



An Analysis of Politeness Strategies in Directive Speech Acts Used by The Main Characters in a Romantic Series

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Abstract

This study aims to determine the types of directive speech acts and politeness strategies used in conveying directive speech acts by the male and female main characters in season 1 of the Bridgerton series. This study uses Yule's (1996) theory of directive speech acts and Brown and Levinson's (1987) theory of politeness strategies. A quantitative descriptive method was used to analyze the data. The results show that there were 136 directive utterances used, consisting of 86 by the female main character and 50 by the male main character. The most dominant type of directive speech act used by the main characters was command 57 (41.91%), and the least used was order 8 (5.88%). All directive utterances were classified into politeness strategies, with the results showing that there were 162 instances of politeness strategies used, consisting of 100 times by female main character and 62 times by male main character. The most dominant type of politeness strategy used was positive politeness 57 (35.19%), and the least used was off record 8 (4.94%). Based on gender differences, female main characters dominated over male main character in the use of directive utterances and politeness strategies. This is related to how social factors and the characterization of female main characters are established in the first season of the Bridgerton series. The female protagonist is portrayed as the central character of the story, rather than the male protagonist, placing her in a position where she leads conversations and directs the actions of others. In addition, her position as a princess encourages her to always give polite instructions and to maintain close relationships and social harmony.

Key Word: Pragmatics, politeness strategies, speech acts, directive speech acts

A. INTRODUCTION

Language is a communication tool used by every individual in their daily lives to convey information or messages to others (Richards and Schmidt, 2013). This shows that language contributes to almost all activities carried out by humans. To understand the meaning of what is said, each individual needs to understand the

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context of the utterance. The meaning of speech that is bound to the context of the utterance is closely related to the study of pragmatics (Tango et al., 2022). According to Yule (2010), pragmatics is the study of “invisible” meaning, or how we recognize what is meant even when it isn't actually said or written. Simply put, pragmatics is a branch of linguistics that studies the hidden meaning behind spoken and written utterances based on the context in which they are used. To obtain a clearer meaning from the utterances conveyed, speakers generally use actions in communication, which are called speech acts. Speech acts are one of the subjects of pragmatics that discuss how a statement not only functions to convey information but also to perform certain actions. Yule (2014) assumes that a speech act is an action such as “promising” performed by a speaker with an utterance, either as a direct speech act or an indirect speech act. In short, a speech act is an action performed through speech or utterance in communication.

Yule (1996) classifies speech acts into five general types of functions, namely: declarative, representative, expressive, directive, and commissive. One type of speech act that is important in communication is the directive speech act. Directive speech acts are speech acts used to command others to do something. Prayitno (2019) states that directive speech acts are the most dominant form of speech acts used by the general public around the world. This is reflected in how humans always involve directive speech acts, such as giving orders, making requests, giving suggestions, and so on. The use of directive speech acts often has a negative impact on the listener if delivered in the wrong way, because the use of inappropriate language in the context of commands or requests can cause conflict and discomfort in communication. Therefore, when the speaker conveys a directive speech act to the listener, it is necessary to use politeness strategies in order to avoid actions that make the listener feel pressured or forced.

To avoid potential conflicts in communication, individuals need to understand and apply politeness strategies when communicating. Politeness strategies are strategies used by speakers to reduce threats to the “face” of their interlocutors in communication. As stated by Brown and Levinson (1987), politeness strategies are developed to save the ‘face’ of the listener. “Face” is defined as the self-image that a person displays through social interaction. This includes rights, honor, self-esteem, and status that a person wants to maintain and be respected by others. Brown and Levinson (1987) classify politeness strategies into four types: bald on record, positive politeness, negative politeness, and off record. These four politeness strategies are very necessary when communicating to avoid conflict between the speaker and the listener.

The use of politeness strategies in directive speech acts is not only found in everyday communication interactions, but also specifically in the field of cinema. This is reflected in literary works such as series. A series is an audio-visual work consisting of several episodes or a continuous story. In today's era, series have become an indispensable tool in society. Many people make watching series a hobby or their favorite pastime to fill their free time or relieve stress. There are so many series that feature various genres and cultures, such as drama, romance, comedy, horror, thriller, reality, and fantasy. This makes many people increasingly interested in watching series. Additionally, series are a highly relevant source for

learning politeness strategies, as the stories in a series depict real-life interactions and cultural norms. Therefore, the dialogues often feature directive speech that employs politeness strategies.

It is not uncommon for a series to feature conflicts in communication between characters, especially between female and male characters. Lakoff (2004) mentions that men and women have different styles of speaking. When conveying something, men tend to speak directly, firmly, and frankly. Women, on the other hand, tend to convey things indirectly and more politely, generally communicating their intentions through gestures or speech patterns. This illustrates that there are significant differences in the way men and women speak. Therefore, these differences can cause conflict in communication if politeness strategies are not employed.

Here, researchers use the first season of *Bridgerton* as the object of their study. *Bridgerton* is a series adapted from a novel by Julia Quinn. The series is set in a kingdom in London in the early 19th century during the Regency era. *Bridgerton* season 1 was released on December 25, 2020, on Netflix. The series focuses on the love story between the characters Daphne Bridgerton and Simon Basset. These two characters are the main characters in the series and have more intense interactions. In the *Bridgerton* series, the characters use very formal and polite language. *Bridgerton* is categorized as a romance series. The romance genre is a story that focuses on love as the core of the story. In romance stories, interactions between characters are largely influenced by social dynamics, emotions, and intimate personal relationships. In this genre, politeness strategies are a dominant aspect. Mills, S. (2003) mentions that in a romantic context, speakers often convey their intentions indirectly and demand sensitivity from the hearer. This is done to save face and maintain positive interpersonal relationships.

Several researchers have previously conducted studies on politeness strategies, particularly in the field of audio-visual media. One such study was conducted by Himawati et al. (2024). This study aimed to analyze politeness strategies in the dialogue of the movie “*The Princess Diaries*” based on the theory by Brown and Levinson. Additionally, Salsabila and Rahayu (2023) also conducted research in the same area, identifying the types of politeness strategies used by teenage characters in the series *Stranger Things*. Next is a study conducted by Muhammad and Diannurdianti (2023). This study is a socio-pragmatic study, which focuses on identifying the use of politeness strategies based on gender differences in the movie “*Harry Potter and the Prisoner of Azkaban*.” Musyafaah et al. (2022) also conducted research focusing on analyzing the use of politeness strategies by the main characters in the movie *Pride and Prejudice*. The last is research conducted by Leihitu and Triprihatmini (2020). This study focuses on analyzing the use of politeness strategies in the movie *Freedom Writers* by the character Erin Gruwell and what factors influence the character to use politeness.

Based on previous research, the researchers found several gaps and differences that could make this study more interesting. First, most previous studies only focused on identifying politeness strategies without linking the research to directive speech acts. Second, previous studies generally analyzed politeness strategies in movies, while series were rarely studied. Third, most previous studies

only focused on analyzing one aspect, namely politeness strategies, while researchers specifically combined three aspects in this study, namely politeness strategies, gender analysis, and directive speech acts. Finally, the research gap is evident in the difference in research objects. Here, the researcher uses the Bridgerton season 1 series as the research object, for which there has been no previous research examining politeness strategies in directive speech acts in the Bridgerton season 1 series.

The researchers limited their study to the utterances of only the main characters, Simon (male character) and Daphne (female character), making this study more specific and yielding more accurate results. The researchers then linked the study to gender analysis to see how the use of politeness strategies in directive speech acts differed based on gender differences. The researcher used Yule's (1996) theory to identify and analyze the directive utterances used by the main characters, and Brown and Levinson's (1987) theory to analyze the politeness strategies used by the main characters in delivering directive utterances. The researcher realized that these two theories were the most relevant theories to use in researching politeness strategies in directive speech acts. By using these two theories, the researcher was able to conduct a more in-depth analysis of how politeness strategies were used in conveying directive speech by the main characters to achieve their communicative goals without violating social norms.

B. RESEARCH METHOD

This study uses a descriptive quantitative method in analyzing data. Sukardi (2018) states that descriptive research refers to research that systematically describes the facts and characteristics of the object or subject being studied accurately. Meanwhile, Creswell (2015) mentions that quantitative methods are methodological techniques that use numbers and statistical analysis to calculate frequencies, patterns, comparisons, and correlations in a study. It can be concluded that descriptive quantitative methods are research methods used to describe research results based on numerical data. The data for this study comes from the Bridgerton season 1 series. The specific data to be analyzed is the dialogue of the main characters that contains directive speech acts.

This study focuses on analyzing the use of politeness strategies in directive speech acts uttered by the main characters in the Bridgerton season 1 series. There are two main characters who are the focus of this study, namely Daphne Bridgerton and Simon Basset. The analysis was conducted by identifying the directive speech acts used by the two characters based on Yule's theory (1996) and analyzing the politeness strategies used in delivering directive speech acts based on Brown and Levinson's theory (1987). Therefore, the use of quantitative descriptive methods in analyzing data aims to describe objectively and systematically how politeness is used in conveying directive speech acts by the two main characters in season 1 of the Bridgerton series.

C. RESULT AND DISCUSSION

1. Research Findings

1) Type of directive speech act used by the main characters in Bridgerton season 1

After analyzing the data, researcher found 136 utterances delivered by the two main characters in the Bridgerton season 1 series.

Then researchers classified and analyzed the directive utterances found based on the directive speech act theory by Yule (1996). The following are the findings:

Table 1. Frequency type directive speech act used by the main characters

Types of Directive Speech Act	Frequency	%
Command	57	41.91%
Order	8	5.88%
Request	27	19.85%
Suggestion	44	32.35%
Total	136	100%

To see in more detail the frequency of directive speech act types used by male and female main characters, the researcher presents them in the following table:

Table 2. Frequency of types directive speech act used by male and female main characters

Types of Directive Speech Act	Simon (Male Character)	%	Daphne (Female Character)	%
Command	20	40.00%	37	43.02%
Order	6	12.00%	2	2.33%
Request	9	18.00%	18	20.93%
Suggestion	15	30.00%	29	33.72%
Total	50	100%	86	100%

As seen in the two tables above, both main characters in the Bridgerton season 1 series use all four types of directive speech acts proposed by Yule (1996). There are a total of 136 directive speech acts delivered by the two main characters in the series. However, there are significant differences in the use of directive speech acts based on the gender differences of the two main characters. In the Bridgerton season 1 series, the female main character dominates the use of directive speech acts, with a total of 86 directive speech acts. This includes commands 37 (43,02%),

orders (2,33%), requests 18 (20,93%) and suggestions 29 (33,72%). In contrast, the male main character only uses a total of 50 directive speech acts, this includes commands 20 (40%), orders 6 (12%) , requests 9 (18%) and suggestions 15 (30%).

It can be concluded that command is the most dominant type of directive speech act used by both main characters, with a total of 57 (41,91%) utterances. This shows that both main characters are more often in urgent situations so that the use of directive speech acts is the most effective way to communicate. Then suggestion is the second most common type of directive speech act, with a total of 44 (32,35%) utterances. This shows that in communicating, the two main characters also often convey their intentions by giving suggestions or ideas to their interlocutors to avoid the interlocutors feeling forced and pressured.

Furthermore, there is a type of directive speech act request, with a total of 27 (19,85%) utterances. The use of request appears when the two main characters convey their intentions by giving requests to seem polite and give the interlocutor freedom to act. Finally, order is the least type of directive speech act used by both main characters, with a total of 8 (5,88%) utterances appearing. Order is the least directive type used by both main characters because in the Bridgerton season 1 series story, both main characters interact more often with other nobles who have relatively equal positions, while order is a type of directive that tends to show superiority and is very formal.

2) Type of politeness strategies used by the main characters in Bridgerton season 1

In this study, researcher found four types of politeness strategies used by the two main characters when delivering directive speech acts in the Bridgerton season 1 series. They are bald on record, politeness strategies, negative politeness and off record. The politeness data is analyzed and classified based on Brown and Levinson's theory. Based on the data analysis, there are 136 data collected and classified into politeness strategies and sub strategies. The following are the findings:

Table 3. Frequency of type politeness strategies used by the main characters

Types of Politeness Strategies	Frequency	%
Bald on Record	53	32.72%
Positive Politeness	57	35.19%
Negative Politeness	44	27.16%
Off Record	8	4.94%

Total	162	100%
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To see in more detail the frequency of politeness strategies used by male and female main characters, the researcher presents it in the following table:

Table 4. Frequency of types politeness strategies used by male and female main character

Types of Politeness Strategies	Simon (Male Character)	%	Daphne (Female Character)	%
Bald on Record	25	40.32%	28	28.00%
Positive Politeness	21	33.87%	36	36.00%
Negative Politeness	13	20.97%	31	31.00%
Off Record	3	4.84%	5	5.00%
Total	62	100%	100	100%

The types of politeness strategies were analyzed based on the data of directive speech acts found. As seen in the two tables above, the two main characters in season 1 of the Bridgerton series use all four types of politeness strategies proposed by Brown and Levinson (1987). Based on 136 directive speech acts found, a total of 162 politeness strategies were used by the two main characters in the series. In the use of politeness strategies, the female main character dominates over the male main character. Based on 86 directive utterances, the female main character uses politeness strategies 100 times. This includes 28 bald on record, 36 positive politeness, 31 negative politeness, and 5 off record. In contrast, the male main character only uses 62 directive utterances containing politeness strategies. This includes 25 bald on record, 21 positive politeness, 13 negative politeness, and 3 off record.

Based on the total number of politeness strategies used by the main characters, it can be concluded that the most dominant politeness strategy used is positive politeness, with a total of 57 times. This shows that the two main characters are often in situations that involve emotional closeness, cooperation, and mutual respect, so positive politeness is often used to maintain the positive face of the interlocutor in order to build togetherness, familiarity, and maintain harmonious social relationships and avoid conflict. Then, bald on record is the second most frequently used strategy with a total of 53 times. The use of this strategy shows that the two main characters are also often in situations that demand clarity and efficiency, so direct speech is more likely to be used.

Next is negative politeness, with a total of 44 times. This strategy is used to maintain negative face by prioritizing the interlocutor's freedom in the

context of sensitive conversations full of social rules. Finally, off record is the least used type of politeness strategy by the two main characters, with a total of 8 times. This strategy is used by both main characters to convey their intentions indirectly to their interlocutors in order to appear polite and avoid face threatening acts. However, this off-the-record strategy is the least used strategy because both main characters tend to convey their intentions directly, influenced by the authority they possess.

The findings of sub-politeness strategies used by the two main characters are presented in the table below:

Table 5. Frequency sub-politeness strategies used by the main characters

No	Types of Politeness Strategies	Sub-Strategies	Male Character	%	Female Character	%
1.	Bald on Record	Cases of non-minimization of the face threat	22	33.33%	27	23.28%
		Cases of FTA oriented bald on record usage	3	4.55%	2	1.72%
2.	Positive Politeness	Noticing attend to H (her or his interests, wants, needs, goods)	1	1.52%	5	4.31%
		Exaggerating (interest, approval, sympathy with hearer)	-	0%	1	0.86%
		Intensifying interest to H	-	0%	1	0.86%
		Using in group identity markers	6	9.09%	11	9.48%
		Avoiding disagreement	1	1.52%	1	0.86%
		Presupposing /asserting/raising common ground	-	0%	2	1.72%
		Joking	2	3.03%	-	0%

		Asserting or presupposing S's knowledge for H's wants	1	1.52%	2	1.72%
		Offering, promising	1	1.52%	0	0%
		Being optimistic	2	3.03%	2	1.72%
		Including both S and H in the activity	11	16.67%	14	12.07%
		Giving (or asking for) reasons	2	3.03%	2	1.72%
		Assuming or asserting reciprocity	1	1.52%	-	0%
		Giving gifts to H (goods, sympathy, understanding, cooperation)	1	1.52%	-	1.16%
3.	Negative Politeness	Being conventionally indirect	6	9.09%	22	18.97%
		To question, hedge	1	1.52%	9	7.76%
		Being pessimistic	1	1.52%	-	0%
		Minimizing the imposition	1	1.52%	5	4.31%
		Giving difference	1	1.52%	3	2.59%
		Impersonalize S and H	-	0%	1	0.86%
		Stating the FTA as general rule	-	0%	1	0.86%
4.	Off Record	Giving hints	2	3.03%	5	4.31%
Total			66	100%	116	100%

The table above shows that there are a total of 182 times politeness sub-strategies used by the two main characters. In off record, the male main character is more dominant in using sub-strategy cases of non-minimization of the face threat, which is 21 times. Meanwhile, the female main character also dominantly uses sub-strategy cases of non-minimization of the face treath, which is 27 times. This shows that both main characters in the *Bridgerton* season 1 series deliver more direct speech without trying to maintain the face of their interlocutors based on the authority they have.

Meanwhile, in positive politeness, both main characters predominantly use the sub-strategy of including both speaker and hearer in the activity, the male main character is recorded using this sub-strategy 11 times, and the female main character 14 times. This shows that the sub strategy is used by both main characters to emphasize togetherness with the interlocutor and strengthen interpersonal solidarity.

In negative politeness, both main characters predominantly use the sub-strategy of being conventionally indirect. The data shows that the male main character uses this sub-strategy 6 times, and the female main character uses it 22 times. Although it is predominantly used, there is a significant difference in the frequency of use of this sub-strategy by the two main characters. Here, the female main character dominates the use of the sub-strategy of being conventionally indirect more than the male main character. This is due to her position, which requires her to maintain an image of politeness as a noblewoman. By using this sub-strategy, the instructions conveyed appear to be softer, less forceful, and more polite in speech.

And the last, in off record, both main characters dominantly use the give hints sub strategy, it is recorded that the female character uses this sub strategy 5 times and meanwhile the main male character only 2 times. The use of this sub strategy clearly shows a significant difference between the two main characters. Although the give hints sub strategy is predominantly used by both main characters, the female main character dominates. Here, Daphne uses the give hints sub-strategy to convey the intention by giving hints to the interlocutor so as not to cause the impression of forcing or pressuring the interlocutor. This can maintain the harmony of social relations and maintain Daphne's image and dignity as a noble woman.

So overall it can be concluded that in the *Bridgerton* season 1 series, female main characters dominate using politeness sub-strategies in delivering directive speech acts than male main characters. There are a total of 116 sub strategies used by the female main character (Daphne), and there are a total of 63 sub strategies used by the male main character (Simon). Most of this is due to social factors based on the story in the *Bridgerton* season 1 series. Daphne's position as a noble woman requires her to always maintain her image and dignity and must try to maintain harmony in every social interaction she has.

2. Discussion

This study aims to examine how politeness strategies are used in delivering directive speech acts by the main characters in the *Bridgerton* season 1 series. There are two main characters in the series, namely Simon (male main character) and Daphne (female main character). Based on the findings previously described, the directive speech acts are analyzed and classified based on Yule's theory (1996). There are four types of directive speech acts used by the two main characters in the *Bridgerton* season 1

series, namely command, order, request and suggestion. Then the types of politeness strategies are analyzed through the types of directive speech acts found using Brown and Levinson's theory (1987). There are four types of politeness strategies found, namely bald on record, positive politeness, negative politeness and off record. The data results show that the most dominant type of directive speech act used by the main character in the *Bridgerton* season 1 series is command, and the most dominant type of politeness strategy used is positive politeness.

Furthermore, based on the results of data analysis from this study, several similarities and differences from previous studies were found. Like the previous research conducted by Restuardi and Ardi (2021), this research examines the use of politeness strategies in directive speech acts used by main characters in the Green Book movie. The similarities in the research can be seen in the character object and the type of politeness used. While the difference lies in the directive speech act theory used. This study aims to analyze the types of politeness strategies used in delivering directive speech acts. This research focuses on analyzing the main characters in the movie, which also consists of two main characters in it, namely Tony Vallelonga and Dr. Donald Shirley. The data in this study were analyzed using two theories, politeness strategies by Brown and Levinson (1987), and directive speech act by Searle (1969). The result of the research shows that the most dominant type of directive speech act used by both main characters in Green Book movie is Question, and the most dominant type of politeness strategies applied is Bald on Record politeness strategy.

Beside that, this study also has similarities with previous research conducted by Narayana et al (2024). The similarities with this study can be seen in the gender analysis that is also carried out in analyzing the use of politeness strategies in directive speech acts. And the difference is seen in the theory of directive speech act and the type of directive speech act that is most dominantly used. This research is a socio-pragmatic study. The main purpose of this study is to explore and analyze politeness strategies in directive speech acts used in the dialogues of the characters in the sixth season of the television series *Peaky Blinders*. It also explains how social factors such as gender and occupation can influence the use of politeness strategies in the series. The theories used as the foundation in analyzing the data in the study are the directive speech act theory by Searle (1979), and the politeness strategies theory by Brown and Levinson (1987). The result of the research shows that there are 117 utterance data containing directive speech act, and ordering is the most dominant type of directive speech act used. Based on the directive speech data, the most dominant politeness strategy used is bald on-record strategy. In addition, in the context of social factors, this study explains that male characters use the bald on-record strategy more often than female characters. And characters who have higher social status tend to use the bald on-record strategy when talking to characters who have lower social status.

Based on the explanation of some previous studies, the main difference is seen in the object and focus of this research. Here, the researcher takes the *Bridgerton* season 1 series as the object of research and limits the analysis only to the speech by the main character of the series. The purpose of this study is based on two research questions, namely to find the types of directive speech acts used by the main characters and to find the types of politeness strategies used to convey the directive speech acts in *Bridgerton* season 1.

To answer the first research question, the overall data results show that both main characters in *Bridgerton* season 1 use four types of directive speech acts, namely command (57), order (8), request (27) and suggestion (44). Command is the most dominant type of directive speech act used by both main characters. To answer the second research question, the overall data results show that both main characters in the *Bridgerton* season 1 series use four types of politeness strategies, namely bald on record (53), positive politeness (57), negative politeness (44) and off record (8). Positive politeness is the most dominant type of politeness strategy used by both main characters. Therefore, it can be concluded that the main characters in season 1 of the *Bridgerton* series predominantly give instructions in the form of direct and clear expressions in their communication. However, when giving instructions, both main characters still try to maintain the positive face of their interlocutors in order to build togetherness, familiarity, and maintain harmonious social relationships and avoid conflict.

Then, in analyzing the data, the researcher also classified and analyzed the data based on gender differences between the two main characters in season 1 of the *Bridgerton* series. This was done to see in detail how directive speech acts and politeness strategies were used based on the social factors of the two main characters in the series. In terms of the use of directive speech acts, Daphne, as the female lead character, dominated over Simon, the male lead character. There were 86 directive utterances used by Daphne and 50 directive utterances by Simon. Similarly, in terms of the use of politeness strategies, the female lead character also dominated, using politeness strategies 100 times in delivering directive utterances, while the male lead character only used them 62 times.

The findings show that both main characters more frequently use directive commands and negative politeness strategies. However, based on the gender differences between the two main characters, there are different results in the use of politeness strategies. Based on 62 instances of politeness strategies used, Simon, as the male main character, was more dominant in using bald on record strategies with a total of 25 instances. In contrast, Daphne, as the female main character, based on 100 instances of politeness strategies used, was more dominant in using negative politeness strategies with a total of 36 instances. There is a striking difference in the results obtained from the data. There are several factors that influence these differences, as stated by Cameron (2007), differences in language use between men and women are not only naturally caused by biological

differences, but these differences are created by existing social views, culture, and social norms. So it can be interpreted that most of the differences in language use between men and women are also caused by social aspects.

In the context of *Bridgerton* season 1, Daphne (the female lead) is portrayed as a character who is central to the plot, and this situation places her in a position to lead conversations and direct the actions of others. In the story, Daphne is the eldest daughter in the *Bridgerton* family. The *Bridgertons* are a family with a high reputation among the aristocracy in the series. This shows that Daphne has higher social authority in society and within her family. These factors encourage Daphne to be more dominant in using directive speech, especially commands. In addition, as a daughter of a noble family, Daphne must strive to maintain her reputation, image, and harmonious social relationships when communicating. This encourages Daphne to use positive politeness strategies so that the instructions she gives are still considered polite and ethical without offending the feelings of her conversation partner.

On the other hand, in the *Bridgerton* series, Simon (the male lead) plays the role of a Duke who also has a high social status in the series. In the story, Simon is the main character who is described as having a more reserved personality than Daphne. Simon often keeps his emotions at bay, so he rarely leads a conversation. Therefore, Daphne uses more directive speech and politeness strategies than Simon. As a duke with higher authority, this encourages Simon to give instructions in the form of commands more often and use bald on record strategies in giving instructions. This is largely due to Simon's position and authority as a man, which gives him the power to convey instructions directly without using excessive politeness strategies. In addition, this also illustrates how men in general convey messages firmly and directly to achieve efficiency in communication. Based on this explanation, it can be concluded that social context greatly influences how language is used by men and women.

D. CONCLUSION AND SUGGESTIONS

Conclusion

Finally, the researcher arrives at the last chapter of this study, which is the conclusion of all the previous chapters. The focus of this study is to find directive speech acts and politeness strategies used by the main characters in the *Bridgerton* season 1 series. There are two main characters in this series, namely Daphne *Bridgerton* as the female lead character and Simon Basset as the male lead character. The data in this study is sourced from the utterances of the two main characters that contain directive speech acts. There are two theories that the researcher used to analyze the data in this study. The first is Yule's theory (1996), which was used to analyze the types of directive speech acts. The second

is Brown and Levinson's theory (1987), which was used to analyze the types of politeness strategies.

The findings of this study show that there are a total of 136 instances of directive speech acts used by the two main characters in season 1 of the *Bridgerton* series. The data was then analyzed and classified into types of directive speech acts by Yule (1996) and politeness strategies by Brown and Levinson (1987). Based on the analysis results, the researcher found four types of directive speech acts and four types of politeness strategies used by the main characters in the series. The most dominant type of directive speech act used by the main characters was command, with a total of 57 utterances, and the least used was order, with a total of 8 utterances. Meanwhile, the dominant type of politeness strategy used was negative politeness strategy, with a total of 57 uses, and the least used was off record, with 8 uses.

Furthermore, data analysis also reveals how the use of directive speech acts and politeness strategies differs based on the gender of the two main characters. Researchers found that in the use of directive speech acts and politeness strategies, the female main character was more dominant than the male main character. This was due to the characterization and other social factors established in the series. In addition, based on gender differences, there are significant differences in the use of politeness strategies. In *Bridgerton* season 1, Simon is more dominant in using bald on record strategies in giving instructions. This is due to his authority as a man with a higher social status, which encourages him to convey instructions directly without using excessive politeness strategies.

Meanwhile, the female protagonist predominantly uses positive politeness strategies in conveying instructions. This is due to Daphne's characterization as a noble princess who acts as an elegant and polite woman, so positive politeness is more dominant in order to maintain social harmony and meet cultural expectations of a noble princess. Based on these findings, it can be concluded that in the field of audio-visual media, factors such as characterization, social status, narrative role, and situational context can influence the types of directives and politeness strategies used in communication.

Suggestion

Based on the conclusions of this study, several suggestions are proposed for future research. This study focused only on directive speech acts, so future research could expand the scope of the study by analyzing different types of speech acts. For example, analyzing politeness strategies in commissive, declarative, assertive, or expressive speech acts. Additionally, future research is expected to explore politeness strategies and directive speech acts not only in the context of movies or TV series but also in other media. For example, in news, speeches, or YouTube videos, as well as in written media such as novels, short stories, play scripts, and so on. Furthermore, this study is expected to contribute to collaboration with future research

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