

AN ANALYSIS OF COMMUNICATION STRATEGIES USED IN *LADY BIRD* FILM

Tari Aisyah¹, Diana Chitra Hasan²

¹ Student of English Department, Faculty of Humanities Universitas Bung Hatta

² Lecturer of English Department, Faculty of Humanities Universitas Bung Hatta

Email: tariaisyah40@gmail.com¹
diana.hasan@bunghatta.ac.id²

ABSTRACT

Communication strategies refer to conveying the intended message when people face difficulties. In this process, individuals use this strategy to ensure their message is effectively understood. This research examines the communication strategies used in Greta Gerwig's acclaimed *Lady Bird* film by Murcia et al (1995) theory. This study used a qualitative method of data analysis and the writer describes a classification of the data according to the point category between types and function communication strategies. The studies find 65 data namely (1) Interactional Strategies (2) Avoidance Strategies (3) Achievement or Compensatory Strategies (4) Stalling or Time-Gaining Strategies and (5) Self-Monitoring or Self-Correction Strategies. And the function of communication strategies namely (1) Psycholinguistic Perspective (2) Interactional Strategies and (3) Maintenance Perspective. The most common communication strategies used is interactional strategies while the most dominant function is psycholinguistic perspective.

Keywords: *ladybird, types communication strategies, function communication strategies*

INTRODUCTION

Communication strategies play a big role as a structure aspect to express the complexity, human experience, and emotions. According to [1] the first categorization of communication reflects the differences of each intention, communication strategies to reach the solver for problems in speech production, and strategies to solve receptive problems.

According to [2] film is a visual communication base comprised of scenes that move and follow an identified script. Films and communication have interesting bonds, so closely related and connected. The film can generate significant feelings from many characters and communication, the communication based on the characters with each other and also way of story this film. Open communication and support from the other person can enhance emotional development and make a positive interaction stated by [3].

Lady Bird as the main character by Christine McPherson, presents herself to be called *Lady Bird*. During her senior year at Catholic High School, she undertakes her journey of self-discovery with her family, friends, and romantic interests as well as her communication. By examining *Lady Bird's* film, this study highlights the significant importance of communication strategies as an aspect of our life and the function of communication itself, especially the possibility of adolescence and transition to adulthood.

Communication strategies that are part of pragmatics which focusing the meaning given from the situational and contextual factors surrounding language use. The writer placed types of communication strategies by [4].

METHOD

This study used qualitative research to analyze the data taken from *Lady Bird* films. According to [5], qualitative research examines the qualities of communication phenomena “whereby” data tend to be continuous rather than discrete, and the emphasis is on description and explanation rather than measurement and prediction. Qualitative research can explain the types of communication strategies and analyze the function of communication strategies used in *Lady Bird*'s film

The source of data for this research in the *Lady Bird* film by Greta Gerwig in 2017. This film emphasizes the importance of communicating obviously and clearly with somebody else. The writer used the technique of collecting the data by downloading the film to classify the types and functions of communication based on the *Lady Bird* film.

FINDINGS AND DISCUSSION

The writer found 65 data on communication strategies in *Lady Bird*'s film in this research. From 65 data, the writer found 15 data types interactional, 13 data avoidance strategies, 15 achievements or compensatory strategies, 10 stalling or time-gaining, 12 data self-monitoring, and 10 self-correction strategies. Additionally, The second point writer describes the functions used in communication strategies such as (1) 15 Psycholinguistic Perspective (2) 11 Interactional Perspective, and (3) 24 Maintenance Perspective

Some examples of the data from communication strategies in *Lady Bird*'s film which the following data.

(1) Interactional Strategies

Timestamp: 01.28 >> 01.58

Character: Marion and Lady Bird



Lady Bird: “Our college trip took 21 hours and

5 minutes.”

Marion: “Hey, let’s just sit with what we heard?”

Lady Bird: “Are you serious?” (Asking for Clarification)

Marion: “We don’t need to entertain ourselves constantly, do we?”

This data uses an interactional strategy of *Lady Bird*. *Lady Bird*'s statement, “Are you serious?” includes asking for clarification *Lady Bird* confirms that she misunderstood Marion’s statement by asking the question. This data connection of interactional perspective illustrates how the characters direct the discussion, change the subject, and control their answers in response to one another's suggestions. The interactional perspective in this discourse illustrates how people interact and respond to one another throughout a conversation.

(2) Avoidance Strategies

Timestamp: 08:27 >> 08:37

Characters: Larry and Marion



Larry: “Did you know toothpaste is ineffective?”

Marion: (to Larry, shaking her head) Mike Kerry died. I didn’t know he was sick again.” (Message abandonment)

Larry: “How old was he?”

Marion: “Only fifty-six.”

In this dialogue, Marion used of avoidance strategy. The response to Marion’s “Mike Kerry died. I didn’t know he was sick again.” Marion changes the topic to the news of Mike Kerry’s passing. This illustrates message abandonment of avoidance strategies, in which people distract from their main topic to avoid feeling uncomfortable.

This data above, using a maintenance perspective is included in this interaction when Marion changes the subject from Larry's toothpaste topic changes of Mike Kerry's topic,

which causes Larry's statement to be heard by Marion. Marion gives them to him, keeping the conversation going with the new subject. This illustrates how participants manage and maintain a conversation by responding or changing subjects according to the discussion's flow and relevancy.

(3) Achievement Strategies

Timestamp: 21:01

Characters: Larry and Marion



Marion: "Is she home?"

Larry: "Maybe leave it for tonight ..."

Marion: "No, she knows better. She cannot sneak around like this ... " (All-purpose words)

The dialogue above uses achievement or compensatory strategies by Marion's statement. Marion's statement illustrates all-purpose words of compensatory strategies in which Marion says that Lady Bird must follow the rules from Marion and Lady Bird shouldn't be creeping around in the night. The data above used a psycholinguistic perspective because Marion's answer shows her thoughts and emotions. She expresses her dissatisfaction and moral judgment with ambiguous or "all-purpose" language.

Rather than merely reacting to the topic of discussion, Marion's language choice conveys how she interprets her feelings and perspective on the circumstances.

(4) Stalling or Time-Gaining Strategies

Timestamp: 40:37>>40:51

Characters: Jenna and Lady Bird



Jenna: "Where do you live?"

Lady Bird: "Oh, um the 40s."

Jenna: "That's where our starter house was! Which street?"

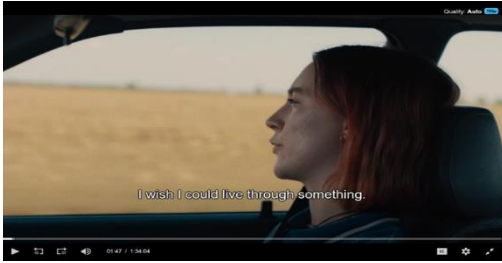
Lady Bird: "Um, 44th it's, um, it's the three-story blue house with the shutters and the American flag in the front."

This dialogue contains time-gaining and stalling strategies by Lady Bird's statement. Lady Bird's response to Jenna's questions, "Um, 44th it's um," before giving a detailed description of the house. She shows stalling or time-gaining strategies by using these nervousness words and more information to obtain time and avoid providing a simple response. The data above used an interactional perspective. Jenna and Lady Bird converse in this interaction, sharing details about their specific houses. Even though Lady Bird is nervous to respond, her attempt for a suitable explanation is affected by her social interactions with Jenna. This point of view emphasizes how individuals share information meanings during conversations, illustrating how language is used to build and maintain social relationships.

(5) Self-Monitoring Strategies

Timestamp: 01:47>>01:58

Characters: Lady Bird and Marion



Lady Bird: "I wish I could live through something."

Marion: "Aren't you."

Lady Bird: "Nope. The only exciting thing about 2002 is that it's a palindrome."

Marion: "OK Fine, yours is the worst life of all, you win."

In this dialogue, used self-monitoring strategies by Lady Bird. Lady Bird says "I wish I could live through something", Lady Bird wants to have a meaningful experience. Lady Bird recognizes doesn't find her life exciting. Self-monitoring and self-correction strategies to make changes and figure out how to attain personal fulfillment and growth, Lady Bird must critically evaluate her life and become aware of her statement. The data used of psycholinguistic perspective Lady Bird handles her feelings of insignificance and disinterest, as shown by her comments that she wants to "live through something" and that 2002 is a palindrome. This viewpoint focuses on how people interpret language to express their inner experiences by internally creating and comprehending it.

CONCLUSION

In conclusion, the writers analyze as many as 65 data in *Lady Bird's* film. The communication strategies in Greta Gerwig's 2017 *Lady Bird* film present important new perspectives on the character's strategies of knowledge and communication functions. This research highlights important strategies for communication for managing complicated interpersonal relationships and adolescent-to-adult growth.

SUGGESTION

The writer finds several points of type communication strategies and functions used in *Lady Bird's* film. The writer gives suggestions for that research, increasing more focus on analysis through different components based on the way of the story.

It would be interesting from the characters in their communication are impacted by their social and cultural background in future research.

ACKNOWLEDGMENTS

The writer expresses the deepest gratitude to Diana Chitra Hasan, M.Hum, M.Ed, Ph.D as my supervisor who guided and supervised throughout the preparation of this article with patience, dedication, and authenticity. The writer also expresses thank you to the examiners, Temmy Thamrin, S.S., M. Hum., and Dra. Nova Rina, M. Hum., for giving support, consideration, and insightful comments.

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