

POLITENESS STRATEGIES IN *DRUMLINE* MOVIE

THESIS

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UNIVERSITAS BRAWIJAYA
2015**

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**Presented to
Universitas Brawijaya
In partial fulfillment of the requirements
for the degree of *Sarjana Sastra***

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ABSTRACT

Aditya, Ignatius Andra. 2015. **Politeness Strategies in *Drumline* Movie**, Study Program of English, Universitas Brawijaya. Supervisor: Dr. Nurul Chojimah, Co Supervisor: Tantri Refa Indhiarti

Keywords: politeness strategies, movie, *Drumline*

Politeness strategies use in communication between speaker and hearer has power to maintain relationship, and decrease the threatening face and message that happens during the interaction. That became the point of departure in this study, in which politeness strategies were used to analyze the characters' relationship development in a *Drumline* movie. The purpose of this study were (1) to identify type of negative and positive politeness strategies used by the character for the communication, and (2) to find out characters' relationship development influenced by the politeness strategies.

To answer those questions, Brown & Levinson's politeness strategies were used as the theoretical framework, and the research design was descriptive qualitative. Data collection was done through watching movie, classifying politeness strategies, and analyzing the classification.

The result showed the *Drumline*'s characters tend to use negative politeness rather than the positive. It reveals that there were 28 data containing politeness strategies, they are 20 negative politeness strategies and 8 positive politeness strategies. At the beginning the characters mostly use positive politeness as introduction or as a socialization starting point, then they frequently use negative politeness strategy to maintain their relationship and it also triggers the character relationship development.

This research is expected to contribute to the body of knowledge related to the application of Brown & Levinson's politeness strategy which is used in the movie. It is also suggested that the next researchers who want to conduct research in politeness strategy use other types of theory for example Leech or Folley, and apply it to other object of the study such as speech, novel, short story, etc. Thus, there will be more variation and knowledge sources related to politeness strategy.

ABSTRAK

Aditya, Ignatius Andra. 2015. **Strategi Kesantunan di Film *Drumline***. Program Studi Sastra Inggris, Universitas Brawijaya. Pembimbing I: Dr. Nurul Choyimah, Pembimbing II: Tantri Refa Indhiarti

Keywords: Strategi Kesantunan, Film *Drumline*

Strategi kesantunan mampu memengaruhi hubungan antara pembicara dan pendengar selama proses komunikasi, dan mengurangi tindakan dan pesan mengancam muka selama interaksi. Hal tersebut menjadi dasar dari penelitian ini, yakni strategi kesantunan digunakan untuk menganalisis perkembangan hubungan para karakter di film *Drumline*. Tujuan dari penelitian ini adalah (1) mengidentifikasi berbagai jenis kesantunan negatif dan kesantunan positif yang digunakan oleh para karakter untuk berkomunikasi, dan (2) menemukan perkembangan hubungan para karakter yang dipengaruhi oleh strategi kesantunan. Penelitian ini menggunakan pendekatan kualitatif deskriptif, dan teori strategi kesantunan dari Brown dan Levinson. Data diperoleh melalui beberapa tahapan proses, yakni menonton film, mengklasifikasikan strategi kesantunan yang digunakan oleh para karakter, dan menganalisis hasil klasifikasi tersebut.

Hasil penelitian menunjukkan bahwa para karakter lebih condong menggunakan kesantunan negatif daripada kesantunan positif. Ada 28 data strategi kesantunan yang terkumpul, terdiri atas 20 kesantunan negatif dan 8 kesantunan positif. Pada awalnya para karakter lebih sering menggunakan kesantunan positif sebagai perkenalan atau untuk memulai sosialisasi, kemudian mereka lebih sering menggunakan kesantunan negatif untuk menjaga hubungan mereka, dan hal tersebut memicu perkembangan hubungan antar karakter.

Penelitian ini diharapkan mampu memberikan kontribusi kepada ilmu pengetahuan yang berkaitan dengan penerapan teori strategi kesantunan dari Brown & Levinson yang digunakan untuk menganalisis film. Selain itu, para peneliti selanjutnya juga disarankan untuk melakukan penelitian di ranah strategi kesantunan dengan menggunakan sejumlah teori lain yang berhubungan semisal dari Leech atau Foley, dan mengaplikasikannya ke berbagai objek penelitian seperti novel, cerita pendek, pidato, dan sebagainya. Maka, diharapkan akan ada lebih banyak variasi dan sumber pengetahuan yang berhubungan dengan strategi kesantunan.

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