

CHAPTER I

INTRODUCTION

1.1. The Background of the Study

Language is an important communication system for interacting with each other and sharing knowledge. Languages have clear structures and rules and can be spoken or written. Every language has components such as words, phrases, sentences, and grammar that allow the writer or speaker to create a message that can be understood by the person listening to it. Language has a close relationship with linguistics.

Linguistics is the study of language and all concepts related to language. In linguistics, one must understand how a language functions, how it is understood and produced by humans, and how it changes and develops from one period of time to the next. Linguistics has an important role in the structure of language between languages.

Pragmatics is a branch of linguistics that studies the use of language in social contexts and how that use affects grammar. Pragmatics focuses on how humans use language in various communication situations as well as how implied and unstated meanings can differ. Politeness is an aspect that is discussed in pragmatics.

Politeness is an important consideration when interacting with others, as it promotes trust and positive value. Leech proposed a set of politeness maxims as a way to explain how politeness operates in the context of conversational exchanges. Leech classifies politeness principles into six maxims.

In this study, the writer is interested in using the principle of politeness in this movie as the object of research because the principle of politeness has a very important role. It is used as a tactic to make people more interested in things that involve human interaction or speaker interaction. As is the case in movies, movies are the most popular form of entertainment around the world is movies. Movies is a fusion of several different technological disciplines, including celestial photography, theater, architecture, and music. Movies scripts are usually used for movies or television programs. Action and dialog are the main cinematic components (Steward, 1983:352).

In this study, the writer uses the theory of Geoffrey Leech. There are six maxims formulated by Leech in the principle of politeness, namely:

(1) Tact maxim: Minimize cost to other. Maximize benefit to other, (2) Generosity maxim: minimize benefit to self. Maximize cost to self, (3) Approbation maxim: minimize dispraise of other. Maximize praise of other, (4) Modesty maxim: minimize praise of self. Maximize dispraise of self, (5) Agreement maxim: minimize disagreement between self and other. Maximize agreement between self and other, (6) Sympathy maxim: minimize antipathy between self and other. Maximize sympathy between self and other. (Leech, 1983: 132)

Based on the explanations above, the writer conduct the study entitled “**The Analysis of Politeness Maxims on Turning Red Movie**”.

1.2. The Problems of the Study

Based on the background previously described, the problems in the study can be formulated as follows:

1. What are the types of politeness maxims found in the Turning Red movie?

2. What are the meanings of politeness maxims based their contexts in the Turning Red movie?

1.3. The Objectives of the Study

Based on the problems above, the objectives of the study are:

1. To find out the types of politeness maxims in the Turning Red movie.
2. To find out the meanings of politeness maxims based their contexts in the Turning Red movie.

1.4. The Scope and Limitation of the study

To ensure the focus and depth of the study, it is important to limit the problem. Leech classifies politeness maxims into six types, namely: Tact Maxim, Approbation Maxim, Generosity Maxim, Agreement Maxim, Modesty Maxim, Sympathy Maxim. The writer focuses on finding the six maxims in Turning Red movie.

1.5. The Significance of the Study

The result of the study is expected to be usefull in Theoritically and Practically.

1. Theoritically

This study is expected to increase appreciation and insight in the field of pragmatics, especially on politeness.

2. Practically

- a. For the writer, it can be broaden her understanding of politeness maxims.
- b. For the students of the Faculty of English Literature, this study can be a reference for English literature students in preparing a thesis.

- c. For the lecturers, this study can make a great contribution to the development of the educational process of politeness maxims.

CHAPTER II

REVIEW OF RELATED LITERATURE

2.1. Theoretical Framework

This chapter discuss some relevant theories used in study on language politeness in the context of pragmatics. The theories that be reviewed include: Pragmatics, Politeness, Types of Politeness, Leech's Politeness Maxims, The Situation of Politeness and Turning Red Movie.

By introducing some of these theories, this chapter provide a solid foundation to explain the study framework and connect the concept of politeness with the movie "Turning Red".

2.2. Linguistics

In common usage, the term "linguistics" is often used to refer to the science of language. According to Matthews (1997:4), "the definition of linguistics is the scientific study or linguistics that studies language". While Based On Kridalaksana (1983), "states that linguistics is a science that studies, examines or studies the nature and intricacies of language, namely language in general that humans have as a means of communication or linguistics is the science of language or the science that investigates language scientifically". From Bauer's definition, it may be inferred that linguistics and language have a close relationship. These two categories, linguistics and language, are very similar to one another.

According to the definitions above, the writer concluded that linguistics is a science that studies the general study of language.

2.3. Pragmatics

Pragmatics is a discipline that studies the ability of language to connect speech with its linguistic context. According to Levinson (1983:9), pragmatics is the study of the relationship between language and context that is expressed or encoded in language structures. This opinion is in line with the views of Leech, who states that pragmatics is the study of meaning related to the speech situation. Leech defines the speech situation as the context that triggers the conversation.

Parker (in Wijana, 1996:2) states that pragmatics is different from grammar, which examines the internal structure of language. Pragmatics is the study of language use in communication. In the study of pragmatics, an utterance implies the occurrence of speech events that are bound by context.

Furthermore, Yule (1996:3) argues that pragmatics is concerned with the study of the meaning communicated by the speaker (or writer) and interpreted by the listener (or reader). Speech partners are expected to understand the meaning and utterances conveyed by the speaker.

Based on the various definitions of pragmatics above, the writer can be concluded that pragmatics is a discipline that studies the meaning of an utterance in a particular context and is bound by that context.

2.4. Politeness

Politeness is rules of behavior that are established and agreed upon by a society so that politeness is also a prerequisite agreed upon by social behavior. Politeness has a broad context, not only refers to politeness in behavior but politeness in language. Politeness is one of the most important aspects of pragmatics.

According to Lakoff in Watts (2010:50). States that "politeness is developed through the socialization process to reduce friction in personal interactions". While Based On Mislikhah (2020). " it is argued that "politeness or etiquette is a procedure, custom, or tradition. etiquette is the procedure, custom, or habits that apply in society".

Based on the explanation above, the writer concludes that politeness is a way of speaking that applies in social life.

2.5. Leech's Politeness Maxim

In a conversation one is identified as the speaker and the other person as the speaker. The principle of politeness is to minimize the expression of impolite beliefs, and maximize the expression of polite beliefs.

Leech (1983:130–139) argues that politeness minimizes impolite effects in social interaction; people tend to overestimate polite effects while impolite effects tend to be minimized. Furthermore, Leech says that politeness is a very important thing that is asymmetrical because politeness is part of respecting speakers. Leech also argues that politeness concerns the relationship between oneself and others.

Leech divides politeness principles into six types. Leech suggests the study of politeness principles in pragmatics which consists of six maxims, namely the maxim of wisdom, the maxim of generosity, the maxim of respect, the maxim of simplicity, the maxim of agreement, and the maxim of sympathy.

2.6. Types of Politeness Maxim

Leech divides the politeness principle into six types of maxims, which are as follows:

1. Tact Maxim

Minimize others' losses and maximize others' gains. This maxim aims to minimize and maximize costs compared to other expenses to benefit others. This maxim is used in Searle's speeches, commissions, and commissions. Leech's so-called policy is impressive. Commissions are found in language that expresses the speaker's intent in future actions. Then the /Imperative statement is an expression that causes the listener to act. Examples of the maxims of wisdom are as follows:

- "Can I borrow your cell phone for 2 minutes?"

2. Approbation Maxim

Minimize the benefit to oneself and maximize the benefit to the other parties
Like the wisdom maxim, this maxim is also expressed with directive/impositive and commissive statements. However, this maxim focuses on the maxim itself, whereas the wisdom maxim rests on the other maxims.

Examples of the maxim of generosity are:

- "Take a break, let me do all the work."

3. Genorosity Maxim

Criticize others as little as possible and praise others as much as possible. This maxim requires speakers to avoid anything that harms others, especially the speaker. This maxim applies in persuasive/representative and expressive. Optimistic is an expression that expresses the correct sentence. While expressive is an expression that shows the speaker's feelings. An example of the maxim of praise is as follows:

A: "The performance was great!"

B: "Yes, wasn't it?"

Minimize the degradation of the speaker or maximize the praise of others

4. Modesty Maxim

The maxim of humility is a useful maxim to be less self-congratulatory and more self-critical. This maxim is found in reassuring and expressive statements such as those of the maxim of praise. The maxims of tact and the maxims of humility are concerned about the degree of goodness or badness of the evaluations of others or those uttered by the speakers themselves.

An example of the modesty maxim is as follows:

- "I thought you would teach me more than I taught you."

5. Agreement Maxim

Agreement maxims are maxims that serve to increase agreement between oneself and others and minimize disagreement between oneself and others. There is a tendency to increase agreement and minimize disagreement by expressing regret or partial agreement when one is talking to others. This maxim is found in persuasive statements. An example of an agreement maxim is as follows:

A: "Would you buy me some food?"

B: "Yes. Of course."

6. Sympathy Maxim

Sympathy maxims are maxims that help reduce antipathy between oneself and others and increase sympathy between oneself and others. In this case, the performance achieved by others should be congratulated. On the other hand,

disasters that happen to others should also be given sympathy or condolences. This maxim can be found in persuasive speech.

An example of sympathy maxim is as follows:

- "I am sorry to hear about your mother".

2.7. Turning Red Movie

Turning Red movie tells the story of a teenage girl who not only has to be a dutiful daughter to her parents but also wants to live a free teenage life. Turning Red tells the story of Meilin Lee, or Mei, a confident, accomplished, and attractive 13-year-old girl. She is best friends with Miriam, Abby, and Priya. All three are devoted fans of a boy's music group called 4*Town. Mei is active in her friendships and obedient to her parents. She works closely with her mother, Ming Lee, to maintain and care for her family's ancestral shrine.

Mei's previously fine life turned into a catastrophe one morning. After her emotions overflowed, she suddenly turned into a giant red panda. After turning into a giant red panda, Mei can return to being human if she can calm down. Otherwise, Mei becomes shy and afraid of interacting with others. Not long after, Mei realized that her transformation into a red panda had something to do with her family history. Furthermore, Ming Lee told her that Mei's ancestors had once cooperated with the spirit of a giant red panda to protect her family.

As such, every member of Mei's family has the ability to transform into a giant red panda. However, by performing a special ceremony on the full moon night, the curse can be removed.

2.8. Previous Study

In writing this thesis, the writer found study that is relevant to this study. The first study is a thesis journal entitled *"Prinsip-Prinsip Kesopanan Dalam Movie Animasi "Moana" Karya John Grierson (Suatu Kajian Pragmatik)"* by Saubani (2018). This study discusses the principle of politeness and the function of the principle of politeness used by the main characters in the movie Moana. In this study the writer identifies, classifies, and analyzes the functions and types of politeness in the maxims used in the animated movie based on Leech's politeness theory. The results show that there are six types of maxims from the utterances of the main characters in the animated movie "MOANA", namely: maxim of wisdom, maxim of generosity, maxim of agreement, maxim of humility, maxim of agreement, and maxim of sympathy.

The second study is a thesis journal entitled *"Prinsip- Prinsip Kesopanan Dalam Movie Dead Poets Society Karya Thom Schulman (Suatu Kajian Pragmatik)"* by Djikoan (2019). This study focuses on maxims related to the principles of politeness. The purpose of this study is to identify, classify and analyze the principles of politeness and their functions in the movie Dead Poets Society. This study method is descriptive method. Descriptive method is a method used to find the elements and characteristics of a phenomenon. This method starts from collecting data, analyzing data, and interpreting data. The data are collected through conversations between characters, classify and analyze them according to Leech's concept (1983). The results show that there are six maxims of politeness and their functions applied by the characters in their dialog. They are the maxim of wisdom, the maxim of generosity, the maxim of acceptance, the maxim of humility, the

maxim of modesty, the maxim of compatibility, and the maxim of sympathy. Pragmatics, especially on the principle of politeness.

The third study is a journal entitled "*Prinsip-Prinsip Kesopanan Dalam Movie The Help Karya Tate Taylor : Suatu Analisis Pragmatik*" by Makatita (2018). This study focuses on maxims related to politeness principles. This study aims to identify, classify and analyze the principles of politeness and their functions in the movie *The Help*. This study uses descriptive method. The data were collected from the characters' speech, then classified and analyzed based on Leech's concept. The results show that there are six maxims of politeness and their functions applied by the characters in their dialog.

The fourth study is a thesis journal entitled "*Prinsip-Prinsip Kesopanan Dalam Movie Home Alone Karya John Hughes (Suatu Analisis Pragmatik)*" by Siwu (2021). The purpose of this study is to identify, classify, and analyze the maxims related to politeness principles and their functions contained in the movie *Home Alone*. This study method is descriptive method. The technique of this study is to collect, classify, and analyze the data. The data were collected through conversations between the characters. This study uses Leech's (1983) theory. The results show that there are six maxims of politeness principles and their functions. They are the maxim of wisdom, the maxim of generosity, the maxim of acceptance, the maxim of humility, the maxim of agreement, and the maxim of politeness.

The fifth study is a thesis entitled "*Maksim Kesopanan Dalam Movie La Famille Bélier Karya Éric Lartigau*" by Triono (2020) . This study aims to describe: 1) the types of politeness maxim, and 2) the functions contained in each type of politeness maxim in the movie *La Famille Bélier* by Éric Lartigau. The subject of

this study is all utterances contained in the movie *La Famille Bélier* by *Éric Lartigau*. The object of this study is all the applications of politeness principles and their functions contained in the movie *La Famille Bélier* by *Éric Lartigau*. This study is a qualitative descriptive study. The data were collected using the listening method with the technique of *simak bebas libat cakap (SBLC)*. The results showed that: 1) the application of the maxims of politeness in the movie *La Famille Bélier* by *Éric Lartigau* has 6 types of maxims of politeness, namely the maxim of wisdom (29 utterances), the maxim of acceptance (6 utterances), the maxim of generosity (9 utterances), the maxim of humility (4 utterances), the maxim of compatibility (15 utterances), and the maxim of sympathy (8 utterances).

The sixth study was conducted by *Setyoningtyas et al.*, (2022) entitled “*Penerapan Prinsip Kesopanan Dalam Dialog Tokoh Pada Film “June Dan Kopi” Karya Noviantra Santosa (Kajian Pragmatik)*”. This study aims to explain how *Noviantra Santosa's* movie “*June dan kopi*” applies the principle of politeness using a descriptive qualitative approach. A total of 32 data were collected on the application of politeness principles, including the application of the maxims of wisdom, generosity, respect, modesty, agreement, and sympathy.

The seventh study was conducted by *Wulandari* (2015) entitled “*Maksim Kesopanan Leech (1983) Dalam Film „Goethe!“ Karya Stölzl Aniar*”. The objectives of this study are (1) to explain the different types of illocutionary speech acts found in the movie “*Goethe!*” and (2) to explain the illocutionary speech acts that have politeness maxims. The utterances in the *Stölzl* movie “*Goethe!*” serve as the data source for this research. The author uses a qualitative research approach. This research collects data using free listening and note-taking techniques. Then,

the data were analyzed using the basic techniques of pragmatic sorting power and comparative linking to distinguish important things. Based on the analysis, it can be concluded that there are 27 utterances that obey the maxims of politeness identified by Leech; in the movie "Goethe!", there are 6 maxims that obey the maxims of politeness; there are 8 maxims that obey the maxims of wisdom; and there are 2 maxims that obey the maxims of modesty.

These previous studies inspired the writer to conduct a similar study on politeness maxim in the movie *Turning Red*. The similarity of this study with previous study is analyzing, identifying, and classifying the principles of politeness using Leech's politeness maxim theory.

2.9. Conceptual Framework

It is important to understand the theoretical concepts in pragmatics as the first step of this research. Pragmatics is a branch of linguistics that studies language use in social contexts and how such use affects grammar. Pragmatics focuses on how humans use language in various communication situations as well as how implied and unstated meanings can differ. Politeness is one of the aspects discussed in pragmatics.

Politeness is an important consideration when interacting with others, as it promotes trust and positive value. Leech proposed a set of politeness maxims as a way to explain how politeness operates in the context of conversational exchanges. Leech classifies politeness principles into six maxims, namely: The Tact Maxim, The Approbation Maxim, The Generosity Maxim, The Agreement Maxim, The Modesty Maxim and The Sympathy Maxim.

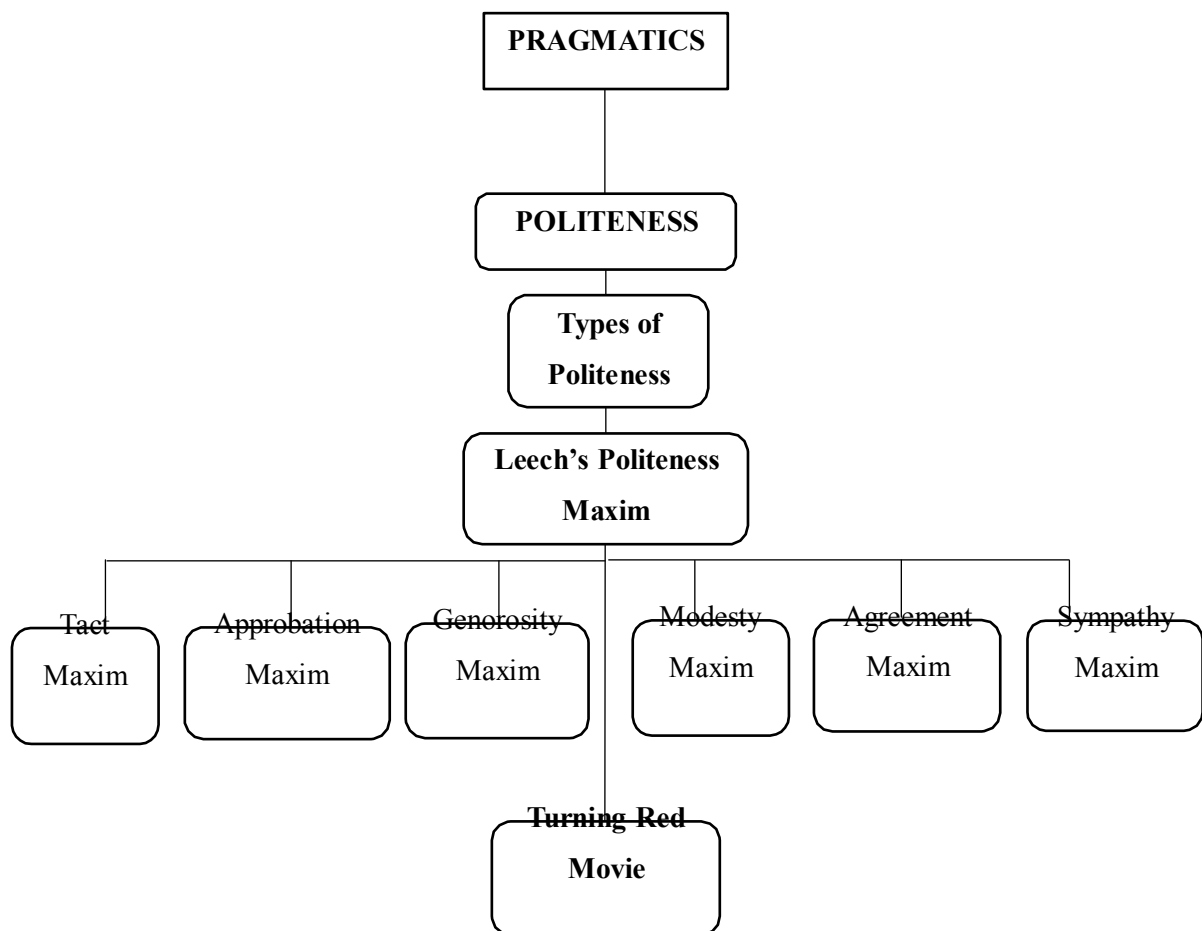


Figure 2.1 *Lubis, Yolasrida, 2023. The Analysis Politeness Maxims on Turning Red Movie.*

CHAPTER III

RESEARCH METHODOLOGY

3.1. Research Design

This study use the qualitative descriptive method. The qualitative descriptive method is a study procedure that produces descriptive data in the form of written or spoken words obtained from observations of individuals and observed behavior (Bogdan and Taylor, as cited in Moleong, 2009: 4).

3.2. The Source Data

The source data in this study is the script of Turning Red .In addition, the subject of this study is the dialog between characters in sentences contained in Turning Red movie. Meanwhile, the data in this study are words and phrases containing the maxims of politeness contained in Turning Red movie along with the context contained in the data.

3.3. Technique of Collecting Data

The data be collected through the following steps:

1. Watching the movie ten times.
2. Downloading the script of the movie through the telegram.
3. Transcribing the script of the movie.
4. Underlining the sentence containing politeness maxims.

3.4. Technique of Analyzing Data

1. Classifying the data into six types of Leech's politeness maxims: Tact maxim, Approbation maxim, Genorosity maxim, Agreement maxim, Modesty maxim, Symphaty maxim.
2. Interpreting the meanings of politeness maxims based their contexts.
3. Drawing conclusion.