

**AN ANALYSIS OF POLITENESS STRATEGIES FOUND  
IN THE MOVIE SPIDER-MAN: HOMECOMING**



**A THESIS**

**Submitted to Faculty of Cultural Science Hasanuddin University in Partial  
Fulfillment of the Requirements to Obtain a Bachelor's Degree in  
English Literature Study Program**

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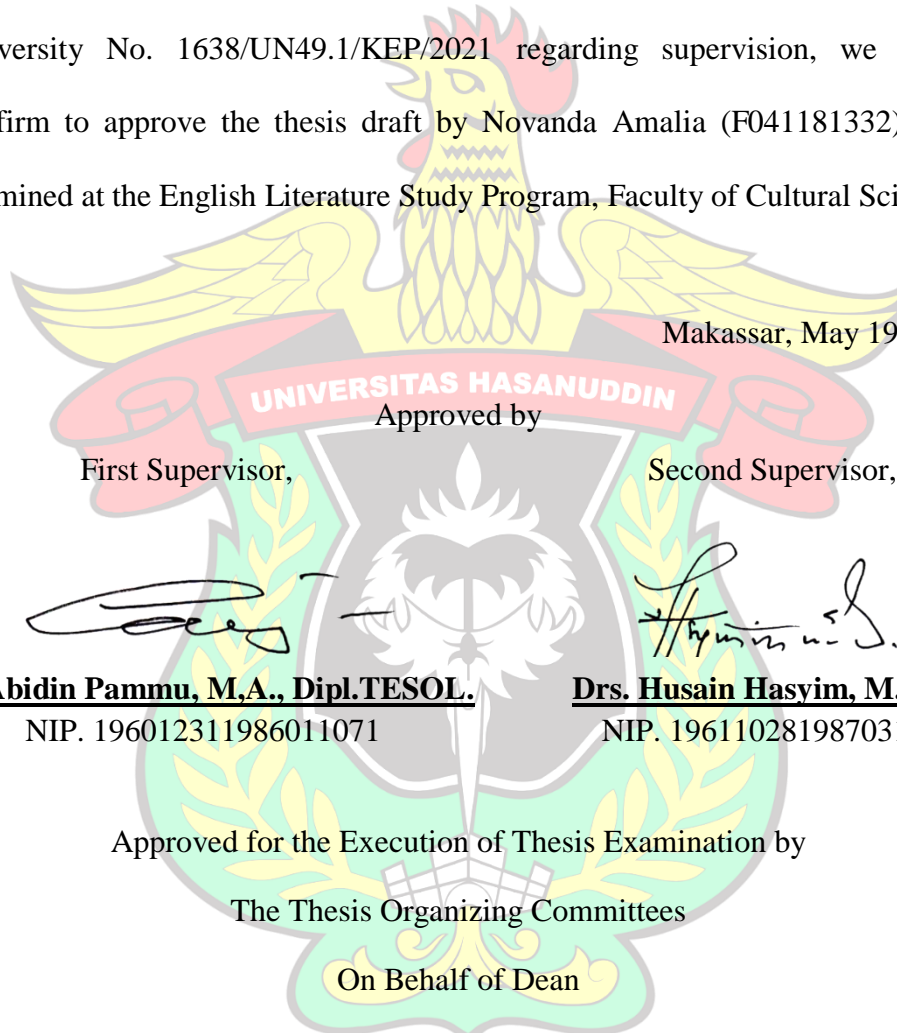
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With reference to the letter of the Dean of Cultural Sciences Hasanuddin University No. 1638/UN49.1/KEP/2021 regarding supervision, we hereby confirm to approve the thesis draft by Novanda Amalia (F041181332) to be examined at the English Literature Study Program, Faculty of Cultural Sciences.

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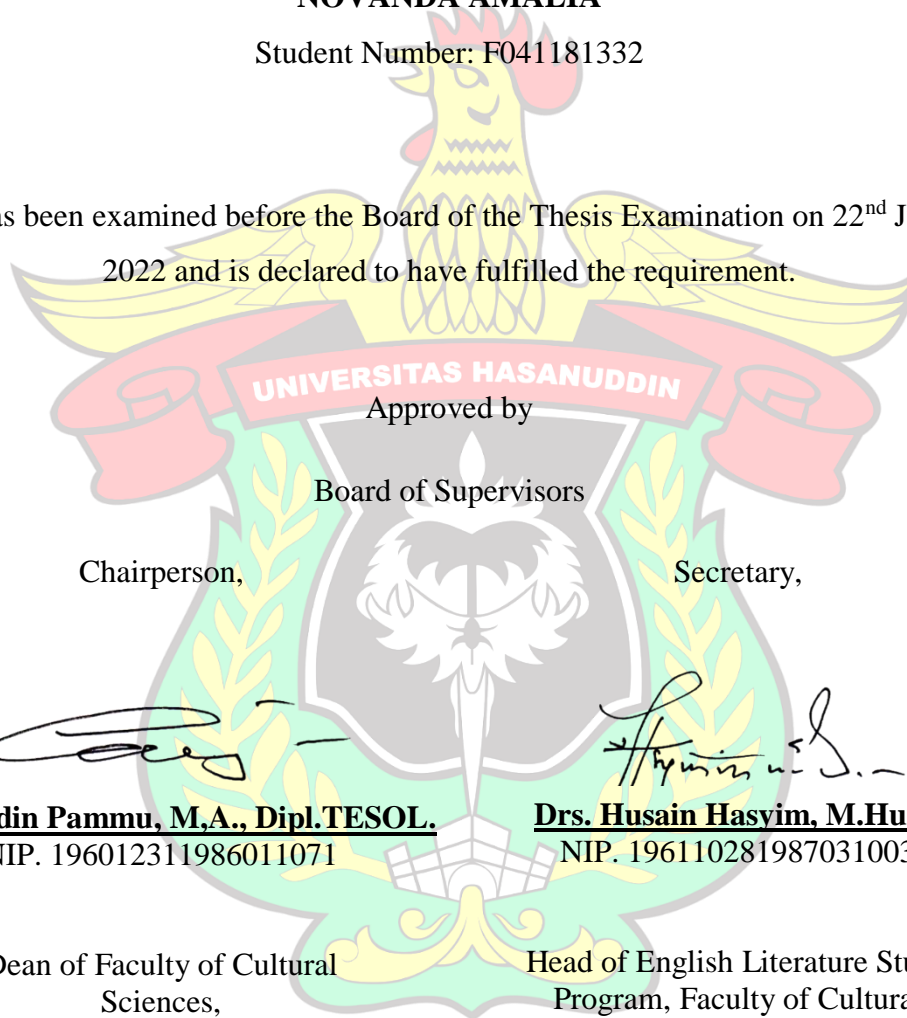
**AN ANALYSIS OF POLITENESS STRATEGIES FOUND  
IN THE MOVIE SPIDER-MAN: HOMECOMING**

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It has been examined before the Board of the Thesis Examination on 22<sup>nd</sup> June  
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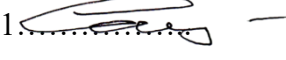

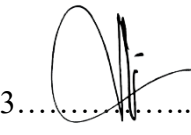
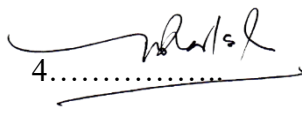
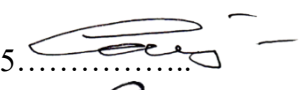

Today, 22<sup>nd</sup> June 2022, The Board of Thesis Examination has kindly approved a thesis by **NOVANDA AMALIA** (F041181332) entitled:

**AN ANALYSIS OF POLITENESS STRATEGIES FOUND  
IN THE MOVIE SPIDER-MAN: HOMECOMING**

Submitted in fulfillment one of the requirements of undergraduate thesis examination to obtain Sarjana Degree at English Literature Study Program, Faculty of Cultural Sciences, Hasanuddin University.

Makassar, 22<sup>nd</sup> June 2022

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**DECLARATION**

This thesis by **NOVANDA AMALIA** (F041181332) entitled, **AN ANALYSIS OF POLITENESS STRATEGIES FOUND IN THE MOVIE SPIDER-MAN: HOMECOMING** has been revised as advised during examination on 22<sup>nd</sup> June 2022 and approved by The Board of Undergraduate Thesis Examiners:

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Hereby, the writer declares that this thesis is written by herself. This thesis does not contain any materials which have been published by other people, and it does not cite other people's ideas except quotations and references.

Makassar, 5<sup>th</sup> July 2022



Novanda Amalia

## ACKNOWLEDGEMENT

First of all, the writer expresses her deepest gratitude to Allah Subhanahu Wa Ta'ala for His gracious mercy and tremendous blessing that has helped the writer to complete this thesis. Greetings and salawat may always be devoted to the Prophet Muhammad Sallallahu 'Alaihi Wasallam, may peace and blessing be upon him, his family and his followers.

On this occasion, the writer would like to thank her father Achmad Muchlis and her mother Sumiati Tahir who have raised and educated the writer sincerely and for the constant support and prayers for the writer's good sake. For the writer's sister, Noviria Syifaun Nafsi for the motivation and encouragement during the writer's academic journey.

The writer would like to express a great gratitude for all the help that has been given, either directly or indirectly during the preparation of this thesis to complete. Particularly to:

1. Prof. Dr. Akin Duli, M.A., as the Dean of Faculty of Cultural Sciences, Hasanuddin University.
2. Dra. Nasmilah, M.Hum., Ph.D., as the Head of English Literature Study Program and Sitti Sahraeny, S.S., M.AppLing., as the Secretary of English Literature Study Program.
3. Sitti Sahraeny, S.S., M.AppLing., as the writer's academic advisor.
4. Dr. Abidin Pammu, M.A., Dipl.TESOL. and Drs. Husain Hasyim, M.Hum., as the research supervisors.

5. Karmila Mokoginta, S.S., M.Hum., M.Arts. as the writer's favorite lecturer who witnessed and helped the writer's journey of achieving her dreams.
6. All the lecturers of English Literature Study Program for the time, knowledge, advice and motivation given to the writer during her study in Hasanuddin University.
7. All the faculty and department staff who helped with the administration matters.
8. All the crew of UKM Radio Kampus EBS FM Unhas especially Equalizer19 for being the writer's second home during her college years.
9. The writer's dearest friends, Qalbi, Nazila, Namirah, Unu, Nadiah, Falah, Fify and Dinny for the support and motivation.
10. Greyson Chance, who encouraged the writer to learn English since school years until now.
11. The seven members of BTS for the hope, love, spirit and encouragements given through their songs and presence.
12. The writer's own self for believing in herself and not giving up.

The writer realizes that this thesis is far from perfect. Therefore, suggestions and constructive criticisms are expected in the completion of this thesis. Lastly, the writer hopes that this thesis can be useful for the readers, future researchers and especially for the writer as well.



## ABSTRAK

**Novanda Amalia.** Analisis Strategi Kesopanan yang Ditemukan dalam Film Spider-Man: Homecoming. (Dibimbing oleh **Abidin Pammu** and **Husain Hasyim**).

Tujuan dari penelitian ini adalah untuk menjawab dua rumusan masalah, (1) strategi kesopanan apa saja yang dapat ditemukan dalam film Spider-Man: Homecoming? dan (2) faktor-faktor apa saja yang mempengaruhi terjadinya strategi kesopanan yang digunakan oleh karakter dalam film Spider-Man: Homecoming?

Penelitian ini menggunakan metode penelitian kualitatif dengan menginterpretasi dan membuat kesimpulan dari data yang terdapat dalam percakapan para karakter dalam film Spider-Man: Homecoming yang mengandung strategi kesopanan. Brown & Levinson (1987) mengajukan teori strategi kesopanan yang mempelajari penerapan kesantunan dalam tuturan. Penelitian dilakukan dengan mengevaluasi tuturan yang diucapkan dalam film kemudian menganalisis percakapan yang mengandung strategi kesopanan. Selanjutnya, percakapan tersebut dianalisis untuk menemukan faktor-faktor yang mempengaruhi karakter dalam memilih jenis strategi kesopanan.

Hasil penelitian menunjukkan bahwa empat strategi kesopanan yang dikemukakan oleh Brown & Levinson (1987) yaitu *bald-on record*, *positive politeness*, *negative politeness* dan *off-record* ditemukan dalam film Spider-Man: Homecoming. Selain itu, faktor-faktor yang mempengaruhi penggunaan strategi tersebut adalah imbalan atau hasil yang diharapkan dari tuturan serta variabel sosiologis yaitu jarak sosial, kekuasaan dan tingkat pemaksaan.

**Keywords:** strategi kesopanan, imbalan, variable sosiologis, *Spider-Man: Homecoming* movie

## ABSTRACT

**Novanda Amalia.** An Analysis of Politeness Strategies Found in The Movie Spider-Man: Homecoming. (Supervised by **Abidin Pammu** and **Husain Hasyim**).

The objectives of this study are to answer two research questions, (1) which politeness strategies can be found in the movie Spider-Man: Homecoming? and (2) what are the factors influencing the occurrence of politeness strategies used by the characters in the movie Spider-Man: Homecoming?

This study used qualitative research method by interpreting and making conclusion about the data of politeness strategies that contained in the conversations of the characters in the movie Spider-Man: Homecoming. Brown & Levinson (1987) proposed the theory of politeness strategies that studies the implementation of politeness in utterances. The study was conducted through evaluating the utterances spoken in the movie then analyzing the conversations that contained politeness strategies. Afterwards, the said conversations were analyzed to find the factors which influenced the characters in choosing the types of politeness strategies.

The research results show that the four politeness strategies suggested by Brown & Levinson (1987) namely bald-on record, positive politeness, negative politeness and off-record are found in the movie Spider-Man: Homecoming. Additionally, the factors that influence the use of said strategies are the payoffs or the expected results of the utterance and the sociological variables i.e. social distance, relative power and the rank of imposition.

**Keywords:** politeness strategies, payoffs, sociological variables, *Spider-Man: Homecoming* movie

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## CHAPTER I

### INTRODUCTION

#### A. Background of Study

Language is a very important aspects in daily life. People uses language to communicate with each other whether to exchange information, share ideas or thoughts, and so on. Human interact with each other through conversations. An interaction consists of a speaker and hearer that is performed through a language that both parties understand. Additionally, Chomsky (2000) defines language as the capability of native speakers to comprehend and form grammatical sentences.

In daily conversations, we would use some certain words of choice to speak to certain people in a particular situation. These certain people that influence the way we speak may range from the different power, gender, age, social status, relationship or context. For example, when requesting something, a student would use a different set of words to say to a teacher and to a friend. When speaking to a teacher, they often would use a more polite speech to show respect to the teacher who has a higher social status, and use more direct speech to a friend who they are already close with. This action of using particular language is called politeness.

Politeness is such a fundamental set of skills for social world that even young children need to learn them. For instant, most children's first words are "please" and "thank you", and when they slightly get older they would learn phrases such as "excuse me" and "pardon me". As people get matured,

they would be more familiar with more languages of politeness as it became a part of daily life.

According to Leech (1983: 6) pragmatics deals with meaning of a language as a triadic relation that the meaning is relative to the speaker of the language, unlike semantics that only deals with meaning as a dyadic relation. In pragmatics, the theory of Politeness established by Brown & Levinson (1987) has been known to study the way of people speaks in order to manage the tension between directness and deference of speaker and hearer. People would use politeness strategies when communicating as a way to protect their face or how they desired to be liked and approved of which then introduced as Face-Threatening Act (FTA). FTA is an action that threatens the face or public self-image of either the speaker or hearer as they communicate.

Yule (1996) stated that face is the emotional and social sense of self-image that a person has on how they expect to be recognized. There are two types of face as proposed by Brown & Levinson (1987) which are negative face and positive face. Negative face is the image of how someone want to be left alone and be unimpeded by others while positive face is the image of how someone want to be liked or desired by others. Furthermore, politeness strategies are implemented in communication in order to minimize the FTA which is called face-saving act.

The writer selected politeness theory as the main topic of this study considering the use of politeness is commonly used, yet not be discussed enough. Everyday people would apply politeness strategy in their utterances

whether consciously or unconsciously. Therefore, the writer believed that it is necessary to discuss and study more about the application of politeness strategy. In this study, a movie namely “Spider-Man: Homecoming” is used as the medium of the research. By using a movie as a way to conduct the study, it is hoped that the process of understanding can be easier since it uses a movie that represents the occurrence of daily conversation.

The writer chose the movie “Spider-Man: Homecoming” as the object of the research seeing that it shows the great dynamic of a life of a teenage boy who lives under a double identity as Peter Parker and Spider-Man. The movie covers both side of the story of an ordinary high school student who tries to balance his life as a friendly neighborhood superhero, Spider-Man. Peter Parker is waiting for a chance to prove to his mentor, Tony Stark, that he is worthy enough to become an Avenger. Throughout the movie, we can see many exchanges between a set of people of different age, gender, social status, power and relationship as mentioned above. The writer thought the movie is a good medium to study about politeness strategies since it shows many representatives of people’s different backgrounds.

Spider-Man: Homecoming was released in 28 June 2017 as a part of Marvel Cinematic Universe movie franchise alongside other movies such as Iron Man, Captain America and The Avengers. Directed by Jon Watts, the casts of Spider-Man: Homecoming includes a number of top Hollywood actors: Tom Holland, Robert Downey Jr., Marisa Tomei and Jon Favreau. The movie carries the story of a young boy, Peter Parker, who has to balance the life of a high school student while being a friendly

neighborhood superhero, Spider-Man. He lives with his Aunt May and has a best friend named Ned. Peter was faced with a group of criminals who sells alien's high-technology weapons. He pursued the gang to Washington D.C. where he and his school's academic decathlon is competing. The leader of the group, Toomes, turned out to be Liz's father, Peter's love interest. Peter ended up endangering many lives including his friends while trying to fight the criminals. Despite the refusal from Tony Stark and having his Spider-Man suit confiscated as a punishment for his recklessness, Peter proven his capability to be a superhero by winning the fight against Toomes at the end. Finally, Tony Stark invited Peter to the Avengers Headquarters and recruited him to be a full-time Avenger, a wish Peter always wanted. However, Peter declined saying he prefers to be a "friendly neighborhood Spider-Man" for now.

## **B. Research Questions**

Related to the background of study above, the research questions of this study are set as follow:

1. Which politeness strategies are found in the movie Spider-Man: Homecoming?
2. What are the factors influencing the occurrence of politeness strategies used by the characters in the movie Spider-Man: Homecoming?

The two research questions above are expected to be answered through this study.



### **C. Objectives of Study**

The objectives aimed to be achieved by the study are as follow:

1. To identify the politeness strategies which are found and used by the characters in the movie Spider-Man: Homecoming.
2. To analyze the factors that influence the politeness strategies used by the characters in the movie Spider-Man: Homecoming.

The objectives of this research are related to the research questions mentioned previously.

### **D. Scope of the Study**

The focus of the study is to identify and analyze the use of politeness strategies in spoken utterances by the characters in the movie Spider-Man: Homecoming. The politeness strategies as proposed by Brown & Levinson (1987) are bald-on-record, positive politeness, negative politeness and off-record.

### **E. Significance of Study**

The study is discussing the politeness strategies by Brown & Levinson and the factors that influenced the use of the strategies. The writer hopes that this study can be beneficial for English department students, English teachers, general readers and future researchers.

For English department students and English teachers, it is hoped that this study can give further understanding about the theory and be useful for academic purposes. For future researchers, the writer hopes that this study can be used a reference for similar research.

By understanding politeness strategies, the writer is hopeful that the readers can be more conscious about the use of politeness strategies in real life that we may did not realize before. The writer also hoped that this study can encourage the readers to be more aware of the use of politeness and be able to practice it in daily life.

## CHAPTER II

### LITERATURE REVIEW

#### A. Previous Studies

There are some previous studies relating to Politeness strategies that the writer used as reference for this research. Dzikriyah (2018) conducted a research titled *Politeness Strategies of the English Subtitles of Request of Train to Busan Movie*. The objectives of the study were to describe the types of politeness strategies of request and to identify the most used types of politeness strategies of request by the characters in the movie *Train To Busan*. The study was focusing on the types of politeness strategies on particular utterances of request. Based on the study, it was found that the most used types of politeness strategies by the characters of Train To Busan was positive politeness.

The second study that the writer used as reference for this research is *A Pragmatic Analysis of Politeness Strategies Reflected in Nanny McPhee Movie* conducted by Hasmi (2013). Similar to the study above, it used a movie as the object of the study in this case the movie *Nanny McPhee* (2005). The objectives of the research were to identify the types of politeness strategies and to describe the way politeness strategies are realized in the utterances employed by the main characters in *Nanny McPhee* movie. Since the background of the movie is about family, most utterances were interactions between adult and children and how politeness strategies were applied. Out of four types of politeness strategies, positive

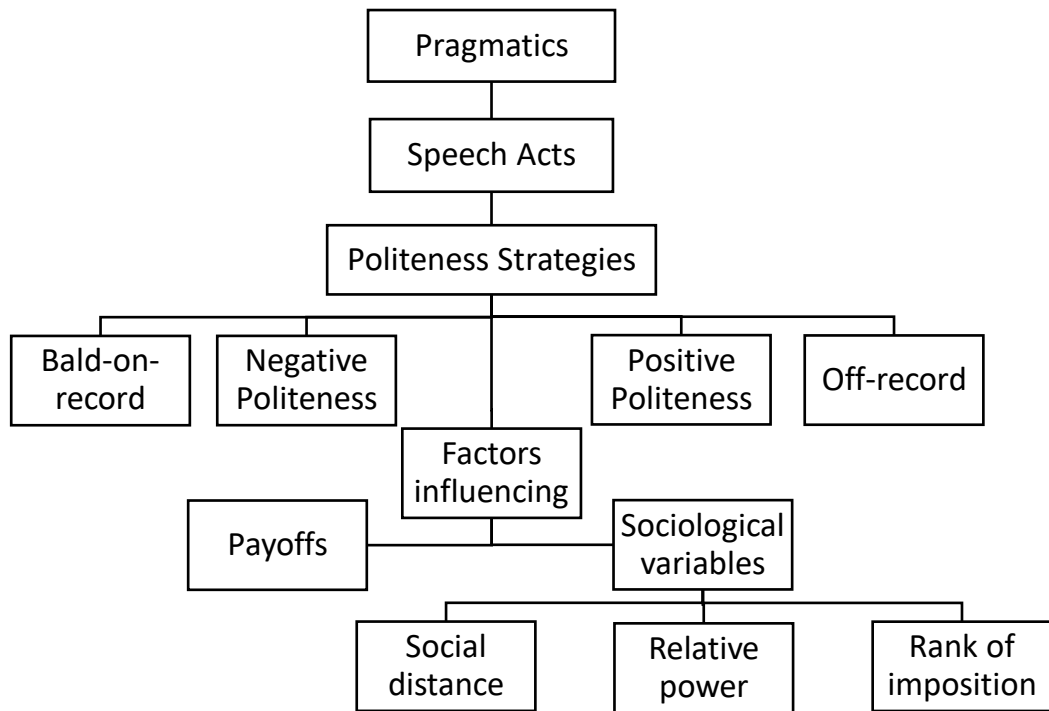
politeness is the most frequent strategy that occurs in the movie based on this study.

Another study relating to politeness strategies were conducted by Aryani (2017) titled *The Politeness Strategies Used by the Main Characters of Twilight Movie*. This study limited the scope of study only to the four main characters of the Twilight movie considering the frequency of appearance and importance of the characters. The objectives of the study were to find out the politeness strategies used by the characters of *Twilight* movie and what influenced them. The study found that the four politeness strategies by Brown & Levinson (1987) which are bald-on-record, positive politeness, negative politeness and off-record were used by the main characters of the movie. The factors that underlay the choice of the strategies by the main characters of Twilight movie were the payoffs and sociological variables that covers the social distance, relative power and rank of impositions.

Lastly, another study of politeness strategy that was used as reference by the writer is a journal article by Rosari (2016) titled *Politeness Strategies Applied by the Characters of The Great Debaters Movie*. The article also aimed to identify the use of politeness strategies in the movie *The Great Debaters* and what factors affecting the characters' politeness in speaking. The study found out that language style, register and domain, and slang and solidarity are some of the main factors that influenced the characters to apply politeness strategies in the movie.

On the other hand, this research that the writer conducted is titled *An Analysis of Politeness Strategies Found in The Movie Spider-Man: Homecoming*. The study is aimed to identify the politeness strategies that are found in the movie *Spider-Man: Homecoming* and to analyze the factors that influence the use of politeness strategies in the movie. Unlike some of the previous studies, this study did not limit the characters to be analyzed. Instead, this study represents various interactions of people from different backgrounds using the politeness strategies, such as between aunt-nephew, friend-friend, customer-seller, and boss-employee. Moreover, this study did not focus on the number of occurrences of the strategies but rather to analyze the factors that influenced the use of the politeness strategies by the characters of the movie *Spider-Man: Homecoming*.

## B. Theoretical Background



### 1. Pragmatics

A conversation is communication between two or more people that consist of a speaker/writer and hearer/reader. Pragmatics is concerned with the study of meaning in communication by a speaker or writer and how it is interpreted by the hearer or reader. Yule (1996) defined pragmatics into four main areas it concerned with:

- a. Pragmatics is the study of speaker meaning;
- b. Pragmatics is the study of contextual meaning;
- c. Pragmatics is the study of how more gets communicated than is said; and
- d. Pragmatics is the study of the expression of relative distance.

Based on the four main points above, we can conclude that pragmatics is the study of how language is used to communicate. It covers the language use in a context including the effect and goal that the speaker wants to achieve in uttering the language and how the hearer interpret the language.

Leech (1983) emphasized that while semantics traditionally concerns with meaning in dyadic relation (e.g. “What does *X* mean?”), pragmatics concerns with meaning as triadic relation (e.g. “What did you mean by *X*?). Thus, semantics is the study of the relationship between linguistic forms and entities in the world, while pragmatics is the study of the relationship between linguistic forms and the users of those forms. The scope of pragmatics includes many other principles such as deixis, speech acts, presupposition, cooperative principles, conversational implicature, and politeness.

Moreover, Mey (1993) proposed that the reasons we need pragmatics are (1) pragmatics is needed if we want fuller, deeper and generally more reasonable account of human language behavior, and (2) outside of pragmatics, no understanding; sometimes a pragmatic account is the only one that makes sense. In other words, pragmatics is essential in order to know what is the meaning behind ‘ambiguous’ word, phrase or sentence that often occur in conversations.

## 2. Speech Acts

Yule (1996) defined speech acts as actions performed via utterances. People do not only produce utterances consists of

grammatical structures and words when they communicate with others, but to make the communication more effectively, they also perform particular actions. When the speaker produces utterances, the speaker's utterance communicates things carrying actions. A speech act is the idea that "words" have meaning. For example, a statement expresses a belief, a request expresses a desire, and an apology expresses a regret. It is not only knowledge about the language but also the appropriate of use that language within given culture.

To communicate we must express propositions with a particular illocutionary force, and in so doing we perform particular kinds of action such as stating, promising, warning, and so on, which have come to be called speech acts (Cruse, 2000). However, it is important to distinguish between three sorts of things that is doing in the course of producing an utterance. Searle (1987) distinguishes the importance of performing an action through an utterance into three terms, namely locutionary acts, illocutionary acts, and perlocutionary acts.

a. Locutionary Acts

Yule (1996, p. 48) defines that a locutionary act is the basic act of utterance, or producing a meaningful linguistic expression. This act contains of the literal meaning by sentence that is said by the speaker. Searle (1987) mentions that locutionary act contains the way people produce an utterance and mean what they say literally. For example, if your room-mate says, "The weather is too hot", in locutionary meaning, it means that the temperature in room is



indeed really hot. This utterance also means that the speakers communicate his or her thought about the weather.

b. Illocutionary Acts

Illocutionary act is what the speaker intends to do by uttering a sentence. Yule (1996) states that illocutionary act is performed via the communicative force of an utterance. A speaker communicates the intention to do something by stating an utterance. The way people convey the intention or the force of an utterance is called performative. Holtgraves (2002) describes that performative is the type of an utterance that is used to perform certain actions. Illocutionary act consists of stating, promising, apologizing, threatening, predicting, complaining, ordering, refusing, and requesting. For example, a teacher says “submit your homework!”, the illocutionary act is one of ordering act. Searle (1987) classifies the illocutionary act into several types, namely assertives, directives, expressives, declaratives, and commissives.

c. Perlocutionary Acts

Searle (1987) states perlocutionary act is the act of using language as a tool that gives effect to the hearer. By stating this utterance, this act more concerns on the hearer’s point of view. Perlocutionary act would include such effects as persuading, embarrassing, intimidating, boring, imitating, or inspiring the hearer. The example of this act is the utterance, “Let’s go, we will be late.” in many situations, it means that the condition is in a hurry

or urgent. This perlocutionary act can be observed because this act uses the utterance that is repeatedly to the hearer.

### 3. Politeness

Politeness is a basic human behavior that reflects good manner or etiquette so as not to offend others. It is a cultural thing that it may varies between other areas or regions, for example not saying thank you before eating may considered impolite in some countries, while it is not in other countries. In linguistics, politeness became one of the most popular area of study in pragmatics. It can be defined as the ways in which language is employed in conversation to show consideration for the feelings and desires of one's interlocutors. Politeness has been taught since early age as young children would have phrases like “thank you” or “please” as their first words. As people get older, they would learn more languages of politeness as it became a part of daily life.

Yule (1996) defined politeness in interaction as “the means employed to show awareness to another person’s face.” In communication, politeness can be performed in situations of social distance or closeness. When one’s interlocutor is socially distant, speaker may show awareness of another’s face that often described in terms of respect or deference, in contrast, when one’s interlocutor is socially close, to show awareness to the other it’s often described in terms of friendliness or solidarity. As the example given by Yule (1998: 60), the first type might be found in a student’s question to his teacher,

shown as (a), and the second type in the friend's question to the same individual, as in (b).

a. Excuse me, Mr. Buckingham, but could I talk to you for a minute?

b. Hey, Bucky, got a minute?

Followed by this type of approach, there will be different kinds of politeness associated with the assumption of relative social distance or closeness that the participants of an interaction need to determine, hence the term "face wants". According to Zhao (2010), face is "the positive social value which people effectively win for themselves and therefore, represents individual's self-realization". Therefore, face wants can be simply described as the public self-image of how someone desired to be liked or approved by other people. Thus, face is something to be maintained to avoid face loss, either for the speaker or the hearer.

Moreover, Brown & Levinson (1987) divided face into two notions:

a. Negative face: the desire of someone to have freedom of their action and be unimpeded by others.

b. Positive face: the desire of someone to be appreciated or approved of by others to maintain positive self-image.

For example, when someone wants to borrow a pen, if they apply negative face they would say, "Sorry to bother you, do you happen to have extra pen?" whereas if they apply positive face, they would say, "Let me borrow your pen."

#### 4. Face-Threatening Act (FTA)

When people communicate, they would maintain their face by applying politeness strategies as mentioned earlier. Sometimes, there comes a situation when an utterance would threaten someone's face, either the speaker or the hearer. This action is called Face-Threatening Act (FTA). FTA happens if an individual says something that might threaten the other's expectation regarding self-image (Yule, 1996: 61). Whereas, the effort to lessen a possible threat is called face saving act.

To give an idea, an illustration described by Yule (1996) in his book *Pragmatics*, for an example of FTA and face saving act: imagine a late night scene, where a young neighbor was playing his music very loud and an older couple was trying to sleep. One of them, in (him), propose a face threatening act and the other suggests a face saving act (her).

Him: I'm going to tell him to stop that awful noise right now!

Her: perhaps you could just ask him if he is going to stop soon because it's getting a bit late and people need to get to sleep.

Face saving act is needed to avoid the risk of face-loss as a result of FTA. However, every people have their own desires, therefore they have to use specific strategies to minimize the threat according to a rational assessment of the face risk to the participants.

Moreover, Holtgraves (2002) argued that many of the acts people performs are unintentionally face threatening. For example, requests usually threaten the negative face of the hearer as it restricts autonomy,

disagreements threaten the positive face of the hearer since they may lessen solidarity between interactants, apologies threaten the positive face of the speaker by denigrating oneself vis-a-vis the hearer, and so on.

## 5. Politeness Strategies

Brown & Levinson (1987) proposed four types of politeness strategies.

### a. Bald-on-record

Based on the theory, bald-on-record considered the most efficient communication. In this strategy, the speaker would express themselves directly and unambiguously with no intention of lessening the face threat. However, this strategy may appear to be impolite since it may threaten the face of the hearer. It is likely to shock the hearer, embarrass them, or make them feel uncomfortable.

For example, imagine a scene in a dinner at friend's house. The chicken served did not taste good and the host asked the guest about the opinion:

Host: How do you like the chicken?

Guest: It tastes horrible

From the example above, the guest made the most efficient claim about their opinion that would straightly went across. However, this would result in face loss of the host since they might

feel embarrassed and humiliated. Therefore, this strategy might be regarded as the least polite.

The sub-strategies of bald-on-record include showing disagreement, giving suggestion or advice, requesting, warning, and using imperative form.

b. Positive politeness

As mentioned earlier, positive face is the desire of someone to be liked or approved of. To apply positive politeness, speaker would attempt to minimize the risk of face threat to the hearer's face. In this strategy, the speaker shows that they recognize the face of the hearer who desire to be respected. The speaker would express their idea that might face-threatening, yet add it with a redress to lessen the risk of face loss. This strategy also can be referred as on the record with redress.

For example, A did not understand a question in their math class and want to ask B for help:

A: Hey B, I know you're really good at math, can you help explain to me this problem on page 16?

As we can see, A shows that they recognize B's positive face by adding a redress of compliment to lower the risk of face loss. In this case, the threat to face is relatively low. It usually tries to minimize the distance between them by expressing friendly statement and solid interest in the hearer's needs in other way of saying this tends to intensify interest to the hearer.

The sub-strategies of positive politeness include claiming common ground, conveying that speaker and hearer are co-operators, and fulfilling hearer's wants for some X.

c. Negative politeness

In negative politeness strategy, the speaker also recognizes the hearer's negative face, the desire to have freedom of their actions. By using this strategy, the speaker shows deference to minimize imposition on the hearers.

For example, using the same situation as the previous example above:

A: Sorry to bother you, I understand you are very busy, but do you mind helping me with this one problem on page 16?

From the illustration above, we can see the guest was applying negative politeness by adding redress in order to maintain the hearer's negative face. By that, they could minimize imposition by emphasizing the importance of others time and concern using apology, hesitation, or a question that gives them the opportunity to say "No".

The sub-strategies of negative politeness include being indirect, not presuming or assuming, not coercing hearer, communicating speaker's wants to not impinge on hearer, and redressing other wants of hearer.

d. Off record

Off record strategy is also commonly known as indirect strategy. This strategy uses indirect language and removes the speaker from the potential to be imposing. By using indirect speech, the speaker doesn't say what they want to say that might face-threatening to the hearer directly. Instead, the speaker would be vague or ambiguous to minimize imposition on the hearers and let the hearer decide how to interpret it.

For example:

A: My head hurts so much.

B: Oh, I'll get some pain-killer pills for you

From the illustration above, we can see that A was being indirect. They only say that their head hurts. To which then B interpret as A needing a pain-killer pills. Therefore, A allowed B to infer A's utterance themselves rather than saying it directly that might threaten their face. Therefore, this strategy would save the face of both speaker and hearer.

The sub-strategies of off-record include inviting conversational implicature and being vague or ambiguous.

6. Factors Influencing the Choice of Politeness Strategies

Brown & Levinson (1987) considered that there are two factors that influence the choice of the politeness strategies, the payoffs and the sociological variables of circumstances between the speaker and the hearer. The payoffs refer to the result of the strategies and the



sociological variables involve three variables: the social distance, the relative power, and the rank of imposition.

a. The payoffs

At the time politeness strategies were applied, the speaker anticipates an utterance or action from the hearer as a result of the speech. This notion is regarded as the payoffs. Moreover, Brown & Levinson (1987) listed the advantages for each strategy:

1) Bald-on record

- Be able to defend themselves against public pressure by being direct
- Be recognized for their sincerity to show their trust to the hearer and not being manipulative
- Be able to prevent being misunderstood

2) Positive politeness

Be able to minimize the potential FTA by considering the hearer to be the same level with the speaker and including the speaker equally as a participant in the request or offer. Therefore, increasing the sense of solidarity and decreasing their social distance.

3) Negative politeness

- Be able to show consideration to the hearer to avoid FTA.
- Be able to maintain social distance and avoid the FTA by indicating intimacy towards the hearer.

- Be able to show openness to the hearer (for example by making it clear that the hearer is not really expected to say 'Yes' or 'No').
- Be able to give freedom of the decision to the hearer to indicate the speaker acknowledge the hearer's face.

4) Off-record

- Be recognized for being considerate and not imposing;
- Be able to lessen the risk of having a bad image towards other people
- Be able to avoid the potential bad interpretation of their image.

b. Sociological variables

Moreover, besides payoffs as previously explained, Brown & Levinson (1987) proposed sociological factors as the reasons of performing politeness strategies. The sociological factors are:

1) The social distance

Social distance is a symmetric social dimension of similarity or difference within which speakers and hearers stand for the purpose of an act. It concerns with frequency assessment of the interaction and the kinds of material or non-material good exchanged between the speaker and hearer, such as age, gender, and socio-cultural background which includes social class and ethnic background. The intimacy between the

speaker and hearer would influence the choice of politeness strategy to be used.

2) The relative power

Relative power is the degree to which the hearer can impose his own want, desire or face over the speaker's want, desire or face. It explains the status of the hearer over the speaker which basically also concerns the power of the hearer over the speaker. The power possessed by the hearer affects the choice of the strategy used by the speaker. When the speaker who possess higher power communicate with the hearer who have lower power, the degree of politeness that the speaker use will be lower and vice versa. There are two sources of power, material control (over economic distribution and physical force) and metaphysical control (over the actions of others). Relative power is not only attached between individuals but also role-sets, such as employer-employee, teacher-learner, and gangster-victim

3) The rank of imposition

The rank of imposition is the degree of a matter that is considered as the interference to the face of the hearer. This interference is the FTA that the speaker made. The rank of imposition can be identified by two variables which are the imposition toward the positive face and negative face. For the positive face, the imposition is assessed by the amount of

threat given to hearer positive face. Then, for the negative face, there are two scales that identify the rank of the imposition, the imposition requiring services (including the provision of time) and the imposition requiring goods (including non-material goods like information). Both impositions cover actions which cause FTAs. When the speaker shows greater FTAs in his utterances, the imposition of the act is also getting greater. Thus, the speaker will use highly standard politeness strategies in speaking.

### C. Conceptual Framework

