POLITENESS STRATEGIES USED BY
THE MAIN CHARACTER IN *BLACK SWAN* MOVIE

THESIS

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ABSTRACT

Language has a crucial role in a human life's communication since it functions as a media tool to make interaction. One way to establish a meaningful conversation in society is by applying politeness. Behaving politely does not merely depend on how good a member in a society is, but also how to behave politely in daily conversation. This study is about politeness strategies used by Nina as the main character in *Black Swan* movie. The problems of the study are (1) what are the types of politeness strategies, and (2) what is the most frequent politeness strategy used by Nina in *Black Swan* movie.

This study used a qualitative approach specifically using document analysis. The writer analyzed the utterances of Nina as the main character taken from the script of *Black Swan* movie and the writer also adopted politeness strategy's theory proposed by Brown & Levinson (1987).

The study reveals that Nina performs all kinds of politeness strategies in conversation, they are positive politeness strategy, negative politeness strategy, bald-on record strategy, and off-record strategy. There are 78 utterances of Nina which contain politeness strategy. Positive politeness strategy is the most frequently used by Nina for 47 times with the percentage 60%. The second is bald-on record strategy for 12 times (15%), the third is negative politeness strategy for 10 times (13%), and followed by off-record strategy for 9 times (12%). Nina mostly used positive politeness strategy to show cooperation and also to maintain her close relationship with the other characters.

Further study about politeness can be conducted by adding politeness strategy theory proposed by other expert like Leech (1983) to create a deeper analysis. The writer also suggests next researcher use another literary works such as novel, short stories, and talk show.

ABSTRAK

Nasihin, Choirul. 2014. **Strategi Kesantunan yang Digunakan oleh Tokoh Utama dari Film _Black Swan_.** Program Studi Bahasa Inggris, Universitas Brawijaya. Pembimbing I: Yana Shanti Manipuspika; Pembimbing II: Tantri Refa Indhiarti.

Kata kunci: Strategi Kesantunan, Tokoh Utama, _Black Swan_ Film

Bahasa mempunyai peranan yang penting dalam komunikasi di kehidupan manusia karena fungsinya sebagai alat perantara dalam berinteraksi. Salah satu cara untuk melakukan pembicaraan yang penuh arti ialah dengan menerapkan kesantunan. Bersikap santun tidak hanya semata-mata bergantung pada seberapa baik seorang anggota dalam masyarakat, tetapi juga bersikap santun dalam pembicaraan sehari-hari. Masalah dalam studi ini adalah: (1) apa saja jenis-jenis strategi kesantunan, dan (2) jenis strategi kesantunan apa yang paling banyak digunakan oleh Nina dalam film _Black Swan_.

Studi ini menggunakan pendekatan kualitatif khususnya jenis analisa dokumen. Penulis menganalisis ungkapan dari Nina sebagai tokoh utama yang diambil dari naskah film _Black Swan_. Penulis juga menggunakan teori strategi kesantunan yang diperkenalkan oleh Brown & Levinson (1987).

Studi ini menunjukkan bahwa Nina menggunakan semua jenis strategi kesantunan dalam percakapan, yaitu kesantunan positif, kesantunan negatif, secara langsung dan gamblang, dan secara tidak langsung. Terdapat 78 ungkapan dari Nina yang mengandung strategi kesantunan. Kesantunan positif adalah strategi yang paling banyak digunakan oleh Nina sebanyak 47 kali dengan persentase 60%. Terbanyak kedua adalah strategi secara langsung dan gamblang sebanyak 12 kali (15%), ketiga adalah strategi kesantunan negatif sebanyak 10 kali (13%), dan diikuti oleh strategi secara tidak langsung sebanyak 9 kali (12%). Nina sebagian besar menggunakan kesantunan positif untuk menunjukkan kerjasamanya dan juga memelihara hubungan dekatnya dengan tokoh yang lain.

Studi lebih lanjut bisa dilakukan dengan menambahkan teori strategi kesantunan pepatah yang diperkenalkan ahli lain seperti Leech (1983) untuk menghasilkan analisa yang lebih dalam. Penulis juga menyarankan peneliti selanjutnya untuk memilih karya seni lain seperti novel, cerita pendek dan acara bincang-bincang.

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