

CHAPTER I

INTRODUCTION

1.1 Background of the Study

Language is one of the important human needs in this world because language is used to communicate with other people to build a good relationship. Language is a collection of votes that are systemic, in the form of symbols, are arbitrary, significant, ordinary, unique, universal, productive, varied, dynamic, humane, and a social interaction tool that replaces the individual in stating something or expressing something to the collocutor in a social group as a tool for communication and the identification of the talker (Noermanzah, 2019). Meanwhile Sitorus (2019) state language is a tool that human used to communicate one each other. Communication can be done orally or written. Communication that human do orally is called speaking. Speaking is one of the skills in English. Through speaking, human can deliver their ideas, feeling or opinion to the listeners. The science that deals with language is called linguistics.

In the definition of linguistics, experts have come to different opinions about linguistics. SIL International (2022) states that Linguistics is the study of language, how it is constructed, and how it functions. Different building blocks of different types and sizes are combined into one language. The words are arranged in a specific order, and the beginnings and endings of words may be changed to adjust the meaning. The meaning itself, in turn, can be influenced by the placement of words and the speaker's knowledge of what the listener understands. Phonetics, Phonology, Morphology, Syntax, Semantics, Pragmatics, Sociolinguistics,

Psycholinguistics, Historical Linguistics, and Computational Linguistics are key branches of linguistics.

One of the subdisciplines of linguistics is Pragmatics. Pragmatics is the study of meaning as conveyed by a speaker and interpreted by a listener. Pragmatics is that area of linguistics concerned with the talker's meaning and the listener infers based on factors such as situational context, human psychology, previous conversations, and other factors (Rushdie, 2021). It requires deciphering what people say in a certain circumstance and determining what speakers mean when they speak so that people can use the most effective language and tone to convey their messages. Although it may refer to common and somewhat abstract principles, this capacity is independent of peculiar beliefs, feelings, and behaviors. This skill can be characterized as pragmatics because it functions in both specific and broad languages. There are tactics for conversational civility in pragmatics.

The purpose of politeness is to make other people feel at ease when we converse with them. For example, the phrase "Do you think you would mind shut up?" is not nice since it is disrespectful. Instead, we should use the phrase "keeping quiet," which is more polite than "shut up."According to Yule (2010) In general, politeness is associated with ideas such as being witty, humble, and kind to others. When learning linguistic politeness, the most relevant concept is the 'face'. In pragmatics, your face is your public self-image. The method through which people protect the feelings and faces of others when speaking.

It's important to understand civility well. The common misconception is that being courteous just entails using the words please, sorry, excuse me, and thank

you. Being nice serves a purpose. Speaking to people appropriate time, place, and in the appropriate manner. People need to be aware of the situation in which they are speaking before choosing the style of politeness to use.

Faliyanti and Arlin's (2018) movie is a moving picture taken by the camera for the cinema, and TV. This is an interesting one, and also as a projection onto a screen that combines a story, scenes, history, incident, and music. There are a lot of characters in the movie that might serve as the covert plot. The phrase refers to a conversation between characters that is implied by the plot. It shows how a speaker's ability to express oneself depends on how the language is used, in this case by the characters.

The politeness phenomenon occurs in society in real conversations. However, it is not required to observe genuine civilizations to analyze them because they are shown in a variety of media, including movies. The movie is a popular medium in society that can be used to explore civility. One of the movies that exemplifies how politeness is used in society is KKN di Desa Penari.

KKN di Desa Penari tells the story of mystical events beyond logic that befell six students in a remote village in East Java. Six students from a university carry out KKN in a remote village. They are, Nur (Tissa Biani), Widya (Adinda Thomas), Ayu (Aghniny Haque), Bima (Achmad Megantara), Anton (Calvin Jeremy), and Wahyu (Fajar Nugraha). They are greeted by a village head named Pak Prabu (Kiki Narendra). They were also warned not to cross the forbidden gate.

The various politeness language phenomena used by the characters in this movie are intriguing to observe. Their backgrounds are varied. It means that this

illness is having an impact on their speech and attitude. It's because a language's use in a culture has an impact on how it works. There are many different communities in existence, and each one is unique in a variety of ways. Language has changed in numerous ways as a result. Language peculiarities affect politeness. The reason researcher researched this film is that the *KKN di Desa Penari* movie is one of the best horror films in Indonesia in 2022. This film is based on a true story, which is what makes this film the first rank in horror films that many people are interested in. person. This film inserts a lot of politeness in language. In this film, there are procedures for speaking to someone who is not polite and not by cultural norms, which is what causes the problems that occur in this film. The researcher's study, "*Politeness Strategies Used By The Characters In the KKN Di Desa Penari Movie*," is conducted for these reasons.

1.2 The Problems of the Study

By the background of the study that has been described beforehand, some research questions that are explored in depth can be formulated as follows :

1. What are the types of politeness strategies used by the main characters in the *KKN di Desa Penari* movie?
2. What is the dominant type of politeness strategy used by the main characters in the *KKN di Desa Penari* movie?

1.3 The Objectives of the Study

Regarding the problem formulation, the research goals are :

1. To identify the types of politeness strategies used by the characters in the movie *KKN di Desa Penari*.

2. To investigate the dominant type of politeness strategies used by the main characters in the *KKN di Desa Penari* movie.

1.4 The Scope of the Study

Since movies are a reflection of people's real lives, the politeness phenomenon can be seen in both real-life and fictional settings. The study of movies takes into account both language and non-linguistic factors, which amounts to at least two variables. The movie's linguistic elements are connected to the language itself. The movie's setting, including the period and location, is what is meant by non-linguistic aspects. While the context of place provides the location where the language was spoken, time reveals the period in which the language was employed. This study focuses exclusively on the language elements of the film. There are various things to think about when analyzing the films' linguistic characteristics. One of them is being polite. Analyzing and deciphering the dialogue used by the characters in the conversation.

The researcher focuses on Brown and Levinson's politeness strategies in the *KKN Di Desa Penari* movie. Each scene is examined to determine the strategies used in the film, how they function, and which strategies are most dominant.

1.5 The Significances of the Study

This research has theoretical and practical significance.

1. Theoretically, research results are expected to enhance the comprehension and understanding of pragmatics learning, especially about politeness strategies.
2. In practically, the research results help findings :

a. English Department

This research is expected to provide additional clues for studying pragmatics, especially about politeness strategies.

b. English Lecturers

This research can be used as a resource and example in teaching about politeness. Additionally, it can be used to increase the lecturers' insight concerning this linguistic phenomenon

c. English students

The purpose of this research paper is to provide additional resources for English language learners who seek to undertake practical research, particularly on the theoretics of politeness strategies.

d. Another reader

This research perhaps gives an observation of politeness.

CHAPTER II

REVIEW OF LITERATURE

2.1 Theoretical Framework

The author wants to explore three topics in this section: pragmatics, politeness, and Face Threatening Act. The relationship between study and context-based meaning requires the study of pragmatics. It focuses on the dialogue from the characters in the movie *KKN di Desa Penari*. The use of politeness strategies is fundamental to this research.

2.1.1 Pragmatics

A conversation is a two-way exchange of information between two or more parties, usually a speaker and an audience or hearer. The number of participants in the conversation will determine this. Pragmatics is the study of meaning as conveyed by a speaker and interpreted by a listener. Pragmatics is the area of linguistics concerned with what the speaker means and what the listener infers based on factors such as situational context, human psychology, previous conversations, and other factors (Rushdie, 2021). It entails interpreting what people say in a specific situation and assessing what speakers intend in their utterances so that people can choose the best tone and language to communicate their messages. Huang (2017) defines Pragmatics as the systematic study of meanings based on or dependent on the use of language. Central topics of investigation include entailment, prepositions, speech acts, rhetoric, references, context, and the division of labor and interaction between pragmatics and semantics. Pragmatics is a general functional perspective on linguistics phenomena about their usage in forms of behavior. Pragmatics was the study of linguistic features that needed to be

compared to the language's users, which naturally led to a further restriction of the term in analytical philosophy.

Griffiths (2006) states that Pragmatics is concerned with how those resources are put to use in communication. Pragmatics deals with conclusions that readers and listeners draw, or that speakers and writers themselves invite others to draw when speaking or writing. Since these inferences are frequently conscious, pragmatics is typically simpler to understand than semantics, which deals with abstract potential meanings and is frequently best explained using notations from logic and set theory.

Birner (2013) states pragmatics can loosely define pragmatics as the study of language use in context and semantics. This is the study of literal meaning regardless of context. Pragmatics deals with a hazy form of meaning that isn't contained in dictionaries and might change depending on the context. The same phrase will have different meanings depending on the situation, the environment, and even the individual. The same noun phrase can be used to identify many things in the world at various points in time.

Senft (2014) defines pragmatics as the discipline within linguistics that deals with actual language use. In addition to cultural, situational, and interpersonal context and convention, language use also depends on linguistics or grammatical and lexical knowledge. One of the main goals of pragmatics is to investigate how context and convention, in their broadest sense, contribute to meaning and understanding. This pragmatics introduction will therefore concentrate on the social and cultural embedding of meaning. On the other hand, Erlinda, (2019) states

Pragmatics refers to the study of meaning based on several factors such as speaker meaning, contextual meaning, listeners' inference, and even the expressions.

The study of pragmatics focuses on how individuals use language to communicate in certain situations or contexts. For instance, someone who wants the lamp turned on would say, "It's dark here." Rather than stating "switch on the lamp." If the hearer does not comprehend the context in this case, they will probably end up doing nothing. The hearer must be aware of the speaker's context when the speaker uses an utterance to convey an implicit message. The listener will then be able to determine what the speaker means in reality.

2.1.2 Politeness

Social interaction requires knowing what to talk to, who to talk to, and how to behave before talking to others. When talking to close friends, politeness doesn't count, but when talking to parents, professors, teachers, or people you respect, politeness does.

Hartley (2012) True politeness is the outward expression of the most generous impulses of the heart. It enforces selflessness, mercy, kindness, and the golden rule: "Treat others as others ought to treat you." It is the love of others and to love your neighbor as yourself. If not for the standards of civility and the small formalities and points of etiquette that these laws enforce, it would frequently be extremely difficult to discern how to treat people in society who are personally distasteful to us. These examples of polite upbringing do not demonstrate hypocrisy, as you may treat your most hated foe with the utmost respect while feigning friendship.

In addition, Mills (2003) states Politeness is the expression of the speaker's intention to mitigate face threats carried by certain face threatening act toward another. This is an action to show respect for the person the speaker is speaking to and to avoid insults directed at that person. In other words, politeness has to do with how people maintain interpersonal relationships.

Mey (2009) states Politeness is inseparably connected to the culture-bound ideologies of apply; account, which frequently is a codifier in etiquette guides prepares exegeses of the involved social norms and shows a great deal of historic relativity. Even if the pragmatic approach served as the foundation for the study of politeness, it does not fully capture all facets of this particular phenomenon. The topic is still very important today. In addition to defining the concept of politeness, it is crucial to take into account the appearance, distribution, and limits of its diversity within the setting of various cultural contexts.

Politeness is perhaps a universal phenomenon but so far it has been theorized mainly in the English-speaking West, where the native languages of theorists have provided the basic insights involved in theorizing. (Bayraktaroglu. A and Sifianou. M, 2001). The concepts used in their development correspond to the cultural imprint of the environment in which they occur and explain forms of behavior through the norms contained therein. Politeness is primarily conceptualized as a means of avoiding conflict in interaction.

Politeness indications have become a beneficial area of linguistic research. Studies have dealt with a comprehensive distance of issues such as the universality and culturally specific nature of politeness practices, gendered politeness practices,

and the concept of face in the interaction of cultural, social, and regional groups in a variety of contexts (Muhleisen. S and Migge. B, 2005). Topics such as making requests, apologies, suggestions, management of conflict, and business negotiations were investigated from various analytical perspectives such as interactional sociolinguistics, pragmatics, sociology, and linguistic and cultural anthropology have made available property of data.

A polite individual can make other people feel comfortable. Politeness is a pragmatics concept used in language and is determined by an external situation. Through the way they speak, people may be able to tell whether someone is being nice or unpleasant. Politeness is not just a thing of language. When people talk about someone who “Is very polite,” they often refer to respectful, deferential, or attentive actions that go well beyond the way the person talks or writes. In Indonesian, for example, polite behavior which goes embraces submitting respectfully; In Batak culture, being polite means making sure you are physically inferior to someone of higher status. Also, in formal fettle, all cultures have rules of appropriate and courteous behavior that insert both non-verbal and verbal manners of expressing politeness.

Linguistically, being polite is choosing your words carefully based on the relationship you have with the other person. Inappropriate language use may be interpreted as impolite. Meantime, Brown and Levinson (1987) recognize politeness is connected to your state of mind. This can be emotionally charged, lost, maintained, or improved, and requires constant attention in interactions. You can show politeness by showing respect to the speaker or listener and not making others feel threatened.

Furthermore, Brown and Levinson (1987) state that the public self-image that a person wants for themselves is defined as the face. It can be divisible by two terms: the negative face or want for autonomy and the cheerful face or desire for a relationship with another.

a. Negative Face

Brown and Levinson (1987) explain the desire for independence and non-independence from other fellows is referred to as the negative face of each member. It implies that everyone yearns to be liberated from restrictions and roadblocks to their activity. In other words, a negative face refers to the freedom to perform certain actions. Negative politeness is the fields such as the desire for others to like the same thing, agreeing with others, and expressing solidarity.

b. Positive Face

The phrase "positive face" is employed to describe someone's desire or want to be acknowledged and accepted. Brown and Levinson (1987) define a positive face as a state in which a person wants her or her desire to be agreed upon and respected by another. It matters that a person desire to be approved, appreciated, and liked by others. This includes such areas as avoiding imposing on others. In other words, a positive face is an action that expresses warmth to the listener.

2.1.3 Face Threatening Act

People desire to keep both their positive and negative faces when they communicate and engage with others. On the other hand, sometimes a person's face cannot simply be as they desire. A social engagement will get tense if someone

makes a statement that threatens the faces of other people. The interpersonal relationship will suffer as a result of this dispute. According to Brown and Levinson (1987), Face Threatening Acts (FTA) is Threats that generally need to be mitigated by testimony or verbal redress (politeness). Also, it is an act of being threatened by the faces of others, and it does not make people happy or communicate.

Face Threatening Acts are generally carried out in verbal communication, for example by speech. But, tone and other non-verbal communication can also cause FTA. For example, a person can breach someone's positive face by merely failing to acknowledge them when they meet them, whereas they can violate someone's negative face by merely asking them to do something.

In interaction, there are situations where someone's face is likely to be threatened. Nasution (2013) Face Threatening Acts (FTAs) are Utterances that disrupt the balance of face maintenance. An act that challenges an interlocutor's facial wants is known as a face-threatening (FTA).

2.2 Politeness Strategy

Brown and Levinson (1987) define a politeness strategy as a strategy that revolves around precepting the listener's face by creating expressions that are deficient and endangering to the listener's face. The strategies used to avoid and minimize FTAs encountered in communications. Politeness is a form of strategic behavior that speakers use to assess potential threats to their listeners.

Politeness strategies are communication strategies that emphasize polite verbal behavior. Brown and Levinson (1987) categorize it into four main strategies of polite strategy, namely, bald on record, negative politeness, positive politeness, and off record. Bald on record is a direct way of saying things, without any

minimization to the imposition, in a direct, clear, unambiguous, and concise way. Positive politeness is a strategy aimed at how to meet the positive face of the listener. Negative politeness is a strategy that deals with how you respond to the negative faces of your listeners. Off-the-record is a strategy that obscures the speaker's statements, thus taking no responsibility for his actions.

Moreover, Brown and Levinson (1987) also say the least politeness strategy is the least necessary strategy, which in a way states following a strategy of positive politeness, a strategy of negative politeness, and a strategy of secrecy. The next section provides a deeper explanation of the strategy.

2.2.1 Bald on Record Strategy

Brown and Levinson (1987) state that bald on record is the most efficient way of communicating. The main reason why the talker uses this strategy is that the talker wants to do the FTA slightly rather than quench the listener's face. Speech is pronounced directly, clearly, unmistakably, and concisely. This strategy is applied without minimizing the demands placed on the listener.

It does not attempt to downplay the dangers to the listener's ability to act. This strategy is often used when the speaker and listener know each other well. As an outcome, this strategy will startle, humiliate, and slightly discomfort the listener. This strategy ranks as the most direct strategy. Refers to the most direct expression of behavior. The speaker can direct the listener by saying something like, "Bring me these pens!" Bald-on-record strategies are also used when there is a stark contrast between the speaker and the listener.

1) Very Urgent or Longing

It is used when the speaker urgently needs his attention. Compensation reduces the communicated urgency in cases of extreme urgency or desperation.

The sample :

- I. "Help!"
- II. "Watch out!"

2) Talk to attention-grabbing people as if they need a lot of efficiency

It is used when the talker speaks as if the maximal effect is significant and emphasizes the metaphorical urgency.

The sample:

- I. Look, the point is this...
- II. Listen, I've got an idea.

The I and II examples are used to grab the listener's attention. The word "look" in example I is a verb used by the talker to direct the listener's eyes elsewhere. In Example II, the word "listen" is a verb used to pay concern to the listener and listen to what the speaker has to say.

3) Task-oriented/ Pragmatic Form of Guide

This strategy is used when the speaker provides the listener with an assignment to achieve the desired result. Flushing may be perceived as irrelevant if the focus interaction is task-oriented. An example of this strategy is "Give Me the Pins". From the example, the speaker gives the listener the task of handing over the pen.

4) Sympathetic Advice or Warning

The speaker is communicating that he or she cares deeply about the listener (and thus the listener's positive face), so blush is not necessary. Sympathetic advice and warnings may be laid bare on record.

The sample :

- I. Careful! It's a dangerous dog.
- II. Your skid is showing!

For this example, I, the talker wants to remind the listener to be wary because dogs are harmful. The word "carefully" was used to remind the listener not to be harmed by this man. In Case II, the speaker sympathetically expressed the listener's visible slip.

5) Allow Something

This strategy is used when the speaker gives something or makes the listener do anything so the listener can do it. An example of giving something is "Yes, you may go." This example shows that the speaker has allowed the listener to move to another location.

6) Invitations

This strategy is used when the speaker is asking the listener to do anything. "Come out" or "Exit" is an example of this strategy. This means that the speaker has asked the listener to move to the speaker in the chamber or building.

7) Welcoming

Welcoming (or post-greeting) is used when the speaker instead of the listener makes a negative face. An example greeting is "Oh, you're coming., Come in".

8) Greetings and Goodbye

Greeting strategies are used when the speaker greets the listener to indicate friendliness or politeness. On the other hand, the farewell strategy is used when the speaker says goodbye or goodbye to the listener. Examples are "come", "go", "sit down" or "goodbye", or "see you".

2.2.2 Positive Politeness Strategy

A positive politeness strategy is An attempt to minimize damage to the listener's face. Define positive politeness as an approach-based strategy. This strategy shows that you are aware of your listener's needs, such as compliments or friendly speaking. Brown and Levinson (1987) state that positive politeness is a modification that targets a positive face, the need to be recognized, accepted, and desired. This type is often seen to minimize the distance between speakers and listeners.

Brown and Levinson (1987) classify the sub-strategies of positive politeness strategy into three big mechanisms. These mechanisms assert common ground, convey speaker-listener cooperation, and satisfy the listener's needs.

a. Charming Common Ground

In this type, the speaker asserts the listener on common grounds, showing that the speaker and listener are included in a particular category. This particular group shares certain wants and desires, including goals and values.

1) Detect the listener's interests, desires, needs, and good qualities

This strategy suggests that the speaker should pay attention or be aware of aspects of the listener's state. It can take the form of fellow feelings, compassion, or compliments. For example: "We drank too much coffee tonight, didn't we?"

The example above indicates that the speaker is paying attention to the listener. Showing that the speaker is aware of the listener's state.

2) Excessive attention, approval, or sympathy for the listener

This strategy can be done by overstating an adjective or saying something in a manner that is higher than it is.

The sample: "What a great car you have!"

The example indicates that the speaker overstates his or her praise about the listener's car. The word "great" means that the listener has a fantastic car.

3) Engage listeners, tell good stories, and engage listeners in the conversation

This strategy is used to tell the listener that the speaker wants to increase the speaker's interest by telling a good story.

The sample: “I come out of the lift, and what do you think I see? A huge mess all over the place, the phone’s off the book, and clothes are scattered all over.”

4) Use of intragroup identity makers

This strategy is carried out using incoming identity markers such as addresses, dialects, jargon, and slang to indicate that the speaker and listener belong to someone who shares a particular desire.

The sample: “What’s up, guys!”

From this example shows that the speaker used in-group identity markers by saying “guys” intend to the hearer.

5) Ask for consent

It consists of seeking the consent of the listener by addressing a ‘safe topic’ with which the listener agrees.

The sample: “Isn’t your new dress has a beautiful motif?”

In this example, the speaker gives a commentary on a friend’s new dress. Instead of specifying unsafe topics, the speaker picks up safer topics.

6) Avoiding disagreement

This strategy showed that non-consent can be avoided by showing false consent, indirect consent, white lies, and hedging.

The sample :

A: Indonesia, where do you live?

B: That’s where I was connate.

The speaker asks the listener if she lived there. Instead of calling what the narrator says a mistake, the narrator states that she was born there. The listener answered without contradiction.

7) Provided to increase commonality and assert

It is clarified that assumption is the act of believing something to be true before it has been proven.

The sample: "I had a really hard time learning to cook, didn't I?"

8) Jest

It is a basic positive politeness technique used to reduce the face-threatening act (FTA). Hence, it is a form of claiming common ground.

The sample: "How about lending me this heap of junk?"

9) When the speaker knows and cares about the listener's wishes

This is a purpose to dictate what the listener wants by to the speaker's knowing of what the listener wants.

The sample: "I know you love tulips but the florist didn't have anymore, so I brought you Lily instead."

10) Appointment

It means that when the talker intends to satisfy the listener's desire the talker makes a promise to them.

The sample: "I will invite you next week"

The speaker promises to the hearer that she or he will invite him next week.

11) Be optimistic

In this strategy, the talker becomes optimistic about the listener's willingness to do or want to do something for the talker.

The sample: "You'll lend me your bicycle, right?"

This example shows that the talker is optimistic that the listener will loan her a bicycle.

12) Involvement of talkers and listeners in activities

The aim is to involve both the talker and the listener in the action and finally become collaborating partners. It uses the included 'we' form when the talker says 'you' or 'me'.

The sample: "Let's have tea, then."

This example indicates that in fact, the talker wants the listener to have tea. The talker's demand used inclusive 'we' form 'let's'. The demand will be more polite because it shows the collaboration between the talker and the listener.

13) Reasoning and questioning

It is indicated that the talker and listener are cooperating by asking questions and giving reasons.

The sample: "Why don't we go to the restaurant?"

14) Assumptions or claims of reciprocity

It can be used to make reciprocal benefits between speakers and listeners.

The sample: "I will give you candy if you give me chocolate."

Reciprocity is an action where they help or offer benefits to each other. In the example above, if the listener gives the speaker chocolate, the speaker wants to give the listener candy.

15) Gifts to listeners can take the form of goods, sympathy, understanding, and cooperation.

It indicates that the talker can quench the listener's positive face by in fact quenchy some of the listener's needs.

The sample: "I just know that your cat died yesterday. I'm sorry to hear that."

The talker gave a gift to the listener by giving fellow feeling and understanding.

2.2.3 Negative Politeness Strategy

Brown and Levinson (1987) develop a negative strategy as a remedial action aimed at the recipient's negative face. He wants his liberty of measure unhindered and his attention unhindered. This means that the remedy concerns the listener's liberty of measure and autonomy. Negative courtesy focuses on specific actions to minimize her FTA burden. Negative face is the desire to have liberty of measure. Negative politeness categorized sub-strategies of negative politeness, those are :

1) Be lineal

It involves roundabout speech acts that include roundabout requests. If the talker makes statements consistent with negative politeness, it means that the speaker not only wants to achieve what he or she wants through the free trade zone but also wants to improve it.

The sample: "Can you please pass the sugar?"

2) Assume/do not accept listeners

It works by not assuming and not assuming that the listener will want or accept the FTA. This strategy is a question and a hedge. Hedges help soften orders and turn them into polite suggestions.

The sample: “Won’t you open the window?”

3) Be pessimistic

Do not force the listener means that the speaker does not entice the listener to do something by force. This can be done by giving the listener a choice that may take no action. This can also be done assuming the listener doesn't want to perform any actions.

The sample: “Could you jump over that five-foot fence?”

4) Minimize the burden

It is used to minimize cockiness or menace on the listener's negative face. Minimization can be done by choosing a few words that describe the minimum state of matter.

The sample: “Could I borrow your book just for a minute”.

5) Make a difference

It is explained that making a difference is the act of humiliating oneself and satisfying the listener’s want of regard. This can be done by using particular addressing from someone excellent.

The sample: “Excuse me, mam, would you mind if I turn off the AC?”

6) Apologize

By apologizing the talker can indicate the unwillingness to threaten the face of the listener or to befall the listener.

The sample: "I am sorry to bother you, but please tell her to call me tonight."

7) Impersonality of the talker and listener in a dialogue

It deals with avoiding the pronouns 'I' and 'U'.

The sample: "Do this for me."

8) Give FTAs as an example of a general rule

It is indicated that the talker does not want to disturb the listener. The talker relieves the fact that the listener is affected by emphasizing the idea that behavior is a general rule.

The sample: "I am sorry, but late-comers cannot be seated till next interval."

9) Normalizing

Normalization is the conversion of verbs in a sentence into nouns. It allows the talker to add range and formality. The more formal the statement, the clearer the speaker does not want to pressure the listener.

The sample: "We regret that we cannot.."

10) Be on record as a debtor or non-debtor listener

It is carried out by claiming the speaker's indebtedness to the hearer or by releasing any indebtedness of the hearer. Therefore, the talker can redo the FTA.

The sample: “I’d be eternally grateful if you would..”

2.2.4 Off-Record Strategy

Off the record is an indirect strategy. When a speaker speaks informally, they are communicating ineffectively because they are not directly saying what they are trying to say. Brown and Levinson (1987) state that off-the-record is a communicative act without a specific intention. This means that the speaker's utterance contains multiple specific intentions. The listener then has to interpret the utterance to understand its true meaning.

1) Giving guides

It explains that guiding is the act of saying anything unrelated and encouraging the listener to seek out relevant interpretations. The speaker encourages the listener to look for relevant interpretations.

The sample: “This tea is a bit bland.” Asking the hearer to pass the sugar.

2) Give relevant cues

The talker indicates the relevant type of implication caused by the relevance violation. This is provided by referring to something related to the listener's behavior, independent of the antecedents of the speaker and the listener's experience or interaction impression.

The sample: My restaurant isn’t very far away... There’s the path that leads to my restaurant.

3) Preceding event required

It is done by forcing the listener to search for the relationship of a previous event.

The sample: I cleaned the bicycle again today

As mentioned above, communicate your critiques to your listeners and ask them to do so.

4) Understanding

The talker understands what he wants to say. This is the act of saying less than necessary. Through this strategy, the speaker invites the listener to seek interpretation. Speakers avoid the above points when criticizing.

The sample: She's all right.

That is an understatement that implies that the person the speaker is talking about is awful or fabulous.

5) Overstate

The talker magnifies or chooses a point on a scale that is higher than the true state of matter. This strategy says more than it should.

The sample: You never do your essay.

6) Use tautology

By saying a tautology, a talker prompts the listener to seek interpretation from non-informative utterance.

The sample: Your clothes go where your clothes go and my clothes go where mine go.

As said to the listener as a criticism for placing his belongings in the talker's chamber.

7) Take advantage of contradictions

By saying two contradictory things, it makes emerge that the speaker is unable to tell the honesty.

The sample: I am sad and I am not sad about that.

8) Be ironical

A talker can indirectly pass the proposed meaning by saying the opposite of the proposed meaning if there is evidence that the proposed meaning is being passed indirectly.

The sample: Togar's an obvious brilliance. As said after the third person has just done something stupid.

9) Use metaphors

Applying metaphors, the talker backs up their statement and prompts the listener to interpret the meaning of the backed-up statement.

The sample: Gipy is an obvious dog. As said to express that Gipy runs like a dog runs well.

10) Apply rhetorical questions

The talker requests a question without trying to get an answer. The speaker also encourages the listener to interpret their true meaning.

The sample: How many times do I have to say?

As said by the speaker as a critique of the listener's action.

11) Be ambiguous

The talker deliberately introduces ambiguity, which can be via metaphors to make the listener guess what he or she is trying to say.

The sample: He's a pretty sharp cookie.

This can be one of praise or an insult, depending on the speaker's intent to sharpen the implication.

12) Being vague

The spokesperson may deviate from the FT's record by vaguely stating who the subject of the FTA is or what the violation is.

The sample: I'm going down the street for a while. As said to the local pub.

13) Over-generalizing

The point of the strategics is to convey a common percept, and the listener must decide if the common precept occurs.

The sample: Older person somehow help to clean plates. Convey a command or request as the speaker says.

14) Displacing the hearer

Speakers can clarify the purpose of their free trade zone. Brown & Levinson (1987) argue that the FTA calls out his FTA to someone he does not threaten, hoping that the true target of the FTA can recognize that his FTA is directed at them.

The sample: One scribe in the office requests another scribe in negative politeness get by the stapler in circumstances where the boss is much nearer than the other scribe. The face of the boss is not threatened and the boss can pick to help as a bonus for the scribe.

15) Imperfect

The talker intentionally does not end his or her speech. As with rhetorical questions, it can leave the connotation of "hanging in the air."

The sample: Oh man, a headache...

A kid used to request his father's pills. This gave her the chance to tell her to go and lie down even of administering her worth pills.

2.3 The Benefits of Doing Politeness Strategies

There is a benefit to the application of politeness strategies. When using strategies, speakers also expect favorable outcomes. The benefits of this strategy are clarified in the slate below.

1) Doing Bald On Record Strategy

Bald on record strategy allowed the speaker and listener to clarify the intent the speaker was trying to convey. This avoids the risk of being misunderstood by

both the speaker and the listener. The speaker can also avoid being seen as a manipulator and potentially misunderstood, and the speaker can also have the opportunity to provide compensation to the face threatened by her FTA.

2) Doing a Positive Politeness Strategy

By applying a positive politeness strategy, the speaker can minimize the face-threatening aspects of his behavior by assuring the listener that he considers the speaker to be of the “same breed.” It recognizes the desire for and allows the talker to quench the positive face of the listener as if he wants to reach himself. In addition, speakers can avoid or minimize the liability impact of free trade agreements. As an outcome, positive civility strategies lead to common friendship, compactness, and common participation.

3) Doing a Negative Politeness Strategy

The negative politeness strategy is Primarily intended to partially compensate for the listener's negative face. This minimizes certain constraints on the listener and allows the speaker to satisfy the listener's desire to have his representation in the interpretation of his utterances. Using negative politeness allows the talker to indicate the listener's regard and otherness for the FTA they are creating. It also allows talkers to maintain social distance between participants and avoid the risk of losing face.

4) Doing Off-Record Strategy

An of-record strategy permitted prevention taking charge of the possibility of hurtful treatment. Speakers can avoid potential FTAs by allowing listeners to

self-interpret the intended meaning of a given utterance. Speakers can also make listeners appear to care about them.

2.4 Previous Research

Research on pragmatics, mainly politeness strategies, has been done many times. Because the importance of politeness strategies is contextual, the results of each study are different. In the first previous study, the researcher took research from “A Pragmatic Analysis of Politeness Strategies Reflected In *Nanny McPhee* Movie” by Hasmi Mifta (2013). The purpose of this study was to (1) identify the type of politeness strategy used by the main character in the movie *Nanny McPhee*, and (2) how the politeness strategy works in the utterances of the main character in the movie *Nanny McPhee*. It is to explain what is implemented. This study used a descriptive qualitative method. The central vehicle of the study was the researchers themselves, and the data is in the form of speech, including politeness strategies. The data resource is a movie script by *Nanny McPhee*. Data were collected, categorized, and analyzed using note-taking techniques. The similarity between this research and the previous research is the use of script as a data source and the first research problem same as the research problem. The difference is the second use of family discourse to analyze the politeness strategies. The contribution of this previous research to this research is that previous research had the same research problem as this research and could use that as a reference to answer this first research problem.

The second is a research journal entitled “Learning How To Be Polite Through A Movie: A Case On Brown and Levinson’s Politeness Strategies” by Isabella (2022) from University HKBP Nommensen, Medan, Indonesia is also used

as a reference for this research. The similarity between this previous research with my research is the purpose of the study. The difference between this previous research with my research is the use of sociological variables while my research is only pragmatics. The contribution of this previous research to my research is in previous research, I had the same research problem as my research where I could use that as a reference to answer my research problem that.

The third is “Politeness Strategies Applied by the Characters of The Great Debaters Movie” by findings show Characters in the movie The Great Debater used different types of politeness strategies: Bald on record, off the record, positive politeness, and negative politeness. Additionally, the characters revealed factors that influence their politeness when speaking. Speech, registers and domains, slang, and solidarity. However, language and gender factors were not presented in the dialogue, as the characters were primarily engaged in the same topic, namely the debate competition. The difference between this research and the fourth previous research is in the fourth research the researcher used two theory that is the analysis is based on Brown and Levinson’s politeness strategies and Spolsky’s factors affecting someone’s politeness in speaking while my research only uses the theory from Brown and Levinson’s and the second is this research object is movie while the four previous research object is a debate. The researcher uses previous research as a standard for comparison and to help the researcher put current research together. This is the previous research that contributes to this research.

The fourth previous research is “The Use of Brown and Levinson’s Politeness Strategies By The Main Characters Of Bride Wars Movie” By Septiyani, (2016). This previous study used document analysis as a research method, in which Bride

Wars movie scripts were the primary data source. Also, other courtesy cues were considered secondary. In this previous study that analyzed the data, the researcher used Brown and Levinson's politeness theory to classify the two main characters in *Bride Wars*' movie speech into his four politeness strategies. Based on analysis. The researcher of this previous study found that the two main characters used four politeness strategies: bald on record, positive politeness, negative politeness, and off the record. Positive politeness was speculated to be the least common strategy and negative politeness to be the least common strategy. The similarity between this research and this previous research is the use of the theory of Brown and Levinson and document analysis as the method of research, in which *Bride Wars* movie script. The difference between this research and this previous research is this research uses triangulation source data to exploring the truth of certain information through various methods and sources of data acquisition, in this case, the researcher used written documents when collecting and analyzing data while this previous research did not use triangulation. The contribution of this previous research to this research is the same research problem as this research where this research could use that as a reference to answer the first research question.

2.5 Conceptual Framework

In particular, this research aims to discover and analyze the use of politeness strategies in the speech of characters from the movie *KKN di Desa Penari*. As the focus of this study is on the character's application of politeness strategies, it is clear that this is related to differences in speech utterances or language use. In other words, the author must understand the significance of the characters' state in context (pragmatics). Pragmatics is obligatory to deal with the relationship between

language and context. These are the voices of the characters in the movie *KKN di Desa Penari*. To answer three research questions, the researcher used the politeness strategy theory argued by Brown and Levinson (1987).

The first research problem “What are the types of politeness strategies used by the main characters in the *KKN di Desa Penari* movie?” will be resolved by making the theory of the politeness strategies of Brown and Levinson. Four strategies are bald on-record, positive politeness, negative politeness, and off-record strategy. The researcher use the four strategies to categorize the statement done by the prime characters of *KKN Di Desa Penari* a film to analyze the types of strategies they use.

The second research problem “What is the dominant type of politeness strategies applied by the main characters in the *KKN di Desa Penari* movie ?” is interpreted using the theory of the politeness strategy of Brown and Levinson. Four strategies are bald on-record, positive politeness, negative politeness, and off-record strategy. The researcher uses the four strategies to categorize the statements of the main characters in the movie *KKN Di Desa Penari* and analyze the strategies they use. And then calculated the dominant types of politeness strategies.

Therefore, this section contains all the theories necessary and relevant for this research. One of the theories in specific is Brown and Levinson's (1987) on politeness. This prime theory is used to analyze the character statement to find the politeness strategies employed in the *KKN Di Desa Penari* movie.

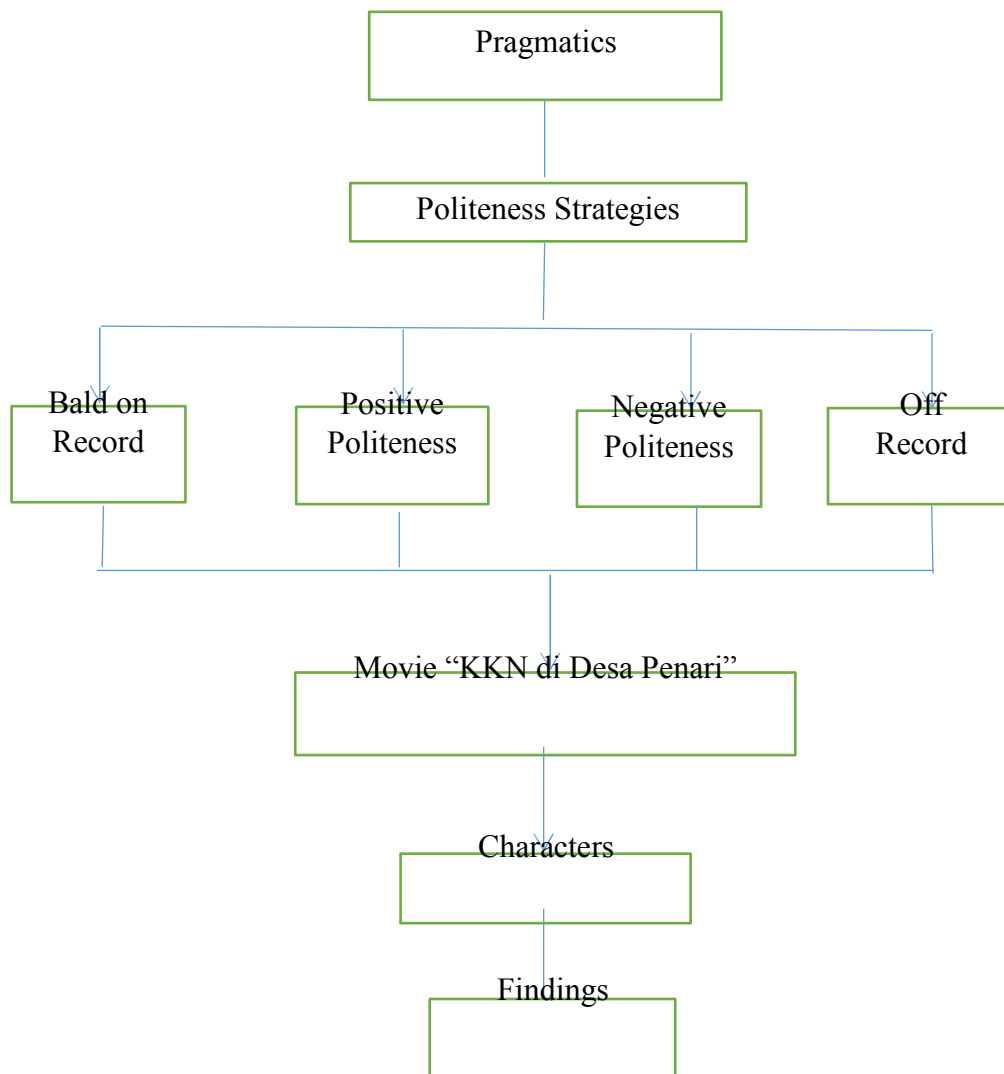


Figure 2.1 Conceptual Framework

CHAPTER III

RESEARCH METHODOLOGY

3.1 Research Design

This research concerns how seven characters from the *KKN di Desa Penari* used politeness strategies in their dialogue in the movie. This research thus examines how language is employed in a social context as represented in film. Researcher do descriptive qualitative research because it is about how people speak and modify their speech in conversation. This is descriptive qualitative research because the purpose is to grasp humane actions and what drives such behavior the way it is (Lincoln, S, 2005). Meanwhile, Creswell (2014) states qualitative research is an approach to exploring and understanding the meanings individuals or groups perceive as social or human issues. Emerging questions and procedures, data typically gathered from participants, and inductive data analysis that builds The research process include the interpretation of the meaning of the data by the researcher, which might range from particular to broad topics. The final written report's format is open-ended. Participants in this technique of inquiry are in favor of a research strategy that emphasizes an inductive approach, an emphasis on personal meaning, and the usefulness of providing examples of the complexity of a situation.

This research generates descriptive data in the form of people's written and spoken words and observable behavior. This is known as qualitative research. It does not involve statistical procedures or numerical measurement. The researcher employed descriptive qualitative research in this study. Qualitative research focuses on the big picture of a phenomenon rather than numerical data and data in

the form of detailed descriptions. This research below describes the utterances of seven characters in the KKN Didesa Penali film, including politeness strategies. The researcher analyzes how seven characters use language to communicate and apply politeness strategies.

3.2 Data and Data Source

Data in any form or form collected, observed, generated, created, and obtained through a research project. This includes numerical, descriptive, acoustic, visual, or physical forms recorded by researchers, generated by instruments, and derived from model simulations (Research Data Management 2023). Good data is data that can be trusted (reliable), timely, and covers a broad scope or can provide an overview of a problem as a whole, and is relevant data.

The data source of the research is the movie script of the KKN di Desa Penari movie. A movie script is a necessary document for qualitative research. Documents are standardized artifacts, in so far as they typically occur in particular formats: as notes, case reports, contracts, drafts, death, certificates, remarks, diaries, statistics, annual reports, certificates, judgments, letters, or expert opinions (Flick, 2009). Documents can be information from questionnaires and surveys, photographs, videos, or statistical records (Huberman, 2020).

In this research, the researcher analyzes politeness strategies in the screenplay of a film titled *KKN di desa penari* by Lele Laila and Simpleman. The data in this study consist of utterances composed of four types of politeness strategies based on Brown and Levinson's theory. Researcher use secondary data, that means that the data source is transcript of movie “KKN di Desa Penari” take from the internet by <https://www.bantenraya.com/nasional/pr->

3.3 Instrument of Collecting Data

In this research, the researcher uses the data collection instrument, namely observation. The tools used by the researcher in the observation of collection data are “Table of Politeness Strategies,” and to obtain additional information the researcher uses telecommunications media such as a handphone, laptop, and the Disney+Hotsar application to view the *KKN di desa penari* movie.

3.4 Technique of Data Collection

The next step is to choose the data collection technique to use. Data collection techniques are the methods by which researchers collect data in their studies. In this research, there are several techniques for collecting data: search the movie, download the movie, watch the movie, take note of every single type of politeness strategy, and interpret.

3.4.1 Search the Movie

The researcher searched for the *KKN di desa penari* movie on the Disney+Hotsar application. The Disney+Hotsar application is one of the best platforms for searching for or watching various films.

3.4.2 Download the Movie

Downloading is the act of transferring data from one computer to another. This can apply to copying files from a server onto your computer as well as transmitting files via email or transferring them across a network like the Internet.

The researcher downloaded the movie KKN di Desa Penari in the Disney+Hotsar application.

3.4.3 Watch the Movie

According to the Oxford Dictionary (2023), a series of videos recorded with a sound that tells the story of watching someone in a movie, TV, or another device for a while and watching what happens. In this case, the researcher pays attention to the whole story that is displayed. In this step, the researcher watches the whole movie five times to understand each part of the story and the characters. As long as the researcher watches the movie, subtitles are given so that the researcher can easily understand the whole story of the movie. After that, the researcher shows the film transcript beside the movie sequence for synchronization between the subtitle and the transcript.

3.4.4 Take a Note

According to Sugiyono (2003) In most traditions of qualitative research, the phrase personal document is commonly used to refer to a first-person narrative authored by an individual, in which the individual describes his or her actions, experiences, and beliefs. In the document, the qualitative researcher should take notes to write down each part that needs analysis. In this case, the researcher writes every sentence that contains politeness strategies. Apart from that, to make the notes more reliable, the researcher also synchronized the scripts and subtitles.

3.5 Technique of Analyzing Data

To better comprehend them, researchers use a systematic search procedure and organization of interview transcripts, field notes, and other resources. According to Saldana (2014), Qualitative data is solid, has many explanations, and can explain the process. In this research, the researcher uses Miles, Huberman, and Saldana's theory to analyze the data, so there are three steps to take:

1) Data Condensation

Data condensation refers to the process of selecting, focusing, simplifying, abstracting, and transforming data that approaches the entire body of written field notes, interview transcripts, documents, and empirical materials. The conclusion is that this data condensation process was obtained after the researcher conducted interviews and obtained written data in the field, and later the interview transcripts were sorted to get the research focus needed by the researcher. In this study, the data are in the form of dialogue from the *KKN di desa penari* movie and transcripts from the *KKN di desa penari* movie. In this step, the researcher carefully watched the film, paid attention while listening, and double-checked the data by reading the transcript to understand the context. The researcher then selects utterances from the film that demonstrate how politeness strategies are applied. The researchers then categorized the data using four politeness strategies: Bald on Record, Positive Politeness, Negative Politeness, and Off Record. The researcher also created a summary to make it simpler to examine the data and move on to the following steps. The researcher also took notes on the theories and politeness strategies found in the transcription of the KKN di Desa Penari movie.

2) Data Display

The Presentation of data involves organization, unification, and inferred information. Presenting the data here also helps in understanding the context of the research as it carries out a more in-depth analysis. Data display is the primary means for valid qualitative analysis and consists of various types of matrices or charts, graphics, networks, and tables. In this step, the researcher shows or displays the data, which contains politeness strategies. The researcher shows which utterances contain politeness. In this research, after the researcher finishes watching the movie *KKN di desa penari* from several types of display data presentation forms, the researcher calculates the data in tabular form.

Table 3.1 The Data Display of Politeness Strategies Produce by Seven Characters of *KKN di Desa Penari* Movie

Characters	Politeness Strategy				
	Bald Record	on	Positive Politeness	Negative Politeness	Off record
Nur					
Widya					
Bima					
Ayu					
Anton					
Wahyu					
Badarawuhi					

3) Drawing Conclusions

Drawing conclusions here is carried out by the researcher. From the beginning the researcher collects data such as seeking understanding that has no pattern, noting the regularity of explanations, and causal flow. The final stage is summarizing all the data obtained by the researcher.

Briefly, the steps in analyzing the data are:

- 1) The researcher rewatched the *KKN di desa penari* movie
- 2) The researcher collected data through film script documentation. Then, the researcher selects, identifies, and focuses the data concerning the formulation of the research problem.
- 3) After categorizing the data on politeness strategies, the researcher classified the data into four types of politeness strategies according to Brown and Levinson.
- 4) After that, the researcher described each type of politeness strategy in the movie *KKN di desa penari*.
- 5) The researcher tabulated the data.
- 6) The researcher counted the data percentage; in this study, the researcher used a formula to calculate the data percentage.

$$N = f/n \times 100\%$$

f: individual frequency of politeness strategies

n: total number of all the data

N: Percentage of politeness strategies

- 7) Determined the most dominant politeness strategies in the movie *KKN di desa penari*.
- 8) Concluded.

3.6 Triangulation

Triangulation means using multiple measurements to judge the same phenomenon. The use of various data will, of course, involve the amalgamation of different methods and theories, as well as the different perspective of the researcher.

Triangulation includes four things, namely: (1) method triangulation, (2) inter-researcher triangulation (if the research is carried out with groups), (3) triangulation of data sources, and (4) triangulation of theory.

Based on the four methods above, the researcher applied data source triangulation. Triangulation of data sources is exploring the truth of certain information through various methods and sources of data acquisition, in this case, the researcher used written documents when collecting and analyzing data.