REALIZATION OF POLITENESS TO CRITICIZE IN MOVIE REVIEW: ONE PIECE MOVIE RED

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Abstract: CMC is a concept of communication media based on virtual communication, because of the anonymity is guaranteed by the online arena. The authors are interested in what types of realization of politeness are used especially when people criticize a work or phenomenon that is happening. The focus of this research is to find out the realization of politeness of criticism speech in film review sites using Brown & Levinson's politeness realization strategy. This research used a qualitative descriptive approach, because the analysis is in the form of description. The data were obtained from eiga.com movie review site. The data were taken in the form of linguistic units, in the form of criticism speech in the film review site against the film One Piece film *RED*. The listening method, with the basic technique of this method which was note taking technique, was the data collection technique used in this research. Based on the data analysis, 20 data of the realization of politeness of criticizing speech in one piece movie review of *RED* were found. Based on Brown & Levinson's politeness strategy, in this study there are 4 types of politeness strategies and their sub strategies: Bald on record, positive politeness with sub-strategy ask for reason, negative politeness with sub-strategy be conventionally in direct, minimize the imposition, Rx, question hedge, off record with sub-strategy use contradiction used in criticism speech using CMC method. From the above explanation, it can be concluded that the use of the realization of politeness in communication using computer-based communication methods uses more Bald on record politeness realization. Because of the anonymity guaranteed by the online arena, speakers can voice criticism more easily than face-to-face interactions in the real world. In computer-based communication speakers feel freer because they do not need to consider social distance factors.

Keywords: Brown & Levinson, CMC, politeness, criticism, One Piece

RESEARCH BACKGROUND

Speech act is a concept first introduced by J.L. Austin (Austin, 1963). Speech acts are the essence of communication. Whenever we communicate with others, we (speakers, writers, and listeners, or readers) use speech acts to communicate messages and understand the messages received (Grundlingh, 2018). In linguistics, the branch of science that studies the meaning of speech is pragmatics (Yule, 2014). Communication can be done directly or through means of communication or media, depending on the intent of the use of communication. Media is usually used for the interactive aspect, which allows individuals to express their opinions on trending topics at any given time (Littlejohn & Foss, 2016).

Criticism is one of the speech acts that is often done in communication. Criticism is a face-threatening act that can save face, maintain harmonious interpersonal relationships, and ultimately achieve communicative goals (Peng, 2020). According to (Brown & Levinson, 1987) face is a representation of the owner of the face, the purpose of criticism is to reveal

someone's shortcomings, mistakes, or mistakes objectively so that they can identify their mistakes, correct them, and learn from them (Septiana & Haristiani, 2021). Emotionally, however, many people reported that they reacted to criticism by feeling hurt, frustrated or angry. On the other hand, some people reported that they felt indifferent towards those who criticized them (Marlow & Giles, 2010).

To reduce the degree of face threat, criticism should be delivered in a polite manner. A communication can be called polite when one speaks and behaves in a way that provides a beneficial advantage to the other person (Leech, 2014). One way to reduce the threat to the face of speech partners is to use the realization of politeness. In one critical speech, it is possible to use more than one politeness strategy (Aryanto, 2011). The speaker's native language plays an important role in the realization of critical speech acts (Hosseinizadeh & Rassaei Moqadam, 2019). Japanese speakers are known as having distinctive characteristics such as not speaking directly, not wanting to criticize others, avoiding conflict, and not wanting to say something that puts others down. Japanese people do that to maintain the feelings of their speech partners and avoid the impression of being impolite and rude (Astawa & Antartika, 2017). (Haugh, 2004) adds that politeness in Japanese means "showing respect (with a strong sense of vertical deference) and consideration for the position and character qualities of others, and humility towards oneself". Based on Brown & Levinson's Theory of politeness principles (1978), there are 3 factors that determine the type of politeness strategy used in communication: power (P), distance (D) and absolute rank of imposition (R). Based on these factors, politeness principles are classified as follows:1) Positive Politeness 2) Negative politeness, 3) Bald on record 4) Off record (Brown & Levinson, 1987).

Politeness in speech acts has been discussed in previous research, such as (Septiana & Haristiani, 2021) the politeness of criticizing in the Boruto anime, (Hartanto, 2002) realization of the politeness of apology speech acts in Indonesian, the realization of the politeness of criticizing in the novel (Nofrita, 2016), and the realization of the politeness of criticism in television shows (Asih, 2014). From this explanation, there is no research on the realization of politeness in computer-based communication. For this reason, the authors are interested in examining the realization of politeness in computer-based communication (CMC).

CMC is a communication concept based on virtual communication, where three elements, namely: message, media and receiver, involve an electronic mechanism through telecommunication devices (Rusdianto;, 2014). Computer-based interaction typically uses the internet and forms a new forum for speech participants to communicate. A well-known feature of communication in cyberspace is discussion in review columns without having to meet in person and using written language, where the writer is the speaker and the reader is the interlocutor. Due to the anonymity guaranteed by the online arena, the authors are interested in what types of politeness realization are used, especially when people criticize a work or a phenomenon that is happening.

One-piece movie RED is one of the topics that is being discussed by many people. This movie was able to break the record as the movie with the most revenue as well as enter the list of the 10 highest-grossing films of all time in Japanese domestic viewing. However, this movie only received a 3.1 rating on the movie review site eiga.com.

The focus of this research is to find out the realization of politeness in criticism speech in movie review sites using Brown and Levinson's politeness realization strategy.

RESEARCH METHOD

This research used a qualitative descriptive approach because the analysis is in the form of a description. The data were obtained from the movie review site eiga.com. The data were taken in the form of linguistic units in the form of criticism speech on the film review against the film One Piece. The listening method, with the basic technique of this method, namely the recording technique with the intention of recording the data that has been listened to from the data source, was the data collection technique used in this study. From the data that had been recorded, the authors made an interpretation of the meaning and related it to the realization strategy of politeness, after which the author explains how of politeness was used in the criticism speech using Brown & Levinson's politeness theory.

RESULT AND DISCUSSION

There are 20 data discovered through data analysis, and the politeness of criticizing speech was realized in the one-piece movie review RED movie. Based on Brown & Levinson's politeness strategies, in this study, there are four types of politeness strategies used by Japanese people and their sub-strategies used in criticizing speech using computer-mediated communication methods.

Table 1. Classification of criticism speech acts strategy

Realization Type	Quantity	Percentage
Bald on record	10	50%
Positive politeness	1	5%
Negative politeness	6	30%
Off record	3	15%
	20	100%

The politeness strategies used in criticizing speech in movie reviews are:

1. Bald on record

This strategy is carried out by complying with Grice's principle of cooperation, which is as it is, without further ado. The data that shows this speech strategy can be seen in the following data:

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(Data 1)
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何から書けばいいかわからないくらい不愉快な映画ですが、映画好きとしてもワンピース好きとしても最低な一本です。

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Nani kara kakeba iika wakaranai kurai fuyukaina eiga desuga, eiga suki toshite mo
wanpiisu suki toshite mo saiteina ipponn desu.

Even though I'm a movie lover and a One Piece fan, this is one of the worst. I
don't know what to write about such a boring movie.
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The criticism utterance in data no. 1, is expressed directly without preamble (bald on record), which is marked by the utterance *saiteina ipponn desu* (*one of the worst*). Then the criticism

is emphasized by the sentence *fuyukaina eiga desuga, eiga suki toshite mo wanpiisu suki toshite mo (although the speaker is a movie lover and fan of the One Piece series, the speaker still thinks the movie is boring)*. With the use of this strategy, there is no attempt to save face by the speaker because the speaker is more concerned with effective communication. The use of this strategy is influenced by social distance. With anonymity in the online area, speakers do not have a close social distance relationship with their speech partners, so they are more likely to express criticism directly.

2. Positive politeness

If the speaker wants to cut the distance and status differences with other participants, the speaker usually chooses positive politeness. Data that shows this speech strategy can be seen in the following data:

(Data 11)

笑わせる所も、泣かせる所もあってとっても良かったです！

ちょっと気になったのが、歌多すぎじゃないか??

いい歌ばっかりで、全然あっても良いんですけど、でも…多い気がする

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Warawaseru tokoro mo, nakaseru tokoro mo atte tottemo yokatta desu! Chotto ki ni
natta no ga, uta sugijyanaika?? Ii uta bakkari de, zenzen attemo yoindesukedo,
demo…ooi ki ga suru.

It's very good; there are things that make you cry, and there are also things that
make you laugh. The only thing that is a little annoying is that aren't there too
many songs? All the songs are good, but I feel like it's too much.
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In data no. 11, the speaker uses the realization of positive politeness by using the sub-strategy of giving a gift to H. The criticism speech in data no.11 is marked by the utterance of *chotto ki ni natta no ga, uta sugijyanaika?* characterized by the words *chotto ki ni natta no ga, uta sugijyanaika (aren't there too many songs),* the speaker is annoyed by the number of songs in the film, but before and after expressing criticism the speaker gives a gift to the listener in the form of praise marked by the word *tottemo yokata desu (very good)* and the *word ii uta bakkari de (all the songs are good)* the speaker seeks to minimize the threat to the face of the speech partner by fulfilling the wishes of the speech partner (the desire to be appreciated). In addition, in data no. 11, speakers also use the realization of negative politeness with 3 sub-strategies simultaneously, namely: the strategy of *being conventionally indirect*, which is characterized by the use of *negation (-nai)* uta *sugijyanaika* (*isn't the song too much*) The use of this strategy is because the speaker is worried that if expressed directly, the content of the speech can offend his speech partners. The speaker also uses the sub-strategy of minimizing the imposition, Rx, which is characterized by the use of the word *chotto (little).* This strategy is used to reduce the form of speech that contains coercion because, with the use of chotto, the speaker feels reluctant to convey something to his speech partners. The next sub-strategy is *question hedge*, which is characterized by the word *kedo (but);* kedo in Japanese has a function as a comparison of two opposite things in one sentence. While *demo (although)* in Japanese is usually used for comparing opposite things between sentences, The use of a hedge avoids the impression that the speaker has presumed or forced his speech partner. The use of both positive politeness and negative politeness simultaneously gives the impression that although the speaker gives criticism, the speaker minimizes the threat to the face of the speech partner to a minimum.

http://publikasi.dinus.ac.id/index.php/unclle

3. Negative politeness

Negative politeness is a corrective action targeted at the negative faces of speech partners, with the aim of respecting their willingness of speech partners so that their freedom of action is not disturbed. The data that shows this speech strategy can be seen in the following data:

(Data 13)

今までのワンピース映画の中で一
番つまらなかったかも。歌唱パート多すぎだし、シャンクスの話全然深掘りないし、最後はサマーウォーズ？
みたいな感じでなんだコレ？ってなってしまいました。

Ima made no onepiece eiga no naka de ichiban tsumarana katta kamo. Kashou paato
oosugidashi, shank no hanashi zenzen fukahorinai shi, saigo ha summer war? mitaina
kanji de nanda kore? ttenatte shimaimashita.

Maybe this is the most boring one piece movie ever. the singing scene is too much
the story about the shank is also not too much discussed, it seems that at the end
there is a battle but I don't understand the story.

In data no. 13, the speaker uses the realization of negative politeness with the question hedge sub-strategy. The criticism speech is characterized by the utterance *Ima made no one-piece eiga no naka de ichiban tsumarana katta kamo (Maybe this is the most boring one-piece movie ever)*, the speaker feels that it might be the most boring one-piece movie ever. Then the speaker gives a reason why it is considered boring, marked by the words *kashou paato oosugidashi, shank no hanashi zenzen fukahorinai shi, (the singing scene is too much, and the story about the shank is also not discussed enough)*. Even so, the speaker feels hesitant to express his critical speech directly, so the speaker uses a hedge marked by the word *kamo (kamoshiremasen)*. Kamo in Japanese is usually used to show a small possibility or expression of uncertainty. Speakers use this strategy to avoid the impression that the speaker has guessed or forced his speech partner, and the use of hedges will reduce or change the level of certainty of something. With the use of hedges, speakers attempt to minimize the risk of facing threats.

4. Off record

If the speaker wants to avoid responsibility but wants to do an FTA, he can do it off the record (not spoken directly) and give his counterpart the freedom to decide how to interpret it.

(Data 20)

面白いか面白くないかで言うと面白かったです。ただもう一度お金を払って観るかと言われれば絶対NO
です。テレビで放送してても観ない。私の好みではないです。

Omoshiroi ka omoshirokunai kad e iuto omoshirokatta desu. Tada, mou ichido okane
haratte miru ka to iwareba zettai NO desu. Terebi de houshinshitetemo minai.
Watashi No. konomi dehanai desu.

If I had to say whether it was interesting or not, I would say it was interesting,
but I wouldn't pay to watch it a second time; even if it was broadcast on TV, I
wouldn't see it; it's not my thing.

In data no. 20, the speaker uses the realization of off-record with the sub-strategy of using contradiction. The criticism is characterized by the utterance, *Tada, mou ichido okane haratte miru ka to iwareba zettai no desu (but I won't pay to watch it a second time)*, then the criticism is clarified with an expression of disappointment. *Terebi de houshinshitetemo minai. Watashi no konomi dehanai desu (even if it's broadcast on TV, I won't see it; it's not my favorite)*. The above speech was expressed by the speaker because he felt that the movie

he watched was not as expected. The speaker is a fan of One Piece, so he hopes that the film will be in accordance with or related to the story that he has read. Although the speaker said that the movie was fun, he felt that the movie deviated from the storyline he knew. In the criticism speech in data no. 20, the speaker uses the sub-strategy of using contradiction, which is marked by the sentence *omoshiroi ka omoshirokunai ka de iuto omoshirokatta desu, (If I have to say it's interesting or not, I'll say it's interesting.)*, the speaker tries to minimize the threat to the face of the speech partner by using contradiction; this strategy allows the speech partner not to realize that the speech contains criticism delivered to him. This strategy is influenced by social distance; speakers do not have a close social distance relationship with their speech partners, so they are reluctant to express criticism directly.

CONCLUSION

From the data analysis based on Brown & Levinson's politeness strategy, there are 4 types of politeness realization used in criticizing speech in the review of one piece of film red, namely: bald on record, positive politeness with sub-strategy give gifts to H, negative politeness with sub-strategy be conventionally in direct, minimize the imposition of Rx, question hedge, and off record with sub-strategy use contradiction. From several politeness strategies used, it was found that the order of strategies that have the highest level of politeness (minimal potential to threaten face) is off record with the sub-strategy of use contradiction, positive politeness with the sub-strategy of give gifts to H, negative politeness with the sub-strategy of be conventionally in direct, question hedge, minimize the imposition Rx, and bald on record. It was also discovered that the factors influencing politeness realization, such as social distance factors. From the explanation above, it can be concluded that the use of politeness realization of politeness in communication using computer-based communication methods uses more politeness realization of Bald on record. Due to the anonymity guaranteed by the online arena, speakers can voice criticism more easily compared to face-to-face interactions in the real world. In computer-based communication, speakers feel freer because they do not need to consider the social distance factor.

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