A DESCRIPTIVE STUDY ON POLITENESS STRATEGIES IN "ALADDIN" MOVIE

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ABSTRACT

This research is a descriptive study on the use of politeness strategy in   movie. The researcher used a descriptive qualitative approach. This research focused on describing politeness strategies used by the main characters of Aladdin movie. The data were analyzed from conversation script in form of utterance. The researchers used analysis method by Miles and Huberman, namely data reduction, data display, and conclusion drawing/verification. The research results showed that the types of politeness strategies used by the four main characters in the film Aladdin are the bald-on record strategy, positive politeness strategies, negative politeness strategies, and off-record strategies. Bald on record is the most widely used. It appeared 11 times (37%). It is followed by positive politeness which are uttered 7 times (23%) and off record which are also uttered 7 times (23%). The forth is negative politeness that uttered 5 times (17%). The researcher suggest to the English teachers to use Aladdin movie as teaching resource for politeness strategy. The researcher also suggested to the students could apply the politeness strategy in their life especially with the teachers and mates during learning process. For the further researcher, there are many aspects which can be analyzed about Pragmatics including politeness strategy. The reseracher suggests to the other researchers to analyze other aspects of Pragmatics in different works.

Keyword: *Descriptive study, Politeness Strategies, Aladdin Movie*

A.   INTRODUCTION

Language plays an important part in our everyday communication. People use it to communicate with each other to express their thoughts, ideas and feelings. Language is thus used as a media of communication to establish the relationship between people. According to Wardhaugh (in Aryani: 2017) language is a set of structural symbols that used for communication. This means that people need language to share their ideas with others for a good relationship among them. There are several aspects in social interaction that influence the way you talk, such as background of education, age, ethnicity, power, gender, and context. However, people should be able to decide which polite language is appropriate for the communication to be maintained. While language deals with how people act when using the language, it has to do with pragmatics.

On the other hand, the issue can occur in the language is that the English learners often encounter difficulties in deciding the polite language appropriate to the communication context and social aspects. As a consequence, their English sound weird. The language is perceived as impolite or even improper. Moreover, in the conversation it could lead to misunderstanding. When people study other languages, they first need to learn and understand the culture to avoid misunderstanding when talking to people who are foreign.In this study,

the writer chooses politeness as a subject because politeness is an important topic throughout communication. Politeness refers to the study of knowing how people use a language when talking or speaking. According to Kurnianti (2017) being linguistically respectful means speaking respectfully to people in light of their relationship.

On the basis of the explanation, the researcher decides to observe and analyze the application of strategies of politeness. The researcher want to show a movie can be a good medium for learning politeness. The focus in this study is to observe and analyze the use of politeness strategies in the Aladdin movie title. The researcher selects Aladdin movie because it includes the formal and informal language used in everyday conversations. It shows many utterances used by the main characters, using strategies of politeness. Through the daily conversation, the writer analyzes the main characters' utterances in order to be able to address the research questions. The movie also exemplifies how politeness techniques are used in a social context. Aladdin's movie specifically tells about a street boy who falls in love with a princess. Aladdin was trying to find a way to become a prince with the disparity in cast and wealth, he suddenly discovered a lamp with a Jiny in it. Aladdin also used lights to become a prince and capture Princess Jasmine's heart but the wicked Vizier still followed the kingdom rule lamp. The story is more about getting a couple to know each other and to learn as much as they can. One reason Aladdin movie has gained success is because it gives the reader a meaningful message about parents and lovers. The four main characters selected from the movie by the writer are Aladdin, Jasmine, Jiny and Jafar. They're chosen because they're always involved in the debate. Aladdin's 2 hour movie was released May 24, 2019.

The writer analyzes politeness strategies adopted by the main characters in Aladdin movie.Because a movie can be a good medium for learning other languages and cultures. Through a movie, people can learn about the location's traditions and the people where the movie takes place. It can also help English learners, especially as students of the English Department studying pragmatics, especially strategies of politeness. In addition, the writer found that politeness strategies are important and also interesting to explore. Thus, the study is done by classifying the strategies of politeness as shown by the four main characters in Aladdin movie.

Pragmatics

Pragmatics is essentially about a conception of language as being used. It let speaker to use language in various as long as they know, as language users and what they are doing. According to Parker (in Ropiah, 2019)"Pragmatics is not about grammar, which is the study of internal language's structure. Pragmatics is about how language is used to communicate."

Another sophisticated way of looking at these things is by Yule (in Ropiah 2019) that Pragmatics is study about conveying meaning by speaker or writer and interpreted by hearer or reader. It means that Pragmatics refer to the study of linguistic acts and the contexts in which people are performed. Levinson (1983: 5)defines Pragmatics as the study of meaning that is using non-linguistics knowledge by reflect the utterance's intension, the context and social word. It is the study of language usage.

The aim of pragmatics is to recognize what the speaker means. Therefore, Pragmatics teach the learner how to interpret the meaning of language. In addition, studying pragmatic aim to avoid misunderstanding and miscommunication in comunication that depend on physical context. In conclusion, pragmatics as a study about the relationship between language and social context in communication between a speaker and hearer through verbal

communication and gestures. Pragmatics is a basic knowledge that must be understood before studying the language politeness. The goal of this study is that people can use language well and choose the right word in communication. Understanding pragmatics will help to avoid miscommunication.

Politeness

In comunication, people have to know how to speak in good behavior. They have to know how to speak to parents, lectures, teachers or person that is respected as much or to speak with close friends. Politeness becomes consideration. Lakoff (in Mansoor, 2018) states that politeness is the interpersonal relationship system which is designed to reduce risk of conflict and confrontation in human interaction. In other word, politeness focus on maintaining relationships in human interaction.

Politeness in a particular cultura is a concept of communication manner. It could be shown toward others by showing good manners in communication. Politeness is not something with which human beings were born but something acquired through a socialization process. Politeness, in this sense, is not a "natural phenomenon" that existed before mankind, but one that has been constructed socio-cultural and historical. In general terms, politeness has the same meanings as being tactful, humble and respectful to others. The most relevant conception in the study of linguistic politeness is "Face". In pragmatics your face is the self-image of your audience. It was the emotional and social sense of self that was known by all and desired by everyone else. Politeness could be characterized as a manifestation of knowledge and consideration for the face of another.

The level of politeness in each country is certainly different. For example, in Indonesia it is very natural to talk about some people being above or higher than others. People are excited to recognize someone else's higher status or seniority by using a nice tone of voice, by not saying too much, and by not opposing. People are not argued face to face communication. In Contrast, Faulkner (2009) stated that Australia culture follows the principle of egalitarianism. People are seen to be argued and are free to communicate and express their ideas with anybody. A garbage man can talk openly to a prime minister. Similarly, a student can openly debate with a university lecturer. It's hard for Australia to accept that one person is higher than the others. Since, In Anglo cultures being polite means showing respect the words "thank you & excuse me" are used so much in Anglo cultures

In that sense, in situations of social distance or closeness, politeness could be achieved. Showing awareness for another person's face was described in terms of respect or deference when they saw the social distant. Showing the equivalent awareness in terms of friendliness, fellowship, or solidarity when a person was a socially closed person. It can be conclude that politeness is the study of how people used their awareness toward the face of other people, and also considered who they were. People could demonstrate this by showing good manner or attitude to listener.

The rules of politeness were raised by Lakoff (1975): 1) Formality: keep aloof; 2) Deference: offer options; 3) Camaraderie: show sympathy. From its sub-rules, it could be deduced that this has to do with not intruding into the land of other citizens, empowering the addressee to take his / her own decisions and making the addressee "feel good." Hence, politeness seemed to be closely linked with conflict avoidance. In her later work, he described politeness as an instrument used in personal interaction to reduce friction.

Leech's theory of politeness placed politeness within an informal rhetorical structure. The main purpose of concepts of politeness has the purposes of establishing and maintaining mutual feelings with the social group. The core model of politeness was related to speaker as well as hearer. Politeness involved reducing the cost to the speaker / hearer and increasing the gain. He listed seven maxims all related to the theory of cost and benefit. They were tact, kindness, tolerance, modesty, empathy, compassion and consideration.

Under the label "The conversation contract view," Fraser (in Aryani, 2017) presented his theory of politeness. When participants interact with each other, each party understands some initial set of rights and obligations that would determine, at least in the preliminary stages, what the participants could expect from others, there was always the possibility of renegotiating the conversational contract if both parties could re-adjust what rights they have towards each other and what responsibilities they have towards each other.

Kulka (in Hikmatudz 2018) has often identified politeness that looks outward. It was an specious performance given to show good manners or the possibility of exploiting politeness (e.g., saying one thing while contemplating or trying to accomplish something completely different). In this case, it would be true and false at the same time in order to show respectful. Indeed, the hearer would find the speaker to have acted politically but the fact that the speaker would be negatively assessed. For instance, if the hearer preferred honesty in expressing opinions of the speaker.

In addition, several researchers suggested the principle of politeness. They were Leech, Lakoff, Fraser and Blum-Kulka. Each theory had different fundamentals. But the researcher will focus on Brown and Levinson's theory in this situation.

Types of Politeness Strategies

Brown and Levinson (1998) classify politeness strategy into four main parts they are :
1. Bald On Record

The definition of a point is bald on record. This meant the speaker was saying or doing clearly and specifically what people wanted towards the audience. Soon on record deal with Grice's Maxims which revealed that people should find quality, quantity, relevance and also way to get the full advantage in communication. The speaker used Bald on Record strategy mostly when she wanted to do FTA (Face Threatening Acts) with maximum face-efficiency. This technique would make the audience feel uneasy.

This technique is a straight forward way to say something, without the pressure being minimised. In a simple, straightforward, unambiguous and concise manner. On some occasions this strategy was used as an emergency situation and a relationship with equal power. For example: please come in (sir), give me a pen.
2. Positive Politeness

This politeness strategy try to decrease the threat to listeners' positive face. it uses to make the listeners feel good about theirself, their interests and use in the condition where the listeners know each other well.

This approach contributes to achieving unity by offering as friendship, using compliments and using informal language, treating others as friends and allies, not relying on them, and never threatening their faces. It was important to interact, contribute and be a member of the group. Face-saving action that stressed the negative face of a person would therefore be concerned with enforcing (I'm sorry to bother you, I know you're busy, but ...)

The purpose of this strategy was to avoid the conflict and reduce the social distance between speakers and listeners. Here were some indication of positive politeness strategy such as offering unity through friendship, finding agreement, refusing agreement, joking about listeners' desires, offering and promising, being hopeful, including both speakers and listeners, giving or asking (reason).

This approach was based on the listeners' confident expression, the positive self-image hearer kept for theirself. The potential face threatened an act was minimized by the assurance that the speakers would want at least some of listeners' wish in general. For example, the speakers considered the listeners to be essential friends, "the same as speakers, with reciprocity in community rights and duties and expectations, or the suggestion that the speakers like the listeners so that the FTA does not imply a negative appraisal of the hearer's face in general.

3. Negative Politeness

Negative politeness is action for compensation presented to the negative face of the addressee; his wish had unhindered his freedom of action and his attention. Specified and based on this approach, and the task of mitigating the specific impact that the FTA ultimately affects was performed. This strategy addressed the facial needs of an individual, which refers to the need of the hearer not to be impeded and to be left free to behave as they wished.

4. Off Record

There was an act of communication done off record. If it was done in such a way that only one specific communicative motive can not be attributed to the act. If the speakers wanted to do an FTA, but wanted to avoid the burden of doing so and they could do it off record and leave it to the addressee to determine how to view it. There were styles of this technique that provided hints, inferred, understated, overestate, use tautologies, use contradictions, be sarcastic, use metaphors and use rhetorical. For example: to finish this rabbit hutch I need a few more nails (e.g., buy me some food when you go to town).

Hints were considered off recordwhen people can use the single most respectful technique to attend to another's face concern. An actor used on record in doing an act; there was more than one unambiguously observable intention, so that the actor could not be considered to have committed himself to one specific intention.

For example, if I say "Damn, I'm out of cash, I forgot to go to the bank today, maybe I plan to get you to lend me some cash, but I can't be held to have dedicated myself to that purpose (as you'd find out if you were to question me with" This is the 17th time you've asked me to lend you money).

Brown and Levinson (1987) state that this strategy is a communicative act carried out in such a way that is impossible to attribute one clear communicative intention to the act. indirect language is used to remove the speaker from the potential to be imposing.

Aladdin Movie

Aladdin is a 2019 American fantasy musical film produced by Walt Disney Pictures. Directed by Guy Ritchie, from a screenplay he co-wrote with John August, it is a live-action version of Disney's 1992 animated film of the same name, based on the eponymous story of One Thousand and One Nights. The film stars Will Smith, Mena Massoud, Naomi Scott, Marwan Kenzari, Navid Negahban, Nasim Pedrad, Billy Magnussen, and Numan Acar, as well as the voices of Alan Tudy Acar. Aladdin movie is talking about a poor thief in the market, Aladdin. He lives with a little monkey named Abu. He fell in love with a princess he

met at the market. But the struggle was not easy because it was opposed by the daughter's family. Until one day he found a magic lamp containing Jinny that can grant 3 requests. But his efforts were thwarted by the evil wizard Jafar who wanted a magic lamp. In the end Aladdin's struggle succeeded after defeating Jafar the Witch. This movie is choosen because this movie teaches some very valuable lessons by every characters. This movie teach to be not greedy, when Aladdin meets Jiny and discovers that he will be granted three wishes, Jiny breaks down the rules for him. Moreover, Aladdin and Jasmine lead to be yourself, not try to be someone else or to conform to what others perceive us to be. Aladdin teach the importance of friendship both good and bad. The sultan learned the hard way that not all friends can be trusted such as with Ja'far. Since, Aladdin showed what is true friendship was when he mekeJiny free in his last wish. He chooses his friendship above the material possessions.

B. METHOD

In brief, the researcher used a descriptive qualitative approach. This research focusedon describing politeness strategies used by the main characters of Aladdin movie. The data were be analyzed from conversation script in form of utterance.

The object of this research was some dialogs between each main character and another character that in Aladdin Movie included request politeness strategies. Meanwhile, the source data is Aladdin Movie's conversation script in form of utterance.

1. Data Collection Method

This research used documentation method to collect the data. The researcher selected utterance made by the four main characters containing politeness strategy from thescript. It was categorized based on Brown and Levinson's politeness strategies.

2. Data Analysis Method

The researchers used analysis method by Miles and Huberman (in Sugiono 2020:321). The steps that used to analyze the data were data reduction, data display, and conclusion drawing/verification.

The first is data reduction. The researcher read whole of script to collect the data that were analyzed and then classified thecollected data into several types of politeness strategy based on Brown and Levinson'stheory; those are Bald On-Record, Positive Politeness, Negative Politeness and Off-Record. Second is data display. The data that have been collected based on its strategy of politeness were presented into the table to analyze the politeness of each utterance in Aladdin movie. The third is conclusion drawing/verification. The researcher analyzed the data that have been collected and interpret why the characters speak like that in movie. Eventually, researcher will get the conclusion.

C. FINDING

In the Aladdin movie, the researcher found 30 data of sentences based on Brown and Levinson'spoliteness strategy (1987). They are : (1) bald on record, (2) positive politeness, (3) negative politeness, (4) off record. Those 30 data can be listed in the following table:

Table 1. Politeness Strategies Found in the Main Characters of Aladdin Movie

No	Characters	Politeness Strategy			
		BOR	PP	NP	OR
1	Aladdin	2	6	3	4

2	Jasmine	4	0	0	1
3	Jiny	2	1	1	1
4	Jafar	3	0	1	1
	Total	11	7	5	7

The table above show that the researcher found 4 types of politeness strategy thatis used by the main character in Aladdin Movie. Those strategies are bald on record, positive politeness, negative politeness, and off record. Bald on record is the most strategy used by the main character in Aladdin Movie. They are appeared 11 times (37%) which are uttered by Aladdin 2 times, Jasmine 4 times, Jiny 2 times and Jafar 3 times. It is followed by positive politeness which are uttered 7 times (23%) which are uttered by Aladdin 6 times and Jiny 1 time. Then, off record are also uttered 7 times (23%) which are uttered by Aladdin 4 times, Jasmine 1 times, Jiny 1 times and Jafar 1 times. The forth is negative politeness that uttered 5 times (17%) which are uttered by Aladdin 3 times, Jiny 1 times and Jafar 1 times.

D. DISCUSSION

This section provided the discussion of the result analysis of the utterances by the four main characters of Aladdin movie, namely Aladdin, Jasmine, Jiny, and Jafar. Based on analysis which have been done by the researcher, all of main characters used the politeness strategies in their utterances. Thedata analysis is discussed bellow:

Pragmatics is essentially about a conception of language as being used. It let speaker to use language in various as long as they know, as language users and what they are doing. Levinson(1983: 5)defines Pragmatics as the study of meaning that is using non-linguistics knowledge by reflect the utterance's intension, the context and social word. It is the study of language usage.

Lakoff (in Mansoor, 2018) stated that politeness is the interpersonal relationship system which is designed to reduce risk of conflict and confrontation in human interaction. In other word, politeness focus on maintaining relationships in human interaction.

Pangestuti (2015) conduct entitled Politeness Strategies Used by Daddy Corbuzier in Interviewing Entertrainer and Non-Entertrainer at Diponegoro University Semarang Hitam Putih Talk-Show in Faculty of Humanities. Different to this research, in his research, in interviewing the entertainer, that previous provided Positive Politeness Strategy as the most straytegy used (77,42%), Then Bald on Record with 18,3%,, Off Record Strategy (2,81%) and Negative Politeness (1,4%). In addition, in interviewing the non-entertainer, Deddy used Bald on Record Strategy (54,42%), 7 types of Positive Politeness Strategy (38,29%) and 3 types of Negative Politeness Strategy (8,19%). Both result shown the similar data with this research where the Positive Politeness and Bald on Record became the most strategies which are used.

After that, Anyani (2017) conducted a research entitled The Politeness Strategies Used By The Main Characters Of Twilight Movie. The same strategy used by this previous research with the Pangestuti's and the latest reseach, the results showed that the main characters of Twilight used the types of politeness strategies, namely Bald on record, Positive politeness, Negative politeness, and Off record. The four strategy also found in the previous one and the latest research. Similar with the pangestuti's and the latest research, this research shown that Positive politeness as the most strategy used with 92 times uttered, followed by

Negative Politeness with 80 utterences, 52 utterences of Bald on Record and Off record with 30 utterences.

Based on both those research that was previously conducted, the researchers concluded that all of Brown and Levinson's politeness strategies are used in those previous researches. This research provided the similar research by provided all of that strategies as the research result. Bald on record and Positive politeness became the most strategy used both in two previous researches and the latest research.

Therefore, related to this research, the researcher used the politeness strategy by Brown and Levinson. Brown and Levinson (1998) classify politeness strategy into four main parts they are: bold on record, positive politeness, negative politeness, and off record. The researcher found that the Aladdin movie applied those four strategies.

First is bold on record strategy. It is influenced by some factor : 1) Great Urgency or Desperation, 2) Speaking as if great efficiency is necessary inattention-getters, 3) Task-oriented/ Paradigmatic Form of Instruction, 4) Sympathetic Advice orWarnings, 5) Granting Permission forSomething, 6) Invitations, 7) Welcoming, 8) Greetings and Farewells. The researcher found that there are three factors used by the character in Aladdin movie used this strategy those are Task-oriented/ Paradigmatic Form of Instruction, Invitation and Greetings and Farewells.

Second is positive politeness. It is used by the character in Aladdin movie influenced by some factors: 1) Noticing heare's interest, wants, needs, and good. 2) Exaggerating interest, approval, and sympathy with the hearer. 3) Intensifying interest to hearer, making good story, draw hearer as a participant into the conversation. 4) Using in-group identity markers. 5) Seeking agreement. 6) Avoiding disagreement. 7) Presupposing to raise and asser common ground. 8) Joking. 9) Presupposing peaker's knowledge of and concern for the hearer's want. 10) Promise. 11) Being optimistic. 12) Including both speaker and hearer in activity. 13) Giving and asking for reason. 14) Assuming or asserting reciprocity. 15) Giving gifts to hearer can be in the form of goods, sympathy, understanding, and cooperation. The researcher found that there arefive factors used by the character in Aladdin movie used this strategy those areSeeking agreement, Promise, Being optimistic, Giving and asking for reason, and Including both speakers and listeners in activity.

Third is negative politeness. It is used by the character in Aladdin movie influenced by some factor : 1) Be direct, 2) Do not presume/assume hearer, 3) Being pessimistic, 4) Minimizing the imposition, 5) Giving difference, 6) Apologizing, 7) Impersonalizing the speaker and hearer in a conversation, 8) Stating the face threatening action as an instance of general rule, 9) Nominalizing, 10) Going on record as incurring a debt or as not indebting hearer. The researcher found that there are three factors used by the character in Aladdin movie used this strategy those areApologizing, Be directand Giving difference.

The forth is off record politeness is used by the character in Aladdin movie influenced by some factor : 1) Giving hint, 2) Give association clues, 3) Presupposing prior event, 4) Understanding, 5) Overstating, 6) Use tautologies, 7) Use contradictions, 8) Being ironic, 9) Use metaphors, 10) Use rhetorical questions, 11) Being ambiguous, 12) being vague, 13), Over-generalizing, 14) Being incomplete. The researcher found that there are four factors used by the character in Aladdin movie used this strategy those are Giving Association Clues, Understanding, Overstating and Using Contradiction.

D. CONCLUSIONS

Based on the finding of the research, the researcher concludes that the types of politeness strategies used by the four main characters in the film Aladdin are the bald-on record strategy, positive politeness strategies, negative politeness strategies, and off-record strategies. Bald on record is the most widely used. It appeared 11 times (37%). It is followed by positive politeness which are uttered 7 times (23%) and off record which are also uttered 7 times (23%). The forth is negative politeness that uttered 5 times (17%).

E. ACKNOWLEDGEMENT

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