AN ANALYSIS POLITENESS STRATEGIES IN THE DIRECTIVE UTTERED BY CHARACTERS IN BIG HERO 6 MOVIE

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Abstract

This research studies about directive speech acts in Big Hero 6 movie. The objectives of this research are to know the kinds of directive speech acts and the kinds of politeness strategies. The researcher takes the data from the movie entitled Big Hero 6. This research is a qualitative research by employing descriptive method. The result tends to focus on the deep meaning of the dialogue's quality rather than the quantity of number. The data of this research are taken from directive speech acts in dialogues in the movie. The instrument of this research is the reseacher herself who collects, analyzes, and presents the data findings of the researchthen draw the conclusion. The researcher applied the trustworthiness of the data to obtain the valid data. The result of the analysis shows four kinds of directive speech acts uttered in Big Hero 6 movie. There are 34 data (42.5%) belongs to ordering,21 data (26.25%) belong to request,20 data (25%) belong to asking,5 data (6.25%) belong to suggesting. The kinds of politeness strategies in Big Hero 6 movie are positive politeness strategy and bald on record strategy. There are 26 data (32.5%) belongs to the positive politeness strategy,54 data (67.5%) belong to bald on record strategy.

Key words: Speech Acts, Directive Speech Acts, Politeness Strategy.

A. INTRODUCTION

Communication is the most important basic needs of human. In communication, humans use language as the media that enables them to have interaction with others to convey their ideas, feelings, or thoughts. The communication that happens around people has to be uttered so clearly that it can be understood. It means that someone must say something so appropriately that the messages can be accepted by others. When a speaker says something, at the same time, he or she does something called speech acts. Speech act is a part of

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pragmatics that studies meaning as communicated by the speaker and interpreted by the hearer.

Speech act is action performed via utterance (Yule, 1996: 47). At the movie, many types of speech acts are performed by characters. It means that when a speaker expresses something via what she/he says (which is called utterance), she/he actually performs an action through her utterance. It can also be performed in a conversation or a dialogue which is performed by speaker and hearer in the movie. This thing happens because the main point of speech act is the utterance or conversation. Each utterance or conversation of course depends on the context and the situation of the speaker and hearer. Besides, the meaning of a sentence has relationship to the speech acts that has any literal utterance of a sentence.

According to Searle (1969:21), speech act is the basic communication in the study of language. He classifies speech act into fivetypes. They are representative, directive, commissive, declarative, and expressive. This study focuses on one type of speech actas stated by Searle above, that is directive speech act. In directive speech act, there are several objects that can be explored such as requesting, commanding, asking, ordering, and suggesting.

Several studies have been conducted in relation to directive acts with different objects. Hutapea and Rosa (2013) studied types of directive in Sikambang Songs sung in Sibolga,Central Tapanuli. They found that command is the type of directive acts most frequently used in those songs. Meanwhile, Nurfitri and Rosa (2013) studied directive acts used in advertisement in Gaul Tabloid. They found that question is the type of directive acts most frequently used in the advertisement.

The study of directive acts is closely related to politeness. Holmes (1992: 296) states that a polite person makes others feel comfortable. When people try to be polite, others will be friendly towards them. In addition, politeness can minimize and avoid the conflict that may occur in communication or interaction. So, that is why being polite is really important. Yule (1996: 60) states that there are several strategies to show politeness, called politeness strategies. According to Brown and Levinson (1987), politeness strategies are developed in order to save the hearers' "face". Face refers to the respect that an individual has for him or herself, and maintaining that "selfesteem" in public or in private situations. Usually we try to avoid embarrassing the other person, or making them feel uncomfortable. Face Threatening Acts (FTA's) are acts that infringe on the hearers' need to maintain his/her self esteem, and be respected. Politeness strategies are developed for the main purpose of dealing with these FTA's. The theory of politeness strategy by Brown and Levinson (1987) is used in this research. They stated that there are four strategies of politeness such as bald and record, positive politeness, negative politeness and off–record.

Recently, there are several studies which are related to this study. First, Norhidayenti (2013) analyzed politeness and impoliteness expression of characters in Kung Fu Panda film by using sociolinguistic approach which focuses on politeness and impoliteness expressions. The method of this research was library research, the research method using books, journals, articles, etc. as the source of data. Second, Alex Kurniadi (2015) analyzed directive speech act in

the movie The Legend of Hercules. The type of his research was descriptive qualitative research because the objective of his study was observing and finding the information as many phenomena as possible. Third, Latifah Nurhasana (2017) analyzed the animation movie script in Inside Out movie, by focusing her study on types of speech act of utterance and describing the application of speech acts.

Based on the previous studies above, it can be concluded that all of them have different topics in requesting. This research is also different from those studies as, in this research, Big Hero 6 movie is chosen to be analyzed by using directive speech act theory. The writer analyzes the types of directive speech act in the Big Hero 6 movie, and the politeness strategy used by the characters.

This research is intended to make readers understand more about directive speech acts. By watching this movie, the viewer will learn about words, action and utterances. The viewer can learn about pragmatics, especially speech acts by observing the dialogues and their context in every scene of the movie. The viewer can see the importance of directive speech acts in keeping the smooth flow of the story lines of the movie. The viewer can also learn grammar, pronounciation, and vocabulary from what they see and hear. They can imitate the action that the characters performing in the movie.

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B. RESEARCH METHOD

This research used qualitative method. According to Sudaryanto (1993: 145), there are two methods to analyze data: formal method and informal method. The informal methods are formulations that use ordinary words, including terminology that encourages technical. A formal method is a formulation carried out with signs and symbols. In this research, the writer uses the informal method to find out types of speech act of directive by using theory of basic directive.The data in this study werethe utterances produced by the characters in the Big Hero 6 movie.This research is intended to make readers understand more about types of speech act directive by watching the movie. This research is intended to make readers understand more about speech act of directive and politeness strategy by watching the movie.

The data will be analyzed related to the theory about the problems on research questions, the writer answers the first research question by using the Searle theory (1992) about the types of directive speech act and politeness strategy is used by Brown and Levinson theory (1987:60).

C. RESULT AND DISCUSSION

1. Research Finding

The research finding contains some findings based on the purpose of the research which are to find kinds of directive speech acts that occur in Big Hero 6 movie and find the types of politeness strategy that occur in Big Hero 6 movie.

In this research, the researcher finds 4 kinds of the directive speech acts from Big Hero 6 movie namely, 34 data belong to ordering, 21 data belong to request, 20 data belong to asking, and 5 data belong to suggesting. So, the amount totals of data are 80.

The researcher finds four kinds of directive speech acts based on the data. The kinds of directive speech acts can be described in the table below:

No.	Classification of directive	Total data	Percentage
1	Ordering	34	42.5%
2	Request	21	26.25%
3	Asking	20	25%
4	Suggesting	5	6.25%
	Total	80	100%

Based on the data above, in the Big Hero 6 movie, there are thirty-four data belongs to ordering. Twenty-one data belong to request. Twenty data belong to asking. Five data belong to suggesting. The amount totals of data are 80 data. It implies that 42.5% ordering, 26.25% request, 25% asking, and 6.25% suggesting of 100% data.

It can be concluded that in this research, the researcher found four the classification of directive speech acts. The majority of the speaker's meaning in employing directive speech acts in the movie script entitled Big Hero 6 is ordering.

In this research, the researcher finds two forms of politeness strategy that occur in the movie entitled Big Hero 6. The two forms of politeness strategy can be described in the table below:

No.	Forms of politeness strategy	Total data	Persentage
1	Positive politeness	26	32.5%
2	Bald on record	54	67.5%
	Total	80	100%

Based on the data above, in the Big Hero 6 movie, there are twenty-six data belongs to the positive politeness strategy. Fifty-four data belong to bald on record strategy. The amount totals of data are 80 data. It implies that 32.5% positive politeness strategy, and 67.5% bald on record.

2. Discussion

The findings on analysis the type of directive speech act found in Big Hero 6 movie are proposed by Searle (Yule, 1996: 53-54), namely Ordering, Request, Asking, and Suggesting. From the previous subchapter, it can be noted that the characters in Big Hero 6 movie use all of the kinds of directive speech act proposed by Searle. Most of them are ordering. While the other three kinds of directive speech acts are requested, suggesting and asking can be found too in the

movie. From the total number of 80 directive speech acts, the researcher found 34 utterances are identified as ordering, 21 request utterances, 20 asking, and 5 suggesting utterances. It means that 42.5% of them are ordering utterances, 26.25% requests, 25% are asking, and 6.25% are suggesting.

Furthermore, from the data analysis the explaniations are: first, the command is the dominant kind of directive speech acts in Big Hero 6 movie. The command becomes considerable because in this movie in the conversations between speaker and hearers, speakers have higher status. The reason speakers employing ordering directive speech acts are to show the power and to give strong order. Ordering is uttered to get someone to do something. Hare has termed issuing an imperative sentence or an issued imperative sentence itself as a command (Hare, 1952: 6).

Second, the request is an expression of what the speaker wants the addressee to do or refrain from doing something. A request does not assume the speaker's control over the person addressed (Kreidler, 1998: 190-191). In request, the hearer can either obey or refuse it. Same as ordering, the request expression is influenced by social status. Commonly, the request is employed by a speaker who has a lower status or authority. However, in a particular context, request also employed by the speaker who has high authority.

Third, the suggestion is the speaker's utterance to give an opinion about what the addressee should or not should not do. The suggestion in this movie shows the speaker who act care to the hearer. The term of suggestion means the speaker gets the hearer to do some actions which the speaker believes his utterances will benefit for hearer (Searle in Alicia, 2005: 168). Speakers give opinion beneficial to the hearer. The reason speakers employing suggestion directive speech act are to show solidarity and to show attention.

Finally, asking is the speaker's utterance to tell or inform the addressee about the question or something important that will be asked. Asking in this movie shows the safety of the hearer and the plan that will be executed. In this movie asking only happens in a crucial situation involving someone prosperity. The reason speakers employing asking directive speech acts is to show caring salvation. By uttering warning, the speaker hopes that the hearer can avoid and realize something bad and disadvantageous for them.

There is the strategy of politeness stated by Brown and Levinson (1987) in terms of positive politeness and Bald on record. The result of the data analysis of this study has shown that bald on record is found in Big Hero 6 movie. This form occupies the highest score than others. It occurs 54 data (67.5%). This indicates that the form of politeness strategy in Big Hero 6 movie support the idea of the main character to use bald on record as encouraging to state the directive speech acts. Besides, it has a function to express order and request.

As found in Big Hero 6 movie's utterances, the characters intentionally utter the directive speech acts by using this form to express the character's feelings. This indicates that this form is important and it is used widely in everyday conversation when interlocutor request and order each other to do or not to do things. As the directive speech acts utterances delivered by characters in Big Hero 6 movie, it utters with high intonation to get the hearer's attention.

From the explanation above, we know that politeness strategy can be used relates to the situation or context of the conversation. Not only the politeness strategy but also the address term, the relationship between the characters do not use address term, and they still are polite even though their relationship is close. This is evidence that emotional closeness does not necessarily make someone use the address term, in this case, is in-group identify markers.

As can be seen politeness does not mean to say politely with a choice of good words and do not use words that are rude and vulgar, but the strategy of politeness in question is the strategy to maintain 'face' of the hearer, face in here is not facing as literal meaning but public self-image that every member want to claim himself using various strategy formulated by many linguists one of them is Brown and Levinson.

D. CONCLUSION AND SUGGESTIONS

In conclusion, the writer only finds types of speech acts of directive in movie and communication strategy. From the findings, the most dominant speech act of directive in this movie is the speech act of ordering. From all forms of the speech act of directive, the speech act of ordering is the highest frequency to be used among others. It is used mostly because the movie tells about Hiro tried to find a piece of microbot, and Hiro needs Baymax to protect him. To identify the speech act of order, the writer needs to consider the form using the language. The writer also must understand the context because different requesting utterance presupposes certain conditions in the hearer and the context of the situation.

After analysis of the data, the suggestion is to the linguistics students who want to research in the same field. The types of the speech act of directive are not limited in the request, asking, suggesting and ordering only. Seeking information, questioning, and commanding can be discussed deeply by the next research consider that there are a few researchers who research this speech act. Thus, the writer expects that the research in this field will become various and also the writer hopes the research will give a contribution to collaborate in conducting the research.

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