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An Analysis of Politeness In Yowisben Movie (Bayu Skak)

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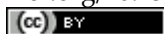
Abstract: Language politeness is the subtlety in language used by someone when communicating in all speech situations. When communicating, there are many people who do not understand polite language procedures, the characteristics of polite language, and various things that must be considered in using language. This study aims to describe the types of politeness strategies in the film Yowis Ben. The subject of this research is the dialogue of the film actors which is included in the politeness strategy in the film Yowis Ben. The method used in this study is a qualitative descriptive method, while for data collection the researchers used the Simak Libat Bebas Cakap (SLBC) and the note-taking technique. Data analysis techniques used by researchers are qualitative data reduction, data display, and drawing conclusion/verification techniques. Based on the results of this study, it can be concluded that there are 49 utterances in the film Yowis Ben which are included in the use of politeness strategies. In his findings, there were 15 utterances related to bald on-record politeness strategies, 21 utterances related to positive politeness strategies, 12 utterances related to the use of negative politeness strategies, and 1 utterance related to the use of off-record politeness strategies

Keywords: *Politeness; Politeness Strategy; Types of Politeness Strategy*

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INTRODUCTION

Humans are social creatures who live with other people. As part of society, humans are involved in constant social interaction, including all forms of communication. To communicate with each other, we need a tool called language. According to (Hornby, 2000), speech is a system of spoken and written communication used by people in a particular country. In other words, language is a communication system that people use to communicate and interact with each other. The relationship between language and society is very deep. Moreover, language plays various functions in society, and society functions in the same way. This means that language is social, which forms daily interactions and is also shaped by society.

When interacting socially, people need to pay attention to the faces of others in order to adjust to their feelings and maintain relationships with others. According to (Yule, 1996), face means a person's public self-image. In addition, in everyday conversation, you need to avoid actions that can threaten the face of others. Politeness strategies are often used to save each other's face in real-life situations. In addition, the film is one type of entertainment that displays the actual situation. For this reason, films and scripts are useful for analyzing the types and functions of politeness strategies. In this study, the researcher analyzed the politeness strategies used by the characters in the film *Yowis Ben*. The purpose of this study is to (1) explain the types of politeness strategies used by all the characters in the *Yowis Ben* movie, and (2) explain the functions of the politeness strategies used by the characters in the *Yowis Ben* movie.

According to Mills, (2003) states that politeness is an action of showing respect toward the person who people are talking to and avoiding any offenses that are directed to him. In other words, politeness is an expression of concern for the feelings of others. In this study, the researcher will focus for the verbal aspects of politeness. Therefore, the utterances where the politeness are produced by the characters in *Yowis Ben* movie will be the focus of the study. According to Brown Levinson, when face-threatening acts are unavoidable or desired, politeness strategies are used to formulate messages in order to save the hearer's positive face. Brown and Levinson define four types of politeness strategies: bald on-record, negative politeness, positive politeness, off-record (indirect), and simply refraining from using the face-threatening act.

1) Bald On-Record

According to Brown & Levinson, (1987) bald on record strategy is a direct way of saying things, without any minimization to the imposition, in a direct, clear, unambiguous and concise way. There are different kinds of bald-on-record usage in different circumstances. It is because the speaker can have different motives for their wants to do the FTA with minimum efficiency. The motives fall into two classes; one is where the face threat is not minimized and therefore ignored or irrelevant, and the other is where in doing the FTA bald on record, the speaker minimizes face threats by implication. Brown & Levinson, (1987) provide the example of a bald-on-record strategy and suggest that the use of bald-on-record direct imperatives is evident. Imperatives are often smoothed with hedges or traditional signs of politeness. Although there are ways that bald on-record politeness can be used in trying to minimize face-threatening acts implicitly, such as advising in a non-manipulative way, bald on-record politeness does not attempt to minimize the threat to the hearer's face. Because using such a strategy can often shock or embarrass the addressee, it is most commonly used in situations where the speaker has a close relationship with the listener, such as family or close friends. These are sub-strategies of bald on-record politeness strategy (Brown & Levinson, 1987):

- a. Urgency,
- b. Very important,
- c. Begging,
- d. Maximum efficiency,
- e. Warning,
- f. Granting permission,
- g. Welcoming,
- h. Farewells, and
- i. Offers.

2) Positive Politeness

Positive politeness is less polite than negative politeness because certain faces that are violated by the FTA are not necessarily corrected. Brown & Levinson, (1987) note that good politeness is that the correction partially satisfies the desired wish, or that in some cases some compensation approximates the recipient's wish. Brown & Levinson, (1987) add that the insincerity dimension in the expression of increased approval or interest compensates by implying that the

speaker really wants the right image to be enhanced, for example. Positive politeness strategies aim to reduce the threat to the listener's positive face. These strategies are used to make the listener feel good about themselves, their interests, or their possessions, and are most often used in situations where the audience knows each other fairly well, or where an individual's positive face needs, or self-worth, must be met. These are sub-strategies of positive politeness strategy (Brown & Levinson, 1987):

- a. Notice, attend to hearer,
- b. Exaggerate,
- c. Intensity interest to hearer,
- d. Use in-group identity markers,
- e. Seek agreement,
- f. Avoid disagreement,
- g. Presuppose,
- h. Joke,
- i. Assert or presuppose speaker's knowledge of and concern for hearer's wants,
- j. Offer, promise,
- k. Be optimistic,
- l. Include both speaker and hearer in the activity,
- m. Give reasons,
- n. Assume or assert reciprocity, and
- o. Give gifts to hearer.

3) Negative Politeness

Negative politeness strategies are aimed at the listener's negative face and emphasize the avoidance of imposition on the listener. The risk of facing threat to the hearer is reduced by attempting to avoid imposition from the speaker. These strategies assume that the speaker will be imposing on the listener, and there is a greater possibility of awkwardness or embarrassment than in bald on record and positive politeness strategies. These are sub-strategies of negative politeness strategy (Brown & Levinson, 1987):

- a. Be conventionally indirect,
- b. Question, hedge,
- c. Be pessimistic,
- d. Minimize the imposition,
- e. Give difference,
- f. Apologize,

- g. Impersonalize speaker and hearer,
 - h. State the FTA as a general rule,
 - i. Normalize, and
 - j. Go on record as incurring a debt.
- 4) Off-Record (indirect)

Brown and Levinson's final politeness strategy is the indirect strategy, which employs indirect language and removes the speaker from the possibility of being imposing. The strategy of doing something off-the-record to express something general or different than the speaker's true meaning and relying on the listener's interpretation to convey the speaker's purpose. The speaker can be credited for not imposing on the listener, or the listener can be rewarded for being helpful and generous. This strategy heavily relies on pragmatics to convey the intended meaning while also utilizing semantic meaning to avoid losing face.

- a. Give hints
- b. Give association clues
- c. Presuppose
- d. Understate
- e. Use tautologies
- f. Use contradictions
- g. Be ironic
- h. Use metaphors
- i. Use rhetorical questions
- j. Be ambiguous
- k. Be vague
- l. Over-generalize
- m. Displace hearer
- n. Be incomplete, use ellipsis

There are two previous Studies that have been done, the first previous study that is used in this study was the Analysis of Language Politeness in the Public Debate of the 2018 Kerinci Regency Regent Candidates by Akhyaruddin, Priyanto, and Ageza Agusti. The results of the research show that in an open debate the candidates will be more attractive and violate the principles of courtesy. One of these violations was done to gain sympathy from the community. Violation of the principle of politeness raises the intent and function of informing, opinionating, suggesting, criticizing, and defending. The different

between this Research and the Research that will be conducted by the author lies in the Object under Study. This study uses video recordings of debates while research that I will do using Film. While the similarity is to analyze language politeness using the maxim of politeness by Leech.

The second previous study is "Language Politeness in Hanung Nramantyo's Kartini Film: Sociopragmatic Review" by Dina Rizki Triana in his study, it was found that the film Kartini contains the six maxims proposed by Leech, namely wisdom, acceptance, generosity, humility, compatibility, and sympathy. The six maxims contain assertive, directive, commissive, and expressive illocutionary speech acts. Factors that cause politeness in language are social status, social distance, age difference, and keratin environment. The difference between previous studies and this research based on the object under study the author only analyzed based on Leech's politeness principles, while the researcher will do this also analyzed the factors that cause language politeness. While the similarity is analyzing language politeness in films.

METHOD

This research is qualitative because it is based on descriptive data in the form of spoken language derived from the speeches of the characters in the Yowis Ben film that were observed. The type of research used is descriptive research. In this study, the object that will be described is in the form of speech between characters in the Yowis Ben film. The aim is to systematically describe the types and functions of politeness in the language contained in Yowis Ben's movie. This research used document instrument as the research instrument. The documentation instrument is a research instrument with Subjects in the form of magazines, documents, books, or films that are used in research to find historical evidence, legal foundations, and regulations that have been in force. Data collection techniques were carried out to receive data in accordance with the formulation of the research problem so that the data obtained were relevant. The data used in this study is a form of art narrated in (Film). In this study, the researcher will use the Simak Bebas Libat Cakap (SLBC) method and the note-taking technique as a follow-up. The data analysis technique in this research uses qualitative data analysis. According Miles & Hubberman, (1994) data analysis techniques consist of three activities, namely: data reduction, data display, and drawing conclusion/verification

RESULT AND DISCUSSION

The results of this research reveal that the four types of politeness proposed by Brown and Levinson occur in *Yowis Ben* movie. The researcher presents the results of types of politeness and their respective quantity in table 1.

No	Types of Politeness based on Brown and Levinson's Theory	Quantity	Percentage
1	Bald on-record	15	31%
2	Positive Politeness	21	43%
3	Negative Politeness	12	24%
4	Off-record	1	2%
TOTAL		49	100%

TABEL 1. *Types of politeness strategy occurs in the Yowis Ben movie*

The well-known bald on record strategy is used to speak directly to the interlocutor or listener to express the speaker's needs. This is a direct way of communicating without ignoring coercion. In the bald on record strategy, the speaker does not try to minimize the threat to the listener's face. There are 15 data (31%) of bald on-record politeness occurs in the *Yowis Ben* movie. Below are the explanations of example data.

Data 01

Context : This conversation occurred when Bayu came to approach Susan who was eating in the cafeteria with her friends.

Bayu : Aku Bayu.

Teman Susan : Bayu siapa?

Bayu : Aku sudah berkontak dengan Susan kemarin.

Teman Susan : **Berkontak dengan Susan? Dekil dan kusam begini berkontak dengan Susan? Memangnya Instagram-mu berbobot?**

Bayu : Jangan salah. Instagram-ku 20.000. Orang yang aku ikuti

In the conversation above, the sentence uttered by Susan's friend can be classified as bald on-record. This happened because the sentence was a sentence of ridicule and was directly uttered to Bayu (the listener) and it was very disrespectful.

Data 05

Context : This conversation happened when Bayu was late for school on his motorbike.

Teman Bayu : Ayo! Sudah terlambat, malah santai!
Bayu : Santai apa cok? Ini sudah yang paling cepat!
Satpam : **Ayo masuk! Pukul berapa ini? Sudah terlambat.**
Satpam : **Jangan ditabrak tiangnya! Bukan tiang listrik!**

In the sentence said by the security guard, it refers to the use of a bald on-record politeness strategy. With an indication of the use of firm words and an urgent situation because Bayu was late and hit a pole.

Positive politeness strategies, according to Brown that this strategy attempts to attend the hearers' interests, needs, wants, and goods. The important function of positive politeness is to share some degrees of familiarity with the hearer. There are 21 data (43%) of positive politeness occurs in the *Yowis Ben* movie. Below are the explanations of example data.

Data 17

Context : This conversation happened when Bayu's motorbike broke down and then met Kartolo on the side of the road.

Bayu : **Kau menonton band-ku?**
Kamidi : Aku bukan hanya menonton, Mas. Namun, aku penggemarmu! Fanmu, Mas!
Bayu : **Aku punya penggemar?**
Kamidi : Ada, banyak!
Bayu : Di mana?
Kamidi : Di Kaliurang Pojok. Namanya YWBFC United.
Bayu : Sepeda motorku aman, 'kan?
Kamidi : Jelas aman, Mas Bayu. Montirnya adalah anggota.
Bayu : Anggota apa?
Kamidi : Anggota perpustakaan.
Bayu : Perpustakaan?
Kamidi : Kenapa anggota perpustakaan? Jelas anggota YWBFCU.
Kamidi : Pokoknya kau tidak usah bayar.
Bayu : Serius?

Kamidi : Serious, tetapi kau berikan kami tiket konser gratis, ya?
 Bayu : Tiket konser gratis?
 Kamidi : Ya.

The conversation sentence between Bayu and Kamidi above can be categorized as positive politeness. This happened with Kamidi's sentence indirectly trying not to force his will on Bayu who asked for free concert tickets.

Data 20

Context : This conversation happened when Bayu came home to pick up pecel orders for Susan.

Bayu : Bu, mana pecelnya?
 Ibuke Bayu : Ini.
 Bayu : Sudah, aku langsung berangkat, ya?
 Ibuke Bayu : Hati-hati, ya, Nak.
 Bayu : Ya.
 Cak Jon : Bay, jangan lupa yang tadi, ya?
 Ibuke Bayu : Jon, kau mengajari anakku apa?
 Cak Jon : **Tidak, Mbak, hanya mengajari Bayu menikmati hidup selagi SMA. Agar tak seperti orang-orang tua ini.**

The above data is categorized as positive politeness. This is because Cak Jon's words advising Bayu to enjoy life while in high school have the intention of minimizing the element of coercion where Bayu is not required to enjoy his life. In addition, the sentence from Mrs. Bayu who asked Cak Jon was also meant to minimize the emphasis or doctrine that Cak Jon taught his son bad things. In the sentence that was said by mother to Bayu, she meant that Bayu would not push his dream too much by using pessimistic sentences that liken their lives to messy laundry. By looking at these reasons, the conversation above is included in positive politeness.

Negative politeness strategies are oriented to the listener's negative face and emphasize avoiding coercion on the listener. By trying to avoid coercion from the speaker, the risk of a face threat to the listener is reduced. There are 12 data (24%) of negative politeness occurs in the *Yowis Ben* movie. Below are the explanations of example data.

Data 38

Context : This conversation occurs in Bayu's house when her mother found his discarded band name sticker.

Ibuke Bayu : Nak? Apa ini yang kau buang?

Bayu : Aku ingin melupakan dia, bu

Ibuke Bayu : Yang ini!

Ibuke Bayu : Ibu memang sudah tua. Ibu tidak tahu masalah anak muda sepertimu nak. Yang ibu tahu, kau itu anak ibu. Kau marah-marah di rumah, terserah. Mendingkan ibu pun terserah kepadamu. Kau mengerti? Apa yang membuat Ibu sakit hati? Kalau kau tidak bertanggung jawab dengan hidupmu. Kau itu anak almarhum Bapak Lukito. Sebelum wafat, beliau berpesan kepada Ibu. **Bayu harus menjadi anak yang baik. Ke mana Bayu pergi, di mana Bayu berada,... dia harus menjadi manfaat bagi orang lain. Jangan sampai Bayu menjadi anak egoistis. Paham kau, Nak?**

Bayu : Paham, Bu

The conversation above occurred when mother advised Bayu about his father's message for him to be a good person. In this case, there are words from Bayu's mother which can mean minimizing coercion on Bayu to become what she wants. From the data above, the sentence can be entered into the type of negative politeness.

Data 41

Context : This conversation happened when Bayu and his friends finished their concert.

Bayu : San, Susan! Apakah kita bisa mengulangi lagi apa yang dahulu pernah berlalu?

Teman-teman : Cieee

Bayu : Aku berjanji, San. Tidak akan memaksamu untuk memakai baju pasangan lagi.

Susan : Aku juga berjanji, aku tidak akan mengirim emotikon cium lagi.

Doni : Lalu, kalau mau mengirim cium,
pakai apa?
Yayan : Astagfirullahaladzim! **Belum
muhrim itu!**

In the sentence spoken by Yayan above, it can be seen that Yayan uses a word structure which is a statement of general rules with the identification that all unmarried women and men are not yet married. Then from the above data can be categorized as negative politeness.

Off-record or indirect strategy is done to let the speakers figure out the unclear communicative intention. It is basically meant to let the hearers interpret the intended message. In other words, off-record means the statement when one's saying is not directly addressed to the other or 'hints'. There are 1 data (2%) of off-record politeness occurs in the *Yowis Ben* movie. Below are the explanations of example data.

Data 49

Context : This conversation happened when all Yowis Band personnel tried to play the song

Nando : Main apa ini?

Bayu : Aku sebenarnya menulis lagu,
tetapi...

Doni : Lagu apa? Sini lihat.

Bayu : Aku malu.

Doni : **Tidak usah malu. Satu band saja
malu.**

Doni's sentence above can be categorized as off-record politeness. This is because in his sentence Doni gave Bayu an opportunity to show his good personality to other friends.

CONCLUSION

The results of this research is showed in the chart below.

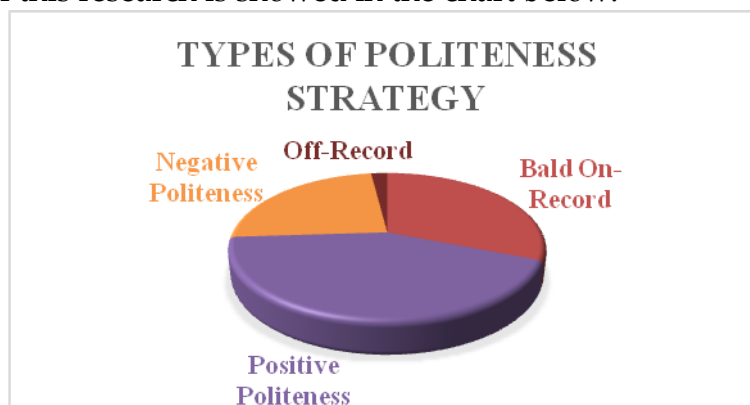


Figure 1. *Types of politeness strategy*

In this study, the positive politeness strategy was found to be the strategy most used by the characters in the *Yowis Ben* film. Researchers found 21 data (43%) related to positive politeness strategies in this *Yowis Ben* film. In its use in the film *Yowis Ben*, positive politeness strategies are used to facilitate interaction between the characters, the speaker tries to give the impression of having the same fate and seems to have the same desire as the interlocutor and is considered a shared desire which is really wanted together as well. This strategy is aimed directly at the positive face of the interlocutor so that the speaker's wishes are considered as a shared desire between the speaker and the interlocutor.

In addition to the above, this strategy also functions as a facilitator of social relations with other people. By using it, the speaker shows that he wants to be more familiar with the interlocutor. In other words, the relationship becomes more intimate and reflects cohesiveness in the group. This strategy tries to minimize the distance between the speaker and the interlocutor by expressing concern and friendship. Thus the speaker minimizes the FTA.

This happened because Bayu and the other characters in the film tried to show their familiarity through this strategy. This is in line with the opinion of Brown and Levinson who say that positive politeness strategies are used to show the value of intimacy between the speaker and the interlocutor. Brown and Levinson divide positive politeness strategies into 3 major strategies namely 1: Claim common ground, 2: Convey that speaker and hearer are cooperators, and 3: Fulfill hearer's want. In this study, the most widely used positive politeness mechanism was claim common ground with eight strategies which one of it are used as a group marker between Bayu and his friends.

In more simple sense the speaker wants to make the hearer feel happy with the utterance spoken. In addition, the use of positive politeness put

forward by Brown & Levinson, (1987) which states that positive politeness usually occurs if the speaker and the interlocutor already know each other well. It means when speaker being optimistic and gives respect to hearer will make hearer be value and speaker also will get respect from hearer. Wardhaugh, (2006)) also state that positive politeness may lead to friendship. It means positive politeness strategy is a strategy that is often used in friendship zones. This answers the question why positive politeness strategies are found the most in this study, namely because Bayu and all the characters in Yowis Ben's film use positive politeness strategies as a sign of their intimacy but still respect or keep each other's faces.

The information obtained from data showed that politeness in *Yowis Ben* movie can be divided into four types they are: bald on-record politeness, negative politeness, positive politeness, and off-record politeness. Bald on-record was found 15 times (31%) in the movie as a form of minimizing threats, positive politeness was found 21 times (43%) in the movie as an attempt to make listeners comfortable with themselves, negative politeness was found 12 times (24%) in the movie as as a form of suppression of coercion avoidance, , interest and use in a fairly close audience, and the last off-record politeness which has found 1 times (2%) in the movie as a form of listener's positive response to show a good personality.

Based on the analysis, there are 49 utterances containing politeness strategy used by the characters on *Yowis Ben* movie. It can be found from the discussion that positive politeness is the most type of politeness strategies found in *Yowis Ben* movie. Going with Brown & Levinson, (1987) politeness strategies, positive politeness strategies are preferred over negative ones. As is common knowledge, positive politeness is oriented towards an individual's positive self-image and emphasizes the need for an association between the speaker and the hearer. This strategy is usually seen in groups of friends, or those who know each other well. And based on the discussion mostly the conversation happened in a group of friends and a group of family that has close relationship with the speaker.

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