

Politeness Strategies Used by the Characters in the Conversation of *Less Soap, More Blood* Short Comedy by Joseph Arnone

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Abstract: *Less Soap, More Blood* is a short comedy drama played by several actors with slightly different scripts but with the same meaning. For this reason, the researcher chose one of the authors of "*Less Soap, More Blood*" by Joseph Arnone with a duration of about four minutes. This comedy drama is only played by 2 actors, namely between the actor and the agent. The conversations used by these short drama players use politeness strategies. This study aims to analyze the politeness strategies used in comedy conversations. The data analysis method uses the sources proposed by Brown and Levinson (1987: 68-69) of which there are four types, namely: Bald on record, positive politeness, negative politeness and off-record, using a descriptive qualitative approach in which the data comes from speech. The actors containing politeness strategies were then written and identified based on the types of politeness strategies proposed by Brown and Levinson. The data source comes from the script for the short comedy drama "*Less Soap, More Blood*" written by Joseph Arnone. Politeness strategies are the subject of pragmatic

Keywords: *less soap, more blood, politeness strategies, pragmatics*

RESEARCH BACKGROUND

Communication is the process of conveying information or messages from a speaker to a listener. According to James AF Stoner in the quote *that communication is a process or activity of a person which, among others, seeks to convey information by conveying messages to listeners or other people*. Communication becomes a person's main point in how humans can survive to survive by supporting human needs by interdependence with one another.

Pragmatic studies study the relationship or context outside the language and the intent or purpose of speech through the interpretation of how the speaker's situation is. According to (Cahyana 1995) Pragmatics is a branch of linguistics that studies the meaning of spoken utterances. There are many branches studied by pragmatic studies. One of them is the "*Politeness Strategy*" which in this chapter, pragmatic studies will discuss how the strategy is to show someone's facial expression or awareness. Politeness strategies have four types. According to Brawn and Levinson (1987: 68-69) politeness strategies consist of *Bald on Record, Positive Politeness, Negative politeness and off-record*.

Politeness can occur in every speech created by humans. Included in a conversation that occurs in a film. In this study, the researcher will analyze how the type of politeness is used

in conversation in the short film entitled *Less Soap, More Blood* written by Joseph Arnone, in which this short film is a film that is packed with comedic nuances with only two actors in it. The researcher also wants to analyze how politeness strategies can be presented in comedy conversations. There are various strategies that are owned by each type, namely a total of forty-two. The division of the number of strategies in each type of politeness strategy is as follows: *Bald and record consists of two strategies, positive politeness consists of fifteen strategies, negative politeness consists of ten strategies and off record consists of fifteen strategies*. In the strategies that exist in the type of politeness strategy, there are various kinds of characteristics that are described to make it easier to identify an utterance given by the speaker.

Bald on Record is a strategy that used by the people who are having a conversation, especially FTA usually often use this strategy in giving speech to the other person. The function of this strategy is to surprise the other person when they think they are having a conversation. In the Bald on Record strategy, there are two classes, namely those who are doing FTA or those who are not minimizing FTA.

Positive Politeness is a strategy used when the speaker is praising someone with the aim of satisfying and emphasizing the closeness or relationship between the speaker or the speaker and the listener. This strategy is usually used more often by people who have known each other for a long time and know each other.

Negative Politeness is a strategy used when the conversationalists have social distance or are in an awkward situation.

Off-Record is a strategy about how interpretation can appear in more than one way delivered by the speaker (Brown and Levinson, 1987: 211-277). If the speaker wants to do an FTA but they want to avoid the responsibility of doing so, they can off-record, and let the listener interpret it.

RESEARCH METHOD

(Sugiyono, 2005) states that qualitative research is research that draws from data and utilizes existing theories as an explanatory discussion of research, qualitative methods also lead to researchers as key instruments. (Ary 2010:424) states that researchers who use qualitative methods must deal with data in the form of words or pictures. For this reason, this research is categorized into qualitative descriptive because the researcher will focus on the data raised, namely the written text of the short film script entitled *Less Soap, More Blood* by Joseph Arnone which will use politeness strategies by (Brown and Levinson, 1987: 211-277) in pragmatic studies. The researcher used the observational method to collect data by using short film broadcasts to find out the actors' utterances containing politeness strategies which were then divided or categorized based on their politeness sub-strategies.

RESULT AND DISCUSSION

The table below shows a summary of politeness strategies used by the two actors in the conversation of short film comedy entitled *Less Soap, More Blood* by Joseph Arnone.

Politeness Strategy	Quantity	Percentage (%)
Bald on record	11	46
Positive politeness	5	21
Negative politeness	6	25
Off-record	2	8
Total	24	100

Table 1. The percentage of Politeness Strategies used by the two actors in “Less Soap, More Blood”

Based on the findings, there are four politeness strategies used in the conversation of two actors in the comedy short film entitled “Less Soap, More Blood”, namely with the highest calculation on Bald on record then followed by politeness strategies and below that there is negative politeness while off-record occupies the percentage. The lowest, which is the number that is only used once in a conversation.

This section presents a discussion of the research. This study is a summary of the total politeness strategies used by actors in conversation in a short comedy film entitled Less Soap, More Blood.

1. Bald on record

The bald on-record strategy is the most disrespectful strategy that usually used by the speakers to shock or embarrass the listeners. This strategy is most often used in conversations in short film comedies. Here are some utterances that appear into the bald-on record category:

- 1) Roma: **Don't give me that jerk "Dear Roma" bullshit!**
- 2) Roma: **I want to work! I have to work! Or I will exploded!**
- 3) Roma: **I'm sick of these two words!**

- 4) Roma: **I'm mad! Annoyed!**
- 5) Roma: we've been working together for two years! **Two years and all you sent me was commercial soap.**
- 6) Roma: **You think comparing me to some great foreign director will somehow make me feel good doing a soap commercial?!**
- 7) Roma: **Just spit it out before I die of the tension.**
- 8) Roma: Greg...say--what's this for, **right now!**
- 9) Roma: **I can't stand this degrading industry anymore.**
- 10) Roma: **You better do something for me and you better do it fast.**
- 11) Roma: I need something that can sink my fangs. **Give me meat!** I'm hungry and I need to eat a big piece of fatty meat here

From these findings, we can see that the utterances are direct and some of them using a bad expressions like 'Spit out' 'Sick of'.

In sentences (1), (3), (4), it shows that the speaker said rude words to the listener. In sentences (2), (8) show that the speaker said the word coercion. In sentences (5), (6), (9) it shows that the speaker gives criticism to the listener. In sentence (7) the utterance said by the speaker surprises the listener. In sentence (10) the speaker seems to embarrass the listener and in the sentence (11) shows the command word that was uttered by the speaker.

2. Positive Politeness

Positive politeness is a strategy that is usually used to praise to satisfy listeners. This strategy is the strategy to get into the most category after the Bald-on record strategy used in the conversation in the comedy short film "Less Soap, More Blood" by Joseph Arnone. Here are some speeches that use Positive Politeness strategies:

- 1) Agent: Rome! How are you **darling?**
- 2) Roma: **You and I** know what's wrong.
- 3) Agent: **Even Ingmar Bergman, one of the most respected filmmakers of all time made soap operas commercials during his career.**
- 4) Agent: **Roma, honey, let me put this in perspective to –**
- 5) Agent: **Are you going to do this ad?** They need to know today?

From the speech analysis, we can see that sentence (1) (5) are the sentence that use positive politeness by using the identity markers, there are three sub-strategies, they are in group usages of address, use of jargon or slang, and contradiction or ellipsis ". In sentence (2) shows that the speaker uses positive politeness by involving the listener in a 'you' conversation. In sentences (3) the speaker uses positive politeness by avoiding disagreements. In sentence (4) shows that the speaker uses positive politeness by telling the reason why the speaker wants and the last is in sentences (5) in this sentence shows that the speaker uses positive politeness by trying to find agreement.

3. Negative Politeness

Negative politeness means to create distance between speaker and listener to show respect or

when in an awkward situation. Here are some of the conversations in the comedy short film *Less Soap, More Blood* by Joseph Arnone that using negative politeness:

- 1) Agent: This **may not be the good news you want to hear right now**
- 2) Agent: **before you go crazy let me say this is a great opportunity.**
- 3) Roma: Pardon, **can I ask a question?**
- 4) Roma: Yes, because I know I'm needed, MGregory...**but this is the last one.**
- 5) Roma: The last one. **After this, I wanted something more.**
- 6) Roma: Less soap, more **blood...**get it?

From these data, it can be seen that negative politeness is a strategy that is not often used in the conversation of a short comedy film entitled *Less Soap, More Blood*. Can be seen in sentence (1) shows that the speaker uses negative politeness by giving pessimistic statement. In sentences (2), (3) and (4) it shows that the speaker uses negative politeness by minimizing coercion that may occur. In sentence (5) the speaker uses negative politeness by seeing that the conversation causes debt. And the last is sentence (6) which uses negative politeness which is to associate the spoken word with the noun "Blood"

4. Off-Record

Off-record is an indirect strategy. Can be interpreted more than one meaning. The following is the conversation in the comedy short film "*Less Soap, More Blood*" which uses the Off-record strategy:

- (1) Roma: Okay. Will **my job as an actress** really become a soap opera star?
- (2) Roma: **I have five different soap brands that send me free boxes of their products to my door every month. I have enough soap to clean all of Hollywood for an entire year.**

It can be seen that in the conversation that occurs in the short film *Less Soap More Blood*, it is very rare to use an off-record strategy. In sentence (1) it shows that the speaker actually has his own interpretation of what he is talking about that he wants to quickly become an actress instead of the soap commercials he has been doing for years. In sentence (2) it shows that the speaker wants to stop being an actor of commercial soap brand.

CONCLUSION

In this study it can be concluded that human conversation does not escape politeness strategies in their speaking. There are four types of politeness strategies proposed by Brown and Levinson (1987) namely Bald on record, Positive politeness, Negative politeness and off-record. In the short film that was carried by the researcher about comedy with the title "*Less Soap, More Blood*" a lot of Bold on record strategies were used, especially for the actor named "Roma" while the actor nicknamed "Agent" more often used Positive politeness. Then the last two strategies, namely negative politeness and off-record are rarely used by players in this comedy short film.

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