

**POSITIVE POLITENESS STRATEGIES IN REQUESTING
ON AVATAR'S MOVIE**

THESIS

*Submitted In Partial Fulfillment to the Requirement
For the Degree of Sarjana Sastra*

By:

**ANGGI PURNAMA
06 185 081**



**ENGLISH DEPARTMENT
FACULTY OF LETTERS
ANDALAS UNIVERSITY
PADANG
2011**

ABSTRAK

Skripsi ini membahas strategi kesantunan positif oleh para pemeran dalam film Avatar. Tujuan penelitian ini adalah untuk mendapatkan gambaran tentang penggunaan strategi kesantunan positif dalam meminta sesuatu yang diaplikasikan penutur dalam ucapannya dan menentukan strategi yang paling sering digunakan.

Data dalam penelitian ini dikumpulkan melalui beberapa tahap, yaitu; metode simak bebas libas cakap (*non participant observation method*). Dalam menganalisis data, penulis menggunakan teori Brown dan Levinson (1987) tentang strategi kesantunan positif yang terdiri dari lima belas strategi dan teori Hymes 'SPEAKING' sebagai acuan dalam menganalisa konteks. Selanjutnya, data disajikan dengan metode formal dan informal.

Dalam penelitian ditemukan bahwa para pemain menggunakan 7 strategi kesantunan positif dalam meminta, yaitu; strategi 1 *notice, attend to hearer* ditemukan sebanyak 4 kali, strategi 3 *intensify interest to hearer* 2 kali, strategi 4 *use in-group identity markers* 7 kali, strategi 10 *offer, promise* 1 kali, strategi 12 *include both speaker and hearer in the activity* 1 kali, strategi 14 *assume or assert reciprocity* 1 kali dan strategi 15 *give gifts to hearer* 2 kali. Hasil analisis menunjukkan strategi 4 *use in-group identity markers* merupakan strategi yang paling sering digunakan. Ini menunjukkan bahwa dalam menggunakan strategi kesantunan positif, para pemeran cenderung menggunakan *address form* untuk memperhalus makna tutumya dalam meminta sesuatu.

CHAPTER I

INTRODUCTION

1.1 Background of the Research

In doing communication, people use language to say or deliver their ideas and opinions, and give information to other people. There are many ways of communication. People always do conversation among them in every their social activities. Sometimes the conversation cannot be successful because there is misunderstanding among speaker and hearer during the conversation. It is important to consider the attitude of someone when they are doing or saying something. If the speaker decides to say something, it means that he has already thought about the way and choice of word that he will do during the conversation. In this case, politeness plays an important role in human life.

Levinson (1983, p.9) stated that the study of principles of language usage could be an embarrassment because at first sight there is the extremely important implications. The important thing when people meet someone at the first time is his attitude especially in communication. People have to use appropriate way and word in communication. It can gives good or bad impression on that. People can know what kind of people we are from our language.

Politeness is not only for one group society, but politeness is done by everyone in all conditions that using language as their tools in daily conversation in order to make a good social interaction with other people in their life. Thomas (1995, p.150) stated that politeness as a real-world goal (politeness interpreted as

a genuine desire to be pleasant to others, or as the underlying motivation for an individual's linguistic behavior).

Especially, when someone asking or requesting someone else to do something for him/her. By using politeness, it makes someone that speaker asks will give a good response for speaker's asking or request. According to Yule (1996, p.60) politeness is showing awareness of another person's face; it is related to social distance or closeness.

The fact is many people do not take care on their attitude when they are doing or saying something. Sometimes when someone talks to his friends, family or someone else, he did not think about the choice of words and the way that he will do during the conversation. It makes the conversation cannot be successful because the hearer cannot catch what the speaker's meaning immediately or there is misunderstanding among them and the hearer feels uncomfortable with speaker's way in that conversation. In other words, it gives bad impression or decreases the relationship among speaker and hearer after the conversation. Politeness is really needed to avoid any misunderstanding, to build a good relationship also to have a good social interaction with other people in the world.

Politeness can show people's expression in their idea, opinion and give information in a good way. In order to make other people can understand what they say and mean immediately and give a good response on it. Politeness is closed to norms and rules in one society. Each society has their way in communication and politeness. Sometimes, there is a way in one society that is politeness but it does not mean to other society. It can be non-politeness.

CHAPTER IV

CONCLUSION

Through the findings of this study, the writer finds out that not all types of positive politeness strategies applied by characters on Avatar's movie. The occurrence of positive politeness strategies on Avatar's movies because of considering positive face wants among the characters during the conversation.

The findings of this study answer all the research questions. The first finding is about the types of positive politeness strategies in requesting which used by characters on Avatar's movie. They are; strategy 1 (notice, attend to hearer), strategy 3 (intensify interest to hearer), strategy 4 (use in-group identity markers), strategy 10 (offer, promise), strategy 12 (include both speaker and hearer in the activity), strategy 14 (assume or assert reciprocity), and strategy 15 (give gifts to hearer). The second finding is about the specific positive politeness strategies in requesting which used by characters on Avatar's movie, that is strategy 4; use in-group identity markers. This strategy is applied by some of characters on Avatar's movie through their utterance.

From all data that the writer had been analyzed, characters on Avatar's movie tend to use strategy 4 in their conversation. Generally, the choice of strategy 4 as the specific strategy used by the characters on Avatar's movie is influenced by speaking context that occurs on that movie. Use in-group identity markers; by using any of the innumerable ways to convey in-group membership, speaker can implicit claim on the common ground with hearer.

BIBLIOGRAPHY

- Almarani, A. & Sazali, A. (2010). *Polite request strategies by male speakers of Yemeni Arabic in male-male interaction and male-female interaction*. Pulau Pinang: Universiti Sains Malaysia.
- Brown, P. & Levinson, S. C. (1987). *Politeness: Some universals in language usage*. Cambridge: Cambridge University Press.
- Fromkin, V & Rodman, R. (1993). *An Introduction to language* (5th ed.). United State: Holt, Rinehart, and Winston Inc.
- Hymes, D. (1974). *Context, discourse domains, and task characteristics*. In Douglas, D. *Assesing language for specific purposes*. Cambridge: Cambridge University Press.
- Jalilifar, A. (2009). *Request strategy of Iranian EFL learners and Australian native speakers*. Ahvaz: Shahid Chamran University of Ahvaz.
- Levinson, S. C. (1983). *Pragmatics*. Cambridge: Cambridge University Press.
- Saxena, A. (2002). *Request and command in Kinnauri: the pragmatics of translating politeness*. Upsala University.
- Schiffrin, D. (1994). *Approaches to discourse*. Oxford: Blackwell.
- Sudaryanto. (1988). *Metode linguistik, bagian kedua, metode dan aneka teknik pengumpulan data*. Yogyakarta: Gadjah Mada University Press.
- Thomas, J. (1995). *Meaning in Interaction: An Introduction to Pragmatics*. New York: Longman.
- Wardaugh, R. (1992). *An Introduction to sociolinguistics* (2nd ed.). Massachusetts: Blackwell Publisher Inc.
- Yule, G. (1996). *Pragmatics*. New York: Oxford University press.