

An Analysis of Politeness Strategies in Movie: Flipped

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Abstract

The purpose of this study is identifying the types and the factors of using Politeness Strategies in the movie entitled Flipped. The analysis method that used in this study is qualitative method. There are four types of politeness strategies found in this study, including Bald-On (33,3%), Positive Politeness (26,66%), Negative Politeness (20%), Off-Record (20%). And on the other hand, there are three factors found in this study, namely Power (20%), Social Distance (46,67%) and Rank of Imposition. (33,33)%

Keywords

Politeness; politeness strategies; social distance; power; flipped



I. Introduction

All humans who live in the world must use language to communicate and interact with each other at all times and conditions because humans are social creatures who live life along with other humans so they must use language because language is a tool to communicate and interact with others. According to Kridalaksana and Djoko Kentjono (in Chaer, 2014: 32) language is a system of arbitrary sound symbols used by members of social groups to work together, communicate, and identify themselves. In everyday communication, language is a crucial thing globally to express opinions, self-actualization and intonation using a particular language. Even according to (Tarigan, 1987:22-23) Language is one of the most important things in the life of every human being. Each of them is of course inseparable from language, the first time a child gets a language that is heard directly from the father or mother when the child is born into this world. Then as time goes by and as the child grows, they will acquire a language other than the language taught by the mother and father, either in the form of a second, third, foreign language or so on which is called language acquisition where it depends on the social environment and cognitive level possessed by these children through the learning process in their environment. (Purba, N. et al. (2020). language as an intermediary tool between community members in a group and a means of interaction individually or in groups. In communication or interaction, the speaker and the listener must understand the ideas or what they want to say in the conversation so that people can understand the direction of the conversation. According to Amira and Ervina (2022), when we interact with one another daily, we must make a speech to others for them to comprehend what we mean. Differences in culture and habits in interacting with other people in daily life do not become an obstacle for humans to interact with each other, According to Ervina and Pratiwi (2022) A good communication can be achieved if the messages of speaker and listener are able to be understood by each other. Therefore politeness is needed so that humans know how to speak when interacting with others. However, in Brown and Levinson's (1987) theory which states that the combination of social distance, power ratio, and the imposition of tasks determines the perceived weight of politeness regardless of

culture. The theory of Politeness Strategy proposed by Brown & Levinson aims to increase self-politeness in daily speaking.

Politeness is one aspect of interacting which is intended to create respect for others by bringing up the element of politeness in communicating, people can further strengthen their social relationships and both can respect each other's self-image. In conversation, we must include politeness so that we can respect each other, appreciate and understand what the other person is talking about. Politeness strategies are often used in real life situations to maintain the good name of each individual. Politeness strategies itself can be found in Pragmatics which is part of linguistics with contextual-related studies. As Levinson, 1983, said "Pragmatics is a linguistic science that deals with the use of language". Therefore, Politeness Strategies is a real part of pragmatics which is very important to be applied in daily conversation with anyone. The researcher chose a movie to analyze using the Politeness Strategies because the movie is a type of entertainment that reveals real situations starting from dialogue, setting and characters and movies including entertainment that is loved by everyone. Therefore, a movie with a script is feasible or more effective to be analyzed with its own strategy type and factor. Based on the explanation above, this study aims to find out the types and factors that exist in the Flipped movie by taking from the side of the main character named Bryce.

Brown and Levinson state that politeness strategies are determined by three factors by considering the potential relationship between the speaker and the interlocutor. The three factors are Power, Social Distance, Rank of Imposition:

1.1 Power

A relationship between humans and other humans who have distinct positions throughout society, indicating that one person's position is higher than another. An example of this aspect is the relationship that exists between the teacher and the student.\

1.2 Social Distance

Social closeness between humans and other humans that create certain relationships. An example of this factor is the development and growth of a circle of friends.

1.3 Rank of Imposition

It is the level of difficulty experienced by a person to express himself or herself when interacting with other people. One example of this factor is an introvert who must venture into society.

II. Review of Literature

2.1 Politeness Strategies

This strategy was proposed by Brown & Levinson with the aim of providing a way or understanding of how to speak well to someone to maintain one's self-esteem. In other words, Politeness Strategies is a strategy used to avoid or reduce the effect of self-destruction by the speaker to the other person, as well as to facilitate the intent and purpose of the conversation. There are different types of politeness strategies, people have values and social rules in communication that govern all words and speech in a good way in interactions when the speaker is talking to other people and can choose what strategies will be used effectively. These 4 strategies are referred to as 'superstrategies'.

2.2 Bald-On Record

According to Brown & Levinson (1987), the speaker does nothing to minimize the threat to the speaker's self-image. The speaker performs the speech act directly and clearly, the speaker's desire to maximize the efficiency of the speech act under any circumstances is greater than the speaker's desire to respect the speaker's self-image. Usually with the Bald-On Record strategy, listeners will be easier to understand because the speaker is directly or openly conveying thoughts or the purpose of the conversation. This strategy is also one of the strategies that people usually use for daily conversation. For an easier example, when the speaker asks a friend for help, the speaker will definitely speak without further ado or will speak bluntly saying "help me", there is no other words other than that just to make small talk, so the speaker will immediately be stated what the speaker meant.

2.3 Positive Politeness Strategy

This strategy is oriented by the speaker to the positive face or positive self-image of the listener that the speaker speaks for the listener. In other words, in this case the speaker wants to satisfy the positive face of the listener and wants to make the listener feel happy with the spoken word. In this condition, the speaker usually praises the listener. Usually this strategy makes it easier for the speaker to get closer as a friend to the listener or usually this strategy is used in the friendship of the speaker and listener. If the speaker wants to be close to someone they will definitely use this one powerful strategy because praise can make the listener happy and feel appreciated. One example is when the speaker praises something that is worn or something good has happened to the listener, "Your dress is very beautiful and looks very suitable for you", the listener will automatically be very happy and feel appreciated.

2.4 Negative Politeness Strategy

For this strategy, the speaker usually conveys the speech to correct the listener's negative face or when the speaker wants something from the listener, the listener's freedom and desire to act by asking them to provide the information the speaker wants. The speaker will make speech that does not have a direct relationship between form and function so that the listener feels comfortable and is not threatened with a negative self-image. Usually, most superiors to subordinates will always use this strategy or when the speaker is not too close to the listener or the speaker does not want to offend the listener when the speaker wants to face the listener's negative face. An example of a case is when a smartphone theft case occurs in a class and everyone accuses the listener of stealing the smartphone, in order to make the listener feel comfortable and not feel accused, the speaker will use this strategy by asking "Can I check your bag? All other people's bags has also been checked" therefore listeners will not feel accused because listeners will feel that other people's bags have also been checked.

2.5 Off-Record Strategy

It takes some way to understand the meaning of the communication because the communicative act is carried out in such a way that it is impossible to attribute a clear communicative intent to the action or ambiguous and the listener will find it difficult to understand and the listener must interpret the intended meaning of the utterance. This strategy is generally carried out through indirect speech acts so that the context and speech situation are important elements in understanding this politeness strategy. In contrast to Bald-On Record, this strategy is mostly used by shy people or people who are embarrassed to say it directly. For example, when the speaker wants to ask for a piece of cake belonging

to the listener, the speaker will say "The cake looks very delicious, I wonder how it tastes" in this case, the speaker does not immediately ask explicitly, but they convey a code to the listener that they want to taste the cake.

III. Research Method

This research was determined to use a qualitative method because it contains things about behavior, emotions, experiences that have been attached to the main character in the Flipped movie because understanding social phenomena is a broad thing that can be understood by various kinds of individuals and the fact that this method is a method that focuses on in-depth observations so as to produce a more comprehensive phenomenon. As stated by Sugiyono (2019: 18) qualitative research methods are research methods based on the philosophy of postpositivism, used to examine the condition of natural objects, (as opposed to experiments) where the researcher is the key instrument. There are also 2 research questions to highlight research that will help better understand the politeness strategy proposed by Brown & Levinson.

IV. Result and Discussion

The results of two questions or problems are explained in this chapter. As previously explained, the goals of this study is to find the results of the types and factors in using Politeness Strategies in the movie Flipped.

4.1 Bald-On Record

Data 1

Bryce: Juli...she's not exactly my friend
(00:07:41)

The context: Bryce's grandfather rarely spoke to Bryce and only looked out the window, but recently Bryce's grandfather became interested in Juli Baker because she appeared in the paper and when Bryce had just come home from school, his grandfather suddenly greeted him and told him to come over to grandfather. His grandfather asked Bryce to tell him about Juli Baker.

Data analysis: Based on data 1, the word "not exactly..." emphasizes that Bryce uses the Bald-On strategy because he doesn't mince words and immediately explains that he is not friends with Juli Barker. The factor of using Bald On Record in this scene is because of the Social Distance factor, Bryce who doesn't like Juli causes their relationship to become distant, so Bryce doesn't feel close to Juli.

Data 2

Bryce: They're just chickens
(00:23:21)

The context: Juli's family is addicted to making their pet chicken hatch after Juli won a science competition by showing the hatching of chicken eggs. Bryce's family suspect that the chicken eggs that Juli's family gave them had salmonella bacteria. Eventually Bryce was asked to spy on the Juli chicken coops and found that their chickens were well kept.

Data analysis: Based on data 2, Bryce uses the Bald-On Record because he insists on his family that Juli's chicken is a clean, normal chicken without the dreaded salmonella

bacteria judging by the words that emphasize "...just chickens". The factor that prompted Bryce to say this was because of the Rank of Imposition, as it showed Bryce's level of difficulty in convincing his family that the chicken eggs were fine.

4.2 Positive Politeness

Data 3

(00:28:48)

Bryce: Thanks Juli, see you at school.

The context: Juli's family pet chicken began to lay eggs often, Juli distributed the eggs to neighbors and some even started to buy them. Juli also didn't forget to give her chicken eggs to Bryce's family, every time Bryce received the eggs, he always thanked her and said he'll see you at school.

Data analysis: Based on the third data, Bryce uses positive politeness with the sentence he uses "see you at school" which makes the listener or Juli feel happy when she hears it. The factor that causes Bryce to use this strategy is Social Distance, Juli often gives eggs as gifts to Bryce's family, which can increase the growth in their friendship.

Data 4

(1:00:27)

Bryce: You look nice

The context: Bryce's family and Juli's family are having dinner together, Bryce calls Juli to small talk with her. Bryce heaped praise on Juli for telling her that Juli was so nice tonight.

Data Analysis: according to data 4, Bryce uses a Positive Politeness strategy by praising Juli with the sentence "you look nice" so that Juli is happy to hear it. The factor that makes Bryce praise Juli is Social Distance, Bryce does it so that their relationship continues to develop because in that scene Juli Barker is angry with him.

4.3 Negative Politeness

Data 5

(1:01:04)

Bryce: It was wrong what Garrett said. I know it.

The context: Bryce feels guilty for what has happened after he accidentally talks bad about Juli with Garrett in the library, Juli hears it so Juli becomes hostile towards Bryce. Bryce tries to persuade Juli not to be mad at him anymore by admitting his guilt.

Data analysis: Based on data 5, Bryce uses Negative Politeness to admit that he is wrong for speaking badly about Juli. "It was wrong..." emphasized that Bryce wanted to explain to Juli that he knew he was wrong at the time. The factor that triggers Bryce to use this strategy is the Rank of Imposition, showing Bryce's difficulty in apologizing and admitting his fault to Juli.

Data 6

(38:04)

Bryce: Did her brother get entangled in the umbilical cord too?

The context: One night while watching TV, Bryce's father and grandfather argue about Juli Barker's family. His grandfather defends Juli, whose house yard is mocked by Bryce's father and explains that the house belongs to Juli's father's sister who is sick with disabilities so Juli's family does not dare to clean the yard, but Bryce's father continues to mock Juli's father's sister who is disabled because of being entangled in the umbilical cord, his grandfather is angry and accidentally spread the fact that once upon a time Bryce was also nearly disfigured from being entangled in the umbilical cord.

Data analysis: According to data 6, Bryce used Negative Politeness because he carefully asked his grandfather who was entangled in the umbilical cord. The phrase "did her brother..." emphasized that Bryce didn't know what his grandfather meant so he asked cautiously. The factor that triggers the strategy used by Bryce is power, because Bryce is the one who asks carefully about people who are more mature, aka his grandfather

4.4 Negative Politeness

Data 7

(30:27)

Bryce: My dad doesn't want to take the risk

The context: Bryce always throws away the chicken eggs that Juli's family gave him because his family suspects that the chicken eggs are unclean and have bacteria in them. Juli accidentally saw Bryce throw the chicken egg and asked what Bryce meant by throwing it away. While Bryce indirectly said that his family did not want to take the risk for fear that the chicken eggs had a lot of bacteria.

Data analysis: According to data 7, Bryce used an off record strategy in his sentence "...doesn't want to take the risk" because he didn't have the heart to speak out loud in July so he spoke in indirect words to explain that his family was suspicious of the egg. The factor that triggered Bryce to use this strategy was the Rank of Imposition because of Bryce's difficulty in explaining the discarded chicken eggs.

V. Conclusion

Based on the finding and discussion that there are 4 types of Politeness strategies called superstrategies. There are Bald-On Record (33,33%), Positive Politeness (26,66%), Negative Politeness (20%), Off Record (20%). On the other hand, there are three factors that trigger the use of Politeness Strategy, namely Power (20%), Social Distance (46,67%) and Rank of Imposition. (33,33%). It is possible to conclude the type of factor that emerges frequently in Flipped. This is due to the fact that the examples of Politeness Strategies found Social Distance and Bald-On record all come with factor Social Distance.

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