

POLITENESS STRATEGIES USED BY THE MAIN CHARACTER IN A LETTER TO JULIET MOVIE

***Sri Ayu Hidayati**

****Meisuri**

ABSTRACT

The study deals with the types of politeness strategies used by the main character in *a letter to Juliet movie*. The objectives of study are to find out type of politeness strategies used by the main character in a letter to Juliet movie, to derive the dominant type of politeness strategy that is produced by the main character in a letter to Juliet movie and to elaborate the context of politeness strategies used by the main character in *a letter to Juliet movie*. The data are dialogue of the main character in *a letter to Juliet movie*. This research is conducted by using descriptive qualitative design and only focused on the main character. The research findings are positive and negative politeness strategies. There are fifteen strategies of positive politeness and twelve strategies of negative politeness in a letter to Juliet movie. The most dominant politeness strategy uttered by the main character in a letter to Juliet movie was positive politeness strategy. Among them is intensify interest to hearer is dominant type of positive politeness strategy. This type of politeness strategy occurred since character mostly just shared about her experience and inform to other.

Keywords: Politeness strategies, positive politeness strategies, negative politeness strategies

*Graduate Status

**Lecturer Status

Introduction and Previous of Study

Languages which is used in communication has social function as a tool to make connection between human beings. Without language, it seems impossible for people to interact with others in their daily life because language can express people's feeling, willing, and opinion. It means that language is the oral symbols that represent meaning as they are related to real life situation and experience.

The using of language in communication not only written but also spoken. Both are also used politeness strategies, because what the people want to say or inform is not misunderstood or considered impolite (Brown and Levinson, 1987). People have to know who's hearer, their social status, ranking and relative power. Pragmatics has some aspects to deal with, such as Deixis, Presupposition, Implicature, Performative, and Politeness. Pragmatics is the study of meaning in communication. In Pragmatics, people would engaged in a detail about how the human comprehend and produce a communicative act or speech act in conversation.

Politeness in an interaction can then be defined as the means employed to show awareness of another person's face and to be polite to communication (Brown and Levinson, 1987). In this case, politeness can be accomplished in situations of social distance or closeness. Avoiding a face threatening act is accomplished by face saving act which use positive and negative politeness strategies. Politeness strategies are used by people to ensure smooth and harmonious communication.

There are four strategies in politeness that Brown and Levinson identify, such as : Bald on Record, Positive Politeness, Negative Politeness, and Off Record (indirect). Those strategies are used in spoken and written communication.

People can communicate in spoken by many kinds of medium, one of them is in movie. *A letter to Juliet* movie is a romantic drama in which main character use great number of politeness strategies. As the main character, she always communicates to other. The story is very interesting to watch. The researcher would found which is included positive and negative politeness strategies.

Previous of study

There are some inspiration from the same topic such as : The medium is the message: politeness strategies in men's and women's voice mail messages (Hobbs, 2003). This research about women pay more compliments than men, that women in

talk with same-sex peers use a large number of positive-politeness strategies while men in analogous situations do not, and that women are more likely to apologize, soften criticism or express thanks than men. It's different from what Fitriyani (2007) studied that politeness strategies in John Grisham's Novel *The Client* used all types of politeness strategies. And the result of this study shows that bald on record strategy which S wants to achieve the maximum efficiency of his utterance. Positive Politeness Strategy which S tries to minimize the distance between expressing friendliness and solid interest. Negative Politeness Strategy which S has the main focus on assuming that he may be imposing and intruding on H's space. And off record strategy which is used in the condition to take some pressures off the hearer. Beside that, Kartika (2011) also analysis politeness strategies but in movie and only focuses on positive politeness strategies. This research about politeness strategies in *Harry Potter* and *The Half – Blood Prince Movie*. The use in group identity markers appears as the dominant strategy which used in *Harry Potter* and *The Half – Blood Prince Movie*.

In this study, the researcher analyzed the positive and negative politeness strategies used by the main character in *A letter to Juliet* movie. The researcher chooses the movie because she is interested in the story especially with the language that is used by the main character which contained politeness strategies . She would like to know how the main character communicate with other actors and actress involved in it.

Data and Data Analysis

A. Data

This chapter concerns with the use of politeness strategies used by the main character in *A Letter to Juliet* movie. The data in this study were all the utterances that use politeness strategies in the movie.

Tabel. Politeness Strategies

NO	Politeness Strategies	Type of Positive and Negative Politeness Strategies	Frequency
1.	Positive Politeness Strategies	a. Notice	16
		b. Use solidarity in group	5

		identity marker	
		c. Intensify interest to H	19
		d. Be optimistic	3
		e. Include both speaker and hearer in activity	11
		f. Offer or promise	8
		g. Exaggerate	8
		h. Avoid disagreement	10
		i. Joke	1
		j. Assert or presuppose speaker's knowledge of and concern for addressee's wants	0
		k. Presuppose/raise/assert common ground	0
		l. Seek agreement	4
		m. Give (ask for) reason	5
		n. Assume or assert reciprocity	0
		o. Give gifts to addressee	11
TOTAL			100
2.	Negative Politeness Strategies	a. Direct	4
		b. Use hedge or question	0
		c. Be pessimistic	8
		d. Minimize the imposition	4
		e. Give deference	2
		f. Nominalize	0
		g. State the FTA as a general rule	0
		h. Impersonalize S and H	2
		i. Apologize	3
		j. Don't assume about H's	0

	wants	
	k. Conventionally indirect	0
	l. Go on record as incurring a debt or as not indebting	0
TOTAL		23

Data Analysis

In analyzing the data, the utterances from the main character in A Letter to Juliet movie were categorized based on Brown and Levinson Theory that focused on fifteen positive politeness strategies and twelve negative politeness strategies.

1. Positive Politeness Strategies

a. Notice; Attend to H's interest, needs, wants, and good

1) Is she okay? Does she need anything?

The utterance was said by Sophie to Charlie in restaurant. It means the utterance Sophie asked to Charlie about Claire condition. Because Charlie came alone without Claire to the restaurant. And Charlie said that Claire did not need anything and she's tough as old bots. This strategy to show that Sophie took care with Claire who is his grandmother and Claire describe Claire condition.

b. Use solidarity in-group identity markers

1) My dad likes him.

The utterance was said by Sophie to Claire in under tree. Claire asked about relationship between Sophie and Victor. And Sophie explain that her dad agree with their relationship. This strategy used of address form "my dad".

c. Intensify interest to Hearer

1) You can confirm where you were when you found out World War II was over? Poughkeepsie ? All right.

The utterance was said by Sophie to Robert Beal. This was utterance produce in the street by using telephone. Sophie as fact checker asks some Robert Beal that she was looking for to find what happened petty officer with nurse that their kissing when World War II was over. Robert Beal who is one look it's happen. And the first Robert Beal is not looking for, because when World War II was over he is in Poughkeepsie not

in Times Square. She is looking for the Robert Beal actually to found the real fact and making a good story.

d. Be Optimistic

1) I'm hundred positive

The utterance was said by Sophie to Bobby in New Yorker. Sophie tries to make convincing that the result of a fact about Robert Beal is true. Because Bobby as a boss need to know she is sure about real Robert Beal when World War II was over. And the utterance that she used refers this strategy.

e. Include both speaker (S) and hearer (H) in activity

1) Charlie, we don't even know if it's him.

The utterance was said by Sophie to Charlie in graveyard. They still were looking for Lorenzo. The second Lorenzo was dead. It could be seen from Sophie's utterance that used the word "we". It meant Sophie and Charlie.

f. Offer or promise

1) I was thinking. What if while I'm there, I write?

The utterance was said by Sophie to Bobby in New Yorker. Sophie showed her good intention to Bobby during her vacation, she is writing. Sophie's utterance refers she give offer to Bobby. And it is including this strategy.

g. Exaggerate (approval, sympathy with hearer)

1) I'm standing exactly where the photo about is taken.

The utterance was said by Sophie to Robert Beal by telephone. Sophie was not suppose find out the real Robert Beal. Sophie shocked and happy. And she used the word "exactly" to express her feeling.

h. Avoid Disagreement

1) I understand the difference, but I just ...

The utterance was said by Sophie to Victor in hotel. Victor has plans to go 120 km to see truffle. Sophie called a mushroom not truffle. Victor didn't like if Sophie it call mushroom. And according Victor, truffle and a mushroom is different. It meant Sophie disagreed with Victor's plan, but Sophie did not totally express disagreement with Victor's plan. He tried to show positive politeness to Victor by saying "I understand the difference" to imply "yes" and then softened his disagreement by saying "but..."

i. Joke

1) Are you kidding me?

The utterance was said by Sophie to Charlie in the yard. Sophie wanted to get started on her story about Claire. And Charlie wanted to read her write. So, Sophie regarded as joke. The utterance “kidding” that used, it is clear the utterance include joke.

j. Assert or Presuppose Speaker’s Knowledge of and Concern for Addressee’s Wants

This strategy can be shown by asserting speaker’s knowledge and concerning for the hearer’s wants. There was no utterance that used assert or presuppose speaker’s knowledge of and concern for addressee’s wants in A Letter to Juliet Movie.

k. Presuppose / Raise / Assert Common Ground

This strategy can be done by having gossip and small talks, here speaker talked something about an unrelated topic before talking about he wants. Personal centre switch is one part of this strategy. This is where the speaker speaks as if addresses or speaker’s knowledge is equal with hearer. There was no utterance that used presuppose / raise / assert common ground in A Letter to Juliet Movie.

l. Seek Agreement

1) Victor :You know, he’s inviting us to this incredible forest that’s just, like, 120 kilometer away.

Sophie : Wait. 120 kilometer?

The utterance above was said by Victor and Sophie in cheese shop. When Victor wants to go 120 kilometer, Sophie was surprised. Then, she repeated part of what Victor has said as the preceding speaker said in the conversation. So, she stressed his surprise by using repetition.

m. Give (Ask for) Reason

1) Claire is here? Why?

The utterance was said by Sophie to Charlie in Juliet’s office. When Charlie came to Juliet’s office to met Sophie. Because of Sophie answered his grandmother’s letter. Charlie came to Verona with Claire. Sophie was shocked. The utterance “why” refers that Sophie asked the reason to Charlie about Claire come to Verona.

n. Assume or Assert Reciprocity

In this strategy the speaker does something for the hearer if the hearer does something for the speaker. There was no utterance that used Assume or Assert Reciprocity in A Letter to Juliet Movie.

o. Give gifts to Addressee (goods, sympathy, understanding, cooperation)

1) Congratulations.

The utterance said by Sophie to Victor in hotel. Victor went to 120 km each way and he's still beating Sophie. And Sophie is agreeable with Victor. The utterance "congratulation" includes this strategy.

2. Negative politeness

a. Be direct

1) I want to meet her.

The utterance was said by Sophie to Charlie in the restaurant. Sophie would like to know Claire's condition.

b. Use hedges or questions

A 'hedge' is a particle, word or phrase that modifies the degree of membership of a predicate or noun phrase in a set. There was no utterance that used hedges or questions in A Letter to Juliet Movie.

c. Be pessimistic

1) Nobody would believe it if it weren't true.

The utterance was said by Sophie to Isabella in Juliet's office. When they met Claire to find out Lorenzo that her boyfriend 50 years ago. And according to Sophie nobody believes if Claire can meet Lorenzo again. The utterance that used refers pessimistic.

d. Minimize the imposition

1) Sorry. May I come with you to find Lorenzo?

The utterance was said by Sophie to Claire and Charlie in Juliet's house. Sophie wants to go with them to found Lorenzo because she is free. And she mean, of course if it's not an intrusion. The utterance that used refers minimize the imposition.

e. Give deference

1) Excuse me Claire? My name is Sophie. And I wrote you letter.

The utterance was said Sophie to Claire. The first time Sophie met Claire. Sophie introduced herself and she answered Claire's letter. The utterance "excuse me" refers that Sophie give deference to Claire.

f. Nominalize

The important thing in nominalizing the subject of the utterance is to make the utterance more formal. There was no utterance that used nominalize in A Letter to Juliet Movie.

g. State the FTA as a general rule

This strategy shows that S was forced by some circumstances in stating FTA based on social rule, regulation, or obligation. The using of this strategy in A Letter to Juliet Movie was used as following. There was no utterance.

h. Impersonalize S and H

1) *No, do it. Please.*

The utterance was said by Sophie to Victor. The utterance that Sophie used includes one of negative-politeness strategies that avoid the use of the "I" and "you" pronouns. And it is the characteristics of impersonalize speaker and hearer.

i. Apologize

1) *Hi, sorry. I'm late.*

The utterance was said by Sophie to secretaries Juliet in Juliet's office. Sophie comes late to Juliet office. Sophie can indicate her reluctance to impinge on secretaries Juliet negative face and therefore redress that impingement partially. The utterance that used includes this strategy.

j. Don't assume about H's wants

This strategy can be shown by don't assume about H's wants. There was no utterance that used don't assume about H's wants in A Letter to Juliet Movie.

k. Conventionally indirect

This strategy can be shown by conventionally indirect. There was no utterance that used conventionally indirect in A Letter to Juliet Movie.

l. Go on record as incurring a debt or as not indebted

This strategy can be shown by conventionally indirect. There was no utterance that used conventionally indirect in A Letter to Juliet Movie.

Research Findings

The types of positive politeness strategies, there are fifteen strategies. But only twelve negative politeness found in A Letter to Juliet Movie. Notice (Attend to H's interest, needs, wants, and good) 16 utterances (16%), use solidarity in group identity markers 5 utterances (5%), intensify interest to hearer 19 utterance (19%), be optimistic 3 utterances (3%), include both speaker and hearer in activity 11 utterances (11%), offer or promise 8 utterances (8%), exaggerate (approval, sympathy with hearer) 8 utterances (8%), avoid disagreement 10 utterances (10%), joke 1 utterance (1%), assert or presuppose speaker's knowledge of and concern for addressee's wants 0 utterance (0%), presuppose/raise/assert common ground 0 utterance (0%), seek agreement 4 utterances (4%), give (ask for) reason 5 utterances (5%), assume or assert reciprocity 0 utterance (0%) and give gifts to addressee 11 (11%).

On the other hand, there are twelve strategy found in. In A Letter to Juliet Movie, there are only six strategies. Negative politeness strategies have different frequency also. Direct 4 utterances (17,4%), use hedges or question 0 utterance (0%), be pessimistic 8 utterances (34,8%), minimize the imposition 4 utterances (17,4%), give deference 2 utterances (8,7%), nominalize 0 utterance (0%), state the FTA as a general rule 0 utterance (0%), impersonalize speaker and hearer 2 utterances (8,7%), and apologize 3 utterances (13%) don't assume about H's wants 0 utterance (0%), conventionally indirect 0 utterance (0%), go on record as incurring a debt or as not indebteding H 0 utterance (0%).The result of the analysis showed that 100 utterances of positive politeness strategies and 23 utterances of negative politeness strategies which were collected from the main character in A Letter to Juliet Movie.

Conclusion and Suggestion

A. Conclusion

After analyzing the data, conclusion can be drawn as. Firstly, there are fifteen strategies of positive politeness and twelve strategies of negative politeness in A Letter to Juliet movie.

Secondly, the most dominant politeness strategy that used by main character in A Letter to Juliet movie was positive politeness strategy. Intensify interest to hearer is

dominant type of positive politeness strategy. Because main character mostly just shared about her experience and inform to other.

And the thirdly, the context of the positive politeness strategy occurred when main character spoke with unknown and older people.

B. Suggestion

This research is beneficial as the references in guiding to collect further information of politeness strategies. And the readers can choose the politeness strategies as the object of research, because many interesting aspects can be in the movie.

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