

**FACE THRETEANING ACTS AND POLITENESS STRATEGY IN
DIFFERENT GENDER ON BEAUTY AND THE BEAST
MOVIE 2017**

THESIS

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**ENGLISH LANGUAGE AND LETTERS DEPARTMENT
FACULTY OF HUMANITIES
UNIVERSITAS ISLAM NEGERI MAULANA MALIK IBRAHIM
MALANG
2017**



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MOVIE 2017**

THESIS

Presented to
Universitas Islam Negeri Maulana Malik Ibrahim Malang in Partial fulfillment of
the Requirement for degree of **Sarjana Sastra**

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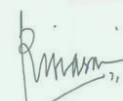
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Malang, Septemeber 17



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CERTIFICATE OF THE AUTHENTICITY

I stated that the thesis entitled **Face Threatening Acts and Politeness Strategy in Different Gender on Beauty and the Beast Movie 2017** is truly my original work. It does not incorporate any material previously written or published by another person except those indicated in quotation and bibliography. Due to this fact, I am the only responsible person for the thesis if there is any objection or claim from others.

Malang, Septemeber 17

Fifi Fitria Rahmawati

MOTTO

“Where There is Will, There is away”



DEDICATION

This thesis is specially dedicated to my beloved parents, Imron and Aminah My beloved little sister and brother, Putri Nurul Fitri and Rizki Akbar Maulana, My big family, and Umar .



ACKNOWLEDGEMENTS

In the name of Allah the most Gracious and the most Merciful

All the praises and gratitude are to Allah SWT, the lord of universe for His guidance in completing this thesis. May the blessing and salutation be upon the most honorable prophet and messenger Muhammad SAW, His family and all of His followers.

I express my thanks to all people who have helped me directly or indirectly, in the elaboration of this thesis. The first is the Dean of Humanities faculty, Dra. Hj. Syafiyah, M.A, the Head of English Language and Letters Department, Rina Sari, M.Pd. The second is H. Djoko Susanto, M. Ed, Ph.D, my advisor who has awarded his opportunity and time to guide me patiently until the end of the research. The third is all the lecturers of English Language and Letters Department who have given me valuable knowledge since I studied in Universitas Islam Negeri Maulana Malik Ibrahim Malang. The fourth is my parents: Imron and Aminah, my little sister and brother: Putri Nurul Fitri and Rizki Akbar Maulana, and for Umar.

Finally, I hope that this thesis will be useful for the readers and gives valuable contribution to English Translation field. Hopefully, the readers are able to take the advantages and the writer appreciates for the coming constructive comments.

Malang, September 2017

Fifi Fitria Rahmawati

ABSTRACT

Rahmawati. Fifi, F. 2017. The Face Threatening Acts and Politeness Strategy in Different Gender on Beauty and the Beast Movie.. Thesis. English Language and Letters Department.Faculty of Humanities. Universitas Islam Negeri Maulana Malik Ibrahim Malang.

Advisor : H. Djoko Susanto, M. Ed, Ph.D.

Key Word : FTA, Politeness Strategy, Positive Face, Negative Face, Bald on Record, Off Record, and Movie.

Communication is simply the act of transferring information from one place to another. The sender through a communication tool sends a message or communication process to a receiver or to multiple receivers. One way to establish a meaningful conversation in society is by applying politeness. Having good character is not merely depend on how good the people is, but how they speak and behave politely in their daily conversation. Politeness is very important in using language as the tool of communication. Yule (1996:61) said that the basic of strategy politeness is the concept of the face. By understanding, the reaction of partner in the communication is needed because their faces determine the result of communication's purpose. The problem of the study are (1) What are Face Threatening Acts and Politeness Strategies used on Beauty and the Beast movie 2017 (2) Which Politeness Strategies are mostly used on Beauty and the Beast movie 2017?. The research will answer the problem of the topic when the researcher begin the investigate.

This research focused on Face Threatening Acts and Politeness Strategy on Beauty and the Beast Movie 2017. This research was categorized as descriptive qualitative research. The result of the discussion, the characters used more Positive Politeness on their conversation. The positive politeness strategy shows that the speaker recognize that your hearer has a desire to be respected. It also confirms that the relationship is friendly and expresses group reciprocity.

The result of this research that the characters in the movie used Positive Face, Negative Face, Bald on Record, and Off Record . Gaston as the presentation of man used more Negative Politeness and Belle as the presentation of woman used more Positive Politeness on her utterance.

ABSTRAK

Rahmawati. Fifi, F. 2017. Menghadapi Tindakan Bertindak dan Strategi Kesopanan dalam Jenis Kelamin yang berbeda-beda pada film *Beauty and the Beast*. Skripsi. Jurusan Bahasa dan Sastra Inggris. Fakultas Humaniora. Universitas Islam Negeri Maulana Malik Ibrahim Malang.

DosenPembimbing : H. Djoko Susanto, M. Ed, Ph.D.

Kata Kunci : FTA, Strategi Kesantunan, Wajah Positif, Wajah Negatif, On Record, Off Record, dan Film

Komunikasi hanyalah tindakan mentransfer informasi dari satu tempat ke tempat lain. Pengirim melalui alat komunikasi mengirim pesan atau proses komunikasi ke penerima atau ke beberapa receiver. Salah satu cara untuk membangun percakapan yang bermakna di masyarakat adalah dengan menerapkan kesopanan. Memiliki karakter yang baik tidak hanya bergantung pada seberapa baik orang itu, tapi bagaimana mereka berbicara dan bersikap sopan dalam percakapan sehari-hari mereka. Kesantunan sangat penting dalam menggunakan bahasa sebagai alat komunikasi. Yule (1996: 61) mengatakan bahwa dasar strategi kesopanan adalah konsep wajah. Dengan memahami, reaksi pasangan dalam komunikasi sangat dibutuhkan karena wajah mereka menentukan hasil dari tujuan komunikasi. Masalah penelitian ini adalah (1) Apa Strategi Menghadapi Ancaman Wajah dan Kesantunan yang digunakan pada film *Beauty and the Beast* 2017 (2) Strategi Politeness mana yang banyak digunakan pada film *Beauty and the Beast* 2017 ?. Penelitian ini akan menjawab permasalahan topik ketika peneliti memulai penelitian.

Penelitian ini difokuskan pada Strategi Tindakan Mengancam Wajah dan Kesantunan pada *Beauty and the Beast* Movie 2017. Penelitian ini dikategorikan sebagai penelitian kualitatif deskriptif. Hasil diskusi, karakter yang digunakan lebih Positif Politeness dalam percakapan mereka. Strategi kesantunan positif menunjukkan bahwa pembicara mengetahui bahwa pendengar Anda memiliki keinginan untuk dihormati. Ini juga menegaskan bahwa hubungan itu bersahabat dan mengekspresikan timbal balik

Hasil penelitian ini adalah karakter dalam film yang digunakan Positive Face, Negative Face, Bald on Record, dan Off Record. Gaston sebagai penyajian pria lebih banyak menggunakan Politeness Negatif dan Belle karena penyajian wanita menggunakan Kesantunan Positif lebih dalam ucapannya.

تجريد

رحموتي، فيفي. ف. ٢٠١٧. *مواجهه إجراءات التعامل واستراتيجية اللياقة في الجنسية المختلفة في فلم "Beauty and the Beast"*. البحث. قسم اللغة الإنجليزية وآدابها. كلية العلوم الإنسانية جامعة مولانا مالك إبراهيم مالانج. تحت الإشراف: الحاج جوكو سوسانتو الماجستير

الكلمة المفتاحية: FTA ، استراتيجية التواضع، الوجه الإيجابي، الوجه السلبي، على السجل، خارج السجل، الفلم.

التواصل هو مجرد عملية نقل المعلومات من مكان إلى آخر. يرسل المرسل عبر جهاز الاتصال رسالة أو عملية اتصال إلى المستلم. طريقة واحدة لبناء محادثات هادفة في المجتمع هي اعتماد الجمالة. امتلاك شخصية جيدة لا يعتمد فقط على مدى جودة الشخص، ولكن كيف يتحدث بشكل مهذب في المحادثة اليومية. اللياقة مهمة جدًا في استخدام اللغة كأداة اتصال.

يقول يولي (١٩٩٦: ٦١) أن استراتيجية اللياقة الأساسية هي مفهوم الوجه. من خلال الفهم، فإن رد الزوج في التواصل ضروري لأن وجوههم تحدد نتائج أهداف التواصل. ومشاكل هذا البحث هي (١) ما هي إستراتيجية مواجهة تهديدات الوجه واللياقة المستخدمة في فلم "Beauty and the Beast"؟ (٢) ما هي استراتيجية اللياقة الأكثر استخدامًا في فلم "Beauty and the Beast"؟ هذا البحث سوف يجيب على مشكلة عندما تبدأ الباحث هذا البحث.

يركز هذا البحث على استراتيجية العمل لتهديد الوجه واللياقة. وهذا البحث مصنف على أنه بحث نوعي وصفي. ونتائج البحث، كانت الشخصية المستخدمة أكثر أدبًا إيجابيًا في محادثتهم. تُظهر استراتيجية اللياقة الإيجابية أن المتحدث يعرف أن جمهورك لديه رغبة في الاحترام. كما تؤكد أن العلاقات ودية وتعبّر عن المعاملة بالمثل.

نتائج هذا البحث بشكل الشخصيات في الفلم المستخدم هي الوجه الإيجابي والوجه السلبي والصلع المسخّل وغير المقيّد. يستخدم غاستون كعرض الرجال أكثر من اللياقة السلبية والإيجابية لأن عرض المرأة يستخدم اللياقة الإيجابية أكثر في كلماتهم.

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CHAPTER I INTRODUCTION

This chapter contains background of the study, research question, objective of the study, significance of the study, scope and limitation, research method, and definition of key term.

1.1 Background of the Study

Politeness strategies is universal, but the way we show our politeness is culture bound. It's mean every person in every country has their own way to show their polite. Sometimes we underestimate or stereotyping about people culture. Whenever other people do something which is different from our custom, we are directly claimed that they was wrong. Politeness is how people behave in a way that attempts in considering of the feelings of their addresses, and face is the public self-image that every member wants to claim for himself, (Brown and Levinson, 1987:17). politeness is very important in using language as the tool of communication. Yule (1996:61) said that the basic of strategy politeness is the concept of the face. By understanding, the reaction of partner in the communication is needed because their faces determine the result of communication's purpose.

Politeness is important through human life. Because whenever we communicate or interact to other people and we don't have politeness in our words, it will create misunderstanding among us. Therefore, being polite is one way to create good relation between human life. . Further, According to Mills

(2003) reveals that politeness cannot be understood as the property of the utterances, however, it is a set of practices among people in a particular society in which every single individual has an opportunity to be assessed and assess other people because politeness strategy depends on the social environment and setting. Politeness strategies can analyze in many aspects, many researcher are analyzing movie, reality show, speech, text, talk show, conversation, etc. politeness strategies has become famous theory and almost used in every kind of research.

face threatening acts is an act which challenges the face wants of an interlocutor. According to Brown and Levinson (1987), face threatening acts may threaten either the speaker's face or the hearer's face, the concept is universal; perhaps utterance can make unhappy reaction (Brown and Levinson, 1987:17). Brown and Levinson (1987:61) stated about the definition of face. Face, the public self-image that every member wants to claim for himself, consisting in two related aspects: (a) negative face: the basic claim to territories, personal preserves, rights to non-distraction -i. e. to freedom of action and freedom from imposition. (b) Positive face: the positive consistent self-image or personality (crucially including the desire that this self-image be appreciated and approved of) claimed by interactions. Sometimes many researcher are only focusing in politeness strategies but they leaving for the main point that is face threatening acts.

Face threatening acts may create different meaning in utterance.

According to Holmes (1992:296), one of the factors, influencing an interaction is relationship to someone, especially solidarity. Positive politeness is solidarity oriented. It emphasize indicated attitudes and values. However, negative

politeness pays people respect and avoids intruding on them. Thus, negative politeness strategy becomes an interesting to be analyzed and observed. Face threatening acts and politeness strategies in Beauty and Beast movie, the researcher try to investigate the side of face threatening acts and politeness strategies in movie which may create different meaning of linguistic features.

A principal idea behind the face threatening act is that speakers will try to minimize the threat in order to maintain each other's faces. One way to do this is to use negative politeness strategies or positive politeness strategies. These are redressed actions, defined by Brown and Levinson (1987) as those which "attempt to counteract the potential face damage of the FTA by doing it in such a way...that indicates clearly that no such face threat is intended or desired" (p. 70). Positive politeness strategies are used to enhance positive face; negative politeness strategies are used to enhance negative face. Positive politeness strategies include exaggerating interest, using in-group identity markers, avoiding disagreement, and McNair Online Journal assert common ground. Negative politeness strategies include being reluctant, apologizing for the impingement and using passive voice. If the FTA is analyzed to be serious then a higher level of politeness strategy will be used.

Face threatening acts and politeness strategies in different gender on Beauty and The Beast movie 2017 is the topic that the researcher wants to investigate. The researcher was interested to investigate face threatening acts and politeness strategies in different gender on the movie. There are many researcher are investigate politeness strategies on movie but, they leaving for the important

thing in politeness strategies that was face threatening acts. Therefore, the researcher tries to combine face threatening acts with gender differences, the researcher wants to investigate from side of gender which appear different meaning and utterance.

The study has been done by other researcher in different object such as politeness strategy used by the main character in Black Swan movie by Choirul Nasihin 2014, and politeness strategy used in Oprah Winfrey's Talk Show with Ricky Martin as Guest Star by Luh Putu Ayu Adhika Putri, Bambang Septiawan 2012, Hailril Anam 2012, Imam Mustofa 2012. The gap of this research are the social factors and gender can create different utterance in politeness strategy.

Nasihin 2014 was investigated politeness strategy in the main character of Black Swan movie. The study reveals that Nina as the main character in this movie performs all kinds of politeness strategies in conversation, they are positive politeness strategy, negative politeness strategy, bald-on record strategy, and off-record strategy. There are 78 utterances of Nina which contain politeness strategy. Positive politeness strategy is the most frequently used by Nina for 47 times with the percentage 60%. The second is bald-on record strategy for 12 times (15%), the third is negative politeness strategy for 10 times (13%), and followed by off-record strategy for 9 times (12%). Nina mostly used positive politeness strategy to show cooperation and also to maintain her close relationship with the other characters. Further study about politeness can be conducted by adding politeness strategy theory proposed by other expert like Leech (1983) to create a deeper analysis.

The second researcher analyses about Winfrey's Talk Show with Ricky Martin, the researcher explain that Oprah Winfrey is the American media proprietor, talk show host, actress, producer, and generous. Winfrey is best known for the award were acquired, multi-award-winning speech, which has been the highest-rated program of its kind in history, and he is also the most influential women in the world by some assessments. In this study, the script of the talk show Oprah Winfrey with a different guest star used. Guest star is Ricky Martin is known as a pop singer. Data are classified into types politeness strategies proposed by Brown and Levinson (1978). Strategy found in the script talk show that Bald on record, politeness Positive, Negative politeness, and Off the record. But not all types of each of the strategies implemented in the text of the talk show Oprah Winfrey.

politeness strategies and gender differences by Cheng Bing from Shanghai International Studies University March 2008. this paper proposes a more feasible methodology to analyze the gender differences in the employment of politeness strategies. Eighty interviews collected from American TV talk shows are analyzed in four dyads according to the gender of the interviewer and interviewee that may have been involved. When interacting with the different gender, the interlocutors' variation in face-saving strategies has been observed and analyzed. This excels the common practices in which only a simple counting was made of the frequency of occurrences of a linguistic. The collected data are analyzed with special focus on behaviour strategies as seen in the performance of such speech acts as compliments, interruptions and requests, and linguistic strategies such as minimal

responses, hedges, ellipsis and tag questions. Brown and Levinson's politeness theory and especially the face-saving strategies are the main source of the mentioned politeness strategies. The research results of other linguists have also been used as a reference in the analysis process.

Ali Hassan, Mohamed Taha (2002) *Gender Speech Differences in Politeness Strategies Among University Students: The Malaysian Context*. Masters thesis, Universiti Putra Malaysia. He investigate that women use more politeness strategies than men because of their inferior position in a society according to According to Lakoff (1975). Many studies which have been conducted, based on her claims, showed inconsistent findings. Commentators such as Romaine (1994), Holmes (1995), Gordon (1997), Cameron (1992), Tannen (1993), and Wardhaugh (1998) are of the idea that the use of politeness strategies is dependent on many social factors that are reflected in the use of the language. Meanwhile, studies on gender speech differences, especially those concerning the use of politeness strategies, have been conducted in different contexts and fields. However, few such studies have been conducted in the Malaysian context and none so far has focused on university students.

The researcher utilizes a qualitative as well as a quantitative design. The study sample consisted of the students of BA English language programme at the Faculty of Modern Languages and Communication, Universiti Putra Malaysia. The data was collected via recordings of cross-gender conversations and questionnaires. The findings suggest that females tend to use more politeness strategies than males at the university level in the Malaysian context, which lend

support to Lakoff's (1975) claim that women use more politeness strategies than men. However, not all of the reasons for using politeness strategies support Lakoff's claim that by using politeness strategies, women avoid straightforward statements due to their inferior positions in the society. Politeness strategies appeared to be mostly effected through the use of discourse particles.

Additionally, the use of tag questions as politeness strategies is more frequent among females, and they mainly use them as negative strategies. It is also noted that females use more direct statements to effect politeness strategies and mainly use them positively, which is not in line with Lakoff's claim.

However, a comparison of the results also showed that males use more negative politeness strategies than females. Another finding is that a single strategy could be used to function both positively and negatively. It is also observed that the most frequently used discourse particles by the respondents are you know, I think, and yah. Tag questions used as politeness strategies are the forms right and ok. Most of the direct statements used as positive politeness strategies are the would clauses. The study highlights some points of gender speech differences in politeness strategies among university students in the Malaysian context.

1.2 Research Question

Based on the background of the study above, this research is carried out to elaborate how are face threatening acts and politeness strategies in the different gender on beauty and the beast movie 2017 and what are the effect of being impolite according from this movie.

1.3 Objective of the Study

Based on the research question, the objective of the study is functioned to describe the face threatening acts and politeness strategies in the different gender on beauty and the beast movie 2017.

1.4 Significance of the Study

This study was expected to use theoretical and practical contribution in relation to the study of politeness. Theoretical contribution :This result of this study is recommended to reflect critically about politeness strategies to much more selective in beavering and expressing in communication with others. Finally, this study will become a source of information for others who are interested in doing relevant examination.

Practical contribution :The result of this study is expected to enlarge readers' knowledge on the influence of politeness strategies. This research uses Brown and Levinson (1987:66) theory. It also to prompt the people to understands with the negative and positive face when they speak and give response or their statement, gesture, and expression to others. Moreover, this

research is expected to open new insight of politeness in practical communication as that shown in character of the movie.

1.5 Scope and limitation

The politeness strategies used on Beauty and The Beast movie and which politeness strategies are mostly used by the characters of Beauty and The Beast movie is the main point of this research. The researcher also investigates how the gesture, facial expression make different meaning in the statement of this movie. The politeness strategy that used in this movie purpose to make the readers understand how important speak in politeness way. Therefore, the researcher try to find the politeness statement or gestures in this movie. According to Brown and Levinson, there are kind of politeness strategies : positive politeness, negative politeness, bald on record and bald off record.

The limitation of this research is the object that investigate, due to my limited object and time i only investigate the small area of politeness strategies. the researcher is investigating the politeness strategy used on Beauty and The Beast movie therefore, the researcher limits their research of politeness strategy. The researcher analyzed from four part of politeness strategy from Brown and Levinson theory.

1.6 Research Design

Due to research questions above, the researcher, conduct this study by using qualitative design. According to Strauss and Corbin (1997),

qualitative design aims to reveal and comprehend the reality beyond the phenomenon. Thus, by conducting this research with qualitative design, the researcher has two advantages for analyzing Beauty and The Beast movie.

The first advantage is this method will answer the research questions by revealing the reality of phenomena of the expression politeness using in Beauty and The Beast movie. Another reason that goes together supporting this method is that to reveal the critical approach toward phenomena of politeness strategies in other movies. Secondly as the result of the research, it will provide many evidences that politeness strategy has influence the perspective of the communicator by data collection.

This research are categorize as qualitative research since the data are taken from depth observation politeness strategies using in characters of this movie. The observation is including in their politeness strategies utterance in orders and requests, suggestions, advice, reminding threats, warnings, dares, offers, promises, compliments, expressions of strong (negative) emotions toward H-e.g. hatred, anger. Therefore, the data are analyzed based on the result of observation.

1.7 Research Instrument

The research instrument in this study is the researcher and the subject of the study or observer. Since the data of this study involve indirect contact with the actors' characters being analyzed. The researcher find out the types of politeness strategies working by the characters in this movie and the factors

influencing the characters to employ those strategies in relation to Brown and Levinson's strategy. Then analyzing the data and conclude the research.

1.8 Research subject

The subject is taken from *Beauty and The Beast* (2017) which has interesting scene to investigate the gesture and the facial expression are influenced into politeness strategy on their conversation.

Face threatening acts (FTA) is the main point to analyze the research, every utterance can be different meaning if the character showed different face threatening acts. Whenever someone said in polite way but they show different face, it will create different meaning, the researcher tries to investigate the movie used face threatening acts and politeness strategies theory.

1.9 Data source

The data source is the result of observation. The question was analyzed to the characters of the movie. The observation will be held intensively until the data could answer the research question through depth observation. The researcher analyzes the answer of the analyzing one by one through the structural data in order to find the convincing result.

The data taken from the Belle as the first main character woman, Prince as the first main character man, and 2 other characters which has categorize as face

threatening acts and politeness strategies. Belle and the prince showing different politeness according to gender differences.

1.10 Data collection

For obtaining the needing data, the following stages will be done. The first stage is preparing the movie that researcher wants to investigate. Because the object is from the movie, the researcher should prepare well about it. The second is finding the theory that concern to our topic which is about the politeness strategies theory of Brown and Levinson (1987:66). The third is watch the movie carefully and comprehensively in order to find the appropriate information needed for answering the question. The fourth, while the movie watched, read the script to re-check the accuracy of the script. Fifth, identify which dialogue are including face threatening acts and politeness strategies. Those steps were done continually until the data can answer the question in problem of the study.

1.11 Data analysis

After gathering the data, the analyses will be done in the following steps. Firstly, observing the movie using Brown and Levinson theory..the observation is needing to find which part, conversation, context, setting, relation, gesture, utterances are categorize as face threatening acts and politeness strategies. the researcher also investigate the gesture and facial expression are support the theory

of politeness strategy. secondly, write of a script at the first 5 minutes from the movie is begin and collect it.

In analyzing the collected data, the researcher employed a referential method in which the data were analyzed based on the theory explored.

1.12 Definition of Key Term

To avoid misunderstanding and misinterpretation between the researcher and the readers, the following key terms are defined

1. Pragmatic is one of branch of the study about meaning in utterance. Pragmatic competence is the knowledge that enables a speaker to express his/her meanings and intentions via speech acts
2. Politeness strategy is show people behave in a way that attempts in considering of the feelings of their addresses, and face is the public self-image that every member wants to claim for himself, (Brown and Levinson, 1987:17).
3. Face threatening acts (FTA) is an act which challenges the face wants of an interlocutor. According to Brown and Levinson (1987), face threatening acts may threaten either the speaker's face or the hearer's face, the concept is universal; perhaps utterance can make unhappy.
4. Gender in politeness strategy is man and women may create different utterance and gesture in showing their politeness.

5. Beauty and the Beast movie is one movie which has interest character between man and woman in a small town in France



CHAPTER II

REVIEW OF RELATED LITERATURE

This chapter presents the theories used to help analyze the data, which are politeness strategies theory, face threatening acts theory, gender differences :

2.1 The Theory of Politeness Strategy

Politeness is how people behave in a way that attempts in considering of the feelings of their addressees, and face is the public self-image that every member wants to claim for himself, (Brown and Levinson, 1987:17). Brown and Levinson (1987) everyone has self-public image which has relation to emotional and social sense of self and expects everyone else to recognize.' This theory forms a term of "Face".' Politeness (Brown and Levinson:1987) in interaction can be defined as the means employed to show awareness of another person's face.

Mills (2003) reveals that politeness cannot be understood as the property of the utterances. while Brown and Levinson (1987:61) stated about the definition of face. Face, the public self-image that every member wants to claim for himself, consisting in two related aspects: negative and positive politeness. Politeness is "the expression of the speakers' intention to mitigate face threats carried by certain face threatening act is toward another" (Mills, 2003, p.6).

Face is something constantly attended to in interaction (Brown and Levinson, 1978, p. 66). Foley (1997) referred to politeness as "a battery of social skills whose goal is to ensure that everyone feels affirmed in a social interaction" (p.

270). Watt (2003) defined politeness as the ability to please others through external actions. Watts (2003) also explains politeness a thing that is not born with people. It is something people have to learn and be socialized into, and no generation has been of short teachers and handbooks on etiquette and correct behavior to help people acquire politeness skills. He also describes that Brown and Levinson view politeness as a complex system for softening face threatening acts. They analyze politeness and say that in order into social relationship. People have to acknowledge and show awareness of the face, the public self image, the sense of self, and the addressee.

According to Yule (1998: 60), politeness is defined as a way to show awareness of another person's public self image. In line with Yule, Cruise (2006: 131) states that politeness is a matter of minimizing the negative effects of what one says on the feeling of others and maximizing the positive effects.

According to Lakoff (1975), women use more politeness strategies than men because of their inferior position in a society. Furthermore, Lakoff indicated that women also use different strategies in order to talk in less assertive ways such as with the use of tag questions, indirect statements, and discourse particles. Many studies which have been conducted, based on her claims, showed inconsistent findings. Commentators such as Romaine (1994), Holmes (1995), Gordon (1997), Cameron (1992), Tannen (1993), and Wardhaugh (1998) are of the idea that the use of politeness strategies is dependent on many social factors that are reflected in the use of the language.

Leech (1983) classifies politeness in four different categories according to the inherent functions of communication acts. The convivial function of politeness manifests in cases when illocutionary and social communication aim coincide, as in when interacts are greeting, congratulating, offering, inviting, etc. The collaborative function refers to contexts in which the illocutionary and the social aim are independent of one another, when speakers declare, assert, report, announce, etc. The competitive function of politeness is realised in situations where the illocutionary goal competes with the social goal and speakers, order, ask, demand, beg, etc. The conflicting function entails a conflict between the illocutionary and the social goal and occurs when speakers threaten, accuse and, in general, express negative feelings and reactions.

Brown and Levinson claim that there are three factors that people assess when they choose the politeness strategy that will best counteract the FTA. These are power, social distance, and ranking of the imposition, the latter two of which were examined in this study. Social distance is defined in terms of similarity, frequency of interaction and intimacy. Ranking of imposition is defined by the degree to which the act interferes with face wants. All of these factors are relevant only to the point that the communicators believe that the assessment is shared. It is important to keep in mind that both negative and positive face wants occur to some degree at the same time. These two wants create a paradox in which “both aspects of face must be projected simultaneously in any communication” (Scollon & Scollon, 1995). Speakers do not choose expression of absolute negative or

positive politeness, but instead choose expressions which indicate different degrees of negative and positive politeness.

2.2 Concept of face

Face means respect, self-esteem, self-image in the community, Brown and Levinson say that society is governed by two desires: to be free from imposition, and to be appreciated and approved of. First desire considered a negative politeness, and the latter is considered a positive politeness.

Face is the central idea of this theory:

2.2.1 Negative face includes the following aspects: the basic demands of the private property and personal space, rights not to be disturbed, freedom of action and freedom from imposition.

2.2.2 Positive face refers to personality as well as desires that his own self-image is accepted and respected, the value of face is different in different cultures: the definite boundary is a private space and the local culture.

2.3 Face-Threatening Act (FTA)

Meanwhile, in a conversation, the interlocutor could be a threat to someone's face and the face of his own by making a question, suggestion, criticism, revealing mistake, thanking, and so on. All of these are so-called face-

threatening act (FTA). Most of the speech acts of speaker emerged potentially results FTA.

FTA could threaten the face of both positive and negative, as in point (I) and (II): (I) Negative FTA: command, request, suggest, suggestions, remind, threaten, warn, offer, promise, express jealousy, admiration, hate, anger, passion, etc (ii) Positive FTA: an expression of disapproval, criticism, felt disgust, complaining, accusing, insulting, disagreeing, emotionally abusive, mentioning taboo topics, interrupting and uncooperative, etc.

2.4 Types of Face Threatening Acts (FTA)

2.4.1 Positive face refers to personality as well as desires that his own self-image is accepted and respected, the value of face is different in different cultures: the definite boundary is a private space and the local culture.

Example

- Criticism : “I think your report was not concise enough”

2.4.2 Negative face refers to our right to independence of action and our need not to be imposed on by others. An act threatening the negative face of the addressee: orders, requests, threats, and warnings from the speaker.

Examples

- Help!!! (please, can you help me)

- Take me the book!

2.5 Kinds of politeness strategies (Brown & Levinson)

2.5.1 The bald on-record strategy

The bald on-record strategy does nothing to minimize threats to the hearer's "face" (directly without regard to the "face" of listener-usually in a subordinate-supervisor relationship) e.g. close the door!

Bald-on-record strategy can be treated as speaking in conformity with Grice's Maxims (Grice, 1975). These maxims are an intuitive characterization of conversational principles that would constitute guidelines for achieving maximally efficient communication.

Cases of non-minimization of the face threat: maximum efficiency is very important, and this is mutually known to both S and H, no face redress is necessary.

Example: Help! (not "Please help me".)

Cases of FTA-oriented bald-on-record usage: It is oriented to face. This illustrates the way in which respect for face involves mutual orientation, so that each participant attempts to foresee what is other participant is attempting to foresee.

Example: "Come in, don't hesitate, I am not busy".

2.5.2 The positive politeness strategy

The positive politeness strategy shows you recognize that your hearer has a desire to be respected. It also confirms that the relationship is friendly and

expresses group reciprocity. (Wish yourself image is accepted and appreciated)

e.g. we both know that (seek agreement) everything will be alright from now on.

Usually, positive politeness uses these kind of characteristics :

1. Notice, attend to H (his interest, wants, needs, and goods).
2. Exaggerate (interest, approval, sympathy with H)
3. Intensify interest to H.
4. Use in-group identity markers (address form, use of in group language or dialect, use of jargon or slang, contraction and ellipsis).
5. Seek agreement (safe topics, repetition)
6. Avoid disagreement (token agreement, pseudo-agreement, white lies, hedging opinions)
7. Presuppose/raise/assert common ground.
8. Joke
9. Assert or presuppose S's knowledge of and concern for H's wants.
10. Offer, promise.
11. Be optimistic.
12. Include both S and H in the activity.
13. Give (or ask for) reasons.
14. Assume or assert reciprocity.
15. Give gifts to H (goods, sympathy, understanding, cooperation).

2.5.3 The negative politeness strategy

The negative politeness strategy also recognizes the hearer's face. But it also recognizes that you are in some way imposing on them. (Right to not be disturbed)

e.g. "I do not want to bother you but ..." or "I was wondering if ..."

there are the characteristic of negative politeness strategy :

1. Be indirect: e.g. by using indirect speech acts.
2. Question, hedge: e.g. by asking questions such as '*Could you do this for me?*'
3. Be pessimistic about things: e.g. by saying '*This probably won't be necessary but ...*'
4. Minimize imposition on the other person: e.g. by saying '*I just wanted to ask if you could ...?*'
5. Give deference: e.g. by the use of certain address forms.
6. Apologize to the other person: e.g. by indicating reluctance or begging forgiveness.
7. Impersonalize things: e.g. by the use of the plural '*you*' vs '*I*'.
8. State the imposition as a general social rule or obligation by using '*request*' as a noun rather than '*want*' as a verb.
9. Go 'on record' as incurring a debt, or not 'indebting' to the other person.

2.5.4 Off-record indirect strategies

Off-record indirect strategies the main purpose is to take some of the pressure off of you. You are trying to avoid the direct Face Threatening Act of asking something. (Do indirect FTA-satire / questions)

e.g. This day is very hot, is not it?

Off record strategy was explained by Brown and Levinson (1987) as the use of indirect language to remove the speaker from the potential to be imposing. There are fifteen strategies indicating off-record politeness as is expressed in Brown and Levinson's theory (1987). These strategies are the following:

1. Give hints
2. Give association clues.
3. Presuppose.
4. Understate.
5. Overstate
6. Use tautologies
7. Use Contradiction
8. Be ironic
9. Use metaphors
10. Use rhetorical questions

2.6 Synopsis of Beauty and the Beast 2017

Long ago in a French kingdom, there lived a spoiled and selfish Prince (Dan Stevens) in a castle where he would throw big parties with all his royal subjects. One night, an old beggar woman entered his castle and offered the Prince a rose in exchange for shelter from the cold. The Prince sneered and laughed at the old woman along with his subjects, even as she warned him not to be deceived by appearances. The Prince turned her away once more, and soon after, the old woman's haggard appearance disappeared to reveal a beautiful Enchantress. The Prince tried to ask for forgiveness, but the Enchantress had already seen there was no love in his heart. As punishment, she turned the Prince into a hideous Beast and transformed the subjects into household objects. The Enchantress's spell caused the people outside the kingdom to forget about the castle and everyone living in it.

Several years later in the village of Villeneuve, there lives a young woman named Belle (Emma Watson). She doesn't quite fit in with the rest of the townspeople, who all view her as odd ("Belle"). Belle's interests lie in storybooks. She is pursued by the handsome but narcissistic hunter/former war captain Gaston (Luke Evans). He rides into town with his comrade LeFou (Josh Gad) and finds Belle after she leaves a book shop. Gaston attempts to woo her and invite himself to dinner with her, but she turns him down.

Belle rides Philippe back to the castle. She finds Maurice in the dungeon, where warns her to turn back. Belle then meets the Beast and is stunned by his appearance. The Beast says Maurice is a thief and must serve for life in the

dungeon. Belle offers to take his place, despite Maurice's objections. The Beast agrees to the exchange and he lets Maurice go. Belle promises him she will find a way out of there.

The Beast tries to get Belle to join him for dinner, but he is too abrasive as he pounds on her bedroom door. Lumiere, Cogsworth, Mrs. Potts, and Plumette all stand behind him and try to help, but Belle refuses to join the Beast as she is still tying ribbons together to make her rope. The Beast storms off and insults his subjects. We see the rose drops another petal, and as a result, the castle starts to shake and crumble a little. It also causes the castle objects to become less and less human.

Gaston has Maurice committed to a mental institution but gives him one more chance to redeem himself if he gives Gaston his blessing to marry Belle. Maurice still refuses, so Gaston sends him away. Belle arrives in the nick of time to stop the carriage from riding off. She shows the villagers the mirror to prove the Beast exists, which horrifies everyone. Gaston changes his tune and starts to gather the villagers to go after the Beast before he attempts to harm anyone else ("Mob Song"). Belle is then locked in the carriage with Maurice as Gaston leads to villagers to storm the castle.

Gaston makes his way up to the tower and finds the Beast sitting sadly outside the window. He claims Belle sent him and then shoots the Beast in the back and causes him to fall onto a lower roof. Gaston goes after him and wants the Beast to fight back. Belle then returns to the castle, which reinvigorates the Beast's spirit. The Beast is mortally wounded, but has enough time to see Belle

before he dies. The last petal then falls. Belle cries over the Beast and tells him she loves him. Agathe enters the room as Belle says this. It turns out Agathe was the Enchantress in disguise, and she restores the rose to its original look, thus breaking the spell. The Beast then transforms back into his human self. He and Belle then share their first kiss.

A celebration is held in the ballroom with all the castle subjects and villagers, including Maurice and LeFou, joining. Belle and the Prince share a dance, wherein Belle asks the Prince if he can grow a beard. Garderobe and Mrs. Potts sing while Cadenza plays the music over the dance. And they all lived happily ever after.



CHAPTER III

FINDING AND DISCUSSION

This chapter presents and discusses the results of the data analysis based on the problems of the study mentioned in Chapter I. It is divided into two sections: findings and discussions. In the research finding, the utterances containing face threatening acts and politeness strategies in different gender (Brown and Levinson, 1987) and the data analysis are presented. The discussion section elaborates the finding of the data analysis.

3.1 Research Finding

Datum 1

Conversation	Minutes	FTA
Gaston : <i>look at her,</i> <i>Lefou. My future wife</i> (give him his binocular). Belle is the most beautiful girl in the village. That makes her best.	00.08.09	
Lefou : but she's so well read and you're so... Athletically inclined.	00.08.18	Complaining

Gaston : I know 00.08.22

Context :

The conversation happened in the hill, they were riding a horse while Gaston watches for Belle closely using his binocular. He told to Lefou that Belle is his future wife and give him his binocular. While Lefou watched for Belle and observed Gaston then says “but she’s so well read and you’re so...Athletically inclined”

Analyses :

Based on the dialogue above, Gaston statement contains positive politeness because of his position and social status. Gaston is a former soldier which has the biggest shop in the village while Lefou is a loyal guard for Gaston. It can be seen that Gaston directly said “*look at her, Lefou. My future wife*” to Lefou without having respect to him. that sentence indicates positive politeness because despite Gaston and Lefou was different social status but they still in the same age and Gaston admit Lefou as his friend. According to Brown and Levinson’s theory Positive Politeness is usually seen in groups of friends, or where people in the given social situation know each other fairly well. It usually tries to minimize the distance between them by expressing friendliness and solid interest in the hearer’s need to be respected.

Face Threatening Acts (FTA)

The FTA (face threatening acts) that creates by Lefou is complaining to Gaston. Gaston was talking about his future wife that is Belle then Lefou said “but she’s so well read and you’re so...Athletically inclined” with his hand gesture. He moves his hand which creating deep meaning and making FTA. The FTA which created by Lefou is positive face because he did not break the hearer face. He used to speak in negative politeness to minimize misunderstanding between them

Datum 2

Conversation	Minutes	FTA
Monsieur Jean : Good morning, Belle	00.05.39	Greeting
Belle : Good morning, Monsieur Jean. <i>have you lost something again?</i>	00.05.41	Greeting, asking
Monsieur Jean : I believe I have. The problem is, I cant remember what!	00.05.46	
Belle : Oh well, I’m sure it will come to me.	00.05.48	

Context :

The conversation begins in the morning located in the market. Bella as usual accost all the villagers with smile. Then she meets Monsieur Jean as a shepherd. They have a chit-chat, Belle asks for Monsieur Jean is he loosing something again, and he said “I believe I have. The problem is, I cant remember what!” then Belle answer “Oh well, I’m sure it will come to me” and leave for Monsieur Jean.

Analyses :

The utterance above indicates positive politeness because of they close each other. They meet in the market everyday and it makes them close. She was asking that is he loosing something again, and he thought he has but he don’t remember what. It can be seen from Belle statement “*have you lost something again*” showed that she already know his habit that is forget something. They tried to minimize the distance between them because their personal background of age, Monsieur Jean is an old man while Belle is a young girl. It seems rude and impolite when you said “*have you lost something again*” to someone more aged than us but in this context Belle said in a joking way and Monsieur Jean understands it. According to Brown and Levinson’s that joke is one of the elements of politeness strategy.

Face Threatening Acts (FTA)

In this dialogue, Belle and Monsieur Jean did not create any FTA. It can be seen in the movie that they have nice conversation as always.

Datum 3

Conversation	Minutes	FTA
Gaston : May be you haven't met the right man.	00.16.51	
Belle : <i>it's a small village, Gaston. I've met the all.</i>	00.16.53	
Gaston : Well, maybe you should take another look. Some of us has changed.	00.16.57	Requesting
Belle : Gaston... <i>we could never make each other happy.</i>	00.17.03	Rejected, denied

Context :

At that time Gaston runs for Belle in front of her house. They was talking about their future and Gaston recommends himself to be her husband, in other word Gaston was interested and wanted Belle to be his wife. Gaston stated “May be you haven’t met the right man.” Which indicates that he is the right man for her. But Belle refused it by saying that she have met all the man in the villagers and she doesn’t find anybody yet. Then, Gaston still in try to convince her that there are some has changed by saying “maybe you should take another look. Some of us has changed.” And Belle directly said “Gaston... *we could never make each other happy*”

Analyses :

From the dialogue above, Belle’s statement contains positive politeness because she avoids agreement with Gaston. And actually, they were in the same social status which make her don’t feel to respect him so much. The first statement is categorize as positive politeness “*it’s a small village, Gaston. I’ve met the all*”, she explain to Gaston that she have met all the man in the village. Actually, Belle did not want to be his wife and she avoided Gaston’s agreement to looking for the right man. The second statement clearly categorize as positive politeness “Gaston... *we could never make each other happy.*”, the word “*never*” indicates that she really did not want to continue having conversation with him. they were in the same social background and age then, Belle decided to used word

“never”. According to Brown and Levinson, seek and avoid agreement in direct way is categorize as positive politeness.

Face Threatening Acts (FTA)

The FTA created by Gaston is requesting. He asked Belle to take another look. Some of man in the village. He forced Belle to look for his quality by saying “Well, maybe you should take another look. Some of us has changed” he tried to convince Belle that he is proper for her. Gaston FTA was included into negative face threatening acts because it impeded the hearer’s future action and choice.

Gaston’ FTA caused Belle FTA by saying “Gaston... *we could never make each other happy.*” She said in low tone. It means Belle feel uncomfortable for Gaston request. Actually she rejected from the first statement but Gaston still in his effort. Belle’s FTA caused the hearer lost his face and embarrassed after being rejected.

Datum 4

Conversation	Minutes	FTA
Gaston : oh Belle, do you know what happens to sprinters in the village after their father die?	00.17.22	Giving advice

Aghate : coins? Got 00.17.14

any spare coins?

Gaston : they beg for 00.17.16

scrap, like poor

Aghate. (pointed

Aghate)

Belle : I might be a 00.17.29 Giving warning

farm girl. But, I'm not

simple... *and I'm never*

going to marry you,

Gaston. I'm sorry!

Context :

The conversation still in front of Belle's house while Gaston runs for Belle and step on her guard's garden. Gaston explains about when woman was leaving for her father, they will beg for scraps and coin like poor Aghate (pointing woman across them saying "coins ?got any spare coins?"). Belle watches her in a bad feeling and Gaston still explain his purpose while Belle said "I might be a farm girl but, I'm not simple.... And I'm never going to marry you".

Analyses :

Belle's statement contains positive politeness. It is because she used to speak with direct way. She said "*And I'm never going to marry you*" the word

“never” means that she really wanted create distance between them. Actually, she may say in different way such “I’m not going to marry you” it is quite polite and still keep his face. But Belle stated in rude way “never” and makes him lost his face directly. It clearly seen that Belle statement contains positive politeness. It is clearly that Belle statement was broke Gaston face.

Face Threatening Acts (FTA)

The FTA created by the first speaker (Gaston) is giving advice to the hearer. He said in calm tone while pointing his hand to make an example what he advice about. He tried to convince the hearer using his hand gesture, which he did not give the hearer chance to take an action or choice. The first speaker was created negative face threatening acts. The second speaker (Belle) is giving warning in her statement. She said “I might be a farm girl. But, I’m not simple... *and I’m never going to marry you, Gaston. I’m sorry!*” she do the FTA while she said that. She was walked behind and close the door to avoid the hearer. The speaker was do the negative face threatening acts and caused the distance with the hearer. It is clearly that the speaker FTA was broke the hearer’s face. She made the hearer shock or embarrass the addressee.

Datum 5

Conversation	Minutes	FTA
Lumiere : He must have lost his way in the wood.	00.22.49	
Cogsworth : <i>shut up, you idiot!</i>	00.22.51	
Maurice : excuse me?	00.22.55	

Context :

The conversation happened in the castle where Lumiere and Cogsworth is standing in front of stairs while watches for Maurice. They watches for Maurice enter the castle confusedly. Maurice was lost in the wood and find the castle which the place of the beast. The castle has been cursed until everyone there was become something life such as Lumiere and Cogsworth. Lumiere becomes a candle holders while Cogsworth is an alarm clock. They life for along in the cursed castle with the beast. Then, when Maurice comes into the castle Lumiere said “He must have lost his way in the wood” and Cogsworth answer “*shut up, you idiot!*”.

Analyses :

It can be seen that Cogsworth conversation with Lumiere uses positive politeness because he was more old than Lumiere. It also because they were friend for long. Cogsworth said “shut up, you idiot!” means he wanted Lumiere to keep silent but he said in rude way such that word. In other word, we can say “keep silent” better than “shut up”. Cogsworth statement indicates that they have no social distance.

Face Threatening Acts (FTA)

In this dialogue which involved by three participants they are :Lumiere, Cogsworth did not create any FTA because actually they were something life. Lumiere is a candle holder while Cogsworth is an alarm clock. So, the researcher cannot categorize their facial expression and gesture.

Datum 6

Conversation	Minutes	FTA
Gaston : look at her, Lefou. My future wife (give him his binocular). Belle is the most beautiful girl in the village. That makes her best.	00.08.09	

Lefou : *but she's so* 00.08.18

well read and you're

so...Athletically

inclined.

Gaston : I know 00.08.22

Context :

The conversation happened in the hill, they were riding a horse while Gaston watches for Belle closely using his binocular. He told to Lefou that Belle is his future wife and give him his binocular. While Lefou watched for Belle and observed Gaston then says “but she’s so well read and you’re so...Athletically inclined” with his expression and stares for Gaston with his hand action.

Analyses :

The conversation above contains negative politeness because Lefou spoke in indirect way. Lefou stated that “*but she's so well read and you're so...Athletically inclined*”. the statement categorize as negative politeness because they (Gaston and Lefou) has different social status as stated before that Gaston is a former soldier which has the biggest shop in the village while Lefou is a loyal guard for Gaston. It clearly seen that Lefou said in polite way because he

respected for Gaston. According to Brown and Levinson that speak in indirect way is one of the kind of negative politeness. So, in this dialogue Lefou used negative politeness in his utterance, he chose to say “*so...Athletically inclined*” rather to say that Gaston Did not like to read. It showed that Lefou was kept Gaston’s face.

Face Threatening Acts (FTA)

Actually between Gaston and Lefou has different personal status but in this context they were friends then they talk in enjoy way. There is no FTA appeared in the conversation.

Datum 7

Conversation	Minutes	FTA
Gaston : wonderful book you have there.	00.10.15	
Belle : have you read it?	00.10.17	
Gaston : well, not that one. But you know, books.. for a dinner table. (give her a	00.19.19	Making request, invitation

flower)

Shall I joining you this

evening?

Belle : sorry, not this

00.10.28

Rejected

evening.

Gaston : busy?

00.10.29

Belle : no.. (walked

00.10.32

Saying “No”

away)

Context :

The conversation happened in the middle of the town which in the market, there are people doing their activity that is buy and sell. While Belle just restored and borrowed a book from the library of town. Gaston comes into Belle with a flower in his hand then said “wonderful book you have there.” Then Belle answer “ have you read it?” actually Belle knows that Gaston does not like such read activity and Gaston speaks in sternly way then said “shall I join you this evening?” and Belle still refuses him by saying “sorry, not this evening”

Analyses :

Gaston statement is showing negative politeness. It is because he asked Belle in polite way “shall I joining you this evening?”. It can be seen that Gaston

and Belle not in good relation and was not closed each other. Gaston used to be indirect in asking Belle for dinner, it showed that Gaston was interested for Belle while Belle was not. According to Lakof theory that man tent to be direct than woman, but in this dialogue was explain that Gaston tent to be direct than Belle. Gaston create the distance between them because he wanted Belle accept his invitation. According to Brown and Levinson using question or hedge is kind of negative politeness.

Face Threatening Acts (FTA)

The FTA created by the speaker is making request or invitation. Actually the reason the first speaker keep requesting for the hearer is he interested to the hearer. He said “shall I joining you this evening?” while he gave her flower. The speaker used negative face threatening acts that the speaker imposed the hearer to join him dinner. It caused the hearer created another FTA, she shrinks her eyebrow and said “sorry, not this evening”. Actually the hearer fell uncomfortable with the speaker invitation. The hearer FTA is included into positive face threatening acts because she showed an expression of disapproval.

Datum 8

Conversation	Minutes	FTA
Maurice : <i>hello..?hello?</i>	00.22.22	

*sorry to intrude. I'm
just a traveler..seeking
shelter from the storm.
Sorry to disturb you.
Anyone home? Anyone
awake?*

Lumiere : He must 00.22.49

have lost his way in the
wood.

Cogsworth : shut up, 00.22.51

you idiot!

Maurice : excuse me? 00.22.55

Context :

The dialogue happened in a big castle, Maurice is a craftsman of music box. He leaves for Belle to go to the city as always. And the night comes, Maurice and his horse called Philipe lost in the wood. Suddenly, the area was snowy whereas it still July. Not far from there, there are a horde of wolves try to run for them, they runs quickly until they find a gate. Finally, Maurice and Philipe arrives in a big castle. He wants to warm up his body until he entered the castle without fear.

Analyses :

Maurice statement contains negative politeness because he apologized for entered someone's castle. He said "*hello..?hello? sorry to intrude. I'm just a traveler...seeking shelter from the storm. Sorry to disturb you. Anyone home? Anyone awake?*" indicates that he was uncomfortable being there and he asking for permission to enter the castle.

Face Threatening Acts (FTA)

As the researcher told before that Lumiere and Cogsworth was something life then the researcher cannot identify their gesture and facial expression. Because they don't have any different tone on their conversation.

Datum 9

Conversation	Minutes	FTA
Maurice : how did you find me?	00.28.21	
Belle : you hand are ice. We need to get you home	00.28.31	
Maurice : <i>belle, you must leave here at once!</i>	00.28.35	Reminds

This castle is alive!

Now go before he finds

you!

Belle : who?

00.28.41

Context :

In the morning while she cleans her garden Philipe, Maurice horse comes in sudden. She asks for her father and immediately Philipe take her ride. Then, she arrives in a big castle. She walks without fear in the castle and find her father stuck in the jail. Maurice shocks that Belle can arrive in that castle “how did you find me?” but she worries about her father because his hand was ice then, Maurice asks her to leave him because the castle was alive by saying “Belle, you must leave here at once! This castle is alive! Now go, before he finds you!” then Belle said “who?”.

Analyses :

The utterance that used by the speaker (Maurice) is kind of bald on record. This strategies that used by the speaker usually do not attempt to minimize the treat. The speaker told the daughter to leave the castle soon because the castle was alive, but what was done by Belle was touched his hand while said “your hand are ice “. However, this type of strategy is commonly found with people who

know each other very well and very comfortable in their environment such as close relationship like family or close friend.

Face Threatening Acts (FTA)

The FTA created by the speaker is reminding the hearer. The speaker reminds the hearer to leave the castle soon. The speaker "*belle, you must leave here at once! This castle is alive! Now go before he finds you!*" in serious tone and face that caused the hearer curious what the speaker talking about. then, the hearer created another FTA which curious about who was the speaker talking about by saying "who?" in higher tone and curious face.

Datum 10

Conversation	Minutes	FTA
Beast : <i>will you join me for dinner ?</i>	00.44.38	invitation
Belle : <i>you've taken me as your prisoner and you want to have dinner with me? Are you insane?</i>	00.44.43	Refused
Lumiere : Uh-oh, he's loosing it.	00.44.50	

Beast : Brukk.. brukk.. 00.44.56

brukk... I TOLD YOU

TO JOIN ME FOR

DINNER!!

Belle : AND I TOLD 00.33.58

YOU NO.

Context :

Belle was in her room tries to escape from the Beast, while the Beast purpose to ask her for dinner because she may the girl who break the spell. Longtime ago, in one night an expected intruder arrived in the castle seeking shelter from the bitter storm and as a gift, she offered the prince a single rose but the prince turned the woman away. She warns him to not to be deceive by appearance, as punishment she transformed him into hideous beast and placed a powerful spell in the castle and all who lived there. Again, the Beast tries to ask her for dinner by saying in gentle way “*will you join me for dinner ?*” and Belle answer “*you’ve taken me as your prisoner and you want to have dinner with me? Are you insane?*” the Beast angry with her answer then break the door and screamed loudly “ I TOLD YOU TO JOIN ME FOR DINNER!!” and Belle does the same.

Analyses :

The utterance that used by the speaker (Beast) is kind of positive politeness. The speakers give a question to the hearer (Belle) ask her to join dinner . The speaker give questions to the hearer because he did not satisfied with what is done by Belle.

The strategy used by Belle is negative politeness. She tries to be indirect, but at the same time she wants to say the intended meaning badly, so there can be misinterpretation of what the speaker means. The speaker gives the question like that because she indirectly reject his request. The speaker also made the atmosphere can be little changed because of the question. The speaker will be imposing on the hearer, and the speaker makes the hearer embarrassed by question given by the speakers. There is a higher potential for awkwardness or embarrassment.

Face Threatening Acts (FTA)

The FTA that created by the first speaker is inviting the hearer to have a dinner. He used to speak in polite way “*will you join me for dinner ?*” to make the hearer interested for the invitation. Because actually in the context, the hearer was became his prisoner and it don’t make any sense that the speaker ask his prisoner to join a dinner. Then, the hearer refused by saying “*you’ve taken me as your prisoner and you want to have dinner with me? Are you insane?*”. The hearer was not comfortable for the invitation and answer like that. She loud her voice and tone to teased the speaker about what his actually done. It can be seen the next

conversation that the speaker mad because he loose his face and said in angry way while he knock the door hardly “I TOLD YOU TO JOIN ME FOR DINNER!!”. The speaker loose his face because the hearer was refused his invitation and said in direct way.

3.2 DISCUSSION

In the case of communication, maintaining other’s face is needed in order to make the communication runs well and smoothly. One way to maintain other’s face is by applying politeness. Politeness is a communication strategy that people use to maintain and develop relationships and a technical term in language study to signify the strategies we use to achieve our goals without threatening the self respect of others. There are four politeness strategies, namely bald on record, positive politeness, negative politeness, and off record.

The analyses in Datum 1 the researcher categorize the utterance as positive politeness because Bella spoken in directly way to Gaston. the FTA (face threatening acts) that shown in the scene that Bella swing round her face and disapproval with Gaston request. It means that Bella create negative FTA to Gaston. Because when she does the FTA, she directly stay away and close the door to avoid him. the researcher found different kind of politeness between the utterance and the FTA, in the utterance it was including into positive politeness

but when the FTA appears it change the kind of politeness from positive into negative politeness. Gaston was ashamed for Bella because she refused his request it creates negative politeness in the scene. The researcher found the case in the movie that the FTA may change the kind of politeness.

The result of the research are the characters of the movie used positive politeness, negative politeness, bald on record, and off record on their conversation.



CHAPTER IV

CONCLUSION AND SUGGESTION

There are two things covered in this chapter, conclusion and suggestion. The conclusion will be based on the research findings above and the suggestion will lead the further research on the same fields.

4.1 Conclusion

After analyzing and discussing the face threatening acts and politeness strategies used by the characters in “Beauty and the Beast” Movie 2017, the researcher can conclude that there are many politeness that applied in this movie, bald on record strategy, positive politeness, negative politeness, and off record. Based on the finding the strategy which is mostly used by the characters are positive politeness. Moreover, after the researcher analyzes the data, the researcher found that men used more politeness strategy than woman. Belle used more directly than Gaston, she used to speak in positive politeness and Gaston used negative politeness in his utterance. According to Lakoff (1975), Lakoff indicated that women also use different strategies in order to talk in less assertive ways such as with the use of tag questions, indirect statements, and discourse particles. It reversed from Lakoff theory because the researcher found that Gaston used more tag of question and indirect statement in his conversation while, Belle used more directly in her utterance.

4.2 Suggestion

Since this study focuses on the usage of politeness strategies used by the characters in “Beauty and the Beast 2017” Movie, this study contributes on the improvement of understanding language studies especially on politeness strategies connected to literary works so it will become a direct contribution to the existing knowledge in the field of linguistic. This study can also lead the next researcher who conducts the same field of research as the reference or comparison that might be relevant to the researched subject. For further researchers will investigate more deeply in this field. Investigating this field may be done by specifying each category used, but in this research the category of off record is nothing.

The suggestion for the readers is the researcher also expects that this study is not only useful for further researcher and the linguistic students, but also it is useful for anybody who wants to know and understand the politeness strategy, especially in film, and the research hopes to the next researcher conduct research on politeness strategies in the other form of literary works such as poetry and drama in the purpose of enriching the pragmatic studies. It is also hoped that the study on politeness involving language other than English, so it can be broaden the knowledge in applying linguistic aspect in various languages.

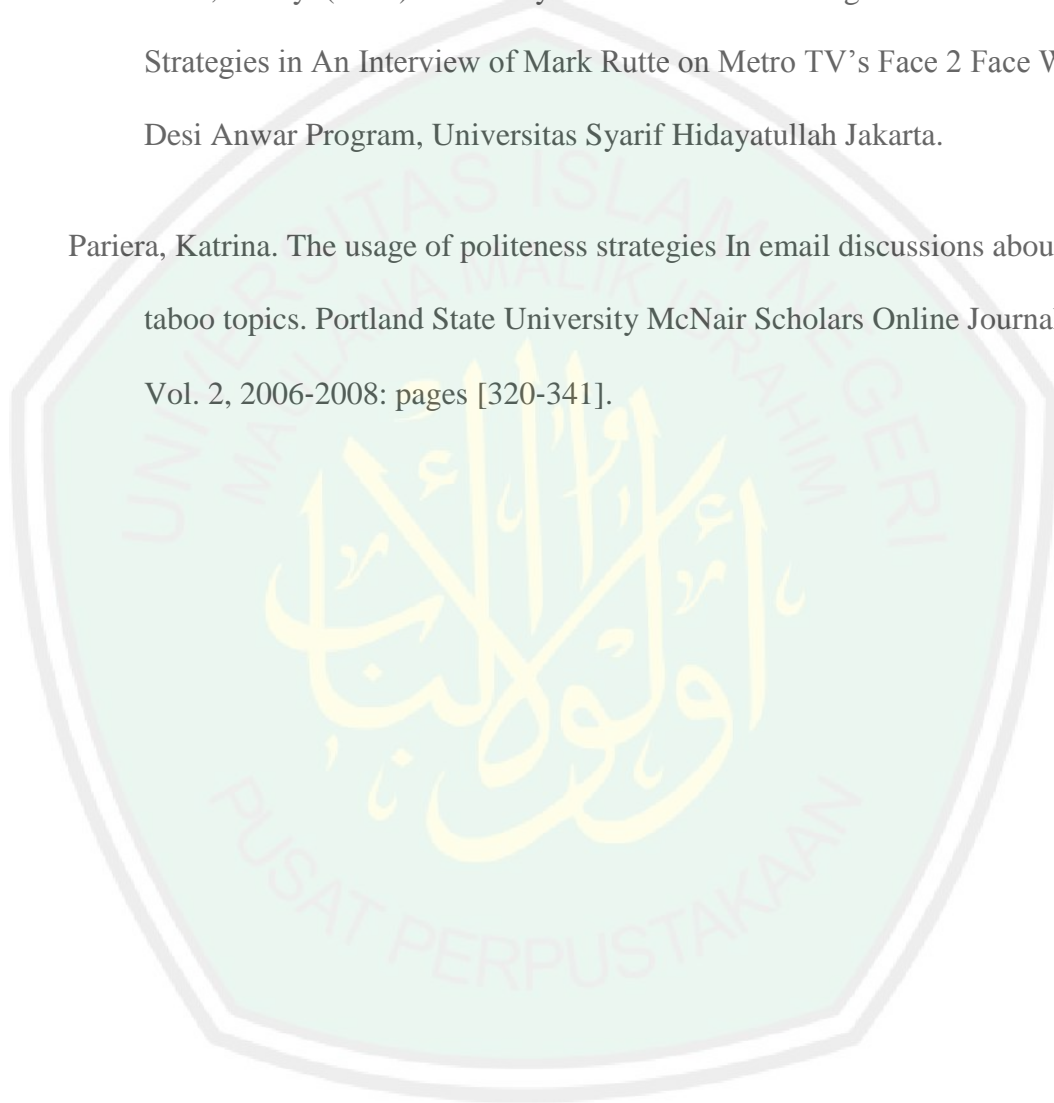
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APPENDIX

No.	Utterance	Positive Politeness	Negative Politeness	Bald on Record	Off Record
1.	<p>Gaston : <i>look at her, Lefou. My future wife (give him his binocular). Belle is the most beautiful girl in the village. That makes her best. Lefou : but she's so well read and you're so... Athletically inclined. Gaston : I know</i></p>				
2.	<p>Monsieur Jean : Good morning, Belle Belle : : Good morning, Monsieur Jean. <i>have you lost</i></p>				

	<p><i>something again?</i></p> <p>Monsieur Jean : I believe I have. The problem is, I cant remember what!</p> <p>Belle : Oh well, I'm sure it will come to me.</p>				
3.	<p>Gaston : May be you haven't met the right man.</p> <p>Belle : <i>it's a small village, Gaston. I've met the all.</i></p> <p>Gaston : Well, maybe you should take another look. Some of us has changed.</p> <p>Belle : Gaston... <i>we could never make each other happy.</i></p>	↩			
4.	Gaston : oh Belle,	↩			


	<p>do you know what happens to sprinters in the village after their father die?</p> <p>Aghate : coins? Got any spare coins.</p> <p>Gaston : they beg for scarps, like poor Aghate. (pointed Aghate)</p> <p>Belle : I might be a farm girl. But, I'm not simple... <i>and I'm never going to marry you, Gaston.</i></p> <p><i>I'm sorry!</i></p>				
5.	<p>Lumiere : He must have lost his way in the wood.</p> <p>Cogsworth : <i>shut up, you idiot!</i></p> <p>Maurice : excuse me?</p>				

6.	<p>Gaston : look at her, Lefou. My future wife (give him his binocular). Belle is the most beautiful girl in the village. That makes her best.</p> <p>Lefou : <i>but she's so well read and you're so...Athletically inclined.</i></p> <p>Gaston : I know</p>				
7.	<p>Gaston : wonderful book you have there.</p> <p>Belle : have you read it?</p> <p>Gaston : well, not that one. But you know, books.. for a dinner table. (give her a flower)</p>				


	<p><i>Shall I joining you this evening?</i></p> <p>Belle : sorry, not this evening.</p> <p>Gaston : busy?</p> <p>Belle : no.. (walked away)</p>				
8.	<p>Maurice</p> <p><i>:hello..?hello? sorry to intrude. I'm just a traveler..seeking shelter from the storm. Sorry to disturb you. Anyone home? Anyone awake?</i></p> <p>Lumiere : He must have lost his way in the wood.</p> <p>Cogsworth : shut up, you idiot!</p> <p>Maurice : excuse me?</p>				

9.	<p>Maurice : how did you find me?</p> <p>Belle : you hand are ice. We need to get you home.</p> <p>Maurice : <i>belle, you must leave here at once!</i></p> <p><i>This castle is alive!</i></p> <p><i>Now go before he finds you!</i></p> <p>Belle : who?</p>				
10.	<p>Beast : <i>will you join me for dinner ?</i></p> <p>Belle : <i>you 've taken me as your prisoner and you want to have dinner with me? Are you insane?</i></p> <p>Lumiere : UH-oh, he's loosing it.</p> <p>Beast : Brukk..</p>				

brukk.. brukk... I TOLD YOU TO JOIN ME FOR DINNER!! Belle : AND I TOLD YOU NO.				
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No.	Utterance	FTA	NO FTA
1.	<p>Gaston : <i>look at her, Lefou. My future wife</i> (give him his binocular). Belle is the most beautiful girl in the village. That makes her best.</p> <p>Lefou : but she's so well read and you're so... Athletically inclined.</p> <p>Gaston : I know</p>	Making complain	
2.	<p>Monsieur Jean : Good morning, Belle</p> <p>Belle : Good morning, Monsieur Jean. have you lost something again?</p> <p>Monsieur Jean : I believe I have.</p>		

	<p>The problem is, I cant remember what!</p> <p>Belle : Oh well, I'm sure it will come to me.</p>		
3.	<p>Gaston : May be you haven't met the right man.</p> <p>Belle : <i>it's a small village, Gaston. I've met the all.</i></p> <p>Gaston : Well, maybe you should take another look. Some of us has changed.</p> <p>Belle : Gaston... <i>we could never make each other happy.</i></p>	<p>Request, rejected</p> <p>and</p> <p>denied</p>	
4.	<p>Gaston : oh Belle, do you know what happens to sprinters in the village after their father die?</p> <p>Aghate : coins? Got any spare coins.</p> <p>Gaston : they beg for scarps, like poor Aghate. (pointed Aghate)</p> <p>Belle : I might be a farm girl. But, I'm not simple... <i>and I'm never going to marry you, Gaston. I'm</i></p>	<p>Giving advice,</p> <p>giving</p> <p>warning</p>	

	<i>sorry!</i>		
5.	<p>Lumiere : He must have lost his way in the wood.</p> <p>Cogsworth : <i>shut up, you idiot!</i></p> <p>Maurice : excuse me?</p>		
6.	<p>Gaston : look at her, Lefou. My future wife (give him his binocular). Belle is the most beautiful girl in the village. That makes her best.</p> <p>Lefou : <i>but she's so well read and you're so...Athletically inclined.</i></p> <p>Gaston : I know</p>		
7.	<p>Gaston : wonderful book you have there.</p> <p>Belle : have you read it?</p> <p>Gaston : well, not that one. But you know, books.. for a dinner table. (give her a flower)</p> <p><i>Shall I joining you this evening?</i></p> <p>Belle : sorry, not this evening.</p> <p>Gaston : busy?</p> <p>Belle : no.. (walked away)</p>	<p>Request, invitation, rejected, and saying No</p>	

8.	<p>Maurice :<i>hello..?hello? sorry to intrude. I'm just a traveler..seeking shelter from the storm. Sorry to disturb you. Anyone home? Anyone awake?</i></p> <p>Lumiere : He must have lost his way in the wood.</p> <p>Cogsworth : shut up, you idiot!</p> <p>Maurice : excuse me?</p>		
9.	<p>Maurice : how did you find me?</p> <p>Belle : you hand are ice. We need to get you home.</p> <p>Maurice : <i>belle, you must leave here at once!</i></p> <p><i>This castle is alive!</i></p> <p><i>Now go before he finds you!</i></p> <p>Belle : who?</p>	Reminds	
10.	<p>Beast : <i>will you join me for dinner</i></p> <p><i>?</i></p> <p>Belle : <i>you've taken me as your prisoner and you want to have dinner with me? Are you insane?</i></p> <p>Lumiere : UH-oh, he's loosing it.</p>	Angry	

Beast : Brukk.. brukk.. brukk... I TOLD YOU TO JOIN ME FOR DINNER!! Belle : AND I TOLD YOU NO		
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