POSITIVE POLITENESS STRATEGIES USED BY CHARACTERS IN AN ANIMATION MOVIE SCRIPT ENTITLED "FINDING DORY"

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Abstract: The title of this research is Positive Politeness Strategies Used by Characters in an animation movie entitled "Finding Dory". This research is aimed at finding out the types of positive politeness strategies used to extend and respond by the characters to express the utterance in movie script and also what factors that influence the use of positive politeness strategies in the "Finding Dory" movie. The analysis of this study is concerned with the utterance of positive politeness strategies of the characters. The data of this study were collected through conducting direct observation of the movie script "Finding Dory" produced by Pixar Animation Studios and directed by Andrew Stanton (2016). The collected data then were identified, classified, and analyzed qualitatively. The results showed that the characters used intensify interest to H(3), in-group identity markers (4), presuppose/raise/assert common ground (7), assert or presuppose S's knowledge of and concern for H's wants (9), offer, promise (10), be optimistic (11), including both S and H in the activity (12), give (or ask for) reasons (13), assume or assert reciprocity (14). The most prominent factor that influences the characters to extend and respond the positive politeness strategies is the circumstances: sociological variables.

Keywords: Politeness Strategies, Positive Politeness, Face Threatening Acts

Abstrak: Judul peneltian ini adalah Strategi Kesantunan Positif yang digunakan oleh karakter dalam film animasi berjudul "Finding Dory". Penelitian ini bertujuan untuk mengetahui jenis – jenis strategi keantunan positif yang digunakan untuk memperluas dan merespon oleh karakter untuk mengekspresikan tuturan dalam naskah film serta faktor – faktor apa saja yang mempengaruhi penggunaan strategi kesantunan positif dalam film "Finding Dory". Analisis penelitian ini berkaitan dengan strategi pengucapan kesantunan positif dari para karakter. Pengumpulan data dalam penelitian ini dilakukan melalui observasi langsung terhadap naskah film "Finding Dory" produksi Pixar Animation Studios dan disutradarai oleh Andrew Stanton (2016). Data yang terkumpul kemudian diidentifikasi, diklasifikasikan, dan dianalisis secara kualitatif. Hasil penelitian menunjukan bahwa karakter yang digunakan mengintensifkan minat terhadap H (3), penanda identitas dalam kelompok (4), mengadaikan / menaikkan / menegaskan kesamaan (7), menegaskan atau mengandaikan pengetahuan dan kepedulian S terhadap keinginan H (9), menawarkan, berjanj (10) optimis (11), termasuk S dan H dalam aktivitas (12), Memberi (atau meminta) alasan (13), mengapa atau menegaskan timbal balik (14). Faktor paling menonjol yang mempengaruhi karaker untuk memperluas dan menanggapi strategi kesopanan positif adalah keadaan: variabel sosiologi.

Kata kunci: Strategi Kesopanan, Kesopanan Positif, Tindakan Mengancam Wajah

RESEARCH BACKGROUND

In communication, people have to consider the politeness principle, which is a set or systems in conversation when speaking. The principle is to consider the feeling of the hearer. In this case politeness is needed to reduce the factors of conflict or Face Threat. Polite utterances are often used in asking (requesting), offering, complaining, apologizing, because those request tend to threat to others. This study discusses Positive Politeness from an animation movie script entitled "Finding Dory" by Andrew Stanton as a source of data because the movie set numerous records, including the biggest animated opening of all time in North Americaand has become the biggest Pixar film in China. The dialogue of the movie script was analyzed in order to get positive politeness strategies and ways of characters delivering the politeness strategies in the movie script.

REVIEW OF RELATED LITERATURE

Politness Strategies

According to (Brown & Levinson, 1987), politeness strategies are developed in order to save the hearers face because certain acts are liable to damage or threaten another person's face or known as "Face Threatening Acts" (FTA). These strategies are consists of bald on record, positive politeness, negative politeness, and off record.

Positive Politeness

Positive politeness is used to satisfy the positive face of the hearer by approving or including H as a friend or as a member of an in-group. According to (Yule G. , 1996), a positive politeness strategy "leads the requester to inquire for a common goal, and even friendship". Thus, positive politeness strategies highlight friendliness and camaraderie between the speaker (S) and hearer (H); the speaker's wants are in some way similar to the hearer's wants. (Brown & Levinson, 1987) divide positive politeness into fifteen strategies, which are:

a. Strategy 1: Notice, attend to H. This strategy is done by taking notice of H's condition, such as noticeable changes, remarkable possessions, anything which looks as though H would want S to notice and approve of it.

b. Strategy 2: Exaggerate (approval, interest, and sympathy with H). The use of exaggerate can be done with exaggerate intonation, stress, and other aspects of prosodic, as well as with intensifying modifiers, as in English.

c. Strategy 3: Intensify interest to H. Another way for S to communicate their wants to H is to intensify the interest of H by making a good story. This strategy is often done by exaggerating the fact, using tag question, or expression that intensifies interest to the H.

d. Strategy 4: Use in-group identity marker. Address forms are the first way to show this strategy. It is used to convey such in-group membership include generic names and terms of address like mate, buddy, guys, honey, and so on. This strategy also include use of jargon or slang, –speaker evoking all the shared associations and attitudes that both S and H have toward an object– and collocation and ellipsis –S and H must share some knowlegde about the situation to understand the utterances.

e. Strategy 5: Seek agreement. This strategy usually involves two ways, safe topic and repetition. Safe topic is used to seek ways in which it is possible to agree with the H. It

allows S to stress their agreement with H and satisfy the H's desire to be right. Seeking agreement may also be done by doing repetition to stress emotional agreement, interest, or surprise with the utterance.

f. Strategy 6: Avoid disagreement. Avoid disagreement is claimed that people totally avoid disagreement. The S can avoid disagreement through token agreement, pseudo-agreement, white lies, and hedging opinions.

g. Strategy 7: Presuppose/raise/assert common ground. This positive politeness strategy is divided into other sub-strategies: using gossip, small talk, using point-of-view operations, using personal-center switch from S to H, using time and place switch, using presupposition manipulations, presupposing knowledge of H's wants and attitudes, presupposing H's values are the same as S's values, presupposing familiarity in S-H relationship, and presupposing H's knowledge.

h. Strategy 8: Joke. Jokes are based on mutual shared background knowledge and values and may be used to stress that shared background or those shared values. Joking is appositive politeness technique, for putting H 'at ease' or minimizing an FTA or requesting.

i. Strategy 9: Assert or presupposes S's knowledge of and concern for H's wants. It is a way to indicate that S and H are cooperators and to put pressure on H to cooperate with S.

j. Startegy 10: Offer, Promise. To be polite or to redress the threat of some FTAs, the speaker can offer or promise something to the hearer as cooperation.

k. Strategy 11: Be optimistic. In the particular context, the S can be optimistic by sharing the wants presumptuously to indicate that H wants S's want for S or for them as cooperation.

l. Strategy 12: Include both S and H in the activity. This strategy is done by n inclusive 'we' form, when S really means 'you' or 'me', he can call upon the cooperative assumptions and thereby redress FTAs. Noting that "let's" in English is an inclusive "we" form.

m. Strategy 13: Give or ask for reason. Another aspect of including H in the activity is for S gives reasons as why the H wants what S wants.

n. Strategy 14: Assume or assert reciprocity. The existence of cooperation between S and H may also be claimed or urged by giving evidence of reciprocal rights or obligation obtaining between S and H.

o. Strategy 15: Give gifts to hearer. S may satisfy H's positive-face want (that S want H's want, to some degree) by actually satisfying some of H's wants. Hence, we have the classic positive politeness action of gift-giving not only tangible gifts which demonstrate that S knows some of H's wants and wants them to be fulfilled (the wants to be liked, loved, cared about, understood, listened to and so on).

Finding Dory

Dory is a wide-eyed, blue tang fish who suffers from memory loss every someseconds or so. One day,she can remember is that she somehow became separated from her parents as a child. With help from her friends Nemo and Marlin, Dory embarks on an epic adventure to find them. Her journey brings her to the Marine Life Institute, a conservatory that houses diverse ocean speciesg

RESEARCH METHOD

This research is descriptive qualitative method was used in presenting data analysis of the movie script entitled "Finding Dory". The results of the data analysis were presented based on problems and selected the movie scene conversation based on the Brown and Levinson (1987). The collected data in this study are analyzed qualitatively using some linguistic theories. The collected data then were identified, classified, and analyzed qualitatively. Selected data were analyzed based on the theory of politeness proposed by Brown and Levinson (1987).

RESULT AND DISCUSSION

This section presents the result of the research which then discussed based on the fifteen strategies of positive politeness strategy. The number of the data analyzed is 14 data taken from movie Finding Dory.

Result

The positive politeness strategies in the movie Finding Dory can be seen in table 1.

Table 1. Positive Politeness Strategies Used In Movie Finding Dory

Positive Politeness Strategies	Number	Percent
Strategy 3: Intensify interest to hearer	2	14%
Strategy 4: Use in-group identity markers	3	21%
Strategy 7: Presuppose/raise/assert common ground	1	7%
Strategy 9: Assert or presuppose S's knowledge of and concern for H's wants	1	7%
Strategy 10: Offer or promise	1	7%
Strategy 11: Be optimistic	2	14%
strategy 12: Include both S and H in the activity	1	7%
Strategy 13: Give or ask for reason	2	14%
Strategy 14: Assume or assert reciprocity	1	7%
Total	**14**	**100%**

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Table 1 reveal that out of fifteen strategies of positive politness only nine strategies are used in the movie Finding Dory. From the data above, it was found that when extending and responding the utterance that contains positive politeness strategies, the characters used intensify interest to H(Strategy 3), in-group identity markers (Strategy 4), presuppose/raise/assert common ground (Strategy 7), assert or presuppose S's knowledge of and concern for H's wants (Strategy 9), offer, promise (Strategy 10), be optimistic (Strategy 11), including both S and H in the activity (Strategy 12), give (or ask for) reasons (strategy 13), assume or assert reciprocity (Strategy14).

Discussion

In this discussion, the politeness strategies used in the play will be described using one sample of the data for each strategy. The discussion can be seen below.

Strategy 3: Intensify interest to hearer
Data 1.
Charlie: `Dory, Dory, Dory! Kelp cake! Undertow, sweetie`
Jenny: `Remember, honey.We have to stay away from the undertow.`
In data 1, Jenny tries to convince Dory to pay attention. She use strategy 3 by telling Dorry to stay away from the undertow.

Strategy 4: Use in-group identity markers
Data 2.
Young Dory: `Okay, daddy.`
Charlie: `No, no. Not daddy, I'm the nice fish that wants to be your friend, okay?`
In data 2, Dory refres to Charlie using term of address "daddy" cause to make both of them in the same position and close relationship to make Dorry feel comfortable.

Strategy 7: Presuppose/raise/assert common ground
Data 3.
Jenny: `Dory, what happens if...You know, if you're gone for too long.And what if you get confused and that makes you distracted. And what if...`
Dory: `Mom. Mom. I lose you again?`
In data 3, Jenny assert common ground with Dorry by using tag questions when she speech.

Strategy 9: Assert or presuppose S's knowledge of and concern for H's wants
Data 4.
Jenny: `You know, I like this Marlin already.`
Dory: `Yeah. And then somehow we found Nemo. Or did he find me? I don't know. But, you know what, Nemo is the sweetest. He just never gives up on me no matter what. What would Dory do?`
In data 4, Dorry convinces her parents by telling how she and Marlin struggle to find Nemo in a long adventure.

Strategy 10: offer, promise
Data 5.
Jenny: `You found us.`
Charlie: `I'm never letting you go again.`
Jenny: `Oh my missing girl, you're here.`

In data 5, Charlie make a promise by saying 'im never letting you go again" he want to give possitive confidence to Jenny that he always find Jenny anytime.

Strategy 11: Be optimistic
Data 6.

Fluke: `Oh boy, this is gonna be good! What the... Gerald! Have you lost your marbles?`

Rudder: `Don't get used to it, Gerald!`

In data 6, Fluke is very optismic that they sure that they can succsed doing their plan by saying "oh boy this is gonna be good".

Strategy 12: Include both S and H in the activity
Data 7.

Dory: `Let's go, we are stopping that truck.`

Fluke: `This I've got to see.`

Rudder: `Yeah, yeah, me too!`

In the data 7, Dorry try involved the Fluke and Rudder by using the pronoun "we". Dorry using "we" as pronoun they will fell involved with the Dorry idea.

Strategy 13: Give (or ask for) reasons
Data 8.

Jenny: `That's right. You found us.`

Charlie: `Honey, why do you think we stayed put here all these years?` **Because** `we believed one day you'd find us again.`

Jenny: `Exactly!`

In the data 8, Charlie ask Dory and immediaely give reason and he believe that they will met again with Dory.

Strategy 14: Assume or assert reciprocity
Data 9.

Bailey: `Trust me, I won't let you hit anything. Wall!`

Destiny: `What's the point? I'll never learn to get around!`

Bailey: `You better! If you can't do it in here you'll never do it out in the ocean. Now really focus, okay? Wall!`

In the data 9, Dastiny expects and needs helps from the Bailey throught the command. By submitting to instruction from Baily, Destiny will follow the instruction from Bailey.

CONCLUSION

Based on the result of the analysis, from the fifteen types of positive politness there were nine strategiesof positive politness, the characters used intensify interest to H(Strategy 3), in-group identity markers (Strategy 4), presuppose/raise/assert common ground (Strategy 7), assert or presuppose S's knowledge of and concern for H's wants (Strategy 9), offer, promise (Strategy 10), be optimistic (Strategy 11), includingboth S and H in the activity (Strategy 12), give (or ask for) reasons (strategy 13), assume or assert reciprocity (Strategy 14). Notice, Attend to Hearer (Strategy 1), Exaggerate (Strategy 2), Seek Agreement (Strategy 5), Avoid Disagreement (Strategy 6), Joke (Strategy 8), Give Gifts to Hearer (Strategy 15) are not used in the act. The factors influencing of positive politenessin "Finding Dory" movie script are: the payoffs, the social distance of speaker and hearer, and the relative power of speaker and hearer.

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