should be put first instead of the self.

Example :

“It is none of my business really, but you look so much nicer in the green hat than in the pink one. If I were you, I would buy that one.”

The example above was taken from the book entitled Politeness (Watts, 2003:66). In this example, the speaker begins the utterance by saying "It is none of my business really" which describes that the speaker reduces any concern of self. Then in that speech the speaker also maximizes the cost of self that shows in the sentence "If I were you, I would buy that one". In addition, the speaker stated that the listener is much prettier in the green hat than the pink one by saying "you look so much nicer in the green hat than in the pink one". It shows that the generosity maxim is applied in that utterance.

2.4.1.3 Approbation Maxim

The approbation maxim involves minimizing dispraise and maximizing praise to speaker or listener (Leech,19983:135).

Example :

“Dear Aunt Mabel, I want to thank you so much for the superb Christmas present this year. It was so very thoughtful of you.”

The example above was taken from the book entitled *Politeness* (Watts, 2003:67). From this example, it can be seen that the utterance expresses the speaker's admiration and appreciates the gift from aunt Mabel when the speaker says "I want to thank you so much for the superb Christmas present this year." Then the speaker maximizes praise to the listener by giving the phrase "It was so very thoughtful of you." It is show the speaker was impressed with for the superb Christmas present from aunt Mabel.

2.4.1.4 Modesty Maxim

Modesty Maxim states that the speakers need to minimize praise of self, but he must maximize dispraise of self (Leech, 1983:136).

Example :

“Well done! What a wonderful performance! I wish I could sing as well as that.”

The example was taken from the book entitled *Politeness* (Watts, 2003:67). That example implements the modesty maxim where can be seen from the speaker's utterance by saying, "What a wonderful performance!" which shows humbleness. Besides that, the speaker also praised and highlighted the achievements of the listeners to dispraise herself. It shows from the sentence "I wish I could sing as well as that" which mean the speaker may be never perform as well as that.

2.4.1.5 Agreement Maxim

Agreement maxim involves minimizing disagreement and maximizing agreement between self and others (Leech, 1983:138).

Example :

“I know we have not always agreed in the past and I do not want to claim that the government acted in any other way than we would have done in power, but we believe the affair was essentially mismanaged from the outset.”

The example above was taken from the book entitled Politeness (Watts, 2003:67). The example is based on a situation in a political debate. This is shown when the speaker claims his political party but by saying "I know we have not always agreed in the past" which mean minimizes disagreement with the listener. To avoid conflict, the speaker expresses her opinion carefully so that the speech sounds more polite when conveying the disagreement to the listener. Agreement maxim was applied since the speaker minimizes disagreement between herself and the hearer when complaining.

2.4.1.6 Sympathy Maxim

Sympathy maxim requires speakers and listeners to maximize sympathy and minimize antipathy between them (Leech, 1983:1838). The aims of this maxim is to make a comfort by showing care for who is in a bad feeling or condition.

Example :

“Despite very serious disagreements with you on a technical level, we have done our best to coordinate our efforts in reaching an agreement, but have so far not been able to find any common ground”.

The example was taken from the book entitled *Politeness* (Watts, 2003:66). The description of the statement above shows that the speaker is trying to minimize antipathy in between and maximize the sympathy expression by saying "we have done our best to coordinate our efforts in reaching an agreement" which show the speaker's effort to reach an agreement and finally the speaker succeeded in maximizing sympathy to the listeners.

2.4.2 Social Factors Affecting Politeness

The effect of social factors such as social distance, social status, context of situations, age, gender, and class on language varieties proposed by Holmes (1992). Social factors are concerned with determining the social functions of language and how they are used to convey social meanings. The context of situation also social factor included the participant, setting and topic are very influence to express the politeness by the characters since they are the basic components in speaking all time. When speaking, important to set the words which can be use in different situation. For example, a person who talk with her mother at home has a different language compared when she talks with her manager in the office. It also happen when a person say something with her friends in the bar when day out compared when she say something in a meeting session. The meaning is there are many ways to communicate the same ideas depending on where and who you are in that situation. Therefore, when make an

interaction, the important factors that should pay attention for are to know and understand who is talking with, is it between child and father, customer and seller or others. There are some factors, such as :

1. Context of Situation

Holmes (1992:12) stated that social context divided into four sections. Those are described below :

- a. The Participant mean someone who make the conversation.
- b. The setting or social context of the interaction mean the place where it happened.
- c. The topic mean the idea which discussed.
- d. The function mean the reason for discussing the topic.

Based on the quotation above, the participant become the most important thing in context of situation. Holmes (1992) suggested that in a given social context, there will be a certain social element related to the “participant” who is engaged in a certain conversation. After participant, there is “setting” inside. Setting deals with the place and situation where the speaker and hearer do the conversation. Next one is “Topic”. Topic is about the ideas that is talked about. The last is “Function”. Function is foccuses on the cause between speaker and hearer discussing about the particular topic in particular setting.

2. Age

Another factor that have the important is age. Holmes, 1992:159 reported that adults address young people by first name (FN) and adults are given last name (TLN). It explain how to speak politely between older and younger speaker. Age

is also open our understanding about the differences the use of language that may occur in interactions, for example a 7-year-old child uses a more standardized language in society. Therefore, age can be said to be very influential on language in society.

3. Gender

Gender is an important factor to take into account when dealing with politeness phenomena (Holmes, 1992:162). An important aspects of politeness, which has been the focus of much research on polite behavior is gender specifically men and woman. When communicate or to interact, woman and man have a different ways to choose the words. Man when give the information usually use the language as tool while woman see language as means of keeping a thing. The way how woman and man use the polite language also different. Therefore, it can be summarized that the gender of the listener is an important factor for the polite behavior of the speaker.

4. Social Status

Social status is determined by occupation, education, and wealth. Social status, social distance or solidarity, and the degree of formal interaction are relevant aspects in all societies that define polite behavior (holmes, 1992:167).

Social status devided into three parts, such as:

- a. Low level is the children learn first regardless of social class origin and on some occasion, every people use it.
- b. Middle level is used when peasants addressing superiors.

c. Highest level is used by people who at the highest levels in the society.

Holmes (1992) stated lower class people usually do not get enough education or just graduate from elementary and junior high school. It means they have not learn about politeness and may not know how to utters the formal speech. So that they can use the polite way when address someone by use this context.

Another theory to support the theory from Holmes (1992) that will be used to analize factors that influence politeness maxim is theory of kinship proposed by Wardaugh (1986). According to Wardhaugh (1986), kinship is a system of describing how people in various parts of the word refer to brother, sister, father, mother, uncle, and son. The term kinship refers to the blood relationship between the speaker and the listener. The term kinship is a word used in a spoken community to define relationships between individuals within a family or kinship unit. All languages have kinship terms (for example brother, mother, grandmother), but they do not categorize all family members into the same category.