# A PRAGMATIC ANALYSIS OF POLITENESS STRATEGIES OF DIRECTIVE EXPRESSION REFLECTED IN 'INGLORIOUS BASTERDS' MOVIE

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**Abstract**

This research studies about politeness strategies and translation technique in Inglorious Basterds movie and its Indonesian translation. The purposes of the research are to know the kinds of politeness strategies which is used by the main characters in directive utterance and how does the translator translate the politeness strategies of directive act into subtitle. The data of this research are Inglorious Basterds movie and its Indonesian translation. This research is done by descriptive qualitative method, and focus on a single case. The research findings show that there were 4 types of politeness strategies and 12 translation techniques in 168 data. Based on the frequencies, the strategies applied in the data are Bald on Record 86 times (43%), Positive Politeness 57 times (29%), Negative Politeness 33 times (17%), and Off Record 22 times (11%).

**Key words:** Politeness Strategies, Speech Acts, Directive

## A. INTRODUCTION

People are using language as a tool to provide information and thoughts in daily life. There are some ways to communicate with people. A conversation sometimes could be unsuccessful because of misunderstanding between the speaker and the hearer. There are many things that may trigger the miscommunication happen. One of them is the attitude of the people while they are communicating with each other. Before starting a conversation, people should decide the most appropriate way in the conversation in order to prevent the miscommunication. In this case, politeness plays an important role.

One of the central concepts in pragmatics is politeness. It is a "polite social behavior" within a certain culture (Yule, 1996: 60). It is the way people save other people's face and feeling in communication. The stereotype also makes people

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think that being polite means keeping distance, being dishonest, and being unfeeling between the speaker and the hearer (Watts, 2003: 2). Yule (1998: 3) & Austin (1962) define pragmatics as the study of meaning as communicated by a speaker (or writer) and interpreted by a listener (or reader). It concerns with analyzing what speakers mean with their utterances and involves the interpretation of what people say in a particular context so they can decide the appropriate way and language to convey messages.

Brown and Levinson (1987) defines that politeness is related to the psychological state, something that is emotionally invested and that can be lost, maintained, or enhanced and must be constantly attended to in the interaction. Being friendly or giving respect to the hearer and avoid threatening other's feeling are the methods for being polite to others. Brown and Levinson (1987:68) divided human politeness behavior in five strategies, which are bald on record, negative politeness, positive politeness, off-record, and not do the FTA.

Politeness have been studied by many researchers, such as, in movie (Yuniawati, 2012; Setiawan, 2017, Aslikhamatullah, 2015, Aryani, 2017), in the translation (Ardi, Nababan, Djatmika, and Santosa, 2016; 2020; Aresta, Nababan, Djatmika, 2018; Ghaemi & Benyamin, 2010; Ordudari, 2007; Pratama, 2014; Sumardiono, 2014) in varius media, such as movies and novela.

Politeness strategies have been studied by Ardi, Nababan, Djatmika, and Santosa (2016; 2020), but the media that is used by those researchers is a novel. Kurniyatin (2017) also did a politeness research, this research focused on the politeness strategy which used by the teacher and the students in English class. Then, Nur (2019) also did research on politeness in Big Hero 6 Movies, this research focused on the politeness strategies in directive expression in animation kids & family movie.

This study is observed to analyze the politeness strategies used in directive expressions uttered by main characters in 'Inglorious Basterds' movie.

## B. RESEARCH METHOD

This research is done by using descriptive qualitative method because the data analysis was presented descriptively. According to Bogdan and Biklen (1982), qualitative research is descriptive which data is collected in the form of words or pictures rather than numbers, but the data could be also in the form of quotes from the documents, field notes, interviews or excerpts from videotapes, and audiotapes, or electronic communications.

## C. RESULT AND DISCUSSION
### 1. Research Findings

The findings are displayed in tables which present the distribution of each character's directive expressions, frequency of each strategy in those expressions, and percentage of each strategy's occurence.

The following table shows the distribution of main characters' directive utterances:

**Table 1. Distribution of Main Characters' Directive Utterances**

| No. | Main Characters | Male | Female | Frequency of Directive Utterance |
|-----|-----------------|------|--------|----------------------------------|
| 1. | Colonel Hans | ✓ | | 78 |
| 2. | Lieutenant Aldo Raine | ✓ | | 56 |
| 3. | Shossana Dreyfus | | ✓ | 22 |
| 4. | Frederick Zoller | ✓ | | 11 |
| Total | | | | 167 |

Based on the table above, it can be seen that there are three male main characters: Colonel Hans Landa, Lieutenant Aldo Raine, and Fredrick Zoller as well as one female main character: Shossana Dreyfus. It is shown that directive utterances are mostly uttered by Colonel Hans Landa. In addition, Fredrick Zoller's uttered the lowest amount of directive utterance.

The table below presents frequency and percentage of the politeness strategies:

**Table 2. Politeness Strategies Percentage**

| No. | Politeness Strategies | Frequency | Percentage |
|-----|----------------------|-----------|------------|
| 1. | Bald-on Record | 85 | 43% |
| 2. | Positive Politeness | 57 | 29% |
| 3. | Negative Politeness | 33 | 17% |
| 4. | Off Record | 23 | 11.6% |
| Total | | 198 | 100% |

From the table above, it can be seen that Bald-on Record is the most dominant strategy used in the movie while Off Record is the least strategy to be used.

The following is the representative data which shows the use of Bald on Record:

SL 35 (00:27:41,910 --> 00:27:43,700)
<u>Then sit down.</u>

SL 14 (00:11:44,160 --> 00:11:45,410)
<u>Continue</u>

From the data above, it can be seen that the underlined parts above are categorized as Bald on Record. SL 35 is Bald on Record utterance because it is a task-oriented utterance and it is uttered clearly, directly, and this utterance does not contain any politeness marker. Similar with SL 35, SL 14 also categorizes as Bald on Record because the utterance does not contain any politeness marker, the utterance uttered clearly and concisely.

The following is representative data which shows the use of Positive Politeness:

SL 51 (00:36:39,860 --> 00:36:43,110)
When you get back home, <u>what'eha gonna</u> do?

SL 61 (00:42:25,690 --> 00:42:28,640)
Yes.... Look, <u>you seem a pleasant enough fellow</u>

From the data above, it can be seen that the underlined parts above is categorized as positive politeness. At the SL 51, the speaker uses slang words "<u>what'eha gonna</u>", in order to minimize the distance between the speaker and hearer. While SL 61 is categorized as positive politeness because the speaker is avoiding rejection to the hearer.

The following is representative data which shows the use of Negative Politeness:

SL3 (00:06:20,760 --> 00:06:24,060)
Please, join me at your table.

SL 78 (00:56:57,380 --> 00:57:01,060)
…May I call you Emmanuelle?

From the data above, it can be seen that the underlined parts above is categorized as negative politeness. At the SL 3 the speaker uses "please" in order to soften by negative politeness respect term. Similar with SL 3, the speaker in SL 78 uses "may" to soften the utterance.

The following is representative data which shows the use of Off Record:

SL  77  (00:55:59,960 --> 00:56:02,700)
So Mademoiselle, you were beginning to explain....?

SL2 (00:05:19,030 -->00:05:27,450)
This being a dairy farm one would be safe in assuming you have milk?

From the data above, it can be seen that the underlined parts above is categorized as Off Record. Because in the SL 77 the speaker utters the utterance does not completely. While in SL 2 the speaker utters the utterance in indirect way. The frequency of politeness strategies in each characters' directive utterances is shown in the following table:

**Table 3. Occurences of Politeness Strategies in Each Character's Directive Utterances**

| Main Characters | Politeness Strategies | | | | Total of Politeness Strategy |
|---|---|---|---|---|---|
| | Bald on Record | Positive Politeness | Negative Politeness | Off Record | |
| Colonel Hans Landa | 39 | 24 | 20 | 10 | 93 |
| Lieutenant Aldo Raine | 26 | 25 | 7 | 9 | 67 |
| Shossana Dreyfus | 14 | 4 | 3 | 3 | 24 |
| Frederick Zoller | 7 | 2 | 5 | 1 | 15 |
| Total | 86 | 55 | 35 | 23 | 199 |

Table above shows that Colonel Hans Landa and Lieutenant Aldo Raine give more commands than the other main characters because of their positions as a colonel and lieutenant. Their positions give them more authority to deliver commands to their army. On the contrary, Frederick Zoller and Shossana Dreyfus do not make as much commands as both the Colonel and Lieutenant.

## 2.  Discussion

The findings on analysis of Inglorious Basterds movie reveal the use of 4 politeness strategies. This subchapter presents the discussion about the results of the analysis.

Based on the findings of the research, Bald on Record is the mostly used strategy in the directive utterance in Inglorious Basterds movie. In Bald on Record strategy, an utterance is uttered directly, concisely, and clearly. This is supported by Brown and Levinson (1987) who explain that Bald on Record is the most effective strategy. Since Inglorious Basterds genre is action, the findings are different from Nur & Rosa (2019) who found that positive politeness strategy is the most dominant strategy used in Big Hero 6 movie. This finding is also different from Ardi, et al (2020) who found positive politeness as the dominant strategy in invitation.

Similarly, the research that was done by Aslikhatulmilah (2015) found that the mostly used politeness strategy by the main characters of Real Steel movie is Bald on Record. The main characters used the Bald on Record strategy in order to make the commands clear and efficient. Sumardiono (2014) also found the same thing. He did a politeness strategies analysis in the directive speech act in The Da Vinci Code movie. He found that the main characters in this movie mostly used Bald on Record strategy because they did not have social distance between them.

Nailah (2016) noted similar findings in her analysis of Politeness Strategies used by the main characters in Transformer: Age of Extinction movie. She found that bald on record is the mostly used strategy by the main characters because the main characters hves close relationship. Another research with similar findings was done by Sumardiono (2014). He did a politeness strategies analysis in the directive speech act in The Da Vinci Code movie. He found that the main characters in this movie mostly used Bald on Record strategy because they did not have social distance between them.

Rida and Rahayu (2017) also found that the mostly used politeness strategy by Lt. Waters in Tears of The Sun movie is Bald on Record. This may be caused Lt. Waters was a powerful character in the movie.

Another research with similar findings is done by Kurniyatin (2017) who did a politeness research that focused on the politeness strategy which are used by a teacher and students in English class. There are four strategies which are used by the teacher and the students in English class: bald on record, positive politeness, negative politeness, and off record strategy. The researcher found that the mostly used politeness strategy by the teacher is Bald on Record because the teacher commonly uttered commands in the learning process.

## D. CONCLUSION AND SUGGESTIONS

Based on the findings and discussion above, it can be concluded that there are 4 types of politeness strategies used and 15 translation techniques used in directive utterance of Inglorious Basterds movie.

The 4 politeness strategies are Bald on Record, Positive Politeness, Negative Politeness, and Off Record. While the 15 translation techniques are Adaptation, Addition, Amplification, Borrowing, Calque, Description, Discursive Creation, Established Equivalent, Generalization, Linguistic Amplification, Linguistic Compression, Literal Translation, Modulation, Reduction, and Transposition. Moreover, it is suggested that the future researcher will study the politeness strategies and translation techniques in different type of utterance or object such as speeches, books, novels, or advertisement to be compared with this research in order to collect better understanding about politeness strategies analysis in the future.

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