

**THE USE OF IMPOLITENESS IN “THE WRONG  
STEPMOTHER” MOVIE: PRAGMATICS APPROACH**

**THESIS**



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**DEPARTMENT OF ENGLISH LITERATURE  
FACULTY OF SOCIAL SCIENCES AND HUMANITIES  
PUTERA BATAM UNIVERSITY  
2022**

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**Submitted in Partial Fulfillment of the Requirements for the Degree of English  
Sarjana Sastra**



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I, Jojor Romanna Simanjuntak, NPM 181210052  
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Is the real work myself and I realize that this thesis has never been published in other media before, partially, or entirely, in the name of mine or others.

Batam, 1<sup>st</sup> August 2022



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# **THE USE OF IMPOLITENESS IN “THE WRONG STEPMOTHER” MOVIE: PRAGMATICS APPROACH**

**THESIS**

**Submitted in Partial Fulfillment of the Requirements for the Degree of Sarjana Sastra (S1)**

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**This thesis has been approved to be examined on the date as indicated below**

**Batam, 1<sup>st</sup> August 2022**



**Mhd. Johan, S.S., M.Hum.  
Supervisor**

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Batam, 01<sup>st</sup> August 2022



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## ABSTRAK

Penelitian ini muncul karena berbagai fenomena ketidaksopanan yang kerap terjadi dikalangan masyarakat akhir-akhir ini. Ketidaksopanan ini sering muncul baik dalam komunikasi tertulis maupun lisan. Adapun tujuan penelitian ini yaitu untuk mengetahui strategi ketidaksantunan dan mendeskripsikan jenis ketidaksantunan yang terjadi di dalam *film The Wrong Stepmother*. Strategi ketidaksopanan ini dikaji oleh teori Culpeper (1996) sedangkan jenis ketidaksopanan ini dijelaskan dengan menggunakan teori Culpeper (2011). Selain itu, jenis ketidaksopanan ini telah dikembangkan untuk mengidentifikasi tujuan ekspresi ketidaksopanan. Penelitian ini menggunakan metode penelitian observasional dan non-partisipatif. Selain itu, metode analisis identitas pragmatik, dan teknik penyetaraan juga digunakan untuk menganalisisnya. Ada beberapa strategi ketidaksopanan yang digunakan, yaitu ketidaksantunan secara langsung, ketidaksantunan positif, ketidaksantunan negatif, sarkasme atau kesantunan semu, dan menahan kesantunan. Sedangkan jenis ketidaksopanan yang digunakan yaitu ketidaksopanan afektif, ketidaksopanan koersif, dan ketidaksopanan menghibur. Di antara semua strategi yang muncul pada film ini, strategi ketidaksopanan positif adalah yang paling banyak digunakan dalam penelitian ini dan jenis ketidaksopanan yang paling banyak digunakan pada film ini adalah ketidaksopanan afektif.

**Kata Kunci:** Strategi ketidaksopanan, Tipe ketidaksopanan, Pragmatik

## **ABSTRACT**

This research arises because of various impolite phenomena that often occur among the public lately. This impoliteness often appears in both written and oral communication. The purpose of this study was to find out the strategy of impoliteness and to describe the types of impoliteness that occurred in the film *The Wrong Stepmother*. The impoliteness strategy is studied by Culpeper's theory (1996) and this type of impoliteness itself is explained by using Culpeper's theory (2011). In addition, this type of impoliteness has been developed to identify the purpose of impolite expressions. This research uses observational and non-participatory research methods. In addition, pragmatic identity analysis methods, and equivalence techniques are also used to analyze it. There were several impoliteness strategies used, namely bald on record impoliteness, positive impoliteness, negative impoliteness, sarcasm, mock politeness, and withhold politeness. While the types of impoliteness used are affective impoliteness, coercive impoliteness, and entertaining impoliteness. Among all the strategies that appear in this film, the positive impoliteness strategy is the most widely used in this study and the most used type of impoliteness in this film is affective impoliteness.

**Keywords:** Impoliteness strategies, Impoliteness types, Pragmatics



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# CHAPTER I

## INTRODUCTION

### **1. 1. Background of the Research**

Language is important in our life. It is often used in everyday communication such as, over the telephone or in a direct conversation with social creatures. There are certain rules one needs to learn to avoid misunderstanding in conversation. It is known as politeness. According to Yule (1996), politeness is recognizing another person's face and it is connected to social distance or closeness. In other words, politeness involves knowing how to treat other people and pay attention to their faces. Therefore, politeness can help prevent daily conflicts.

However, there is also the opposite of politeness which is impoliteness. According to Bousfield & Locher (2008), Impoliteness is behavior that triggers facial irritation. People's facial expressions when they speak reflect the discomfort associated with impolite acts. People express their anger, hate, disappointment, or disagreement by being impolite. As a result, both politeness and impoliteness have implied meanings that should be discovered by the hearer during the communication process.

These days, many people violate the rules of politeness without even considering their actions. Even from various media outlets when they share information. In addition, impoliteness is found in the real life of humans. Newspaper is one of the media made from paper that contains valuable information. In

newspapers, people can express their opinion and criticism about anything that people want. Online newspapers are now available as well as traditional paper newspapers. The phenomena of impoliteness were found in BCC News online on May 27<sup>th</sup>, 2020. A Chinese Canadian who lives in New York for over 15 years attacked Kimberly, 38, said: **“I’m not scared of radioactive Chinese people, your people shouldn’t be here, get out of this country, I’m not scared of this virus that you people brought over”** Cheung et al. (2020). When the speaker walked around with her dogs, a Chinese Canadian attacked the speaker. She was yelled at and pointed at by Chinese Canadian who said people like her should not be in their country. They blamed her for spreading the Corona Virus and killing many people in their country. It is rude and disrespectful to judge people by their words. Everyone should treat others with respect. It does not matter where a person is from, what race they belong to, or what religion they belong to. The bold utterance is called **as negative impoliteness** because the speaker attacked the hearer face directly and clearly. Furthermore, the researcher also found another example of impoliteness in social media, which can be shown below.

Reporter : “Mr. President, are you worried about indictments coming down this investigation?  
 Donald Trump : “I tell you what, CNN should ashamed of itself for having you working for them. **You are a rude, terrible person. You shouldn’t be working for CNN.** Post (2018)”

The utterance above is an example of the impoliteness that is found on social media YouTube with the titled “Donald Trump clashes with media at the chaotic midterm election press conference” by the account “South China Morning Post” in a

minute 1:28-1:40. The speaker asked the hearer was the hearer worried about indictments coming down from the investigation. The hearer was angry and he said that CNN news should shame having an employee like the speaker and should not be working for CNN. Besides that, the hearer also judged the speaker as a rude and terrible person. In social norms, the speaker cannot speak to the other with impolite language. It is a painful answer to anyone who heard it. If the hearer is offended and felt the statement is not true about the question, the speaker should answer with a calm answer, and no need to be angry to make the situation not awkward in the interview. The bold utterance is called as **negative impoliteness** because the speaker scorn, ridicule and insulting the interlocutor.

In this study, the researcher took the data source titled “The Wrong Stepmother” which was aired on date July 5, 2019. This film showed many impoliteness utterances. This film tells the story of a woman who came from broken home and wants to have a happy family because during her life she always felt unloved. Because of her desire, she wanted to do anything and wanted to kill everyone who disturbed her happy family.

Maddie : I just want what’s best for this family.

Lily : **Oh God! This is not your family!**

The utterance above happened in a minute 57:30-57:37 in front of their house when family time. She was angry because her teacher at school was disappointed with her. Her essay contained information about her stepmother. She didn’t know that her stepmother had changed her essay when she submitted it to her lecturers. She became

furious with her stepmother after returned home and accused her that she had changed the content of her essay. But the speaker said that the speaker wanted the best for their family but the hearer did not accept and said that this is not the speaker's family because the speaker was only the girlfriend of her father. This utterance is an example of impoliteness. The hearer should not tell to the speaker like that even though the hearer is angry. It can be made the speaker offended because the hearer attacked the speaker immediately. According to Richard as cited in Terkourafi, (2017) defined if a speaker's expression does not conform to the context of the conversation, and the hearer is unaware of the speaker's face-threatening intention, then the speaker's expression is considered impolite. Another example is also found by the researcher in this film. This utterance the researcher took on a minute 00:01:30-00:01:38.

Clayton : "I'm sorry the things didn't work out. I am sorry, but the thing that you are doing is crazy. **Don't come here again.**"  
 Maddie : "Your loss (screamed)"

The conversation above started when the hearer came to the house of the speaker and knocked on the door. The hearer was the ex-wife of the speaker. When the speaker opened the door, he rejected and chased away the hearer. Because the speaker had been rejected, the speaker was angry and screamed "your loss" and then gone. The utterance above is called a bald on records impoliteness. He didn't accept the hearer in the speaker's house. He didn't want to keep their relationship with the hearer said the hearer was crazy. Culpeper (1996) said bald on records impoliteness is avoided by delivering the Face Threatening Act (FTA) in a direct, clear, unambiguous,

and concise manner, and by saying no more than necessary. According to Culpeper (2011), affective impoliteness is the type of impoliteness that makes a bad emotional atmosphere between the speaker and hearer by displaying the speaker's anger towards the hearer. It was expressed directly and clearly.

Lily : **Calm down?** How is this even remotely okay?  
Maddie : I said I was sorry.

The utterance above happened in a minute 00:51:22-00:51:26 when they played in the park near their house. The speaker had a problem with the hearer because the hearer had told everyone that the hearer was the speaker's mom. In response, she became upset and told the incident to the speaker's father, but the speaker's father disagreed with her because it is not a big issue. She expressed anger toward her father and girlfriend of her father. As a result, their house had an emotionally charged atmosphere and the situation became complicated. A speaker should not speak with excessive anger. Even so, the hearer should respect the speaker who is older than her according to the explanation above it is called affective impoliteness.

The author reviewed several previous studies that were concerned with impoliteness to investigate this topic. The first is Rahardi (2017) investigated linguistic impoliteness from the socio-pragmatic perspective. The data source took from the utterance of impoliteness that happened in the education, family, and religion domains This research discusses how linguistic impoliteness manifests in practice. This research aims to describe in detail the manifestations and intentions of the linguistic impoliteness marker used by the theory of Brown and Levinson, 1987. The



data were gathered by using listening and speaking methods. As a result, the author found five categories such as face- aggravating, face-loss, face-playing, face-threatening, and last deliberate ignorance.

Next, Sani and Suhandoko (2020) investigated impoliteness. The research aims to examine the strategies employed by the main character in the Hancock movie as a data source and using theory by the Culpeper. The study employed a qualitative approach to answer its questions because it tries to understand a phenomenon by focusing on words. Content analysis was used to develop inferences on impoliteness, how impoliteness is perceived by the recipient, and how impoliteness is used as a force for power in the recorded material. This research found 5 types of impoliteness such as bald on record, positive impoliteness, negative impoliteness, sarcasm/mock politeness, and withhold politeness.

Furthermore, this research has some similarities with the previous research, which is researching impoliteness. Besides that, this research also has a difference. In this research, the researcher used a movie titled The Wrong Stepmother movie as a data source. The research aims to find out the impoliteness strategies and the type of impoliteness strategies in the Wrong stepmother movie which is supporting the theory of Culpeper (1996) and Culpeper (2011).

## **1. 2. Identification of the Problem**

Identifying a problem is the first step in determining all the problems in the background (Cresswell, 1994). It means to analyze, develop, and find the root cause of the problem. From the background of the research, the researcher found some problems which might be analyzed:

1. The misunderstanding message that conveyed to each other.
2. The existence of disrespect used impoliteness in written communication.
3. The statement of impoliteness is found in social media.
4. The impoliteness strategies used in the characters' utterances in *The Wrong Stepmother* movie.
5. The types of impoliteness expressed in the characters' utterances in *The Wrong Stepmother* movie.

## **1. 3. Limitation of the Problem**

A list of issues was created after identifying the problem. Therefore, the analysis needed to be limited. As shown below, the limitation consisted of two main topics.

1. The impoliteness strategies used in the characters' utterances in *The Wrong Stepmother* movie.
2. The types of impoliteness expressed in the characters' utterances in *The Wrong Stepmother* movie.

#### **1. 4. Formulation of the Problem**

The researcher formulates the main problems to be answered as stated in the following research questions:

1. What are the impoliteness strategies used in the characters' utterances in The Wrong Stepmother movie?
2. What are the types of impoliteness expressed in the characters' utterances in The Wrong Stepmother movie?

#### **1. 5. Objective of the Research**

In this research, the researcher has an objective of the research to decide the aim of the research.

1. To find out the impoliteness strategies used in the characters' utterances in The Wrong Stepmother movie.
2. To describe the types of impoliteness expressed in the characters' utterances in The Wrong Stepmother movie.

#### **1. 6. Significance of the Research**

##### **a. Theoretical Significance**

This research was designed for developing knowledge and experience by applying the materials to science research related to the topic of impoliteness. Second, this study is intended to be a reference and comparison for future research.

**b. Practical Significance**

Practically, information gained from this research and its application will be useful to the following parts. A speaker should think before using impoliteness utterances because this is having negative effects on the person hearing it. These speakers respond by avoiding misunderstandings, social conflicts, and disharmony, and do their best to avoid any social conflict. This research is significant for enhancing and broadening knowledge about used impoliteness strategies. Hence, this research is expected to benefit the reader interested in using impoliteness strategies around personality.

**c. Definition of Key Terms**

**Pragmatics** : The function of context, an analysis of "invisible" meanings about speech acts (Yule, 2010).

**Impoliteness** : Negative attitude towards specific actions or behaviors that occur in specific contexts (Bousfield & Locher, 2008).

**Politeness** : Recognizing another person's face and it is connected to social distance or closeness. (Yule,1996).

**CHAPTER II**  
**REVIEW OF RELATED LITERATURE AND THEORETICAL**  
**FRAMEWORK**

**2. 1. Pragmatics**

Yule (2010) stated that pragmatics is the study of the speaker meaning what people conveyed to their interlocutor. The aim of pragmatics is always to interpret people's utterances in terms of what they implied, rather than interpreting their words. Therefore, pragmatics emphasized the meaning and intention of the speaker more than the actual words. Social interaction sometimes consists of the use of languages that people do not fully understand the meaning of. Sometimes people can understand the other person's words, but they often do not understand the context of their interaction. It is therefore essential for the speaker and the hearer to have a mutual understanding of what the context is in pragmatism.

Using a pragmatic approach can make it easier for someone to interact with others in society. Because pragmatics has the capability of comprehend the context. Otherwise, misunderstandings may occur, and other people may be offended by the conversation. By using pragmatics, people can also better understand what other people said. That's why pragmatics was chosen in this study because pragmatics can help people to understand the significance of the words conveyed.

This research analyzed the concepts of the speaker, the hearer, and the context by using pragmatics to analyze the implied meaning. That is why both must be

connected in conversation. Without these elements, an interpretation cannot exist. Pragmatics is concerned with contextual factors and how context impacts a whole conversation, it could lead to what is termed particularized conversational implicature, or unstated meaning. This study examined the language people used and the implied meanings people express. In considering the explanation above, pragmatics in the real conversation concerns the speaker, the meaning, the intended purpose, the implied willingness, and the context. In addition to solving the problem between speaker and hearer, pragmatics can also deal with the question of point of view.

### **2. 1. 1. Impoliteness**

As explained by experts Bousfield and Locher (2008), impolite behavior can occur when there is a lack of politeness in dealing with confrontational interactions among other members of the social community. It means that impolite behavior occurs because people cannot handle their emotions to resolve a problem. Further, a speaker and the hearer talk in an impolite, intimidating manner because they are too bored to speak politely. A solution to the problem can reduce the inability of politeness. Impoliteness can be defined as a negative attitude towards specific actions or behaviors that occur in specific contexts Culpeper (2011). As a result, it is sustained by expectations, desires, and beliefs about the social organizing mechanisms, including how individual and group identities are mediated by people and group interaction. To summarize, impoliteness can be defined as the way people behave when they interact.

There will be disharmony between the two interactions as a result. Impoliteness has 5 strategies including bald on record impoliteness, positive impoliteness, negative impoliteness, sarcasm, or mock impoliteness, and withhold politeness. Besides that, there are 3 types of impoliteness affective impoliteness, coercive impoliteness, and entertaining impoliteness.

### **2. 1. 1. 1. Strategies of Impoliteness**

The use of strategies of impoliteness depends on the context in which they are employed. Bousfield and Locher (2008) conveyed that people use these strategies to say impolite words based on the context in which the speaker said to the hearer. It refers to impolite utterances, an utterance delivered to another person with impolite words. It depends on the context of what strategies are used by people when the speaker says impolite utterances. The strategy of impoliteness is divided into five strategies Culpeper (1996). These five strategies are bald on record impoliteness, positive impoliteness, negative impoliteness, sarcasm, or mock impoliteness, and the last withhold impoliteness. These five strategies are used to identify inconsiderate communication in interaction. It is aimed at recognizing when impolite utterances can be used in interaction.

#### **a. Bald on Record Impoliteness**

Bald on records impoliteness is avoided by delivering the FTA in a direct, clear, unambiguous, and concise manner, and by saying no more than necessary. Culpeper

(1996) said that this tactic involved the speaker causing injury to the interlocutor through rude words directly at his face. In the example shown below,

Hancock : “What you want a cookie? **Get out of my face**  
 Boy : Asshole” (Sani & Suhandoko, 2020)

This utterance is taken from an article. In the story, the speaker was sleeping in a public space. Suddenly he woke up to a TV show, that showed police seeking a criminal. But the speaker said, “get out of my face.” The speaker should not say that because the utterance above is considered impolite behavior it is called bald on record impoliteness.

#### **b. Positive Impoliteness**

As stated by Culpeper (2011), positive impoliteness is the act of damaging the face of someone who wishes to be accepted as a member of society by strategies designed to damage the addressee’s face. A positive face simply refers to the desire for respect and appreciation from the other. Culpeper (2011) concluded that the output strategies of positive impoliteness include: ignoring, excluding the other, disassociating, being disinterested, unconcerned, unsympathetic, using inappropriate identity markers, using obscure or secretive language, seeking disagreement, making the other feel uncomfortable, calling the other names, and use taboo words. The example of positive impoliteness showed in the journal article by Shinta et al., (2018)

Nina Silueta : “**Hey, indigene’s camel, don’t dreaming!**”

It happened when one of the candidates for governor of Jakarta has been called a camel by a female supporter. This utterance is part of the positive impoliteness sub-



strategies because the data contained an inappropriate identity marker for this strategy. The phrase "indigene's camel" can be interpreted as an inappropriate identity marker.

**c. Negative Impoliteness**

A negative impoliteness is a way of dealing with an addressee that damages their negative desires. Culpeper (1996) conveyed that impolite behavior occurs when a speaker attempts to damage the credibility of the hearer by conducting negative actions during their conversation. A speaker might implement this strategy when the speaker does not want to be attacked by the hearer's words. There are some outputs of strategies of negative impoliteness speech according to Culpeper (1996): frighten, condescend, ridicule, invade the other space, explicitly associated the other with the negative aspect, and put the other indebtedness on record. Below is an example of negative impoliteness. Mr. Pippin said, **“Please, What? Why can’t you behave like your sister?”** (Waliyadin,2016) This utterance can consider condescending the part of the negative impoliteness. In this session, the speaker condescends to the hearer and said to the hearer why the hearer cannot behave like his sister.

**d. Sarcasm or Mock Politeness**

Culpeper (1996) indicated that by using strategies of sarcasm or mock politeness, a speaker is pretend to be nice to the hearer when using this strategy during a conversation. Someone can use sarcasm for expressing opposite feelings which means not the real meaning of what people say. The example can be shown below,

Sue : **“It’s so funny, Chris hahaha**  
Chris: Are you okay?” (Chintiabela et al., 2017)

The speaker says it is a funny accident in an insincere way. What she means is the opposite. The hearer intends to attack her face because something she did upset her. Hearers are helpless to help the hearer when Carrie hits her head with the ball. Everyone laughs. At the same time, the speaker is both mad and shy. A situation such as the one above can be considered sarcasm or mock politeness.

**e. Withhold Politeness**

Culpeper (1996) stated that the person who employed withhold strategy is when the speaker or the hearer suddenly cut the other interlocutor's speech during the conversation. Withhold politeness also can be used when the speaker speaks to the hearer and then the hearer is only silent in responding to the speaker's utterance. The example withhold politeness was taken from the journal (Savitri, 2018)

Participant 1 : Where is the table actually?

Participant 2 : ..... **(silent)**

In this sense, everyone in the meeting is covered in plaster from the injuries they suffered in the gladiator arena. A meeting participant is facing the wall behind the meeting table. He asked the other meeting participants where the table was when he could not find it. No one answered. As they are not answering his question, those who keep silent are engaging in Withhold Politeness by not showing politeness where it is expected. However, they do this because they are all in the same condition as him but still could face the meeting table and not in the wall when sitting properly.

## 2. 1. 1. 2. The Types of Impoliteness

### a. Affective Impoliteness

Culpeper (2011) said that this type of impoliteness makes a bad emotional atmosphere between the speaker and hearer by displaying the speaker's anger towards the hearer. It was expressed directly and clearly. The example of affective impoliteness can be shown below,

Carrie : **I didn't sin, you sinned**  
Margaret : I did not, I did not sin. (Chintiabela et al., 2017)

Speaker used impolite on record when she says she did not sin, but her mother did. Carrie remembers Margaret's statement that she was born because of her parent's sin. As a way of expressing anger, the speaker attacks the hearer's face. This is an example of utilizing affective impoliteness to communicate the speaker's current feeling of anger. In the speaker's mind, the speaker did not commit any sin, whereas the hearer did.

### b. Coercive Impoliteness

According to Culpeper (2011), coercive impoliteness is a manifestation of realignment between the speaker and hearer, where the speaker takes advantage of the hearer by victimizing them. Below is the example of coercive impoliteness that was taken from the journal (Chintiabela et al., 2017)

Sue : **“Get off me, you freak!**  
Carrie : “please.”

The utterance above is considered coercive impoliteness. It started when the speaker makes blood marks on the hearer's shirt while holding it. The speaker is baffled

by the hearer's behavior. The speaker hates to irritate the hearer. As a result, the speaker uses negative impoliteness to stop the hearer's strange behavior. The hearer is scorned to demonstrate that they are of different classes. Moreover, the speaker shows her friends that the hearer is not worthy of respect. Her actions are coercive. The hearer's friends agree with the speaker's face attack because they also hate her. She accepts the face attack out of ignorance.

### c. **Entertaining Impoliteness**

Entertaining impoliteness occurs when the speaker gets amused by the listener's feelings by making fun of them Culpeper (2011). For example, the utterance was taken from the journal (Chintiabela et al., 2017)

Ulman : **“Okay, uh, that was uh disturbing”**  
 Carrie : “Silent.”

The speaker resents the hearer because she acts clumsy and the speaker thinks the hearer is weird. After the hearer read her poem, the speaker said something that damaged his face and hurt the hearer's feelings. Tommy and Sue are the only ones not laughing. Because the hearer talks a lot about God, they think the hearer is weird. The hearer even likes to read poetry about God. The utterance above it is called entertaining impoliteness.

## **2. 2. Previous Research**

Waliyadin (2016) investigated the impoliteness of the fan page of Facebook President Joko Widodo as a data source. This study aimed to analyze the impoliteness of various genders used by netizens when commenting on Facebook. This research

analyzed the data using Culpeper's 1996 theory. The research was carried out using a qualitative descriptive design method. There are many types of impoliteness found in this research, including bald on record impoliteness, positive impoliteness, negative impoliteness, mock or sarcastic impoliteness, and follow withhold impoliteness.

Fhitri and Yalmiadi (2018) found the impoliteness indicator on Dharma Andalas University that is used by students to the lecturer. The aim is to find out the expressions of politeness and impoliteness used between students and lecturers. This study analyzed the impoliteness by theory Culpeper 2005. This research applied by method of qualitative research. This researcher gathered data from utterances short messages the student's utterances to the lecturer. The impoliteness found in this research is bald on record, positive impoliteness, and negative impoliteness.

Wijayanto et al., (2018) examined impoliteness in interlanguage complaints by English as Foreign Language (EFL) students. This study aims to analyze the impoliteness conveyed by the audiences. The theory used in this research was Culpeper 1996 and Bousfield 2008. This research applied by method of qualitative research and was collected through oral interviews and questionnaires. This research found three general motivating factors, speakers, target people, and contextual factors.

Febriasari and Wijayanti (2018) investigated impoliteness to describe the forms of compliance and violations of politeness among fifth-grade students at elementary school. This study aims to describe the form of obedience and violation of the principles of politeness in language. This research is based on the Leech 1983 theory. A qualitative research design is used in this study by a descriptive method. The study

collected data using observation techniques, recording techniques, and interviews. There were five resulting maxims: compliance tact, generosity, approval, and modesty.

Rahardi (2020) explored the kinds of contexts that govern impolite utterances in the Indonesian language. The purpose of this study is to describe culturally specific aspects of triadic ties on impolite utterances. This research was based on Bousfield's 2008 theory. The data were collected and analyzed through observation methods, both by using engaged conversation techniques and uninvolved conversation techniques. Data were derived from utterances within culture-specific domains which were intrinsically triadic in terms of pragmatics contexts. The results included pretense, association, taboos, taunting, arrogance, pleonasm, puns, insults, teasing, and interjection.

Faisol and Rahmat (2021) examined impoliteness as an explanation for negative impoliteness. The data were taken from five videos posted by Al Jazeera on the YouTube channel about the Israeli attack on the Al-Aqsa mosque. The goal of this study is to characterize the text of a news broadcast about the Middle East conflict. The research method is descriptive. The research was analyzed by Culpeper's theory in 1996, 2003, and 2005. Contempt, scorn, ridicule, aggression toward other spaces, explicit affiliation, and debt were some of the negative impoliteness reported.

Novalia and Ambalegin (2022) explored the impoliteness of the channel YouTube Deddy Corbuzier's podcast talk show. The goal of this study is to identify impoliteness strategies. This research was conducted using qualitative methods. Culpeper's theory (1996) theory was used in this study. Impoliteness strategies

identified in this study include bald on record impoliteness, positive impoliteness, negative impoliteness, mock or sarcasm politeness, and the last withhold politeness.

Simanjuntak and Ambalegin (2022) investigated the impoliteness strategies used in one of the movies. This research aims to analyze impoliteness which is used in the movie *Easy A* by Culpeper's theory (2011). The method used in this research is used technique observational methodology and a non-participatory. As a results five impoliteness found in this research such as bald on record impoliteness, withhold impoliteness, negative impoliteness, mock impoliteness, and positive impoliteness.

There are some similarities between previous and present research, namely using Culpeper's theory and the aim is to research impoliteness. If compared to previous research, this research also has a different that is the data source. Data was collected from "*The Wrong Stepmother*" movie.

### 2. 3. Theoretical Framework

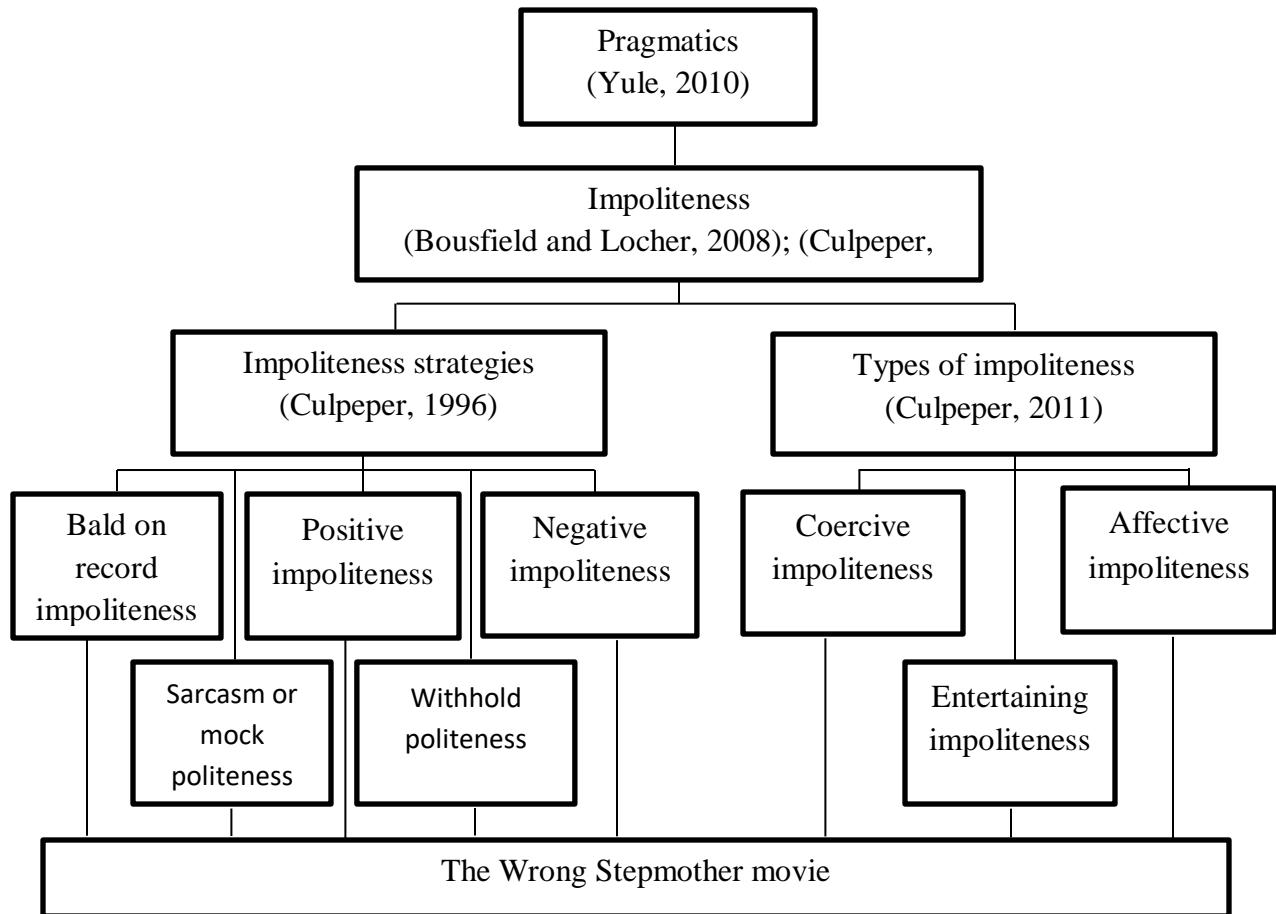


Figure 2. 3 Theoretical Framework



## **CHAPTER III**

### **RESEARCH METHODOLOGY**

#### **3. 1. Research Design**

The research design of this research used the descriptive qualitative method by Creswell (2018). This research adopted descriptive qualitative and was conducted descriptively by using the paragraph. The method of Qualitative research aims to explore and understand the meaning and implications of social and human problems from the point of view of some individuals or groups of people Creswell (2018).

The theoretical basis of this research used Culpeper's theory about impoliteness. Specifically, it was applied to the strategies and the types of impoliteness found in the movie *The Wrong Stepmother*. It has therefore been classified as descriptive qualitative research. To generate this research, the researcher used words, and the results of the research were presented descriptively as well.

#### **3. 2. Object of the Research**

The object of the research analyzed the strategies and types of impoliteness in *The Wrong Stepmother* movie. It was used by Culpeper (1996) and Culpeper (2011). In analyzing the data, strategies of impoliteness theory by Culpeper (1996) were applied to answer the first research question. For the second research question, the theory by Culpeper (2011) was applied. In sequence, the data researches being analyzed are those categorized as the strategies of impoliteness. This study also analyzed the utterances which used by the characters in the movie that categorized as impoliteness.

### **3. 3. Method of Collecting Data**

The method of collecting the data used the observational method by Sudaryanto (2015). As a result, this method is used because of the method of collecting the data to observe the context and utterances in conversation. These data were collected using sense tools such as ears to hear, eyes to watch, and minds to interpret based on context, speakers, and hearers. According to Sudaryanto (2015), an observational method is a method to analyze information by observing how language is used (p.203). In simple, the data will be collected by observing the data source. Besides, there is a non-participatory technique used in this research. This technique had the result that the researcher was not involved in the process of producing the utterances to collect data.

Regarding collecting the data, there are several steps were done in collecting the data. In the first step, the researcher watched and listened to the conversation in the Wrong Stepmother movie many times. After watching and listening to the conversation of the Wrong Stepmother movie, the researcher wrote down the utterances that related to the impoliteness in that movie. In the further step, the researcher marked and highlights the utterances related to the impoliteness theory.

### **3. 4. Method of Analyzing Data**

After collecting the data, the researcher analyzed the data and applied the pragmatic approach identity method by Sudaryanto (2015). The researcher identified data using a pragmatic approach based on the context of analyzed conversations and utterances between speaker and hearer. Sudaryanto (2015) pointed out that finding

similarities and differences between data with theory is like comparing the data with theory (p.164). The data were classified using the pragmatic competence-in equalizing by Sudaryanto, 2015, (p.166). The researcher identified the similarities and then classified the data based on Culpeper's theories of impoliteness.

As part of the analysis, the researcher will determine which strategies and types of impoliteness are relevant to the research questions. The researcher performed several steps. First, the data were interpreted according to the utterance. Second, analyzed the data based on how the speaker uttered the impoliteness to solve the first problem. And then, the data were analyzed based on the aim to solve the second problem. As a result of the analysis, researchers identify similarities and compared the data to analyze what kind of strategies and types of impoliteness were applied in the movie *The Wrong Stepmother*.

### **3. 5. Method of Presenting the Result Analysis**

After collecting and analyzing are all done, the last step is to present the result of the analysis. According to Sudaryanto (2015), there are two methods for presenting the results namely informal and formal (p.241). For the formal method, the result is presented with illustrations like symbols, tables, diagrams, and numbers. In an informal method, the results are in ordinary words means that the results can be presented by using words or sentences. To present the analysis result used the informal method applied by Sudaryanto, 2015, (p.243). This analysis used words and sentences to

present the results. The results had been made simplified so can easily be understandable and interesting to read.