

Positive Politeness Strategies Used in the Movie *Up* (2009)

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Abstract: Politeness is a person's ethical behavior or speech expression. Politeness is the most important aspect in establishing communication. In language, humans or speakers need to pay attention to language politeness when communicating. With language politeness, a person will be more comfortable in communicating and have more morals for one person and another. In establishing communication in order to create language politeness, of course, it is the same as implementing strategies to achieve good communication. This study aims to determine the positive politeness strategies of utterances contained in the film "Up (2009)". A descriptive-qualitative approach was used in this study. Based on the findings and discussion, the authors have found 9 data on positive politeness speech in the film "Up (2009)" and there are 5 strategies that have been used, including Strategy 2: Exaggerating (interest, approval, sympathy with H), Strategy 5: Looking for agreement, Strategy 10: Offer/Promise, Strategy 12: Include S and H in the activity, Strategy 15: Give gifts to H (goods, sympathy, understanding, cooperation). Strategy 2 is the most widely used strategy to analyze utterances in positive politeness.

Keywords: *communication, positive politeness strategies, up (2009) movie*

RESEARCH BACKGROUND

Politeness is an ethical behavior or expression of someone's speech. Politeness is a rule of behavior that is determined and mutually agreed upon by a certain community so that politeness is also a prerequisite for social behavior (Yule, 1996: 104). Politeness is the most important thing, especially in language. Politeness in language is something that shows awareness of the dignity of others, both when using spoken and written language. Language politeness is a field of study of pragmatics, which, among others, have been written by Lakoff, Fraser, Brown and Levinson, Leech, and Pranowo. According to Lakof, a person can be said to be polite if he does not sound pushy or arrogant, the speech gives choices to the interlocutor, and the interlocutor can feel calm. In language, humans or speakers need to pay attention to language politeness when communicating. The purpose of speakers using politeness, including language politeness, is to make the atmosphere of interaction look pleasant, not face threatening, and effective (Zamzani, et al., 2011: 35). In language politeness, we can judge a trait in a person, and even we can see the characteristics from within that person. Because basically politeness is a moral and a basis for one's behavior. Politeness is important to note on various occasions. This has a reason because politeness shows the moral standards, religion, and values that apply in that society, so that people can use polite language on various occasions. Politeness can be defined as a language that makes it easier for people to communicate with each other. Using language to communicate means the same as

implementing strategies. Strategies in such a way that is useful to achieve goals in communication. In conversation or communication, utterances appear to convey messages or ideas. To maintain and maintain a smooth and meaningful conversation between the speaker and the listener, a strategy must be used. One of the strategies is called politeness strategy.

Brown and Levinson (1987) state that the problem of politeness is a fundamental thing in pragmatics because politeness is a universal phenomenon in the use of language in social contexts. The theory of politeness formulated by Brown Levinson is considered the most influential theory. The theory of politeness according to Brown and Levinson was originally published in 1978. It is a theory that has generated quite a bit of controversy; although widely recognized in the literature, it has also attracted a great deal of criticism (eg Matsumoto, 1988; Ide, 1989). Brown and Levinson (1987:60) identify four politeness strategies or general behavior patterns that can be applied by speakers, namely (1) Bald-on Record strategy, (2) Positive politeness strategy (positive politeness/familiarity strategy), (3) Negative politeness strategy (negative/formal politeness strategy), (4) Off-record politeness strategy (indirect or disguised strategy). Based on the strategies mentioned above, in the bald on record strategy there are two strategies, there are fifteen positive politeness strategies, ten negative politeness strategies, and lastly on off record there are fifteen strategies. Based on the strategies that have been described, this implies that an understanding of politeness strategies is very necessary in maintaining the continuity and success of a person in communicating. In addition, the purpose of this politeness can make people comfortable with one another. Based on this study, the author will only take one of the strategies above for analysis, namely the positive politeness strategy. Positive politeness is one of the politeness strategies that can be used by showing friendliness (Brown and Levinson, 1987). Positive politeness strategies refer to language that fulfills people's needs to be appreciated and approved. These strategies are communicative ways to build solidarity, showing that others are liked and viewed as desired. Positive politeness aims to save by applying closeness and solidarity, usually in friendship or friendship, making others feel comfortable and emphasizing that both parties (speaker and interlocutor) have the same goal. This positive politeness strategy was chosen and used to analyze the speech contained in the Up (2009) movie. This study deals with the words and sentences chosen by speakers and listeners to fulfill their need to be appreciated and approved according to what is meant by positive politeness strategies. Through this research, it is hoped that many people will know that politeness consists of several types with various strategies through research that has been applied.

RESEARCH METHOD

The data were obtained from data sources from the movie "Up (2009)". In this study, the authors used qualitative research and descriptive methods to analyze the data. Qualitative research is research on descriptive research and tends to use analysis. The qualitative research method according to Danim (2002) means that qualitative includes constructivism which assumes that reality has multiple and interactive dimensions. It can also be interpreted as an effort to exchange social experiences that can be defined through research results. So, qualitative research assumes that truth is dynamic and can be found through the study of people through interactions or through social situations. Therefore this type of research and method is used. Researchers obtained data by downloading or watching movies directly along with their transcripts and subtitles. Researchers use 2 languages, namely English and Indonesian as a data source to support and facilitate researchers in analyzing and finding words or dialogues in the movie in accordance with the purpose of this research, namely to find expressions that are included in positive politeness along with strategy in the Up (2009) movie. Stages of this research is done by the author will collect data. After the data was collected, the writer then classified the data according to positive politeness as well as which positive politeness strategy

was used according to the theory proposed by Brown and Levinson (1987).

RESULT AND DISCUSSION

This research was conducted with the aim of finding words or dialogues containing positive politeness expressions and also to find out what positive politeness strategies were used in the movie "Up (2009)". After watching movie and analyzing it, based on the findings of the writer, it was found that there were 9 data containing positive expressions of politeness in the movie. This data was taken by using purposive sampling technique. Purposive sampling is a sampling technique by determining certain criteria (Sugiyono, 2008). The purpose of using purposive sampling is to determine the sample of a study that does require certain criteria so that the sample taken is in accordance with the research objectives. There are eleven examples of positive politeness strategies that have been found in the movie "Up (2009)". The analysis can be presented as follows:

Positive politeness found in the movie *Up* (2009)

A. Strategy 2 : Exaggerate (interest, approval, sympathy with H)

Excerpt 1.

Mr. Fredricksen : "I wanna say one last goodbye to the old place"
The mans : "**Sure**. Take all the time you need, sir".

The situation above shows that Mr. Fredricksen had to leave the house he had been living in. Many memories and good times he spent with his beloved wife, Ellie. The beautiful memories he spent with Ellie every day. To the point where Ellie had to leave him because of the pain that Ellie was suffering from. Mr. Fredricksen was very sad and lonely. He felt his longing for Ellie. Therefore Mr. Fredricksen felt that the house was very precious to him and that was the only memory he had left, so it was very difficult for him to leave the house. However, this continues to urge Mr. Fredricksen to keep leaving the house because of the construction project being built right in the area of Mr. Fredricksen house. And before that, Mr. Fredricksen had made the mistake of injuring one of the project workers. So, Mr. Fredricksen was given a warning by the Boss who was working on the project. Until finally Mr. Fredricksen agreed to go to a nursing home. The conversation above shows that Mr. Fredricksen was the speaker and the two men were the listeners. The reason the listener says the word "**sure**" to the speaker is because the listener gives attention or understanding to what is felt by the speaker.

Excerpt 2

Mr. Fredricksen : "Hey, let's play a game. It's called "see who can be quiet the longest".
Russell : "**Cool!** My mom loves that game!"

The situation above describes when Mr. Fredricksen and Russell are trying to get the house to near a waterfall called paradise falls on foot. Russell is a typical child who is active in his actions as well as in speaking. So Mr. Fredricksen felt overwhelmed and a little disturbed by the noise caused by Russell continuing to talk a lot. Then, Mr. Fredricksen has a solution where he wants to invite Russell in a game called "see who can be the quietest the longest" this is intended so that Russell can be quiet for a moment. Russell said, "**Cool**" to Mr. Fredricksen, and this utterance uses Strategy 2 where the speaker tries to make or fix a positive face to the listener by using the word "**Cool**". Russell applies this strategy with exaggerate intonation and stress in order to show that he is giving recognition or sympathy to Mr. Fredricksen for having

experienced the same thing.

Excerpt 3

Charles Muntz : "Now you must be tired, hungry?"

Russell : "uh-huh"

The conversation above shows the moment when Charles Muntz met Mr. Fredricksen and also Russell. Charles Muntz who asked how they got there, then Mr. Fredricksen tells how they passed through various obstacles to get to the place he was going to, namely Paradise Falls using his flying house. Looking at all the journeys they had gone through, Charles Muntz felt they must have been very tired. Then Charles Muntz offered Mr. Fredricksen and Russell which they were complete strangers to him. The speaker said "**Now you must be tired, hungry?**" to Mr. Fredricksen and Russell, and this utterance uses Strategy 2 where the speaker tries to make or improve a positive face to the listener by paying more attention according to the strategy 2 applied. Then, Mr. Fredricksen and Russell (listeners) felt respected and smiled at what Charles Muntz had to say.

Excerpt 4

Ellie : "Hey kid! Thought you might need a little cheering up"

The conversation above shows the moment when Ellie paid more attention to Carl (Mr. Fredricksen). This moment happened when they were little and the first time they met. At first Carl heard that Ellie was having fun playing in the house, then he became curious and came in to see what Ellie was doing. One time when Ellie saw Carl who was in her house, Ellie was shocked and finally the balloon that Carl was carrying was released from his hand. Ellie, who at that time knew where the balloon had gone, showed him where the balloon was. However, while trying to retrieve the balloon, Carl fell from the top floor causing his leg to hurt. Seeing this incident, Ellie gave Carl more attention by approaching his house and saying "**Hey kid! Thought you might need a little cheering up**". Ellie's utterance uses strategy 2 which shows more attention to the listener.

B. Strategy 5 : Seek agreement

Excerpt 5

Russell : "We could walk your house to the falls"

Mr. Fredricksen : "Walk it?"

Russell : "Yeah. After all, we weight it down. We could walk it right over there. Like a parade balloon."

Mr. Fredricksen : "(thinking and then say) Now, we gonna walk to the falls quickly and quietly with no rap music or flash dancing".

Russell : "uh-huh"

The conversation above shows the moment when Mr. Fredricksen and Russell are trying to solve the problem and find the right solution. This happened when Mr. Fredricksen who told Russell to go upstairs to get to the top of the house by climbing a rope that towered down. But Russell failed to ride it because Russell's body condition was fat. Mr. Fredricksen who knew this became frustrated and confused. He felt that the struggle he had gone through had been in

vain. Then Russell tried to help Mr. Fredricksen came up with an idea like they could bring the house together on foot. Then, Mr. Fredricksen agrees with Russell's idea. The speaker uses the sentence using strategy 5, namely with the aim of finding agreement between the speaker and the listener (Russell and Mr. Fredricksen).

C. Strategy 10 : Offer / Promise

Excerpt 6

The employess : "Hey! Morning, Mr. Fredricksen. **Need any help there ?**

The conversation above shows the moment when Mr. Fredricksen was picking up some cards in the mailbox in front of his house. After taking some cards in the post box, he felt the post box was very dusty. He decided to clean it using a dust cleaner. Seeing what Mr. Fredricksen, the officers who saw him offered to help him by saying: "**Hey! Morning, Mr. Fredricksen. Need any help there?**" with a smiling face. The expression uses a strategy that is in accordance with strategy 10, namely offering help.

D. Strategy 12 : Include both S and H in the activity

Excerpt 7

Ellie : "I saw where your balloon went. Come on. **Let's go** get it".

The conversation above shows the moment when the balloon that was held by Carl (Mr. Fredricksen) slipped from his grip. Ellie who tried to help then showed where the balloon went. In her speech, Ellie uses the word "**Let's go**", which in its meaning is an inclusive form of "we" and can seem to be used to emphasize cooperative action. Here, Ellie as the speaker uses this strategy to take action with Carl to follow him to go find the balloon that escaped his grasp. Tips for applying these strategies to get Carl to follow what Ellie says or to do activities together.

Excerpt 8

Ellie : "That's it! You can take **us** there in a blimp!

The conversation above shows the moment when they were talking about an adventure. The adventure they were talking about was an adventure to get to Paradise Falls. In her speech, Ellie uses the word "**us**", which in her meaning seems to be used to emphasize cooperative action. Here, Ellie as the speaker uses this strategy to take action with Carl to follow her to go on an adventure together to Paradise Falls. Tips for applying these strategies to get Carl to follow what Ellie says or to do activities together.

E. Strategy 15 : Include both S and H in the activity

Excerpt 9

Ellie : "You and me, we're in a club (while giving the badge) now".

The conversation above shows the moment when they first met. At first, Carl secretly followed the voice of a woman who was playing in the house and it turned out that the voice belonged to Ellie. Ellie is surprised by Carl's presence and asks who he is because he has dared to enter into the activity she is doing. Seeing Carl's appearance the same as herself, wearing an adventure suit and helmet, Ellie also gave Carl a badge as a sign that he was now a friend. In this case, Ellie as the speaker gave a positive face to the listener and Carl replied with a big

smile.

CONCLUSION

This study aims to find words that contain positive politeness. After finding the data from the expression, then the data was analyzed according to the strategy, namely positive politeness strategies and found which strategy was most often used. Based on the findings and discussion, it can be concluded that there are 9 data that have been found and analyzed by the author. The first is strategy 2: Exaggerate (interest, approval, sympathy with H). There are 4 data in strategy 2. Then the next strategy used is strategy 5: Seek agreement. In strategy 5, 1 data has been found. Next, strategy 10: Offer / Promise. In strategy 10, 1 data has been found. The next strategy is strategy 12: Include both S and H in the activity. In strategy 12, 2 data have been found. The last one is strategy 15: Give gifts to H (goods, sympathy, understanding, cooperation). In strategy 15, 1 data has been found. Based on the analyzed data, it can be concluded that the most widely used strategy in speech in this film is strategy 2: Exaggerate (interest, approval, sympathy with H).

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