

**POLITENESS STRATEGIES USED BY THE MAIN CHARACTER IN
“CRUELLA” MOVIE**

THESIS

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DEPARTMENT OF ENGLISH LITERATURE

FACULTY OF HUMANITIES

UNIVERSITAS ISLAM NEGERI MAULANA MALIK IBRAHIM

MALANG

2023

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THESIS

Presented to

Universitas Islam Negeri Maulana Malik Ibrahim Malang
in Partial Fulfillment of the Requirements for the Degree of *Sarjana Sastra* (S.S)

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MALANG
2023**

STATEMENT OF AUTHORSHIP

I state that the thesis entitled “ **Politeness Strategies Used by the Main Character in “Cruella” Movie**” is my original work. I do not include any materials previously written or published by another person, except those cited as references and written in the bibliography. Hereby, if there is any objection or claim, I am the only person who is responsible for that.

Malang, 19 May 2023

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APPROVAL SHEET

This to certify that Venna Angelita's thesis entitle **Politeness Strategies Used by the Main Character in "Cruella" Movie** has been approved for thesis examination at Faculty of Humanities, Universitas Islam Negeri Maulana Malik Ibrahim Malang, as one of the requirements for the degree of *Sarjana Sastra* (S.S).

Malang, 19 May 2023

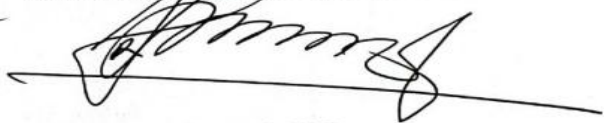
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MOTTO

“ Always tell yourself that you are valuable, you are important, and you should to fight for power to yourself. “

DEDICATION

My thesis is dedicated to an extraordinary individual who has been a part of my life, my mother. My mother has done everything in her power to ensure that I get to the level where I can complete this thesis. I am grateful for the many helpful suggestions, sacrifices, and prayers consistently offered. I will need my mother to complete my thesis. This work can serve as a tribute to the love and support I have received, and I can continue to learn and grow together by my side.

ACKNOWLEDGEMENT

Alhamdulillahirobbil 'alamin, First of all, I would like to thank the presence of Allah SWT who has bestowed His mercy and guidance. Second, sholawat and greetings to the prophet Muhammad SAW who has guided us from darkness to light which is called Islam rahmatan lil 'alamin so that the writer can finish the thesis entitled "Politeness Strategies Used by the Main Character in "Cruella" Movie" properly and smooth. The thesis was written to partially fulfill the requirements to obtain a Bachelor degree of Sarjana Sastra (S.S.) in Department of English Literature, State Islamic University of Maulana Malik Ibrahim Malang. However, the author is aware of this success not individual success but thanks to the help and guidance of all parties.

With all the efforts, guidance, and support from various parties in the process of writing this thesis. The author expresses their sincere thanks and appreciation for their help, educated and shared knowledge with the author, direction, and insight to:

1. Dr. H. M. Zainuddin, M.A., Chancellor of the State Islamic University of Maulana Malik Ibrahim Malang.
2. Dr. M. Faishol, M.Ag., Dean of the Faculty of Humanities, State Islamic University of Maulana Malik Ibrahim Malang.
3. Ribut Wahyudi, M.Ed., Ph. D. as Chair of the English Literature Study Program at the State Islamic University of Maulana Malik Ibrahim Malang.

4. Dr. Agus Eko Cahyono, M.Pd, as the supervisor who has provided the time, direction, suggestions, solutions, motivation, guidance, and support throughout the process of working on this thesis from start to finish.
5. Asni Furaida as the author's lecturer who has provided guidance and motivation while taking lectures.
6. All lecturers of the Faculty of Humanities, State Islamic University of Maulana Malik Ibrahim Malang, who have fostered, educated, and provided useful knowledge to the writer.
7. Special dedication and thank my beloved parents and my whole family, Mrs. Hanafiah and my father who is in heaven who always supports me both materially and spiritually without ever break up and always give me motivation, advice, love, attention, and affection which of course I cannot reply to and the entire extended family of writer, thank you for all the attention, support, love, as well as motivation and prayers. Thank you very much for being part of the big motivator so that the writer can complete this study.
8. I would also thank all my friends, especially Calista, Bunga, Dhea, Aul, Sisi, Fira, Fia, Mauri, Iva and all my friends who have contributed to the process of writing this thesis. Thank you to colleagues at Abthree Daycare for providing housing and support during the author's stay in Malang. Thank you for existing and existing part of the author's life journey. Thank you so much for all the togetherness and the time you have given to the author so far. Specially for an extraordinary and historical person in my

life, Shelby, thank you for all the effort, sacrifice, time, and prayers that have been given so far for the author.

9. Last but not least, I want to thank myself for going through a long time learning process at this university until the completion of my final project. Thank you for being able, never giving up, and always willing to fight in the process of completing your thesis or self-development process.

The author realizes that the preparation of this thesis can be even better. Therefore, may Allah SWT give multiple rewards to all parties who have helped and provided valuable support for the writer in completing this thesis. The author expects suggestions and constructive criticism from readers.

Malang, 19 May 2023

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ABSTRACT

Venna Angelita. 2023. **Politeness Strategies Used by the Main Character in “Cruella”**
Movie. Undergraduate Thesis. Department of English Literature, Faculty of
Humanities, Universitas Islam Negeri Maulana Malik Ibrahim Malang. Advisor
Dr. Agus Eko Cahyono, M.Pd

Keywords : *analyze, politeness strategy*

This study analyzes the politeness strategies, and the researcher analyze the differences in the politeness strategies used by the main character in the Cruella movie. There are two objectives of this research, namely first to find out the politeness strategies used by the main character in talking to the interlocutors in the Cruella movie, second to find out the function of the politeness strategies used by the main character in the "Cruella" movie. This study uses a qualitative descriptive method because the data used describes language in the form of words and sentences related to the form of politeness strategies contained in the language of the main character utterances. Sources of data for this study were obtained from all the utterances of the main character and the interlocutors. The researcher found a positive politeness strategy which included six strategies, a negative politeness strategy which included three strategies, a bald on-record strategy which included four strategies, and an off-record strategy which included two strategies. The researcher found that the dominant positive politeness and bald on-record strategy were shown by the main character in speaking with her interlocutor. It is recommended for further research on the same topic to review other films so that future researchers can find more significant and more data regarding politeness strategies and the functions of the politeness strategies used, research can be carried out on other movie that are newer.

ABSTRAK

Venna Angelita. 2023. **Politeness Strategies Used by the Main Character in “Cruella” Movie.**

Skripsi. Jurusan Sastra Inggris, Fakultas Humaniora, Universitas Islam Negeri MaulanaMalik Ibrahim Malang. Dosen Pembimbing Dr. Agus Eko Cahyono, M.Pd

Kata Kunci : *analisis, strategi kesopanan*

Penelitian ini menganalisis strategi kesopanan, dan peneliti menganalisis perbedaan strategi kesopanan yang digunakan oleh tokoh utama dalam film Cruella yang. Ada dua tujuan dilakukannya penelitian ini, yaitu pertama untuk mengetahui strategi kesopanan yang digunakan oleh tokoh utama dalam berbicara dengan lawan bicaranya di film Cruella, kedua untuk mengetahui fungsi dari strategi kesantunan yang digunakan oleh tokoh utama dalam film "Cruella". Penelitian ini menggunakan metode deskriptif kualitatif karena data yang digunakan mendeskripsikan bahasa dalam bentuk kata dan kalimat yang berkaitan dengan bentuk strategi kesantunan yang terdapat dalam bahasa tokoh utama dalam berbicara. Sumber data untuk penelitian ini diperoleh dari semua ucapan tokoh utama dan lawan bicaranya. Peneliti menemukan strategi kesantunan positif yang mencakup enam strategi, strategi kesantunan negatif yang mencakup tiga strategi, strategi bald on-record yang mencakup empat strategi, dan strategi off-record yang mencakup dua strategi. Peneliti menemukan bahwa kesantunan positif yang dominan dan strategi bald on-record ditunjukkan oleh tokoh utama dalam berbicara dengan lawan bicaranya. Disarankan untuk penelitian selanjutnya dengan topik yang sama untuk mengkaji film lain agar peneliti selanjutnya dapat menemukan data yang lebih signifikan dan lebih banyak mengenai strategi kesantunan dan fungsi dari strategi kesopanan yang dipakai, penelitian dapat dilakukan pada film lain yang lebih baru.

ملخص البحث

بالسلطة المتعلقة جرول فيلم في التآذب إستراتيجية تحليل. وعشرين وثلاثة ألفين عام. فينا، أنجيلينا
قسم الأذب الإنجليزي، كلية العلوم الإنسانية، جامعة الدولة الإسلامية مولانا مالك إبراهيم مالانج. أطروحة
أجوس إيكو كاهيونو، ماجستير. المشرف د

الكلمات المفتاحية: قانون الكلام، التفاعل، المعلم، الفيلم

تحلل هذه الدراسة استراتيجيات الأذب، تحليل الباحثة بتحليل الاختلافات في استراتيجيات الأذب التي استخدمتها
هناك هدفان لهذا البحث، أولهما معرفة استراتيجيات الأذب التي "Cruella" الشخصية الرئيسية في فيلم
، والثاني معرفة وظيفة استراتيجيات "Cruella" استخدمتها الشخصية الرئيسية في التحدث إلى محاورها في فيلم
تستخدم هذه الدراسة المنهج الوصفي النوعي. " Cruella " الأذب التي استخدمتها الشخصية الرئيسية في الفيلم
لأن البيانات المستخدمة تصف اللغة في شكل كلمات وجملة مرتبطة بشكل استراتيجيات الأذب الموجودة في لغة
الشخصية الرئيسية في التحدث. تم الحصول على مصادر البيانات لهذه الدراسة من جميع كلمات الشخصية
الرئيسية ومحاورها. ووجدت الباحثة استراتيجيات أذب إيجابية تضمنت ست استراتيجيات

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CHAPTER I

INTRODUCTION

This chapter addresses background of the study, research questions, scope and limitation, significance of the study and definition of key terms.

A. Background of Study

Nowadays, the importance of politeness as a very important phenomenon in human interaction (Zhang, 2017). This has significance because people often neglect politeness when communicating, and this can be seen in various movies. Therefore, politeness is considered as an important factor in creating comfort between speakers and listeners, as well as maintaining good social relations. Movies is one of the most popular media, so researcher interested in studying the politeness strategies used by the characters in the movie. However, the researcher only focuses on the politeness strategies used by the main character, with the aim of examining the main character's verbal expressions towards his interlocutor in the movies, this can convey something meaningful using politeness strategies found in pragmatics.

Politeness is a study of pragmatics that discusses the application of manners to avoid offending the interlocutor. One of the linguists in the field of pragmatics who discusses politeness is Brown and Levinson (1987) Politeness is a word we use to talk about a speaker's intention to threaten or save face of a hearer. We humans have the freedom of language, where the ethics of politeness are sometimes deliberately not used for specific purposes. Some researchers have widely used the Brown and Levinson(1987) theory to analyze politeness. This study takes the Cruella movie as the object because in the scenes and dialogue there are characteristics of politeness and can be explained further.

Cruella is a movie that shows the struggle to get acknowledged by other people. This movie tells about the struggle of a woman who fights for herself to get acknowledge. This movie can be analyzed linguistically because it contains elements of the main character's struggle in fighting for herself. In the pragmatic realm of this movie, the speech can be analyzed in the conversations carried out by the main character while fighting for her acknowledged. Cruella is a movie based on the character Cruella de Vil from the 1956 novel *Dodie Smith*, which is set in 1964 in England. Cruella is depicted as an incapable girl who is underestimated by her surroundings. This movie can be analyzed in terms of linguistics in the realm of politeness.

Several studies have discussed the topic of politeness related to the politeness of the main character in the film, such as Alfin Rosyidha et al. (2019), with the research title *Analysis of Politeness Principles in Kung Fu Panda 1*. This film uses a quantitative descriptive research method. The characters show that

maybe in the film using four strategies: off the record, bald on record, negative, and positive politeness. The expressions made in the film are evidence of violating four maxims, resulting in violation of these maxims. Furthermore, politeness is the subject of a 2020 study by Hidayatul Fitria, et al entitled *Politeness Strategies Reflected by Main Characters in the film "The Bridge to Terabithia"*. revealed that the main character uses various politeness techniques, including positive politeness, bald politeness, off-record, and negative politeness. Nadia Probosini also studied politeness techniques used by the main character in *"The Devil Wears Prada"* movie (2020). The research approach used in this study is qualitative. According to the study's findings, the movie's main character uses off-the-record politeness, positive and negative politeness, and bald on-record politeness. Naila (2016) also focuses on politeness strategies used by the main character. The findings of these three research by Alfin Rosyidha et al. (2019), Naila (2016), Hidayatul Fitri(2020), and Nadia Probosini (2020) include politeness strategies that evaluate of the main character in the movie. These strategies include both positive and negative politeness strategies, as well as bald on-record and off-record.

"Analysis of The Politeness Strategy Used in Mata Najwa Talk Show on Trans7," by Dwi Handayani Silitonga (2022) was conducted using a qualitative approach. The findings of this study demonstrate that hosts not only employ positive politeness strategies to communicate problems to visitors, but also employ negative politeness strategies to curtail the freedom of speech of disruptive visitors. Visitors also employ a lot of positive politeness strategies

because they want to persuade the audience. Ayu Meiratnasari et al (2019), used the qualitative research method for their study, "An examination of Politeness Strategies in Indonesian English Textbooks." This study's findings indicate that Indonesian students anticipate courteous interactions from their lecturers. Sorry, thanks, and please are considered to be more uplifting and appreciating words. positive and negative politeness strategies were compiled by Dwi Handayani Silitonga (2022) and Ayu Meiratnasari et al (2019).

Previous research has covered the topic of politeness strategies on multiple occasions. ElitaM et al(2019) paper is titled "Politeness Strategies in EFL Classroom Context: Avoiding Future Conflict and Maintaining the Harmony of Diversity." A qualitative approach is used in this research. In this conversation, the bald record strategy is most frequently employed. Asih Zunaidah ,(2020), with the title "Hedges, Politeness Strategies, and Power: A Case of Women Community Leader in Malang Regency" The researcher used qualitative research methods in this study. Harun Joko P, at al(2019) with the title "The Politeness Comments on The Indonesian President Jokowi Instagram Official Account Viewed From Politico Pragmatics and The Character Education Orientation in The Disruption Era." The researchers used a qualitative research method in this study. The findings of these three research by ElitaM et al(2019), Asih Zunaidah (2020), and Harun Joko P, et al(2019) showed that from various backgrounds employed four politeness techniques to communicate and avoid conflict.

The other researcher also examined characters in the movie through politeness strategy analyzed the Cruella movie, but researchers focused more on

impolite strategies, namely Meidina et al(2022) with the title "Impoliteness Strategies in Cruella Films: Pragmatic Studies." This study used a qualitative descriptive research method. The results of what the researchers did in this study were to analyze the types of impoliteness committed by characters in the Cruella movie. These journals prove that focuses on in-depth understanding of the research participants' points of view. findings of the study, there are five types of impoliteness strategies: bald on record, positive, negative, off-record, and withhold.

This present study focuses on analyzing politeness methods in speech and conversation, whether in real-life situations or movies, making it comparable to earlier research. The sorts of politeness techniques employed, as well as the variables that affect the speaker's usage of various types of politeness strategies, will be discovered and categorized by the previous research and this current study. There have been studies on the politeness of the language used in the "Cruella" movie.

The difference present study from previous politeness studies because the researcher focus on the main charater utterances on "Cruella" movie. Politeness is a field of applied pragmatics because politeness is one of the main functional units in any social and cultural communication context. Its use is essential for various reasons. This movie can be studied from the two aspects that the researcher wants, namely politeness. This topic is important to discuss because it is related to life in society. In this case, people who have high rights and authority tend to be free to do whatever they want without thinking about how they feel and the consequences,

as shown in the Cruella movie. In the Cruella movie displays more of the politeness between Cruella and her boss, who wields more power than she does. This research is intended to find the politeness function that characterizes how someone is struggling when they want to gain power.

B. Research Questions

Based on the abovementioned background of the study, the research questions are formulated as follows:

1. What kinds of politeness strategies are used by the main character in “Cruella” movie?
2. What is the function of the politeness strategy used by the main character in the "Cruella" movie?

C. Scope and Limitation

The utterances used by the lead character in the movie "Cruella" are examined in this study. This study focuses on pragmatics, namely how the main character interacts with her interlocutor through language. Because of this, the primary focus of this study will be the main character's speech in the movie, which is indicated by the employment of politeness techniques based on Brown and Levinson's concept. Researcher examined Cruella's primary character's use of politeness to be acknowledge and discovered how she did it through their investigation of politeness methods. The researcher applies Brown and Levinson's (1987) theory to determine the diplomatic techniques Cruella used to acquire influence.

Meanwhile, the present study is limited to analyzing the speech of the main character in the “Cruella” movie. Then, the researcher analyzes the utterances shown using the significant characters' politeness strategies. Finally, the researcher also differentiates the use of politeness strategies based on the type of strategy to find significant differences.

D. Significance of the Study

This research provides some practical significance. It will serve as a knowledge and research will contribute to expanding the understanding of practical meaning as a source of insight into primary language analysis, namely linguistics. The practical significance of the object that the researcher takes is the Cruella movie which depicts the struggle for power. This movie has a conversation in it, and there must also be an element of politeness in it. For readers, this research provides an understanding of how to know the politeness strategies used by the main character in the Cruella movie. Besides that, it can also help other researchers who are interested as a reference in analyzing and developing more about politeness strategies

E. Definition of Key Terms

To avoid ambiguity of terms used in the present study, here are the definition of the operational key terms:

1. Pragmatics is the study on how characters in “Cruella” movie and word choices of social situations influence one another.
2. Politeness strategies is an action that detects politeness during interactions and conversations between main character and others in “Cruella” movie.
3. “Cruella” movie is the movie that becomes the object of this present study telling the story of the main character's struggle to gain power so that her work can be appreciated.

CHAPTER II

LITERATURE REVIEW

This chapter reviews a selection of pertinent literature—theories of pragmatics, politeness, and the previous study of the researcher. The Brown and Levinson hypothesis of politeness strategies (1987) is applied in this present study. Some norms and values direct how individuals behave and speak in every community. A descriptive examination of the methods employed by the speakers to maintain their faces is provided by Brown and Levinson(1987) because this study evaluated the politeness strategy that takes place and the theory about politeness that the researcher does can answer the research issues.

A. Pragmatics

Pragmatics is the study of contextual meaning, where in interacting with other people, humans need to respect each other in order to interact well. In everyday life, everyone must be polite in interacting with others. Therefore, politeness is a unit that is considered in pragmatics. Here are some pragmatic meanings from a linguistic point of view. According to (Levison, 1983, p. 7), pragmatics begins with learning language from a functional point of view, namely an attempt to explain the structure of language regarding non-linguistic stresses and their causes. The definition and application of pragmatics, however, are identical to those of linguistic pragmatics. Functional approaches to language are

of interest to many different disciplines, including psycholinguistics and sociolinguistics.

As stated by Yule (1996), pragmatics is the field that studies contextual meaning. Instead of analyzing the meaning of the words themselves, it examines what people intend when they speak. The study of the speaker's relational meaning is known as pragmatics. We must interpret what is meant and how a speaker's linguistic choices influence what they say. This necessitates taking into account how the speaker structures their intended message.

In conclusion, pragmatics is a branch of linguistics concerned with hidden meanings. Yule (1996) and Levison, (1983) support this pragmatics theory, confirming that pragmatics focuses on conveying meaning through spoken words. Therefore, pragmatics and context are interrelated because the same word has many meanings.

B. Politeness

When interacting or conversing with people, politeness methods are spoken acts that demonstrate concern for others and reduce face threats. When interacting with others, people often use the concept of the face. The face is loaded with significance. It may express emotions like "I'm feeling sad" or "I'm feeling angry." According to Goffman (1993), when communicating with a large group of individuals, speakers employ faces as images that can be shown to Goffman. These faces include positive faces, negative faces, bald records, and off-record faces.

Researcher in this study emphasize Brown and Levinson's idea of polite strategy (1978). In accordance with the rules and guidelines outlined in Brown and Levinson's theory of politeness in society, there are certain ways that people should communicate and express themselves through their facial expressions. A descriptive analysis of the methods speakers employ to protect their respective faces is provided by Brown and Levinson.

The positive and negative aspects of others might be threatened by a variety of actions. Such actions are called face-threatening acts (FTAs). Actions that constitute a negative threat include requests, orders, warnings, and suggestions. Then, the positive face action that might appear is an expression of disapproval or criticism for the listener. It can be delivered directly, more politely, or indirectly.

C. Face Threatening Acts

Face-threatening action is one that puts the other person's face in danger and also raises the possibility that their positive face will turn negative. The concept of "face" was discussed by two researchers, namely Goffman (1955) and Brown and Levinson (1987). "Face" is related to self and also one's self-identity. There is also a "face-threatening act," which is very influential in speech act theory. Examples of FTAs that can threaten the speaker's positive face are actions that show that the speaker is guilty or unable to control himself, such as apologies, insults, and confessions. Meanwhile, FTAs that threaten the speaker's positive face are acts of the speaker's refusal to meet the speaker's positive face. Examples

of FTAs that threaten the positive face of the speaker are insults, accusations, complaints, challenges, disagreements, interruptions, and mentioning topics that are not worth mentioning.

The term face was first used by Goffman(1955) the idea of a face is also described as something that may be emotionally implanted, can be lost, preserved, or enhanced, and must always be taken into consideration in encounters. BrownandLevinson(1987) say that the face, the image of the public self which each member seeks to express for himself, includes interrelated elements.

1. Negative face

Negative face focuses on the self-image of the person who wants to be appreciated by allowing the speaker to act freely. Depending on the circumstances, one's actions may constitute a threat to their image (Yule, 1996). Negative face is associated with the desire of every society to be able to do everything without interference from the interlocutor. People with negative faces will always expect to be treated well because their right to do what they want is respected by others. The primary claim to territory, the protection of the person, is currently non-obtrusive-ie for the independence of movement and independence from coercion.

2. Positive face

The positive face is the values of the relationship between speaker and interlocutor, a persistently effective self-image or character, which is important, along with the choice to make the self-portrait liked and accepted by those with

whom it interacts. Thus according Goffman (1967), the face is a public image that was purposefully created to facilitate social interaction. Humans used face shields to facilitate social contact and to be polite in different social settings.

D. Politeness Strategies

Based on Brown and Levinson(1987) theory, there are four strategies as follows :

1. Positive Politeness Strategies

Positive politeness strategies are intended to improve the words to be spoken in order to reduce face threats. A speaker can use positive politeness to give the impression the speaker wants what the listener wants. Positive politeness was adopted to relieve the listener's positive faces and their desire to adore and appreciate the speaker as one of their close friends by downplaying status differences, it emphasized togetherness (Holmes, 1999). This strategy, for example, gives compliments to the other person and uses jokes, nicknames, and honorifics. Here is an example of positive politeness strategies, as follows:

- Notice his interests, and need: *You look busy. Can I do anything to help you?*
- Use solidarity in-group identity: *Hi Mate, can you come tonight?*
- Be optimistic: *Because we've been friends for a long time, we're besties, right? Take me to the airport, okay?*
- Exaggerating interest in the interlocutor: *That's the nice suit I've ever seen. Where did you get it?*

- Offer or promise: *If you buy me food, I'll buy you a drink.*
- Avoid disagreement: *Yes, it's a bit brown, not burnt, of course.*
- Joke: *Hey, do you want some? Because I don't want to give you.*

2. Negative Politeness Strategies

The desire to be left alone and free is caused by negative politeness, also known as respectful politeness, among participants in social activities. According to Brown and Levinson (1987), the phrase "negative politeness" refers to corrective actions that are focused on the other person's negative face, particularly their demand for freedom of action and attention. This tactic believes that when speakers connect with one another, it will be awkward and socially distant. This tactic's goal is to exert as little pressure as possible on the listener. Here is an example of negative politeness strategies, as follows:

- Being indirect, *Could you tell me where Patimura street is?*
- Hedges or questions *Could you give me that bag?*
- Be pessimistic. *If you have a little free time for me this afternoon, I'd like to talk about my work.*
- Apologize. *Sorry to bother you, but could you lend me a pen?*

3. Bald on Record

People who know each other well, such as family members or close groups of relatives, frequently use this type of method. According to Brown and Levinson (1978: 94), bald on record concurs with the assertion made in Grice's Maxims (1975), which claims that in order to

communicate effectively with others, one needs take into account the amount, quality, relevance, and style of speech. In other words, the speaker must be accurate and pertinent to the subject at hand. absurd on record tactics The speaker's strategy makes no attempt to reduce the impact of free trade agreements. During communication, the speaker frequently astounds, humiliates, or irritates the receiver. Here is an example of bald on-record strategies, as follows:

"Shut up!"

"Give me a pan."

4. Off Record

Off-the-record conversations frequently employ indirect language to create utterances that are more general or that are genuinely different from what is intended. Off-record, the technique enables speakers to have a single interpretation of their behavior, claim Brown and Levinson (1987). Off-the-record tactics are used to relieve some of the strain on others. In this instance, the speaker obliquely carries out an action that the audience might take to mean something else. Unrecorded speech frequently uses ambiguous language or makes references to speech that is more general or otherwise not what was intended.

Here is an example of Off record strategies, as follows:

- Give Hints *This class is quite hot*
- Give Clues *It's noisy here*
- Presuppose: *I washed the clothes again today*

– Understate: *She is friendl*

E. Maxim Of Politeness As a Function Of Politeness

In interaction, a language is a tool for communicating between humans. In general, they learn the language to be able to speak, and their goal is to express their feelings to others through language. When communicating to other people certainly requires politeness, the main function of politeness is to protect face. According to Leech (1983) there is a principle of politeness with conversational maxims. Leech (1983) lists 6 maxims namely tact, generosity, approbation, modesty, agreement, sympathy which are used to avoid threatening the other person's face.

The tact maxim is focus to minimise imposition and minimise benefit for others. Generosity maxim focus to maximize cost to self and minimize benefits for self. Agreement focus to minimize disagreement and maximize agreements. Approbation focus to minimize expressions which dispraise other and maximize expression which praise other. Modesty is focus to minimize expression of self-praise and maximize expression of self-dispraise. Sympathy maxim is focus minimized antypathy for other and maximized sympathy for others. Based onb Leech(1983) theory, there are 6 maxim as follows :

1. Tact Maxim

Perhapas the most important kind of politeness in speaking, tact maxim function to minimise imposition and minimise the benefits for others or the interlocutors. For example :

- 'could I interrupt you for a second ?'

- 'you have done an exceptional job on this project, and I'm truly impressed by your skills.'

2. Generosity maxim

The function of this maxim is maximise cost to self or minimise the benefits for self. For example :

- 'you relax and let me do the dishes'

- 'could I copy the website address ?'

3. Approbation maxim

The function of this maxim to minimise the expression which dispraise others and maximise expressions which praise others and avoiding disagreement. For example :

- 'the performance was great, it is different.'

4. Modesty maxim

The function is to minimize expression of self, and maximize expression of self dispraise. For example :

- 'please accept this small gift as prize of your achievement.'

5. Agreement maxim

In the agreement maxim, there is tendency to maximize agreement between self and other people and minimize disagreement. For example :

- 'yes, if you mean that, English is a difficult language to learn.'

6. Sympathy maxim

The sympathy maxim explains to minimize antipathy between self and other and maximize sympathy between self and other. For example :

- 'I'm terribly sorry to hear about your father. '

CHAPTER III

RESEARCH METHOD

This chapter explained the method the researcher used to obtain the data. Besides, the researcher could additionally provide an explanation for the strategies used to collect and examine the data.

A. Research Design

Descriptive qualitative methodology was used in this present study, where each data is asses by using the theory described in the theoretical basis. Qualitative method is a data collection method that is obtained using analytical techniques by examining problems, for example, from conversations, especially nouns (Creswell, 2017). This present study uses qualitative methods because researcher want to understand in depth a problem that occurs, and has been proved by pragmatism. Elements of the movie that can be viewed anywhere are used in the study above, so no field investigation is involved. In the process of this research, help was received by the researcher from other journals, books, and movies to find out how politeness is related to power.

A. Data and data sources

The data is the speech of the main character who talks to other characters in the “Cruella” movie. The source of every conversation between the main character and the interlocutor involved in “Cruella” movie. The data comes from

every utterance used by the main character in the “Cruella” movie. There are several previous studies that discuss the conversation. Usually, the conversations learned are everyday conversations and are often carried out by everyone. Therefore “Cruella” is a movie that tells the struggle of a talented and ambitious woman to gain power. Thus, the research data can be in expressions, words, utterances, sentences, or actions committed by the movie's main character.

B. Research instrument

Since it is a descriptive qualitative study, the key instrument is the researcher herself. The data is collected and analyzed independently by the researcher. The instrument in the present study is important because the research instrument function as a tool for collecting data. Present study is significant to examine the conversation between the main character and all the interlocutors. The advantage of understanding the power struggle that occurs in the main character, is provided by this study. To obtain the trustworthiness of the study, a triangulation is conducted to validate the data collected and analyzed. In this case, the help of previous researchers is required to validate whether the data collected and analyzed are on the right track.

C. Data Collection

The researcher watched the movie "Cruella", which is about fighting for power to get what it wants. Analyze the main character's conversation with the interlocutor using politeness strategies. Researcher collect data by using dialogue in

each of the main character's utterances. The movie is observed by researcher by observing existing conversations and obtaining a complete understanding. In addition, only the conversations of the main character in the "Cruella" movie are of concern to researcher, because the main character experiences a moment of power struggle where it is very interesting to analyze how the politeness strategy she uses when fighting for acknowledgment by other people..

D. Data Analysis

Descriptive qualitative approaches are employed by the researcher in this study to examine the politeness tactics of the main character in the "Cruella" movie and to obtain information for descriptive research, which aims to describe the findings of this study in more detail. The types of politeness that occur in a conversation are determined by the researcher by looking at the speaker's face or utterances in the movie, using the theory of Brown and Levinson (1987) and find the function using Leech (1983) theory. After collecting all the data, the researcher will analyze the information using a number of different steps.

The following steps are used in present study to collect the data. The first step is for the Cruella movie on the Disney Hotstar app to be watched by the researcher. Second, observed parts where the main character uses politeness strategies. Third, discovers what kinds of politeness strategies used by the main character speech by the researcher. Fourthly, it analyzes the data using Brown and Levinson's (1987) theory. Fifthly, looking for the function with Leech (1983) theory that Cruella uses when using the politeness strategy when she talks to her

interlocutor and the results are noted by the researcher and the politeness strategies.

CHAPTER IV

FINDINGS AND DISCUSSION

This chapter presents all the information containing analysis data and findings. The research findings taken from the "Cruella" movie are discussed. This section discusses the various findings and discussions in this present study. The content of the findings results from an analysis of the politeness strategy used by the main character and find the function in the "Cruella" movie, namely all the main character words to other characters.

A. Findings

In this section, the results of data analysis based on the main character's utterances, which contain politeness strategies and function, are presented by the researcher. The data sources used in this study are all the words of the main character of the movie "Cruella" to all the characters. The movie "Cruella" is a Disney Hotstar movie, and researchers found fifteen data related to politeness strategies. The data results from data analysis will be discussed as follows:

Datum 1



Time : 00:22:51 - 00:23:04

Characters : Cruella, the boss

Cruella : “ **Sir**, I just wanted to say, **I really am a dab hand with needle if Alterations could use anything.**”

Boss : “ Why are you talking and not cleaning?

Did you do all the bathrooms according to the regulations I gave you ? Soap, water, mop, bleach, polish ?

Cruella : I did.

Context of Datum 1 :

In this situation, Cruella finally starts her career. She works in a modern shop in London, and her friends give her this job because they know that Cruella is very talented in fashion design. However, as she comes to work and sees the tasks assigned to her, she realizes that this is not the part of the job she wanted. This marks the beginning of Cruella's struggle to gain power so others can see and appreciate her talent and work. Cruella keeps trying by offering her skills to her

boss, who acknowledges her talent for designing clothes. She carefully chooses her words to make her superiors appreciate her skill.

Analysis of Datum 1 :

In data 1, Cruella uses "Sir" which states social distance who also denotes a high position that only used for people in high positions. in a high position (maximizing others) also puts oneself in a low position or positive politeness. The use of the word "sir", will build distance between the speaker and the listener as an indicator of politeness and also Cruella's utterance, "**I really am a dab hand with a needle if Alterations could use anything,**" From these data, it is known that Cruella wants to show that she is capable of more than just being a cleaning service. The expression shown by Cruella is a positive politeness strategy. In this situation, Cruella's FTA is also in line with Brown and Levinson's (1987) theory, namely the situation of pretending to convey an FTA to someone in the hope that the target will see the FTA addressed to her. The function of politeness strategies that Cruella used is tact maxim, is to minimize the expression of beliefs which imply benefit to the interlocutor. Apart from telling her the skills she has, Cruella also offers help to her boss if she needs help at the store. The purpose of Cruella talking like that is so her boss is interested in her offer.

Cruella utterance's shows positive politeness with notice sub-strategies. Using a positive politeness strategy because as an employee she reduces the threat of face the listener will receive to protect the listener's reputation as much as possible. The function of Cruella doing politeness strategies is because she wants her boss to be able to respect her words and be able to see that she is talented,

because so far only her friends know that she is someone who has talent in the field of fashion design .

Datum 2



Time : 00:24:00 - 00:25:44

Characters : Cruella, Head Office

Cruella : “ Before you fire me, I have something to say.”

Head office : “ Clean my office, top to bottom. And, uh, when you come in tomorrow, try and remember to bring a brain. “

Cruella : “ That seems uncalled for. **I believe that lurking underneath that starchy, half-size-too-small, bum-clencher of a suit lies and kind man who wants to give a brilliant kid another shot.** “

Head office : “ Clean, now!”

Context of Datum 2 :

This situation explains that Cruella is a cleaning service in a modern shop. One time she enters the store through the front door because she is locked at the back door, which is her doorway. Because she has a flair for fashion design, she finds the store's clothing displays very boring, and she feels the store should involve her in putting together the clothing store displays to make them look less

depressing. Because the cleaning service is not allowed to enter the shop through the front door, she is summoned by her boss for violating the rules in his office. In the situation where her boss is reprimanding her for her mistake, Cruella is still trying to tell the boss what skills she has.

Analysis of Datum 2 :

In the second dialogue, Cruella's utterance, **“I believe that lurking underneath that starchy, half-size-too-small, bum-clencher of a suit lies and kind man who wants to give a brilliant kid another shot.”** is analyzed as a positive politeness strategy and the function of politeness strategies that Cruella used is generosity maxim, is to minimize benefits for herself. What Cruella said in the dialogue was seen in a situation where Cruella complimented her boss with a smiling face to get sympathy from her boss. Uses positive politeness strategies because as an employee she reduces the face threats her boss will receive in order to protect the listener's reputation as much as possible. Maid with notice sub-strategies because she intends to tell her boss the goodness that lies within him will provide an opportunity for Cruella to show off her design work.

Datum 3



Time : 00:40:40 - 00:41:04

Characters : Cruella, Baroness

Cruella : “Your neclace.”

Baroness : “Oh. Family heirloom. Funny story, actually. An employee once stole it.

Cruella : “**No she did not.** Sorry slight tone delivery problem. I meant.. “No. She did nottt.” Did she work for you?”

Baroness : “Mmm. Once. Years before. She stole this, was stupid enough to come back.”

Context Datum 3 :

In this situation Cruella already has the attention of the Baroness, the Baroness treats Cruella like this because she feels that Cruella is talented in fashion design. That is what Cruella has always wanted, namely that her work to be appreciated by others. Baroness finally sees Cruella's work, and she is one of the fashion designers Cruella idolizes. Baroness is in awe of her and hires Cruella at her boutique. Baroness is interested in Cruella, so she takes Cruella wherever she goes to ask her opinion, for example about the clothes she wears. Every day Cruella goes wherever the Baroness goes and while working, Cruella notices the

necklace the Baroness is wearing. The necklace catches Cruella's attention because it looks so much like Cruella's, which she lost at the dance on the day of her mother's death. Because she was too curious, Cruella asked the Baroness about the necklace.

Analysis Datum 3

In this third conversation, Cruella's utterance "**No she did not**" contains a bald on-record strategy that raises questions in her speech. The function of politeness strategies Cruella used is approbation maxim, to minimize dispraise of others and maximize praise of others. In this utterance, Cruella tries to avoid saying unpleasant things about her mother and shows a type of bald on-record politeness strategy with imperative form sub-strategies. She was using bald on-record because the utterance is direct communication between the speaker and listener, who are already familiar. Using the imperative form sub-strategy because, in Cruella's words, she was refuting what the Baroness said as if what the Baroness said was not true. Cruella was surprised by the Baroness' statement about her necklace. Cruella thought the Baroness was talking about her mother, so she was surprised and expressed that statement.

Datum 4

Time: 00:46:00 - 00:46:21

Characters : Cruella, Jasper, Horace

Jasper : “Well, maybe.. Maybe you don’t need the necklace.

Horace : “ Maybe.. Mate, come on! It’s the angle. “

Jasper : “It’s just a necklace.”

Cruella : “***I want it back!***”

Horace : “ She’s the boss.”

Context of Datum 4 :

During this conversation, Cruella finally finds out that the necklace the Baroness is wearing is her mother's. After hearing the Baroness' story, Cruella is sure that it is her mother's necklace that she lost when she came to the party. Cruella feels that she has to get her mother's necklace from the Baroness. Cruella is at home with Jasper and Horace. She tells this to her friends, and she is very sure that it is her mother's necklace.

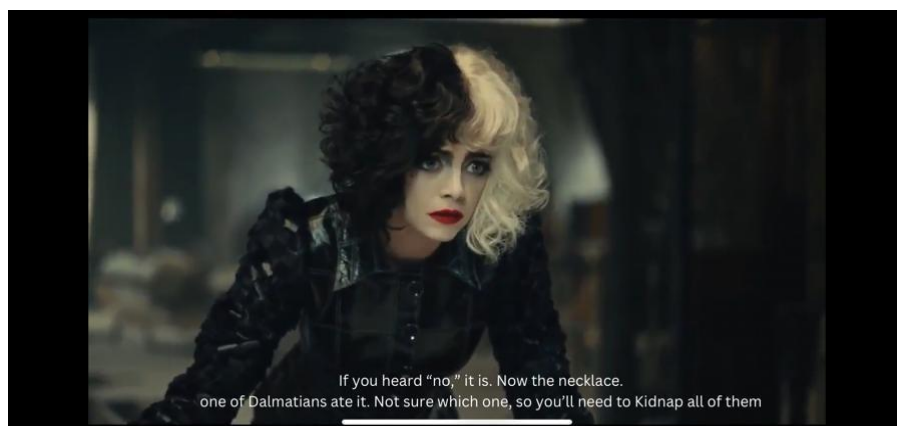
Cruella finally devises a strategy with her friends to get the necklace back. Suddenly her friend thinks that this plan will not work and it is just a necklace, which none of her friends needs either. Jasper thinks that the Baroness is not a

match for Cruella. The Baroness has very strict guards, and she is one of the people who has power at that time because she is a quite successful designer.

Analysis of Datum 4 :

In this dialogue, Cruella's utterance "**I want it back**" when Jasper says it is just a necklace. Cruella's answer to Jasper is analyzed using the bald on-record with warning sub-strategies with function of politeness strategies Cruella used is tact maxim because the sentence adheres to the tact maxim by being straightforward and direct in expressing the speaker's desire to have something returned. Cruella uses the bald record type because it is direct communication with candor and clarity. Cruella's words at the beginning were a warning sub-strategies that she must get her necklace back from the Baroness. Cruella uses this strategy to order her friends to join her plan to get her mother's necklace which belongs to the Baroness. Cruella really wants to get the necklace, so she gets annoyed when Jasper says that. So Cruella spontaneously shouted and said in an angry tone.

Datum 5



Times : 00:59:06 - 00:59:45

Characters : Cruella, Jasper, Horace

Cruella : “So let’s begin.”

Jasper : “You’re not gonna kill her, are ya?”

Cruella : “It’s not part of the current plan, but we might need to adapt.”

Jasper : “So, that’s no?”

Cruella : “ **If you heard a “no,” it is. Now the necklace. One of Dalmatians ate it. Not sure which one, so you’ll need to kidnap all of them.** ”

Context of Datum 5 :

The situation at the time of this conversation, Cruella is talking with her friends, namely Jasper and Horace. The plan to take the necklace fails because when Cruella wants to take the necklace, the necklace is eaten by the Baroness' dog. The Baroness has three dogs of the same color and shape. Cruella sticks to her plan of wanting her necklace back. Cruella orders her friends to kidnap the Baroness' dogs because she does not know which dog ate her collar. She plans to kidnap Baroness's dogs.

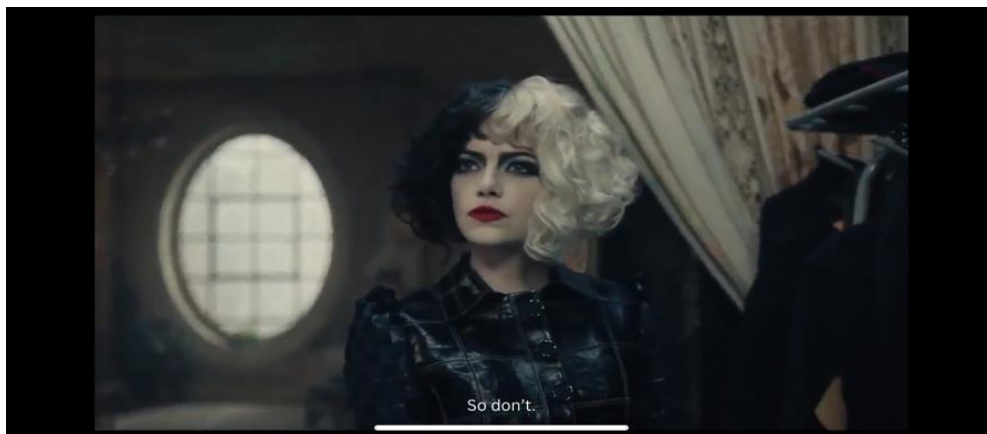
Analysis of Datum 5 :

In data 5, Cruella said, “ **If you heard a “no,” it is. Now the necklace. One of Dalmatians ate it. Not sure which one, so you will need to kidnap all of them**” is a negative politeness strategy with function sentence adheres to the tact maxim by providing information about the situation (the necklace being eaten) and suggesting a solution (kidnapping all of the Dalmatians). Cruella's speech shows a type of negative politeness Cruella's speech means free action. To which the more face-threatening actions were met, her need for freedom of movement. Minimizing the imposition is used by Cruella to control her behavior and speech

towards her friends because she knows that she is working on a plot against the Baroness. So, she doesn't want to be disturbed and needs time to be alone and focus on her work. So, she does not want her decision to be interfered with and wants her friends to obey without contradicting her wishes, because she feels that her decision is the best and can solve the problem.

The strategy used by Cruella was a form of command that made Jasper as a listener feel like he was being ordered by Cruella. Cruella is sure of her resolve to get her necklace back with the help of her friends Jasper and Horace. The function of Cruella using these politeness strategies is that Cruella wants Jasper not to disturb her. Cruella will stick to her stance and doesn't want her plans to be canceled by Jasper.

Datum 6



Time : 01:03:00 - 01:04:08

Characters : Horace, Cruella, Jasper

Horace : “Dogs are very aggressive.”

Cruella : “Well, you have to walk them, feed them. Get that necklace out.”

Horace : “Yeah, well, can’t you walk ‘em as well? There’s no “I” in team.”

Cruella : “Well, there is an “I” in imbecile. Go!”

Jasper : “Hey! No, no, no, you can’t talk to us like that. We’re helping you here. “

Cruella : “**So don’t.**”

Context of Datum 6 :

At the time of this conversation, Cruella is talking with Horace and Jasper. In this situation, Cruella asks her friends to retrieve the necklace that was eaten by the Baroness' dog. Cruella asks her friends to take the dogs for a walk so that the swallowed collars can pass through quickly. All Cruella is thinking about is how to quickly get her necklace back, without dwelling too much on the solution. She instructs her friends to do whatever it takes to retrieve the necklace for her as soon as possible.

Analysis of Datum 6 :

In data 6, Cruella's utterance of "**So don't**" is a type of bald-on record politeness strategy. Cruella's utterance shows a type of bald on-record politeness strategy with imperative form sub-strategies with function sentence adheres to the tact maxim by directly and clearly expressing the speaker's preference for not receiving help. She was using bald on-record because the utterance is direct communication between the speaker and listener, who are already familiar. Using the imperative form sub-strategies because, in Cruella's words, she gives orders to her friend. This incident made Jasper and Horace very surprised, and began to feel disappointed at Cruella's words and actions. Cruella used this strategy does not think of her friends as a team, so she dares to order and use firm sentences with her friends.

Datum 7



Time : 01:04:10 - 01:04:38

Characters : Horace, Jasper, Cruella

Horace : “Come on, dog. Regent’s Park it is.”

Jasper : “ You could be more polite is all.”

Cruella : “ **I don’t have time. I have to go to work. Im designer now.**”

Jasper : “ seriously? “

Context of Datum 7 :

In this context, the situation is that Cruella is talking to her friends Jasper and Horace. Cruella asks her friends to walk her dog. Jasper doesn't accept it because Cruella can only give orders without carrying them out herself. Now that Cruella is a fashion designer, she feels she doesn't have time to look after the Baroness' dogs but is busy designing clothes. Cruella refuses to remove the collars from the Baroness' dogs by walking them, preferring instead to send her friends instead.

Analysis of Datum 7 :

In data 7, Cruella's utterance “ **I don’t have time. I have to go to work. Im designer now**” is a type o negative politeness strategy. Cruella's utterance

shows a type of negative politeness strategy with minimizing the imposition of sub-strategies. The function the sentence "I don't have time. I have to go to work. I'm a designer now." adheres to the tact maxim and provides a reason for the speaker's unavailability, it does not explicitly address all the maxim. It could be perceived as lacking certain politeness markers or strategies, particularly in terms of considering the listener's perspective or expressing empathy. The negative politeness referred to in Cruella means that she freedom of action Which, she need for freedom in moving without orders and threatens the face of his listeners more. Cruella's strategy to show that she doesn't want to be ordered because she is busy gaining power.

The strategy used by Cruella is done to show the power that Cruella has, aimed at people to protect themselves. As a person who feels that he has changed and become a heroic figure. She wants to show his strength to gain power, and she wants to use this power so that her work, which she thinks is very good, can be seen by others. Cruella did it so that her friends would understand that she would never do anything outside of fashion design.

Datum 8



Time : 01:13:32 - 01:13:40

Characters : Baroness, Cruella

Baroness : “ where’s the beading for the dress ?”

Cruella : “ **Ordered. Just waiting on this idiot delivery man.** “

Context of Datum 8 :

In this situation, Cruella is talking to the Baroness. Cruella's work is being preferred by the Baroness over the other designers. Cruella feels proud of herself and feels her presence is starting to show. She also has the courage to show off her talent and does not want to waste this opportunity in order to have the power so that her work can be recognized and appreciated by others. Cruella starts behaving like the Baroness who likes to use harsh words. Cruella feels that she has become the Baroness' favorite, so she starts saying whatever she wants without thinking about her surroundings.

Analysis of datum 8 :

In data 8, Cruella's utterance **“Ordered. Just waiting on this idiot delivery man.”** in this conversation, Cruella uses a *positive politeness* strategy. Cruella's utterances show positive politeness with notice sub-strategies with function aims to accomplish the speaker's purpose for the audience, the sentence "Ordered. Just waiting on this idiot delivery man." does not align with several maxims in Leech's(1983) politeness theory. It includes derogatory language and lacks politeness markers, indicating a lack of consideration for the feelings of the delivery man and potentially violating the politeness principle. Using a positive politeness strategy because, as a Baroness employee who likes to say cruel things to someone and these words significantly reduce the threat of face to listeners, and Cruella confirms that her order is on its way. Cruella carried out this strategy while talking to the Baroness. The Baroness is Cruella's cruel boss, she likes to use sarcastic words when talking to other people, especially with Cruella. So when Cruella answered her question with impolite words, the Baroness was even proud because Cruella had begun to understand her character and dared to use her current strength. Cruella felt that when she said that she looked strong, and she dared to say that because Cruella's work was already appreciated by the Baroness.

Datum 9

Time : 01:20:40 - 01:21:08

Characters : Cruella, Jasper

Cruella : “ **They really would make fabulous coats.**”

Jasper : “ The dog ?”

Cruella : “ (chuckling wickedly) I’m joking. You know what I miss? The Jasper who had a sense of humor.”

Jasper : “ Right. You know, we’ve all had bad things happen to us. Me, him, you. But we’ve always been there for each other.”

Context of Datum 9 :

Cruella is now a designer who is gaining fame. Her work makes people admire her, and she is very satisfied with it. Cruella is talking to Jasper, and she says that the Baroness's dogs would make good coats. Currently, the situation at home is very tense, and Cruella intends to lighten the mood by saying that. Jasper feels that Cruella has changed now, and she is no longer the friend she used to be. Cruella really likes to order her friends with harsh words. Jasper feels that Cruella

no longer respects him and Horace, so he thinks Cruella's words are serious, not joking.

Analysis of Datum 9 :

In data 9, Cruella's utterance “ **They really would make fabulous coats**” is types of off-record politeness strategy with using a purposeful ambiguity sub-strategies with function approbation maxim by stating that the coats would be fabulous, the speaker offers approval or praise for the potential quality of the coats. This aligns with the approbation maxim, as the speaker is expressing positive regard for the subject. Cruella's words contain indirect elements so that the words don't look to the point in the meaning of those words. Cruella also seemed to say this calmly even though she knew that it would obviously be rejected by her friend, Jasper. Cruella engages Jasper with the intention of making a coat out of the Baroness' dog they have kidnapped. With words like that Jasper was very surprised, and in fact Cruella added that he was only joking. Because Cruella has now changed and is brave because she wants to show her power, Jasper easily believes in Cruella's words.

Cruella did this strategy because Cruella has now changed, she feels she has power among her friends. She feels she has been seen by many people, because of that now she is more free and has the courage to speak without thinking about other people, especially with her friends. Besides that, Jasper is a good friend so he wants to obey and help Cruella fulfill her wish. But in this situation Cruella just wanted to joke with her friend but because of the distance

between Cruella and her friend, Cruella's words were taken seriously that she would kill the Baroness' dog.

Datum 10



Time : 01:21:20-01:21:50

Characters : Cruella, Jasper, Horace

Cruella : “ That’s all I’m asking. Is it so hard to back me up?”

Jesper : “ No. Not Estella, that’s easy, but to help Cruella, it’s a nightmare.

Horace : “ And there’s that under statement thing you do. “

Cruella : “ **Cruella gets things done. Estella does not. And I have things to do. So if you’re done chatting. And by “if,” I mean you are. “**

Context of Datum 10 :

In this situation, Cruella is talking to Jasper. In this situation, Jasper expresses his feelings to Cruella, saying that it is very difficult to face the current Cruella compared to the old Cruella. The current Cruella is very bossy and comes up with unreasonable plans. Because of her success in designing, Cruella no longer respects her friends who accompany her when she is in trouble. When

Jasper expresses his feelings, Cruella instead tells Jasper to go and finish their conversation.

Analysis of Datum 10 :

In data 10, Cruella's utterance “ **Cruella gets things done. Estella does not. And I have things to do. So if you’re done chatting. And by “if,” I mean you are.** “ is type of negative politeness strategy with minimizing the imposition of sub-strategies with function modesty maxime, the speaker asserts their own priorities and tasks, implying that they have important things to do. However, the use of the phrase "And by 'if,' I mean you are" can be seen as violating the modesty maxim. Which, addressed with more face-threatening actions, her need for freedom of movement. Minimizing the imposition is used by Cruella to control her behavior and speech to her friend because she knows that she is not in good condition. Cruella did this, because she knew that she couldn't be bothered and the words she uttered would hurt her friend and she needed some time alone.

The words spoken by Cruella ended their conversation, Jasper chose not to answer and left Cruella. It can be seen from Jasper's response that he looks disappointed in Cruella, as his friend he only reminds and worries about Cruella. Jasper is afraid that Cruella will cross the line when using her powers. The power exercised by Cruella is intended to protect herself, because her behavior only benefits her. This power is used by Cruella so that her friends will obey her words and want to follow her plans which sometimes don't make sense. Jasper and Horace try and always understand Cruella's wishes because indeed they will always help each other.

Datum 11

Time: 01:42:05-01:43:00

Characters : Jasper, Horace, Cruella

Cruella : “ Jasper! We’re in a kill or be killed situation here.”

Jasper : “ Yeah, and she’s a homicidal maniac, and you’re not.”

Cruella : (SCOFFS)” **Well, we don’t know that yet. I’m still young.**”

Jasper : “ It’s funny. Or it would be, if I knew you were being funny.”

Horace : “ No. Not funny.”

Context of Datum 11 :

In this situation, Cruella is talking to Jasper and Horace. Cruella learns a shocking thing: it turns out that Cruella is the biological daughter of the Baroness. Her dead mother, as it turns out, was her only foster mother. Cruella tells this to her friends, and it is revealed that the person who killed her foster mother was her biological mother, the Baroness. Cruella is planning to take revenge on the Baroness, but Jasper refuses out of fear that Cruella will kill her. Jasper is worried that Cruella might kill him, but Cruella instead taunts Jasper, saying that he doesn't know whether she will kill the Baroness or not.

Analysis of Datum 11 :

In data 11, Cruella's utterance “ **Well, we don't know that yet. I'm still young**” is a type of off-record strategy with displacement H sub-strategies. Using an off-record strategy with function tact maxim, definitifhe speaker uses the phrase "we don't know that yet" to express uncertainty or lack of knowledge, which can be seen as a tactful way of addressing a potentially sensitive topic. By acknowledging the uncertainty, the speaker avoids making definitive or potentially offensive statements.. Then, using the displacement H sub-strategies, it was proven that Cruella accidentally berbicara seperti itu, but she said she just joke. According to Brown and Levinson (1987), displacement H is a state of pretending to convey FTA to someone hoping the target sees the FTA addressed to him This strategy is aimed without mentioning what she wants, but the listener will conclude for himself about the speaker's intention.

Cruella explains to Horace and Jasper the fact that she is the Baroness' biological child and she will still want to take revenge on the Baroness for killing the mother who raised her. Horace and Jasper also try to divert Cruella's plan but she will continue her revenge on the Baroness until she says that she will kill the Baroness. The Baroness is a person who killed the mother who raised her, so after she heard that she was the biological child of the Baroness, she had more power to take revenge on her biological mother, the Baroness, who was very cruel. So, whatever Horace and Jasper say will not change Cruella's plan to get revenge on the Baroness.

Datum 12



Time : 01:43:24-01:44:05

Characters : Cruella, Horace, Jasper

Cruella : “ She will find me, Jasper. You know she will. We have to stop her.

I went a bit mad. I’m sorry, you’re my family. You’re all I have.

Jasper : “ she used the family card.”

Horace : “ Yeah, she did. It’s working.”

Context of Datum 12 :

In this situation, Cruella is talking with Horace and Jasper at the residence of the Baroness' maid, who helps Cruella when she is set on fire by the Baroness. It is also the Baroness' maid who tells Cruella that she is the biological child of the Baroness. Cruella is planning to get revenge on the Baroness and invites her friends. Jasper and Horace immediately refuse and want to leave Cruella. Cruella persuades her friends and finally manages to attract the attention of Jasper and Horace. Finally, Cruella says that Jasper and Horace are the only family she has. At that moment, Horace and Jasper both melt at Cruella's words. Horace and Jasper finally agree to follow the revenge plan that Cruella has prepared for the Baroness.

Analysis of Datum 12 :

In data 12, Cruella's utterance **"I went a bit mad. I'm sorry, you're my family. You're all I have."** it is type of positive politeness strategy with be optimistic sub-strategy with function maxim of approbation, the speaker says, "I'm sorry, you're my family. You're all I have." By expressing remorse and emphasizing the importance of family, the speaker is minimizing any disapproval or criticism of their utterances. The strategy used by Cruella was a warm form of greeting, which made Jasper and Horace the listeners happy and smiled when they heard those words leave Cruella's mouth. This is a reduced form of FTA that listeners will receive. Cruella did this strategy so that her friends would help her for her personal interests.

Cruella uses her powers to dare to attend the Baroness' party, which she is not invited to. Cruella also ventured to meet the Baroness who killed her mother, and it was there that Cruella would gain power for herself. The Baroness does not know that Cruella is still alive and is saved by the Baroness' maid who explains that Cruella is the Baroness' biological child. Even though the Baroness has far greater strength than Cruella, she still dares to fight the Baroness. Cruella feels that the power that is in her has gone out and she dares to fight the Baroness.

Datum 13

Time : 01:44:00-01:45:05

Characters : Artie, Cruella

Cruella : “ Now, Artie, I have a plan.”

Artie : “ Of course you do. “

Cruella : “ **And you’re going to help me with it.**

Artie : “ Mmm. What do I get?”

Cruella : “ A night of fabulousness and mayhem and possible death.”

Context of Datum 13 :

In this situation, Cruella is talking to Artie. Cruella comes to the shop where Artie works. Artie is a friend who helps Cruella and her friends in Cruella's plans to get the Baroness' necklace back. Artie thinks Cruella is dead because she was burned by the Baroness, so he is surprised by Cruella's arrival. Cruella asks Artie to help her with the revenge plan against the Baroness. Cruella does not sound like asking for help but rather ordering Artie.

Analysis of Datum 13 :

In data 13, Cruella's utterances of **"And you're going to help me with it."** is a type of bald on-record politeness strategy with imperative form sub-strategies with function tact maxim, this maxim suggests mini/mizing potential offense or imposition on others. The sentence does not appear to prioritize tact as it does not explicitly address the potential impact on the other person. She was using bald on-record because the utterance is direct communication between the speaker and listener, who are already familiar. Using the imperative form sub-strategies because, Cruella's words were a form of direct communication by ordering her friend Artie to help her carry out her revenge plan for the Baroness. It can be said that Bald is on-record because Cruella and Artie are close friends.

Artie is one of Cruella's friends who helps her in her plans to gain power. She helps Cruella on her previous plans in designing clothes because Artie is fashion savvy and owns a clothing boutique. Cruella asks Artie to join her in her revenge plan, Artie is hesitant at first because Cruella failed the first plan, but with the current plan Cruella looks more convinced. Cruella's orders were her way of getting help in her plan.

Cruella will fight Baroness whose power is very far from the power she has, so she needs a team so she can carry out her plan. The power that Cruella uses is used to fulfill needs, desires, and to smooth her plans for revenge and to gain power. As a good friend, Artie can't refuse Cruella's wish and goes along with her plan.

Datum 14

Time : 00.30.38 – 00.30.55

Characters : Cruella, Jasper

Cruella : “ She like my window Jasper. She liked my window.”

Jasper : “ Happy for you.”

Cruella : “ **So, all thanks to you.**”

Context of datum 14:

At this situation, Cruella expressed her gratitude because the Baroness she idolized liked her window which she accidentally made. The Baroness liked her work so much that she was immediately accepted into the Baroness design team, so she said politeness to Jasper. Cruella feels that without the help of her friends, Cruella would not be at that point. Cruella conveys her gratitude to Jasper..

Analysis of datum 14 :

In data , Cruella’s utterance “ **so, all thanks to you.** “ Cruella's utterances show positive politeness with notice sub-strategies. The function is approbation

maxim in Leech's theory focuses on seeking agreement, approval, or praise from others. This maxim involves expressing gratitude, acknowledging the other person's contribution. The sentence "so all thanks to you" aligns with this maxim by expressing appreciation and attributing the success or positive outcome to the person being addressed. Using a positive politeness strategy because, as a friend, she reduces the face threat that listeners will receive to protect the listener's reputation as much as possible. Friend with notice sub-strategies because she intends to notify her friend about her good feelings. At that sentence, Cruella used the politeness strategy to express how grateful she was that day for having a friend like Jasper. The strategy Cruella uses is to show her gratitude to Jasper. Cruella aim to reduce the threat of face that Jasper will receive with notice sub-strategies, namely thanking Jasper for helping her.

Datum 15



Times : 00.34.55 – 00.35.06

Characters : Cruella, Artie

Cruella : “ **wow you look incredible.** “

Artie : “ Ah I hear all day. I guess it is true.”

Context of datum 15

In this situation Cruella enters a boutique which she finds very interesting, and there she meets Artie who is a shopkeeper whose style is very cool according to Cruella. Cruella greeted and also introduced who she was. Artie is also interested in Cruella's conversation, that is, he understands design.

Analysis of datum 15

In data 15, Cruella utterance “**wow you look incredible.** “ is a type positive politeness with notice sub-strategies. Using a positive politeness strategy because, as a friend, she reduces the face threat that listeners will receive to protect the listener's reputation as much as possible. Friend with notice sub-strategies because she intends to notify her new friend good impression with he. It can be called a positive politeness strategy because Cruella here praises her interlocutor in order to avoid her interlocutor's FTA, this strategy also uses a positif face so that the interlocutor can immediately understand what Cruella says.

The words spoken by Cruella function is approbation maxim, the sentence aligns with the approbation maxim by expressing approval and positive evaluation of the person's appearance. It conveys a compliment and aims to make the person feel good about themselves. Artie also likes Cruella's speaking style which suits her. So that the positive politeness uttered by Cruella was well received by Artie, namely the interlocutor.

A. Discussion

The Discussion section is the part where the researcher provide answers to the research questions that have been made. The first research question is, "What kinds of politeness strategies are used by the main character in "Cruella" movie to show power struggle?" The second question is, " What is the function of the politeness strategy used by the main character in the "Cruella" movie? " Four types of politeness strategies are used in this movie: bald politeness, positive politeness, negative politeness, and off the record. From these two questions, the researcher uses the theory of Brown and Levinson (1987) to assist researchers in analyzing politeness strategies in the speech of the main character in the Cruella movie and to find out the politeness function used by Cruella, the researcher uses Ye's theory (2006: 36), the speech function is an action or appearance performed by a language user, such as asking, ordering, and answering to fulfill the meaning of the utterance. speaker and listener.

Based on the analysis carried out in the findings sub-chapter, the authors found the data as a whole. The results of the data analysis of politeness strategies that are connected to power can be seen in the table below:

No.	Type of Politeness strategies	Amount Number
1	Positive strategy	4
2	Negative strategy	3
3	Bald on-record strategy	4
4	Off-record strategy	2
	Total	13

From the table above, researcher can conclude that there are many types of politeness strategies in “Cruella” movie. This research can answer the questions that researcher make with the help of Brown and Levinson's theory (1987). From the data above, there are four politeness strategies used by Cruella when talking to other characters in Cruella's film. This section answered the research questions that the researchers made. Namely, the strategies used are positive strategies, negative strategies, bald on-record strategies, and off-record strategies. The politeness strategy that Cruella uses when she is chasing to regain strength. She needs strength so that she can be acknowledge by others.

There are functions using Leech(1983) theory when the main character uses politeness strategies when speaking to the interlocutors, namely six function tact maxim, one generosity maxim, five approbation maxim and one modesty maxim. From the data above, it can be seen that the Tact maxim function is a function that often appears in the politeness strategy function used by the main character . This function is analyzed after the researcher analyzes the politeness strategy used by the main character in the "Cruella" movie. Here the function Cruella used in dialog:

1. *The function of Cruella's utterances obey the tact maxim*

one of the functions of the politeness strategy used by Cruella in speaking to her interlocutors, tact maxim is used to maximize the benefits for others, the speaker uses indirect speech to be more polite, implies and has benefits for the listener.

2. *The function of Cruella's utterances obey the generosity maxim,*

This maxim serves to minimize self-benefit, the benefit of the politeness maxim strategy used by Cruella is that she is concerned with defending her mother who is clearly defending others rather than defending herself.

3. *The function of Cruella's utterances obey the approbation maxim,*

this maxim requires minimizing other people's displeasure and maximizing praise for others, this function is used by Cruella when talking to other people, especially when talking to her boss.

4. *The function of Cruella's utterances obey the modesty maxim*

in this function, Cruella must minimize self-praise and maximize self-praise.

5. *The function of Cruella's utterances obey the agreement maxim*

In this function it tends to be the speaker's agreement with the interlocutor, but it is not seen in the politeness function of the strategy used by Cruella when talking to her interlocutor in this movie.

6. *The function of Cruella's utterances obey the sympathy maxim*

In this function maximize sympathy to interlocutor, if the interlocutor experiences a disaster the speaker must give sympathy or condolences. This utterance was made to show solidarity between speakers, but maxim sympathy was not found in the politeness function of the strategy used by Cruella when speaking to her interlocutors.

There are six types of positive politeness used by Cruella according to the theory of Brown and Levinson (1987). As many as six times, it shows that Cruella, the main character, shows that she likes to call her interlocutor by exaggerating good and unique facts, namely calls to avoid facing threats. The use of this strategy is also used by Cruella to show that she wants to be close and wants to behave well with her listeners. Cruella does not hesitate to compliment her interlocutors so that she can be appreciated by others and wants to feel close to her listeners.

Three types of negative politeness strategies were found in the negative strategy by the researcher. Cruella's many uses of negative strategies show that most of the speaker's utterances refer to the interlocutor not getting involved in his interests. Moreover, this movie tells the story of Cruella, who struggles to get power, so the speaker or main character will face or talk to many people and start to show the power in her.

In the bald on-record strategy, the researcher found four bald on-record strategies. This strategy is used by the main character to show his power so that he can speak directly to the audience. There are many direct expressions made by the main character in this film because the main actor feels that there is a difference in rank between the speaker and the listener so that the speaker will feel free to speak

without thinking about whether his words will offend the listener or not. The main character uses this strategy because he feels close to her interlocutors.

In the off-record strategy, the researcher found two strategies in the main character's speech to the interlocutor. This strategy shows that the main character speaks to his interlocutor using indirect communication. The use of this strategy is aimed without mentioning what the main character wants, but the listener will conclude for himself about the speaker's intention. This strategy is used for indirect communication. The main character's words occurred in indirect communication, not frankly, because she needed to mention her wishes directly.

Cruella uses politeness when having conversations with her friends, Cruella often uses sentences that are not too polite because she feels the same age, and Cruella feels close to her friends. However, for her boss, Cruella keeps what she says so that she can successfully fight for her power, so that her work can be appreciated. So her friends help Cruella in a power struggle for herself.

Cruella movie itself is a comedy crime movie that tells the story of the struggle of a little girl who was never appreciated by others as a child so. That when she grew up, she decided to gain power so that others could respect her and also so that her work could be seen by others. According to Brown and Levinson (1987), all politeness strategies are found in the main character's utterances. Researchers managed to find 15 types of strategies used by the main character.

The researcher found several functions in determining the types of politeness strategies used by the main character in the film Cruella. The function found is the function of the main character utterances in using the politeness

strategy. For example, is when the main character and the interlocutor have a power distance or status if they have been friends for a long time. As is the case in this study, because the conversation takes place while Cruella is talking to her boss, she shows respect and courtesy to her boss. By analyzing this, researcher can better understand the benefits of someone using politeness strategies when speaking to the other person.

Based on these results there are differences with previous studies conducted by Alfin Rosyida et al (2019), Hidayatul Fitria (2020), Nadia Probosini (2020), Naila (2016), the results of their research show that there are four politeness strategies used by the main character when in conversations with other person. In addition, Dwi Handayani (2022), Ayu Meiratnasari (2019) discuss the positive and negative politeness used on communication s in talk shows. In addition, ElitaM et al (2019), Asih Zunaidah (2020), and Harun Joko et al (2019) discuss employed four politeness strategies to communicate and avoid conflict. Meidina et al (2022) discussed the use of impoliteness strategies by all characters in movie. That way, from previous studies it can be seen that this research has difference and similarities in results, namely the difference is that this research after looking for the politeness strategy used by the main character is looking for the function of politeness used, for the similarity is that they both have a movie as an object and analyze the politeness of strategies in someone's utterances.

The researcher's benefits of the research study are to continue previous research and add academic strength to the analysis of politeness strategies. The researcher also uses the latest movie, where this movie has not previously been

analyzed regarding politeness strategy. There are also benefits from this research: readers can increase their insight into the science of politeness strategies used by the main character in the film "Cruella" in talking to other characters. Then the results of the research can be used as a tool or provide innovation for further research so that there is an idea of what function of politeness strategy in conversation. This study's limitation is, this study only focusing on the main character utterances, it is hoped that future researchers can continue research on all characters to complete them. In addition, this research only utilizes the theoretical viewpoint offered by Brown and Levinson (1987).

CHAPTER V

CONCLUSION AND SUGGESTION

This chapter contains conclusions and suggestions for further research after the researchers have analyzed and interpreted the existing data in the next chapter. The author summarizes the research results and conveys some suggestions to further researchers.

1. Conclusion

This study analyzes the politeness strategy phenomenon in the “Cruella” movie. The data is taken through the utterances or sentences by Cruella, the main character in this movie. This study aims to determine the types of politeness strategies produced by and what function influence the use of these politeness strategies by the main character in “Cruella” movie. Based on the findings and discussion in the previous chapter, the researcher analyzed the politeness strategy based on the theory of Brown and Levinson (1987) in all the utterances of the main characters in the “Cruella” movie. The data for this study were obtained by observing the part where the main character uses politeness strategies. Then the researcher finds out what kinds of politeness strategies, and researcher analyze the data by taking note of the results of politeness strategies and find the function of politeness used by the main character.

The researcher found 15 of Cruella's utterances containing politeness strategy. From the analysis and discussion in the previous chapter, the researcher

concludes that the function of politeness strategy is based on the theory of Brown and Levinson (1987), which is used by the main character in the “Cruella” movie. The function of politeness used by the main character is when giving affirmations or when conversation with other people, which is used to gain power for main character. There are functions using Leech(1983) theory when the main character uses politeness strategies when speaking to the interlocutors, namely six function tact maxim, one generosity maxim, five approbation maxim and one modesty maxim. From the data above, the Tact maxim function is a function that often appears in the politeness strategy function used by the main character.

2. Suggestion

Based on this research reveals politeness strategies through data obtained the Cruella movie. The positive and bald on-record strategy is dominant in this study. The author suggests future researchers study politeness strategies through other data sources, such as other movies, in order to obtain more varied data and look for politeness strategies that are connected to woman's power. Researchers can also use different theories or combine Brown and Levinson's (1987) with other politeness theories to get opinions from many aspects. Thus, future researchers are expected to be able to use other relevant theories to classify politeness strategies in more detail. The researcher suggests that future researchers conduct further research on the positive and negative things of politeness. Furthermore, this research is expected to reference politeness for students and future researchers.

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APPENDIX

Table 2. Table of results analysis of politeness strategies

No.	Utterances	Politeness Strategies				Datum	Duration
		PP	NP	B	O		
1.	<p>Cruella : “ Sir, I just wanted to say, I really am a dab hand with needle if Alterations could use anything.”</p> <p>Boss : “ Why are you talking and not cleaning? Did you do all the bathrooms according to the regulations I gave you ? Soap, water, mop, bleach, polish ?</p> <p>Cruella : I did.</p>	✓				Datum 1	00:22:51 - 00:23:04
2.	<p>Cruella : “ Before you fire me, I have something to say.”</p> <p>Head office : “ Clean my office, top to bottom. And, uh, when you come in tommorow, try and remember to bring a brain. “</p> <p>Cruella : “ That seems</p>	✓				Datum 2	00:24:00 - 00:25:44

	<p>uncalled for. I believe that lurking underneath that starchy, half-size-too-small, bum-clencher of a suit lies and kind man who wants to give a brilliant kid another shot. “</p> <p>Head office : “ Clean, now!”</p>					
3.	<p>Cruella : “Your necklace.”</p> <p>Baroness : “Oh. Family heirloom. Funny story, actually. An employee once stole it. “</p> <p>Cruella : “No she did not. Sorry slight tone delivery problem. I meant.. “No. She did nottt.” Did she work for you?”</p> <p>Baroness : “Mmm. Once. Years before. She stole this, was stupid enough to come back.”</p>		✓		Datum 3	00:40:40 - 00:41:04
4.	<p>Jasper : “Well, maybe.. Maybe you don’t need the necklace.</p> <p>Horace : “ Maybe.. Mate, come on! It’s the angle.</p> <p>“ Jasper : “It’s just a necklace.”</p>		✓		Datum 4	00:46:00 - 00:46:21

	<p>Cruella : “<i>I want it back!</i>”</p> <p>Horace : “ She’s the boss.”</p>					
5.	<p>Cruella : “So let’s begin.”</p> <p>Jasper : “You’re not gonna kill her, are ya?”</p> <p>Cruella : “It’s not part of the current plan, but we might need to adaptable.”</p> <p>Jasper : “So, that’s no?”</p> <p>Cruella : “ If you heard a “no,” it is. Now the necklace. One of Dalmatians ate it. Not sure which one, so you’ll need to kidnap all of them. ”</p>		✓		Datum 5	00:59:06 - 00:59:45
6.	<p>Horace : “Dogs are very aggressive.”</p> <p>Cruella : “Well, you have to walk them, feed them. Get that necklace out.”</p> <p>Horace : “Yeah, well, can’t you walk ‘em as well? There’s no “I” in team.”</p> <p>Cruella : “Well, there is an “I” in imbecile. Go!”</p> <p>Jasper : “Hey! No, no, no, you can’t talk to us like that. We’re helping you here. “</p> <p>Cruella : “So don’t.”</p>			✓	Datum 6	01:03:00 - 01:04:08

7.	<p>Horace : “Come on, dog. Regent’s Park it is.”</p> <p>Jasper : “ You could be more polite is all.”</p> <p>Cruella : “ I don’t have time. I have to go to work. Im designer now.”</p> <p>Jasper : “ seriously? “</p>	✓				Datum 7	01:04:10 - 01:04:38
8.	<p>Baroness : “ where’s the beading for the dress ?”</p> <p>Cruella : “ Ordered. Just waiting on this idiot delivery man. “</p>	✓				Datum 8	01:13:32 - 01:13:40
9.	<p>Cruella : “ They really would make fabulous coats.”</p> <p>Jasper : “ The dog ?”</p> <p>Cruella : “ (chuckling wickedly) I’m joking. You know what I miss? The Jasper who had a sense of humor.”</p> <p>Jasper : “ Right. You know, we’ve all had bad things happen to us. Me, him, you. But we’ve always been there</p>				✓	Datum 9	01:20:40 - 01:21:08

	for each other.”						
10.	<p>Cruella : “ That’s all I’m asking. Is it so hard to back me up?”</p> <p>Jesper : “ No. Not Estella, that’s easy, but to help Cruella, it’s a nightmare.</p> <p>Horace : “ And there’s that under statement thing you do. “</p> <p>Cruella : “ Cruella gets things done. Estella does not. And I have things to do. So if you’re done chatting. And by “if,” I mean you are. “</p>	✓			Datum 10	01:21:20-01:21:50	
11.	<p>Cruella : “ Jasper! We’re in a kill or be killed situation here.”</p> <p>Jasper : “ Yeah, and she’s a homicidal maniac, and you’re not.”</p> <p>Cruella : (SCOFFS)” Well, we don’t know that yet. I’m still young.”</p> <p>Jasper : “ It’s funny. Or it would be, if I knew you were being funny.”</p> <p>Horace : “ No. Not funny.”</p>			✓	Datum 11	01:42:05-01:43:00	

12.	<p>Cruella : “ She will find me, Jasper. You know she will. We have to stop her.</p> <p>I went a bit mad. I’m sorry, you’re my family. You’re all I have.</p> <p>Jasper : “ she used the family card.”</p> <p>Horace : “ Yeah, she did. It’s working.”</p>	✓				Datum 12	01:43:24-01:44:05
13.	<p>Cruella : “ Now, Artie, I have a plan.”</p> <p>Artie : “ Of course you do.</p> <p>“ Cruella : “ And you’re going to help me with it.</p> <p>“ Artie : “ Mmm. What do I get?”</p> <p>Cruella : “ A night of fabulousness and mayhem and possible death.”</p>			✓		Datum 13	01:44:00-01:45:05

14.	<p>Cruella : “ She like my window Jasper. She liked my window.”</p> <p>Jasper : “ Happy for you.”</p> <p>Cruella : “ So, all thanks to you.”</p>	✓				Datum 14	00.30.38 – 00.30.55
15.	<p>Characters : Cruella, Artie</p> <p>Cruella : “ wow you look incredible. “</p> <p>Artie : “ Ah I hear all day. I guess it is true.”</p>	✓				Datum 15	00.34.55 – 00.35.06

Notes : Bald On-record : B

Positive Politeness : PP

Negative Politeness : NP

Off-record : O