

**AN ANALYSIS OF POLITENESS STRATEGIES IN
REQUESTING USED IN REAL HUMAN AND NON-HUMAN
CONVERSATION ON “AVATAR” MOVIE**

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PERSETUJUAN PEMBIMBING

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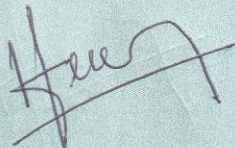
Viollen Winerta

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“AVATAR” MOVIE**

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Penelitian ini menganalisa tentang penggunaan tindak tutur kesopanan dalam permintaan yang digunakan oleh karakter di dalam film. Penelitian ini dikhususkan untuk menganalisa tindak tutur kesopanan dalam permintaan yang digunakan oleh masing-masing karakter dalam film. Peneliti mengambil film yang memiliki karakter berbeda, yaitu manusia dan avatar. Penelitian ini bertujuan untuk menganalisa penggunaan tindak tutur kesopanan dalam permintaan yang mendominasi dari film yang bergenre fiksi. Juga untuk melihat bentuk tindak tutur kesopanan dalam percakapan karena film merupakan penggambaran dari kehidupan sehari-hari.

Dari hasil analisis, peneliti menemukan bahwa penggunaan tindak tutur kesopanan dalam permintaan yang banyak ditemukan pada karakter antara manusia dan manusia, yaitu 54,88% dari keseluruhan data. Di samping itu *negative politeness* merupakan strategi kesopanan yang banyak digunakan oleh karakter, yaitu sebanyak 32,93%. Peneliti menyimpulkan bahwa tindak tutur kesopanan dalam permintaan banyak ditemukan pada percakapan antara karakter manusia dan manusia dan *negative politeness* merupakan strategi yang banyak digunakan oleh karakter dalam mengekspresikan tindak tutur kesopanan dalam permintaan.

Dari hasil penelitian dalam film yang bergenre fiksi penggunaan tindak tutur kesopanan di dalam permintaan banyak digunakan oleh karakter manusia dan manusia. Selain itu strategi yang mendominasi digunakan dalam tindak tutur kesopanan dalam permintaan yaitu strategi *negative politeness*. Jadi, karakter-karakter didalam film “Avatar” cenderung menggunakan strategi *negative politeness* saat meminta sesuatu atau melakukan permintaan. Karakter manusia dan manusia lebih mendominasi dalam penerapan tindak tutur kesopanan dalam permintaan.

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A. Background of the study

In doing communication, people used language to say or deliver their ideas and opinions, and provide information to others. There were many ways of communication. Sometimes the conversation could not be successful because of misunderstanding between speaker and hearer during the conversation. It was important to consider someone's attitude when they were doing or saying something. If the speaker decided to say something, it meant that she/he has already thought about the way and choice of words which was used during the conversation. In this case, politeness played an important role in human life.

The politeness was not only for one group society, but also it was for 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: 150) stated that "politeness was a real-world goal (politeness interpreted as a real desire to be pleasant to others or as the underlying motivation for an individual's linguistic behavior)".

Using politeness made listeners could give a good response to speaker's question or request. According to Yule (1996: 60), politeness was showing awareness of another person's face; it was related to social distance or closeness. Politeness referred to the emotional and social sense of self that everyone else to recognize. In this case, politeness was really needed to build a good relationship and to have a good social interaction with other people. In other word, politeness was the expression of the speakers' intention to mitigate face threats carried by certain face threatening acts toward another.

In fact, some people were not aware of their attitudes when they were doing or saying something. When someone talked to his/her friends, family or someone else, he/she did not think about the choice of words and the way that he/she would use during the conversation. It made the conversation could not be successful because the hearer could not catch what the speakers meant immediately or there was misunderstanding among them and the hearer felt uncomfortable with speaker's way in that conversation. In another hands, it gave bad impression or decreased the relationship between speaker and hearer after the conversation. Furthermore, the politeness was really needed to avoid any misunderstandings, to build a good relationship and also to have a good social interaction with other people in the world.

Politeness strategy was also used in making request. In communication, both of speaker and hearer used politeness in requesting. Request was one of the classifications of speech act that concern with the act of asked for something or asked someone to do something. It was a part of pragmatics study. But, request related to the social interaction, so it could not be separated from sociolinguistics. This research took pragmatic approach as the way of analysis, considered how the speakers used the language in the social interaction with others.

Example:

1. *"What a hot day today, could you bring me a glass of water, please?"*

This was one of the examples of positive politeness which was a notice, attend to the hearer. The example above explained that 'how hot today'

and the speaker wanted the hearer to bring a glass of water, because the speaker got thirsty.

2. *“Honey, can you give me the beer?”*

This was one of the examples of negative politeness in being in conventionally indirect. It was a desire to give hearer an out by being indirect, and the desire to go on record. It was solved by the compromise of conventional indirectness; the used of phrases and sentences has contextually unambiguous meanings which were different from their literal meaning. The Speaker asked the hearer to bring the beer for her/him. It explained the speaker needed hearer to do what she/he wants.

The researcher analyzed politeness strategies in requesting in the movie. Requesting had continually been done for many decades because the complexity of the relationship among form, meaning, and pragmatics, and the high social stakes were involved for interlocutors when chose among linguistic options. Yule (1996: 47) called “perform action via those utterances as speech act, and in English, were commonly given more specific labels, such as apology, complaint, compliment, invitation, and promise or request.” In order to made hearer did what the speaker’s wanted, speaker must used an appropriate way and polite word.

In this research, the researcher chose Avatar’s movie to be analyzed. There were some reasons of the researcher in chose Avatar movie as the media in this research. First, there were many politeness strategies in requesting would be found in Avatar movie. The researcher did the research based on two

theories. Firstly, it based on Brown and Levinson's theory that politeness was the expression of the speaker's intention to mitigate face treats carried by certain face treating acts toward another. And secondly, it based on Hyme's theory which called as SPEAKING theory. It was used to analyze the context of request strategies occurred in the conversation among the characters.

Secondly, the Avatar was a box office movie around the world and also nominated in Academy Award including Best Picture and Best Director, and won three Best Cinematography, Best Visual Effects and Best Art Direction. The story of the movie has a good message to people around the world. Through this film, James tried to deliver his message about global warming. The Avatar was an American film on 2009 which wrote and directed by James Cameron. This film spent \$237million. By using 3D technology, this film has reached high attention from many people. As human being, we have to care about our environment. The story was set in 2154 when many people wanted to destroy a forest to build something regardless that effect to species after that.

Avatar's movie was a talented movie which has a good idea to viewer. James directed this film as well. The researcher analyzed politeness on this movie to find out the way and the choice of words for each character by using politeness on their team work. Besides that, she also wanted to find out the way of James to build the attitude of each character in used of politeness on every situation and function of them on that movie.

Thirdly, there were many politeness strategies in requesting found in Avatar movie. The researcher was interesting to choose Avatar movie as the media, because there were some unique conversation between two characters which were differences. They made many conversations, but in some conversation instead of politeness strategies in requesting that were analyzed. The two kinds of characters in Avatar's movie were: the first was real human. The real human was human who used English as their first language. They communicated to others by used language and gestures. The second character was transfer human. The transfer human called as Avatar. Avatar was a non-human character. The Avatar was the transferring human's soul which has same genome. It created for one scientist and it was drove by herself/himself only. Actually they were not human. It was a media for scientific study in 2154. It used to be closed with people who lived in the forest and invited them to move from there. The avatar had its own language. But some of them could speak English. In this research, the researcher analyzed politeness strategy in requesting found between real human and real human, non-human and non-human, real human and non-human and non-human and real human.

B. Method

This research was a descriptive research because the form data described the form with provided the description of phenomena naturally. Descriptive research produced the pure data which was relevant and trusted because there was no manipulation. Related to that, descriptive research was the way to find out the accurate facts by having the right interpretation. It

meant that descriptive type of research used to describe data factually and accurately in solving the problem.

The data of this research found in the Avatar movie's script that was the conversation among the characters. The data were words, phrases, and clauses that contain politeness strategies in requesting of the conversations in Avatar's movie which used English as the language. The data got from the conversation among all characters in the movie of Avatar. Then the data analyzed based types of politeness strategies which had requesting form. The researcher also watched the movie in several times and made sure to understand while enjoy the movie.

Instruments of the research were the tools which could help the researcher in collecting the data after understood the theories contains of this research. The researcher needed some instruments in collected the data. The instruments used in this research laptop, pen or pencil, notebook and draw a table. This research took the data from AVATAR's movie. The reason of chose the movie was because of many politeness strategies in requesting on this movie. The technique of collecting the data in this research was taking-note. The steps to collect the data were download transcript watch, read transcript, identify request, write into note, and draw the table. After collected the data, the researcher designed the technique of data analysis as followed classified the request form from the dialogues of each character, classified politeness strategy from the transcript in to positive, negative, bald on record, off record based on the request form that found in the transcript before and drew a table of the conclusion.

C. Result and Discussion

The researcher made categorizes of the characters based on politeness strategy in requesting. It helped researcher in finding the percentage of strategy that applied among characters. These major findings used table as the media to categorize the data. The data would be presented by the percentage. So the researcher could find the most applying of politeness strategy that using by each categorize of characters.

Table V, B, 13 (*politeness strategy in requesting found among characters*)

Num .	Politeness strategies	Characters in Avatar's movie			
		Real human and real human	Non-human and non-human	Real human and non-human	Non-human and non-human
1.	Positive politeness	18,29%	1,22%	15,85%	3,66%
2.	Negative politeness	32,93%	1,22%	9,76%	9,76%
3.	Bald on record	2,44%	1,22%	2,44%	-
4.	Off record	1,22%	-	-	-
Total		54,88%	3,66%	28,05%	13,42%

The first categorize of characters that found by the researcher in this research was the real human and real human's utterance in politeness strategies in requesting. It was 54,88%. The most applying of strategies was in negative politeness which was 32,93%. Second categorizes was non-human and non-human which had 3,66% totally of data. In this categorize had only positive politeness, negative politeness and bald on record which had 1,22% of each strategy. It was not having off record strategy in the data. Third categorize was real human and non-human which had 28,05% totally of data.

The most strategy that was used by these characters was positive politeness. It was 15,85% from the totally of data, but in this categorize was not off record strategy that applied by these characters. The last categorize was non-human and real human. It had 13,42% from the totally of the data. There were only two strategies that were founded by the researcher in this research; they were politeness strategy and negative politeness. Negative politeness has the highest percentage that was 9,76%.

The researcher found real human and real human that had the highest used of politeness strategies in requesting. It was 54,88%. Negative politeness was the most strategy that applied among characters. It was 32,93%. Non-human and non-human were the fewest users in applying the politeness strategy in this research which was 3,66%. Off record was the strategy that had less applying among the characters. It was 1,22% which applied by real human and real human. It meant there was only real human and real human that applied off record. The other categories of characters did not apply it.

D. Conclusion and Suggestion

The researcher found that there were 82 data in used by among characters in politeness strategy in requesting. In this research, the researcher found out real human and real human's utterance in positive politeness found the highest percentage in this categories finding which is 32,93% of 27 data. The highest used by real human and real human in negative politeness in requesting is strategy 4 that Minimize the imposition. It is 9,76% of 8 data. These findings mean that real human and real human apply many politeness

strategies in requesting in their conversation, they use it for making the polite requesting.

The researcher got the conclusion of this research according to the Brown and Levinson's theory (1987). There were 82 data which found as based with this theory. The researcher was agreeing to this theory, because all the characters in Avatar's movie applied the politeness strategies in requesting which matched on it. The researcher found real human and real human that had the highest used of politeness strategies in requesting. It was 54,88%. Negative politeness was the most strategy that applied among characters. It was 32,93%. Non-human and non-human were the fewest users in applying the politeness strategy in this research which was 3,66%. Off record was the strategy that had less applying among the characters. It was 1,22% which applied by real human and real human. It meant there was only real human and real human that applied off record. The other categories of characters did not apply it. Finally, the researcher concluded real human and real human on Avatar's movie could apply politeness strategies in requesting to manage their utterance during the conversation, especially in negative politeness.

After discussing the research result and conclusion, the writer derived several suggestions:

1. For the readers' ability in analyze politeness strategies in making request in Avatar movie, the writer suggests that the politeness strategies in requesting will make the readers can understand and know how to be polite in doing communication, especially in making requesting. Because

it helps the readers in choosing of words when they communicate to the others.

2. For the readers' ability in using politeness strategies in making requesting, the writer suggests that the readers shall understand and use politeness strategies in making requesting.
3. For the readers' ability in choosing and applying the politeness strategies' words especially making requesting. So it helps the readers to be more polite in communication.
4. This research will be useful for the readers in learning about English, especially in pragmatics study. It helps the readers in understanding pragmatics field, especially politeness strategy in requesting.
5. For the English students, this research will be the related study for the next research.

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