AN ANALYSIS OF POLITENESS PRINCIPLES IN THE *SMALLFOOT* MOVIE

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ABSTRACT

This research is a descriptive study on the use of politeness principle in the *Smallfoot* movie. The researcher employed descriptive qualitative method by collecting the utterances of the movie. This research aimed to identify the types of politeness principles used by the main character in the *Smallfoot* movie . This research analyze the politeness principles by using Brown and Levinson (1978) politeness theory. The result show that *Smallfoot* movie consists four types of politeness principles. They are 7 bald-on record, 8 positive politeness, 4 negative politeness and 2 off-record. In the types of politeness principles used by the main character consist 70 utterances they are 34 (48,5%) utterances of bald-on record, 25 (35,7%) utterances of positive politeness, 8 (11,5%) utterances of negative politeness and 3 (4,3%) utterances of off-record. Based on the result of this study, the researcher expects this study gives contributions to the researcher herself and the readers and for further researcher who interseted in analyzing movie

Keywords: Politeness Principles; *Smallfoot* Movie

A. Introduction

The use of polite language in communication can avoid misunderstanding. The choice of words, intonation and use of correct expressions are also factors that need to be considered in order to communicate properly and politely. Communication will be hampered if the communicator does not understand the importance of politeness. If the communicator does not use good ethics in speaking, it will be difficult to understand the meaning of each sentence uttered. Humans must have good communication with each other and use language that is acceptable to everyone. If we understand the politeness principles, we will be able to use language correctly and appropriately. Failure to understand aspects of communication can trigger misunderstanding and communication.

The use of polite language really needs to be considered to give respect the feelings of the other person (Kembaren, 2020). In one case in Pekanbaru, there were two groups of youths who were involved in a fight because of a misunderstanding. This caused several youths to be injured as a result of being hit by sharp objects. In addition, the police also said that one house was hit by Molotov cocktails as a result of the incident (Khairina, 2019). The case underlines the importance of politeness in

communication. The impact of miscommunication and misunderstanding is not only to hurt the other person but can also lead to violence. That is why in life it is very necessary to adopt a polite attitude to avoid violence. For example when someone finds out the other person is racist, they must avoid calling them racist in order to offend them and ruin the situations. People of different races also need to be treated in the same way. We can replace the word 'racist' with 'racialist' in order to offend other people with races that are different. The use of the word 'racialist' is considered more polite to address them with a different skin color (Blake, 2019).

Politeness is a rule in life as a reflection of personality (Zuriah and Yustianti in Wardah et.al, 2019). It means if the person has polite behavior in daily activities, it will indicates that the person has a good character. Character building can be done from an early age so that character is easily formed. One of them by inserting the politeness aspect in daily communication. To provide this, teachers and parents can use media and materials appropriate to the child. The golden age that is owned by children will easily absorb the positive things they get from many activities one of them is watching movies.

Animation movie is a spectacle that is a favorite of children. In addition to the animation used, the storyline which is interesting to understand is the reason of why children prefer animation movies. Therefore, the movie that is watched by children must contain moral messages and positive sentences. The goal is for children to apply positive things from the movies they have watched in the real world. One of them is Smallfoot movie. Smallfoot is an American movie that was released on September 28, 2018, and directed by Karey Kirkpatrick. The story in the film is based on a children's storybook entitled Yeti Track (Unpublished) by Sergio Pablos. This movie tells the story of a Yeti named Migo who believes that the human they are called "Smallfoot" is real. Migo tries to convince his tribe with the evidence he finds, but not one Yeti believe him. Migo is determined to prove his belief, helped by Meechee and his other friends. In the end, Migo and his friends' efforts paid off so that Yeti and humans could live side by side without feeling threatened by each other.

Based on the explanation above, the researcher is interested to analyze the politeness principles contained in the Smallfoot movie. This because the movie can be watched by everyone especially kids. In addition, the viewers of the movie can apply the politeness principles contained in the Smallfoot movie. Therefore, this study will discuss more about a descriptive study of politeness principles in the Smallfoot movie.

Pragmatics has become the most important aspect of language understanding. Pragmatics discusses how to transfer and receive messages in context to describe the literal meaning (Griffiths, 2006: 132). Another opinion was conveyed by Levinson (1983) in his book entitled "Pragmatics". In this case, Levinson mentioned several definitions regarding pragmatics. The first is pragmatics as an aspect that studies the relationship of language associated with writing grammar (Levinson, 1983: 09). It can be understood that to understand a language we also need to know the purpose of the

language verbally or in writing. The second is pragmatics is a basic study of language understanding that studies the relation of language with the context of language (Levinson, 1983: 21). To understand someone's language must also understand the context of the language itself. Not only understand the structure of the language used.

The third is pragmatics as a study of the use of language to pair sentences to be an appropriate language (Levinson, 1983: 24). This understanding emphasizes the use of sentences in a language to be easily understood by the recipient of the message. In addition, the suitability of the sentences used will also facilitate communication. From some of the definitions that have been mentioned, it can be concluded that pragmatics is one part of linguistics that studies the meaning and relation of language. Pragmatics is a basic science that must be understood before studying the language. The goal is can use language well and choose the right word. Understanding pragmatic studies will help to avoid miscommunication.

In communication, the speaker and the interlocutor must create a polite expression to achieve good communication (Kembaren, 2020). Politeness becomes a way to make social relationships more meaningful. According to Brown and Levinson in Saputri et.al (2019) the face has two interrelated sides, there are positive and negative faces. A positive face means the 'self-image' that you have, it can be defined as a desire in a person to be appreciated by others. Negative face is a desire to have freedom to do anything and not be disturbed by others. It means that in Brown and Levinson's theory of politeness, politeness is closely related to the face. In communicating, the speaker needs to pay attention to the hearer's face to find out whether the spoken sentence contains a threat or not. Brown and Levinson define Face Threatening Acts (FTA) as an activity that can threaten the face of another person. Therefore, politeness becomes a strategy to avoid things that can cause problems in communication. According to Brown and Levinson in Martina (2020) Politeness strategies are divided into four, including:

1. Bald-on record

   This strategy is used to make the other person feel embarrassed, surprised and uncomfortable. This strategy is used by speakers and interlocutors who already know each other well. Bald-on-record can be interpreted as a way to say something directly, unambiguously and concisely.

2. Positive politeness

   Positive politeness is a strategy used by speakers to maintain a positive faces image of the listener. The positive politeness technique can be used as a way to show that the speaker wants to have a closer relationship with the listener. It means that positive politeness is a way to reduce differences by showing friendliness.

3. Negative politeness

   Negative politeness is the basis of respectful behavior, which is also found in positive politeness. But the difference is that negative politeness is more specific

because the speaker is very attentive to the other person so as not to feel burdened.

4. Off-record

This strategy consist indirect meaning. The language used in the off-record is an indirect language. Usually the speaker will only give instructions and the hearer must guess for himself what the meaning of the sentence that has been said.

Smallfoot is an American animated movie produced in 2018 by the Warner Animation   Group. This movie is based on a children's book (unpublished) entitled Yetti Tracks by Sergio Pablos. The Smallfoot movie is directed by Karey Kirkpatrick and features the voices of Channing Tatum, James Corden, Zendaya, Common, LeBron James, Gina Rodriguez, Danny DeVito, Yara Shahidi, Ely Henry, and Jimmy Tatro. The following is the synopsis of Smallfoot movie.

Smallfoot movie tells the story of the Yeti which has a life like humans. However, a surprising thing happened when they encountered another species with small legs. They have a rules written on the stone of their ancestors and are held by a chief named the Stone Keeper. They believe that the stone will protect them. They also believe that they have to sound the gong to wake up the large snail which is actually the sun, and Migo's father is in charge of sounding the gong. Migo is happy because he saw the sun and he hopes to replace his father to beat the gong. Finally, Migo was summoned by the Stone Keeper to train to replace his father's mission. Migo is very happy and welcomed by the another Yeti.

Migo tried many times and finally he succeeded, but because he was thrown too hard Migo overtook the gong and was thrown out of the village. When Migo was looking at the clouds outside the village, he was suddenly chased by a crashed plane. Migo saw that something was thrown from the plane and Migo approached him. It turned out that Migo saw a "smallfoot" or human, Migo seemed happy to see a creature that his group said was a myth. But soon there was a strong wind that made "smallfoot" run away. Migo wants to show what he saw to the other Yeti, but the snow cliff cracks and causes the plane to crash without a trace. After the incident the Stone Keeper stated that "smallfoot" never existed because what was written on the stone was never wrong. Hearing the Stone Keeper's words, Migo still explains that he really saw "smallfoot". But Migo's father advised him not to oppose the Stone Keeper. Because Migo doesn't trust stones, the Stone Keeper chases Migo out of the village.

When Migo had left the village, Migo was confused about where to go. However, Migo's friends accompanied him to leave the village. Migo and his friends believe in humans and agree to come to the place of humans by traveling down the mountain. In the end Migo and his friends found a human village. Migo also brings a human named Mercy to the Yeti village to prove that Migo's words about human existence are true. When he arrived at Yeti Village, Mercy brought many changes, one of which was making a plane. In short, the Stone Keeper called Migo and shows all the crimes that

have been committed by humans to the Yeti group. Hearing this explanation, Migo felt confused about trusting humans or their groups. On the other hand, Migo's friend Michi has returned Mercy to the city because Mercy is sick. When Michi arrives in the city, Michi is very confused so that the city becomes chaotic because a Yeti meets a human. Migo and other friends also followed Michi who went to the school alone. Many humans wanted to catch Michi, Migo and the others, but with Mercy's help, the Yeti were finally able to survive. So that Yeti and Humans can coexist without feeling threatened.

4. Previous Study

To support this research, the researcher needs some other research that have done by   other researchers. The researcher presents research that has been made by the previous researcher about politeness principles. The first previous research about politeness strategies had been done by Azmi (2018) on his thesis entitled *:"Politeness Strategies in Donald Trump's and Hillary Clinton's First Presidential Election Debate"*. The Researcher analyzed the types of politeness strategies which is used by both of candidate. The results of his research show that, both of candidate use four of types of politeness strategy, they are bald on record, positive politeness, negative politeness, and off record. In one side, Hillary Clinton is more selective in speaking, both in the attacking, and in arguing against Donald Trump's argument proved by more positive politeness and negative politeness used in the utterances. Inthe other side, Donald Trump is more criticizing, even imposing his opponent by his arguments proved by some utterances which contain bald on record and off record that means Donald Trump uses more ambiguous utterances that the hearers need to understand the context of the utterance.

The second previous research had be done by Hutahaean et.al (2021) on their article entitled :*"An analysis of the Politeness Strategies Utilized By Pesbukers in Their Variety Show"*. The researchers analyzed the various types of politeness strategies, decide which type was the most prevalent, and learn what factors influenced politeness strategies in Pesbukers' variety show. The results revealed that in Pesbukers variety show, there were 37politeness strategies: bald on-record 6 (16%), positive politeness 26 (70%), negative politeness 4 (11%), and off-record 1 (1%). (3 percent).

The similarity between this study and the previous studies above is identify the politeness principles by Brown and Levinson theory. Meanwhile, the difference between this study is in the object used, the researcher focuses on analysis politeness principles used by the main character in the Smallfoot movie.

B.   Research Method

In this research, the researcher will use descriptive qualitative research. This analysis was carried out to determine the use of politeness principles in detail in the movie. Qualitative research methods are methods used to examine the condition of

natural objects (Sugiyono, 2017: 09). The data generated from this research will be in the form of sentences or phrases. A descriptive study shows that research results are collected in the form of data objectively. Therefore, the researcher using descriptive qualitative design to identify politeness principles and the functions in the Smallfoot movie.

In this research, the data collection method used is documentation. Documentation methods can take the form of pictures, notes, or books (Sugiyono, 2017: 240). This method is suitable for identifying politeness principles in the Smallfoot movie. The documentation method is used to collect the data that the researcher has founds. Documentation method is used to collect oral data resources and it will be transferred in written form for further analysis

Data analysis is the process of finding data obtained from the documentation. Data analysis methods in qualitative research are useful for developing theories that have been built from data that has been obtained in the field. Miles and Huberman in Sugiyono (2017: 246-253) suggested that the activities in qualitative data analysis were carried out interactively and continued continuously until completion so that the data became saturated. Activities in data analysis are as follows :

1. Data Reduction
2. Data Display
3. Conclusion Drawing/ Verification.

C. Research Finding and Discussion

Based on the analysis, the researcher found 70 utterances that consist of 22 types of politeness principles used by Migo. These data including bald-on record, positive politeness, negative politeness and off-record. The result of politeness principles that used by the main character found in the *Smallfoot* movie listed in the table :

Table 4.1 Politeness Principles Analysis

No.	Politeness Principles	Findings
1	Bald-on record	7
2	Positive politeness	8
3	Negative politeness	5
4	Off-record	2
	Total	22

The reseach findings are explained below:

1. Bald-on record

This strategy is used to make the other person feel embarrassed, surprised and uncomfortable. This strategy is used by speakers (Migo) and interlocutors who already

know each other well. Bald-on-record can be interpreted as a way to say something directly, unambiguously and concisely. Out of 11 strategies of bald-on record, there are 7 strategies used by Migo in the *Smallfoot* movie. They are maximum efficiency, metaphorical urgency for emphasis, metaphorical urgency for high valuation of hearer's friendship, case of channel noise, sympathetic advice or warnings, welcoming and offers.

Migo : "Oh, it's probably still around here somewhere. Let's look for it. Come on, everyone!"

Another Yeti : "Still around here ?"

Another Yeti 2 : "It could be in the village!"

Another Yeti 3 : " It could be at my house!"

Another Yeti 4 : "Get the children!"

Another Yeti 5 : "Migo's gones crazy! He said he saw a *Smallfoot* ! Is that possible? "

Another Yeti 6 : "Oh, there you are! Is it real?"

Migo : "**Wait ! Hold on everyone !** It didn't seem all that scary it was kind of cute!"

In this context, Migo as the speaker advises all of the villagers not to be panic and feel afraid of *Smallfoot* because *Smallfoot* doesn't look scary. From the example Migo used maximum efficiency strategy in bald-on record.

2. Positive politeness

Positive politeness is a strategy used by speakers (Migo) to maintain a positive faces image of the hearer. The positive politeness technique can be used as a way to show that the speaker (Migo) wants to have a closer relationship with the hearer. It means that positive politeness is a way to reduce differences by showing friendliness. Out of 15 strategies of positive politeness, there are 8 strategies used by Migo in the *Smallfoot* movie. They are notice attend to H (his interest, wants, needs, goods), exagerate (interest, approval, sympathy with H), use in-group identity markers (addressed forms, dialect, jargon or slang), presupposition manipulation, be optimistic, include both S and H in the actvity, give or ask for reason and give gift to H.

Dialog :

(Migo is in the human village and is very amazed when he meets Percy (*Smallfoot*). But Percy is scared to see Migo's big body and wants to anesthetize him, but the gun containing the anesthetic hits Percy's body until he faints)

Percy : (ready to shoot)

Migo : "You wanna bring that too ? Okay come here. Ooh that looks cool!"

Percy : "No !"

Migo : "Whoa whoa. Wait ! where are you going ? **Look how excited you are**" (see appendix 2)

In this context, Migo as the speaker notices Percy as hearer's condition by saying that the hearer is very excited. In this case, Migo has used notice attend to H strategy in positive politeness.

3. Negative Politeness

Brown and Levinson in Martina (2020) negative politeness is an action that can cause the listener's negative face. Negative politeness is very specific and cannot be avoided from FTA. It means that the speaker (Migo) prefers to speak according to facts. Out of 10 strategies of bald-on record, there are 5 strategies used by Migo in the *Smallfoot* movie. They are be conventionally indirect, questions hedges, be pessimistic, minimize the imposition, and apologize.

Dialog :

(Migo is taken into the cave which is actually where his friends gather all the evidence and theories about the existence of *Smallfoot*)

Kolka   : "Did you say down ?"
Fleem   : "Slap him !"
Kolka, Gwangi &
Meechee   : "Fleem !"
Meeche   : "Down of course! You know I always thought it was weird that a mountain floats when there's obviously some invisible force puling us downward and keeping everything around usfrom drifting off into the sky. Of course this is just a theory. But that's why we haven't found one up here. Because it's down here, below the clouds. And if you want proof, that's where we need to go"
Migo   : "In the nothing ? Ahahaa **You're crazy**!" (see appendix 3)
Gwangi   : "Don't call me crazy"

In this context, Migo as the speaker directly answers all the useless theories that Meechee utters by saying that his friends are crazy. Migo's sentence was delivered without further ado. In this case, Migo used be conventionally indirect strategy in negative politeness.

4. Off-record

This strategy usually has several goals. The language used in the off-record is an indirect language. Usually the speaker will only give instructions and the hearer must guess for himself what the meaning of the sentence that has been said. Out of 15 strategies of bald-on record, there are 2 strategies used by Migo in the *Smallfoot* movie. They are be vague and be incomplete use ellipsis.

Dialog :

(Migo feels guilty for lying in front of his friends and the entire village because of the Stonekeeper's coercion. After getting advice from his father, Migo immediately looks for Meeche at his house to apologize and explain everything).

Migo : "Ow ! Meechee, I'm so sor..."

In this context, Migo as the speaker does not finish his sentence to Meechee. It means that Migo used be incomplete use ellipsis strategy in off-record.

From the research findings, it shows that the researcher found 21 types of politeness principles that were used by the main character in the *Smallfoot* movie. They are bald-on record, positive politeness, negative poitenesss and off-record. Bald-on record strategy is used to make the other person feel embarrassed, surprised and uncomfortable. This strategy is used by speakers (Migo) and interlocutors who already know each other well. Bald-on-record can be interpreted as a way to say something directly, unambiguously and concisely. In bald-on record there are 34 utterances used by Migo in this movie. The 34 utterances contain several types of bald-on record strategies namely, 6 utterances in maximum effiiency, 2 utterances in metaphorical urgency for emphasis, 6 utterances in metaphorical urgency for high valuation of hearer's friendship, 5 utterances in case of channel noise, 4 utterances in sympathetic advice or warnings, 5 utterances in welcoming and 6 utterancess in offers.

Positive politeness is a strategy used by speakers (Migo) to maintain a positive faces image of the hearer. The positive politeness technique can be used as a way to show that the speaker (Migo) wants to have a closer relationship with the hearer. It means that positive politeness is a way to reduce differences by showing friendliness. In positive politeness there are 25 utterancess used by Migo in this movie. The 25 utterancess contain several types of positve politeness namely, 2 utterancess in notice attend to H (his interest, wants, needs, goods), 2 utterancess in exagerate (interest, approval, sympathy with H), 7 utterancess in use in-group identity markers (addressed forms, dialect, jargon or slang), 2 utterancess in presupposition manipulation, 2 utterancess in be optimistic, 1 utterance in include both S and H, 6 utterances in give or ask for reason and 3 uterancess in give gift t H (sympathy, understanding, cooperation).

Negative politeness is an action that can cause the listener's negative face. Negative politeness is very specific and cannot be avoided from FTA. It means that the speaker (Migo) prefers to speak according to facts. In negative politeness there are 9 utterancess used by Migo in this movie. The 8 utterancess contain several types of negative politeness namely, 2 utterancess in be conventionally indirect, 1 utterances in questions hedges, 2 utterances in be pessimistic, 1 utterance in minimize the imposition and 3 utterances in apologize.

Off-record usually has several goals. The language used in the off-record is an indirect language. Usually the speaker will only give instructions and the hearer must guess for himself what the meaning of the sentence that has been said. In off-record there are 2 utterancess used by Migo in this movie. The 2 utterancess contain several types of off-record namely, 1 utterance in be vague and 1 utterance in be incomplete, use ellipsis.

This findings confirms the previous study result by Hutahaean et.al (2021) who also found most of positive politeness utilized by Pesbukers in their variety show. In this movie, the researcher finds more use of positive strategy because the main character has a close relationship with other characters, especially in friendship. Positive strategy can be used because the speaker has close relationships such as friendship or family

(Brown and Levinson in Fitriani, 2021). This is shown that the main character in the film *Smallfoot* does not hesitate to often convey praise or sympathy to the hearer.

D. Conclusion

The conclusion of this research based on the analysis and discussion explained in the previous chapter. It can be concluded that the types of politeness principles used by the main character in the *Smallfoot* movie. They are bald-on record, positive politeness, negative politeness and off-record. Bald-on record used by the main character in the *Smallfoot* movie are maximum efficiency, metaphorical urgency for emphasis, case of channel noise, sympathetic advice or warnings, welcoming and offers.

Positive politeness used by the main character are notice attend to H (his interest, wants, needs, goods), exagerate (interest, approval, sympathy with H), use in-group identity markers (addressed forms, dialect, jargon or slang), presupposition manipulation, be optimistic, include both S and H in the activity and give or ask for reason, give gift to H (sympathy, understanding, cooperation).

Negative politeness used by the main character are be conventionally indirect, questions hedges, be pessimistic, minimize the imposition and apologize. Off-record used by the main character are be vague and be incomplete, use ellipsis. In this movie, the main character uses more positive politeness strategy. This is because the main character has a good relationship with other characters, especially in friendship.

D. Acknowledgement

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