

**AN ANALYSIS POLITENESS STRATEGIES IN THE DIRECTIVE  
UTTERED BY CHARACTERS IN BIG HERO 6 MOVIE**

**THESIS**

*Submitted as Partial Fulfillment of the Requirements  
to Obtain Strata One (S1) Degree*



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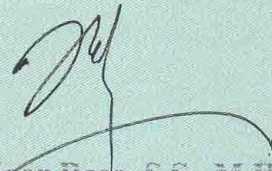
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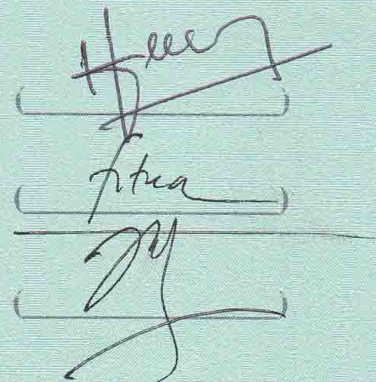
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## ABSTRACT

**Nur, Ilham Muhammad. 2019. An Analysis Politeness Strategies In The Directive Uttered By Characters In Big Hero 6 Movie. Thesis. Jurusan Bahasa dan Sastra Inggris. Fakultas Bahasa dan Seni. Universitas Negeri Padang**

This research studies about directive speech acts in Big Hero 6 movie. The objectives of this research are to know the kinds of directive speech acts and the kinds of politeness strategies. The researcher takes the data from the movie entitled Big Hero 6. This research is a qualitative research by employing descriptive method. The result tends to focus on the deep meaning of the dialogue's quality rather than the quantity of number. The data of this research are taken from directive speech acts in dialogues in the movie. The instrument of this research is the researcher himself who collects, analyzes, and presents the data findings of the research then draw the conclusion. The researcher applied the trustworthiness of the data to obtain the valid data. The result of the analysis shows four kinds of directive speech acts uttered in Big Hero 6 movie. There are 37 data (41.11%) belongs to ordering, 19 data (21.11%) belongs to request, 25 data (27.78%) belongs to asking, and 9 data (10%) belongs to suggesting. The kinds of politeness strategies in Big Hero 6 movie are five. There are 26 data (28.89%) belong to the positive politeness strategy, 49 data (51.11%) belongs to bald on record strategy, 13 data (14.44%) belong to off record, 4 data (4.44%) belong to negative politeness, and 1 data (1.12%) belong to Don't do FTA.

**Key words:** *Speech Acts, Directive Speech Acts, Politeness Strategy.*

## ABSTRAK

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Penelitian ini mempelajari tentang tindak tutur direktif dalam film Big Hero 6. Tujuan dari penelitian ini adalah untuk mengetahui jenis tindak tutur direktif dan jenis strategi kesopanan. Peneliti mengambil data dari film berjudul Big Hero 6. Penelitian ini adalah penelitian kualitatif dengan menggunakan metode deskriptif. Hasilnya cenderung berfokus pada makna yang mendalam dari kualitas dialog daripada kuantitas angka. Data penelitian ini diambil dari tindak tutur direktif dalam dialog dalam film. Instrumen penelitian ini adalah peneliti sendiri yang mengumpulkan, menganalisis, dan menyajikan data temuan penelitian kemudian menarik kesimpulan. Peneliti menerapkan kepercayaan data untuk mendapatkan data yang valid. Hasil analisis menunjukkan empat jenis tindak tutur direktif diucapkan dalam film Big Hero 6. Ada 37 data (41.11%) *ordering*, 19 data (21.11%) *request*, 25 data (27.78%) *asking*, and 9 data (10%) *suggesting*. Jenis-jenis strategi kesopanan dalam film Big Hero 6 ada lima. 26 data (28.89%) *positive politeness strategy*, 49 data (51.11%) *bald on record strategy*, 13 data (14.44%) *off record*, 4 data (4.44%) *negative politeness*, and 1 data (1.12%) *Don't do FTA*.

**Key words:** *Speech Acts, Directive Speech Acts, Politeness Strategy.*

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## **CHAPTER I INTRODUCTION**

### **1.1. Background of the Problem**

Communication is the most important basic needs of human. In communication, humans use language as the media that enables them to have interaction with others to convey their ideas, feelings, or thoughts. The communication that happens around people has to be uttered so clearly that it can be understood. It means that someone must say something so appropriately that the messages can be accepted by others. When a speaker says something, at the same time, he or she does something called speech acts. Speech act is a part of pragmatics that studies meaning as communicated by the speaker and interpreted by the hearer.

Speech act is action performed via utterance (Yule, 1996: 47). At the movie, many types of speech acts are performed by characters. It means that when a speaker expresses something via what she/he says (which is called utterance), she/he actually performs an action through her utterance. It can also be performed in a conversation or a dialogue which is performed by speaker and hearer in the movie. This thing happens because the main point of speech act is the utterance or conversation. Each utterance or conversation of course depends on the context and the situation of the speaker and hearer. Besides, the meaning of a sentence has relationship to the speech acts that has any literal utterance of a sentence.

According to Searle (1969: 21), speech act is the basic communication in the study of language. He classifies speech act into five types. They are

representative, directive, commissive, declarative, and expressive. This study focuses on one type of speech act as stated by Searle above, that is directive speech act. In directive speech act, there are several objects that can be explored such as requesting, commanding, asking, ordering, and suggesting.

Several studies have been conducted in relation to directive acts with different objects. Hutapea and Rosa (2013) studied types of directive in Sikambang Songs sung in Sibolga, Central Tapanuli. They found that command is the type of directive acts most frequently used in those songs. Meanwhile, Nurfitri and Rosa (2013) studied directive acts used in advertisement in Gaul Tabloid. They found that question is the type of directive acts most frequently used in the advertisement.

The study of directive acts is closely related to politeness. Holmes (1992: 296) states that a polite person makes others feel comfortable. When people try to be polite, others will be friendly towards them. In addition, politeness can minimize and avoid the conflict that may occur in communication or interaction. So, that is why being polite is really important. Yule (1996: 60) states that there are several strategies to show politeness, called politeness strategies. According to Brown and Levinson (1987), politeness strategies are developed in order to save the hearers' "face". Face refers to the respect that an individual has for him or herself, and maintaining that "self-esteem" in public or in private situations. Usually we try to avoid embarrassing the other person, or making them feel uncomfortable. Face Threatening Acts (FTA's) are acts that infringe on the hearers' need to maintain his/her self esteem, and be respected. Politeness strategies are developed for the main purpose of dealing with these FTA's.



The theory of politeness strategy by Brown and Levinson (1987) is used in this research. Politeness strategy is merely about a face. They stated that face is the public self-image that every member wants to claim for himself. Brown and Levinson (1987:68) divided human politeness behavior in five strategies; they are Bald On-Record, Negative Politeness, Positive Politeness, Off-Record, and Not Do the FTA.

Recently, there are three studies which are related to this study. 1) Norhidayenti (2013) analyzed politeness and impoliteness expression of characters in Kung Fu Panda film by using sociolinguistic approach which focuses on politeness and impoliteness expressions. The method of this research was library research, the research method using books, journals, articles, etc. as the source of data. 2) Alex Kurniadi (2015) analyzed directive speech act in the movie The Legend of Hercules. The type of his research was descriptive qualitative research because the objective of his study was observing and finding the information as many phenomena as possible. 3) Latifah Nurhasana (2017) analyzed the animation movie script in Inside Out movie, by focusing her study on types of speech act of utterance and describing the application of speech acts.

Based on the previous studies above, it can be concluded that all of them have different topics in requesting. This research is also different from those studies as, in this research, Big Hero 6 movie is chosen to be analyzed by using directive speech act theory. The writer analyzes the types of directive speech act in the Big Hero 6 movie, and the politeness strategy used by the characters.

The directive speech acts analyzed in this research is the one contained in *Big Hero Movie*. This movie is selected as the subject of the study because of two

reasons. First, this movie is the famous one in the world and has won many awards, especially Oscar category Best Animated Feature in 2015. Second, this movie was made by adopting human cultures as a representation of a real life. Graham (2005: 117) states that a film has advantages as a method of recording real people and historical events, and largely values as such. Like what Yule (1996:47) says that in the effort to express and asserting himself, people not only produce grammatical structure sentences but they also produce or show actions in that language, which means that communication is the social media in connecting some ideas in order to convey the information and interact with others. Moreover, there is another reason why this study needs to be conducted. This research is intended to make readers understand more about directive speech acts. By watching this movie, the viewer will learn about words, action and utterances. The viewer can learn about pragmatics, especially speech acts by observing the dialogues and their context in every scene of the movie. The viewer can see the importance of directive speech acts in keeping the smooth flow of the story lines of the movie. The viewer can also learn grammar, pronunciation, and vocabulary from what they see and hear. They can imitate the action that the characters performing in the movie.

## **1.2. Identification of the Research Problem**

The study about movies can be studied in a number of linguistic branches, for instances through; sociolinguistics, psycholinguistics, and pragmatics. In sociolinguistics, movies can be studied to know how characters portrayed the social condition presented in the movie. In psycholinguistics, movies can be used,

for example, to analyze characters' language disorder, such as Broca's aphasia, dyslexia and other disorders related to brain and language. This study, however, belongs to pragmatics. One way to avoid misunderstanding in communication is by learning pragmatics which deals with meaning based on its social context. Pragmatics has many aspects; implicature, politeness, deixis, speech act, and others. This study will focus on speech act and politeness.

### **1.3. Limitation of the Research Problem**

Based on the identification above, the problem of this study was limited to the study of pragmatics analysis. In addition, the problem of this study was limited to directive speech acts and politeness strategy.

### **1.4. Formulation of the Research Problem**

Based on the limitation of the problem elaborated above, the problem of this research is formulated into the following questions:

1. What are the types of directive speech act used by the characters in *Big Hero 6* movie?
2. What are the politeness strategies used by the characters in *Big Hero 6* movie?

### **1.5. Purposes of the Research**

The aims of the research are:

1. To find out the types of directive speech act used by the characters in *Big Hero 6* movie.
2. To find out the politeness strategies in directive speech act used by the characters in *Big Hero 6* movie.



## 1.6. Significance of the Research

Theoretically, the results of this research are expected to give contribution to linguistic major, especially in pragmatics areas. This study will be expected to enlarge the knowledge of the reader about some theories related to pragmatics, especially in speech acts. Practically, this study will be expected to give contribution to the future researcher who has taken interest into this field as a reference. This study will also be expected to enlarge the knowledge of the reader about speech act, especially directive speech acts.

## 1.7. Definition of the Key Terms

In this study, to make the topic easier to be understood, the several key terms are clarified and used as follows :

- Pragmatic : the branch of linguistics dealing with language in use and the contexts in which it is used, including such matters as deixis, the taking of turns in conversation, text organization, presupposition, and implicature.
- Directive speech act : is a kind of speech act that the speaker's intention to make someone else to do something which means makes the world fit words.
- Speech act : is something expressed by an individual that not only presents information, but perform an action as well.
- Politeness : is showing or processing good manners or common courtesy. Politeness is defined as using communicative

strategies to create and maintain social harmony (Culpeper, 2009).

**Big Hero 6** : is a 2014 American 3D computer animated Superhero comedy film is produced by Walt Disney Animation Studios and released by Walt Disney Pictures. The film is the 54th Disney animated Disney Pictures.

**Movie** : also known as film, is a type of visual communication which uses moving pictures and sound to tell stories or inform (help people to learn).