

Politeness Strategies Used by Moana and Maui in the “Moana” Cartoon Movie

¹Nawal Afia, ²Sri Mulatsih

Universitas Dian Nuswantoro

Semarang

(1311202002253@mhs.dinus.ac.id, sri.mulatsih@dsn.dinus.ac.id)

Abstract: Moana is a 2016 cartoon action-adventure movie made in the United States and distributed by Walt Disney Pictures. This movie was chosen as the source data because it was awarded as one of the top five best cartoon films by Walt Disney Animation at the 2017 Oscars. And the researcher is also curious whether cartoons use politeness strategies or not. The purpose of this study is to examine the politeness strategies employed in cartoon conversations. The data analysis method employs a descriptive qualitative approach using data derived from speech and uses the sources suggested by (Brown, 1987). The results showed that there are four types of politeness used by Moana and Maui in this movie. They are bald on record, positive politeness, negative politeness, and off-record. The dominant strategy used by them is bald on record. It happens because they are close to each other.

Keywords: *bald on record, moana and maui, politeness strategies, pragmatics*

RESEARCH BACKGROUND

Language is one of the essential requirements for interaction and communication so that information or messages from speakers are conveyed to listeners. According to (Bloch, 1942), language is a local symbol system that is arbitrary in how social groups work together. Language allows people to interact, so it can be said that language is a means to convey something.

The study of language is called linguistics. The word linguistics comes from the Latin word *lingua*, which means *language*. “The scientific study of language” is the term linguists use to define linguistics.

Pragmatics is a sub-science of linguistics. According to (Yule G. , 1996) pragmatics studies the meaning of the speaker. The study of meaning as communicated by a speaker (or author) and interpreted by listeners (or readers). In the study of linguistics, there is so much we can learn. One of them is “*Politeness Strategies*”, which discusses how strategies are used to minimize or avoid facial expressions made by a speaker. According to (Brown, 1987), politeness strategies consist of *Bald on Record, Positive Politeness, Negative Politeness, and Off Record*.

Politeness plays an essential role in human life and is also an important subject of communication. They are included in the conversations that appear in cartoons. In this study, the researcher will analyze how the types of politeness are used in the conversation between

Moana and Maui in the cartoon “Moana”. This film was chosen as the source data because it was awarded as one of the top five best cartoon films by Walt Disney Animation at the 2017 Oscars. There are several types of strategies that each class has, namely, as many as forty-two. The distribution of the number of strategies for each type of politeness strategy is as follows: *Bald of record consist of two strategies, positive politeness consists of fifteen strategies, negative politeness consists of ten strategies and off record consists of fifteen strategies.*

Bald on record is a strategy when the speaker performs a speech act directly and clearly. The speaker does nothing to minimize the threat to speaker’s face, and the speaker’s desire to maximize the efficiency of the speech act is, in any case, more significant than the speaker’s desire to restore the speaker’s image. An example of a speech act in this strategy is *put it back*. In these speech acts, speakers say it directly and clearly without minimizing threats and caring about the speaker’s face.

Positive politeness is a strategy in which the speaker gives a positive face to the listener. This strategy arises because speakers want to strengthen their social relations with listeners through the same desires. An example of a speech act in this strategy is *You’re so amaziining!* The FTA performed by the speaker in the utterance threatens the listener’s positive face because the speaker wants to convey praise to the listener.

Negative politeness prevents or minimizes threats to the listener’s negative face when the speaker wants something from the listener. An example of a speech act in this strategy is *So you can put it back. Thank you.* In this speech act, the speaker wants the listener to return the stone heart but remember to say thank you.

Off record is done through indirect speech acts so that the context and situation of speech are essential elements in understanding this politeness strategy. An example of speech act in this strategy is *Enjoy your beauty rest?* This speech act has an interrogative speech form, as seen from the question mark symbol, but this question does not require a yes or no answer but is sarcastic.

RESEARCH METHOD

According to (Sugiyono, 2011), the qualitative method is a research method based on the post-positivism philosophy, used to research natural object conditions, where the researcher is the key instrument, and sampling data sources is done purposively. The data is taken from the conversation between Moana and Maui from the “Moana” cartoon movie. The data is in the form of words, phrases, and sentences from the movie. Also in the form of descriptions and identification of speech in conversations between Moana and Maui using various politeness strategies based on Brown and Levinson’s theories.

The technique used to collect data in this study uses several steps:

- 1) Watch the movies
The first step that researchers took in collecting data was watching the movie several times on Disney Hotstar.
- 2) Transcript the conversation
While watching the movie, the researcher also made a transcript of the conversation.

This research is qualitative research data of several utterances. In this study, the researcher describes the use of politeness in the characters found. After the data is found, the researcher

analyzes the data based on politeness strategies based on Brown and Levinson's theory. Therefore, the following steps are described in analyzing the data:

- 1) Identify data
After watching the movie and transcribing the data, the researcher made several notes that might contain the required data. The notes are in the form of underlining the utterances.
- 2) Classification of data
After getting all the data from the movie transcript, the next step is classifying each type of politeness strategy.

RESULT AND DISCUSSION

The table below shows a summary of politeness strategies used by the two actors in the conversation between Moana and Maui in the "Moana" cartoon Movie.

Politeness Strategy	Quantity	Percentage (%)
Bald on record	34	69
Positive politeness	8	17
Negative politeness	4	8
Off-record	3	6
Total	49	100

Table 1. The percentage of Politeness Strategies used by Moana and Maui in the "Moana" Cartoon Movie

According to the research, there are four politeness strategies used in the dialogue between Moana and Maui in the cartoon movie entitled "Moana", starting with the highest calculation of Bald on record, followed by positive politeness, negative politeness, and off-record occupying the percentage.

A discussion of the research is included in this section. This study is a description of all the etiquette techniques that Moana and Maui employed during their dialogue in the cartoon movie entitled Moana.

1. Bald on record

In the Moana cartoon movie, this strategy is most frequently employed during talks. The following statements fall within the category of bald-on records:

- 1) Maui: It's actually Maui, shapeshifter, demigod of the wind and sea, hero of man. I interrupted, from the top, hero of man. Go.
- 2) Moana: You are not my hero. And I'm not here so you can sign my oar. I'm here because you stole the heart of Te Fiti and you will board my boat, sail across the sea, and put it back.
- 3) Moana: No. Stop ! Hey, you have to put back the heart!

- 4) Maui: Alright, get over it. We gotta move. And she's back.
- 5) Moana: What is your problem? Are you afraid of it ?
- 6) Maui: No. No, Ha..ha..ha. I'm not afraid. Stay out of it or you're sleeping in my armpit. You stop it. That is not a heart. It is a curse. The second I took it, I got blasted out of the sky. And I lost my hook. Get it away from me.
- 7) Maui: Hah .. hey .. hey... I'm a Demigod, okay? Stop that, I will smite you. You wanna get... smote? Smoten? Listen, that thing doesn't give you power to create life. It's a homing beacon of death. If you don't put it away, bad things will come for it.
- 8) Maui: The ocean doesn't help you. You help yourself. Tighten the halyard, bind the stays! ...you can't sail?!
- 9) Maui: Forget it, you'll never get it back. Besides, you got a better one. Hey... What am I gonna steer with? They're just gonna kill ya!
- 10) Maui: Congratulations on not being dead, curly. You surprised me. But I'm still not taking that thing back. You wanna get to Te Fiti, you have to go through a whole ocean of bad. Not to mention Te Ka. Lava monster? Ever defeat a lava monster?
- 11) Maui: I'm not going on a suicide mission with some... mortal. You can't restore the heart without me. And me says no. I'm getting my hook. End of discussion.
- 12) Maui: If you wear a dress, and you have an animal sidekick... you're a princess. You're not a wayfinder. You'll never be a wayfinder. You will never be a wayf-- Really? Blowdart in my buttcheek. You are a bad person.
- 13) Moana: If you can talk, you can teach. Wayfinding. Lesson one... hit it.
- 14) Maui: Enjoy your beauty rest? You know, a real wayfinder never sleeps. So they actually get where they need to go. Muscle up, butter cup. We're here.
- 15) Maui: We? No. Me. You are gonna stay here with the other chicken. That's what I'm talking about, give me some... Come on, that was a good one, how'd you not get it? I called her chicken, there's a chicken on the boat. I know she's human, but that's not... You know... forget it. Forget it, I'm not explaining it to you. What? 'Cause then it's not funny. So... Daughter of the chief. I thought you stayed in the village. You know, kissing babies and things. Hey, I'm just trying to understand why your people decided to send, uh... How do I phrase this... You.
- 16) Maui: The ocean... Makes sense, you're what, eight? Can't sail? Obvious choice.
- 17) Maui: If the ocean's so smart, why didn't it just take the heart back to Te Fiti itself? Or bring me my hook. The ocean straight up pooky dooks. But I'm sure it's not wrong about you. You're the chosen one.
- 18) Maui: If you start singing, I'm gonna throw up.
- 19) Maui: You're not selling it.
- 20) Maui: You need to stop doing that. Back off.
- 21) Maui: I said back off.
- 22) Moana: Is that why your hook's not working? You don't wanna talk? Don't talk. You wanna throw me off the boat? Throw me off. You wanna tell me I don't know what I'm doing? I know I don't. I have no idea why the ocean

chose me. You're right. But... my island is dying. So I am here. It's just me and you. And I want to help. But I can't if you don't let me.

- 23) Maui: We won't make it!
- 24) Maui: Turn around!
- 25) Maui: I told you to turn back.
- 26) Maui: It was made by the gods. You can't FIX it.

These results show that the speakers are blunt and that some of them use bad expressions, such as 'you can't sail?' 'you're not selling it'.

The speaker was unpleasant to the listener in sentences (1), (6a), (6b), (7a), (9), (15c), and (19). Show that the speaker mentioned coercion in sentences (2c), (3), (15b), (20), (21), (24), and (25). The speaker criticizes the listener in sentences (9), (11), (12a), (12b), (13), (14), (15d), (17), and (19). The speaker's utterance in (10) surprised the listener. In sentences (2a), (2b), (4), (7b), (15a) and (18), the speaker appears to embarrass the listener, and in the sentences (5), (8), (16), (22), (23), (26) demonstrate the speaker's belittling word.

2. Positive Politeness

A strategy that is typically employed to compliment and appease listeners is positive politeness. The following talks employ positive politeness strategies:

- 1) Moana: Maui, shapeshifter, demigod of the wind and sea. I am Moana...
- 2) Moana: You'll be a hero. That's what you're about, right?
- 3) Moana: But, put this back. Save the world. You'd be everyone's hero. Maui... Maui... Maui... You're so amaziining!
- 4) Moana: The ocean chose you for a reason.
- 5) Moana: You can do this... Go.
- 6) Maui: I did. Moana of Motunui. I believe you have officially delivered Maui across the great sea. Moana, Moana, Moana... You're so amaziining!
- 7) Moana: You can come with us, you know. My people are going to need a... master wayfinder.

According to the speech analysis, sentences (1), (3b), (6), and (7) utilize positive politeness by utilizing praise statements. The speaker employs positive politeness in sentences (3a), (4), (5) by making a compelling assertion. And the last is in phrase (2), which illustrates that the speaker employs positive politeness by attempting to reach an agreement.

3. Negative Politeness

Negative politeness is the act of putting a barrier between the speaker and the listener to demonstrate respect or in awkward situations. Here are a few exchanges from the cartoon movie Moana that display negative politeness:

- 1) Moana: Come for this? The heart? You mean this heart right here... Come and get it!

- 2) Moana: No, I am gonna get us to Te Fiti. So you can put it back. Thank you. "You're welcome!"
- 3) Moana: I... I am self-taught? Can't you shapeshift or something?
- 4) Moana: You can come with us, you know. My people are going to need a... master wayfinder.

According to these findings, negative politeness is a strategy that is rarely employed in the conversation between Moana and Maui in the

According to these findings, negative politeness is a strategy that is rarely employed in the conversation between Moana and Maui in the cartoon movie Moana. As observed in line (3), the speaker employs negative politeness by making skeptical assertions. Sentences (1) and (2) demonstrate how the speaker employs negative politeness by reducing any compulsion that may occur. In sentence (4), the speaker employs negative politeness by offering something without expecting the listener to agree.

4. Off-Record

Off-record is an indirect strategy. Has potential for several interpretations. The conversation that employs the off-record strategy is as follow:

- (1) Maui: I'm not going on a suicide mission with some... mortal. You can't restore the heart without me. And me says no. I'm getting my hook. End of discussion.
- (2) Maui: Enjoy your beauty rest? You know, a real wayfinder never sleeps. So they actually get where they need to go. Muscle up, butter cup. We're here.
- (3) Moana: You know, it would be rude to reject a gift from a Goddess.

It is clear from the discussion in the cartoon movie Moana that using an off-record method is extremely unusual. The speaker did not want to continue their journey because they did not want to die, as seen in sentence (1). In sentence (2), it is clear that the speaker is being sarcastic. In the statement (3), it is demonstrated that the presents should not be refused.

CONCLUSION

It may be inferred from this study that human speech does not escape politeness strategy in speaking even though cartoon movies. Brown, (1987) offered four sorts of Politeness strategies: Bald on record, Positive politeness, Negative politeness, and Off-record. A lot of Bald on record strategies were utilized in the cartoon carried by the researcher about an action-adventure movie with the title "Moana" particularly for the character called "Maui" while the character called "Moana: used Positive politeness more often. The last two strategies, negative politeness and off-record are rarely employed by the characters in this cartoon movie.

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