

AN ANALYSIS OF NEGATIVE POLITENESS STRATEGIES USED IN ANIMATION MOVIE ENCANTO

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ABSTRACT

This research aims to describe the negative politeness strategies. Politeness strategies are used to formulate messages to save the hearer's face when face-threatening acts are inevitable or desired. This research discusses types of negative politeness strategies used by all the characters in *Encanto* movie and the factors that influence the characters in *Encanto* movie to employ those strategies. Data was taken from the *Encanto* movie. The writer used descriptive qualitative method. All of the findings will be discussed in this thesis.

Keywords: *pragmatics, FTA, negative politeness strategies*

INTRODUCTION

Communication is one of the most important things people do in their daily life. The way speakers communicate as intended will be very different from one another. The speaker has to be able to adjust their language based on the situation. Thus, the appropriate language is very important as politeness.

Politeness is an important side of human behavior and interactions. It covers all the use of language when communicating either in person or in writing. The ability to acknowledge another person's face is referred to as being polite. When a person seems socially distant, respect and deference are sometimes employed to signify paying attention to their face [5].

Talking about politeness must adjust to the context. The four sections of the context are as follows: Physical context, including the location of the dialogue, the objects in the room, and the activities going on. Epistemic context, refers to shared information between the speaker and the hearer. The linguistic context, or the statements made before the one being considered. And the last is social context, the speakers' and hearers' social relationships and environment [2].

Politeness strategies are divided into bald on record, positive politeness, negative politeness, and off record [1]. Negative politeness strategies minimize the impoliteness of the impolite act. Negative politeness is also divided

into ten strategies, which are: Be conventionally indirect; the desire to not press the speaker and they want to communicate the idea clearly and concisely without rambling and meaning. The question, hedge; the words sort of, nice, regular, and quite are used by the speaker to describe this strategy, which is denoted by particles, words, and phrases. Be pessimistic; is used by the speaker when he or she expresses uncertainty to the listener by asking if it is possible, and it is denoted by the words can, could, might, would, will, and may. Minimize the imposition; it deduces from the phrase that the speaker does not want to be pushed to do something by the listener. Give deference; when the speaker lowers himself to show that he or she is humble to the listener, and when the speaker rises the hearer to satisfy his or her desire to be treated as superior, provide deference is used. Apologize; is used when the speaker feels sorry about a previous error. Impersonate S and H; the speaker employs the Impersonalize strategy to attract the listener's attention by omitting the phrases "you" and "I," which are aggressively antagonistic in English. State the FTA as a general rule; in this strategy, FTA is defined as a general rule that applies to social situations. Nominalize; this strategy involves the speaker turning words into nouns, implying that formality is connected with the noun end of the continuum. And the last is to go on record; in this strategy the speaker holds the hearer in high

regard. The speaker shows kindness in this strategy.

Factors that influence the characters to employ negative politeness strategies are divided into two sections that are the payoffs: a priori considerations and the circumstances: Sociological variables [1]. And sociological variables also divided into three sections, that is the social distance between speaker and hearer (as the social distance between the speakers and the listeners widens, the degree of politeness used by the speaker increases), the relative power of speaker and hearer (power comes from two sources: material control (over economic distribution and physical force) and metaphysical control (over other people's behaviors), and the absolute ranking of imposition (there are great and low impositions. When a speaker shows great FTAs in the utterances, the imposition of the act is also getting greater).

The purpose of the research is to identify the negative politeness strategies and factors that influence all the characters in the *Encanto* movie.

METHODOLOGY

The research method used is a descriptive qualitative method. Qualitative methods are used in language research because this method is more perceptive and flexible to numerous, mutually reinforcing effects as well as observed patterns of values [3].

Qualitative methods reflect a phenomenological perspective. That is, research that uses this phenomenological perspective aims to comprehend the significance of events and human interactions in certain situations [6].

In conducting the research, the research takes the *Encanto* movie as the data source. The technique of collecting and coding the data is using two steps: downloading the movie and downloading the movie script. In collecting and coding the data, it used the data from books, journals, and the internet to help the data analysis and collection procedure. This research applies the observation technique [4]. By employed their senses of sight and hearing to examine the information in the movie, which is why decided to apply the observation technique.

The technique of analyzing the data is by giving the markers in the sentence, word, and phrase included in negative politeness strategies and arranging it. Then, classified each phrase into 10 strategies of negative politeness and examined the statements to determine the factors which influence the choice of Brown and Levinson's suggested politeness strategies.

FINDINGS AND DISCUSSIONS

In the findings, it is found that there are eight strategies of negative politeness used by all the characters in *Encanto* movie. And also the factors that influence the characters in the conversation show negative politeness strategies.

Based on the discussion of the results, it was found that eight of ten negative politeness strategies used in animation movie *Encanto*, that is conventionally indirect, question, hedge, be pessimistic, minimize the imposition, give deference, apologize, nominalize, and go on record. And also found the factors that influence the use of negative politeness strategies, which are social distance, relative power, and the absolute ranking of imposition.

From the factors influenced above, it can be seen that social distance is the most often factor that influences the characters to use negative politeness strategies, later, is the absolute ranking of imposition, and the last is relative power.

CONCLUSIONS AND SUGGESTIONS

After data analysis, based on the theories put out by Brown and Levinson (1987), the writer found eight strategies of negative politeness and the factors influence used to show negative politeness strategies in the animation movie *Encanto*. Based on the findings, there are fifty-four utterances could represent negative politeness strategies used by all the characters in the animation movie *Encanto*.

Based on the study's results, it can be concluded that negative politeness is very often spoken in daily conversation and can maintain good communication and minimize the red face of the hearer.

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