

**AN ANALYSIS OF IMPOLITENESS
STRATEGIES IN UGLY BETTY MOVIE :
PRAGMATICS APPROACH**

THESIS



**By:
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**ENGLISH LITERATURE DEPARTMENT
FACULTY OF SOCIAL SCIENCES AND HUMANITIES
UNIVERSITY OF PUTERA BATAM
2020**

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Sastra**



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Batam, 8 Februari 2020

Yang membuat pernyataan,

Dewi Nuryanti

151210010

DECLARATION OF THE THESIS ORIGINAL

I, Dewi Nuryanti, NPM 151210010

Here with declare that the thesis entitled :

AN ANALYSIS OF IMPOLITENESS STRATEGIES IN UGLY BETTY MOVIE : PRAGMATICS APPROACH

Is the real work of myself and I realize that is the thesis never been published in other media before partially or entirely, in the ,name of mine or others.

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Dewi Nuryanti

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This thesis has been examined and approved on the date as indicated below

Batam, 8th February 2020

**Zia Hisni Mubarak, S.Pd., M.Pd.
NIDN: 1006058601**

ABSTRAK

Penelitian ini adalah penelitian pragmatic yang menyelidiki hubungan antara bahasa dan konteksnya khususnya penggunaan strategi ketidaksopanan. Tujuan dari penelitian ini adalah untuk mengidentifikasi jenis-jenis strategi ketidaksopanan yang digunakan oleh para penutur di dalam film *Ugly Betty* serta untuk mengetahui faktor para penutur menggunakan strategi ketidaksopanan berdasarkan konteksnya tersebut. Penelitian ini adalah penelitian deskriptif kualitatif. Objek penelitiannya yaitu strategi ketidaksopanan di film *Ugly Betty*. Dalam pengumpulan data, peneliti menggunakan metode observasi dengan teknik simak libat bebas cakap. Dalam analisis, peneliti menggunakan metode padan pragmatics dari Sudaryanto (2015). Selanjutnya, teori Culpeper digunakan untuk menganalisis jenis strategi ketidaksopanan yang digunakan oleh para penutur serta didukung oleh teory Jay untuk menemukan faktor para penutur yang menggunakan strategi ketidaksopanan tersebut. Metode yang digunakan untuk presentasi hasil analisis adalah metode informal. Hasil penelitian menunjukkan bahwa strategi ketidaksopanan yang digunakan dalam film *Ugly Betty* yaitu ketidaksopanan secara langsung, ketidaksopanan positif, ketidaksopanan negatif, ketidaksopanan secara tidak langsung dan menahan kesopanan. Kemudian ada enam faktor yang mempengaruhi penutur di film *Ugly Betty* memilih kata ketidaksopanan. Faktor tersebut adalah faktor yang diperngaruhi oleh umur, jenis kelamin dimana penutur menggunakan kata tabu yang berhubungan dengan jenis kelamin, status sebagai kekuatan untuk melakukan etika yang tidak baik, dan melihat penampilan fisik, pengaturan social fisik dan juga diri sebagai pelanggar.

Kata kunci: strategi ketidaksopanan, pragmatics, film *Ugly Betty*.

ABSTRACT

This research is a pragmatic study that investigates the relationship between language and its context, especially the use of impoliteness strategy. The purpose of this study to identify the types of impoliteness utterance used by speakers in the Ugly Betty Movie and to find out the factors of speakers using the impoliteness strategy based on the context. This research is a qualitative descriptive study. The object of the research is the impoliteness strategy in the Ugly Betty Movie. In collecting data, researchers used the observation method with the technique of nonparticipant. In the analysis, researchers used the pragmatics method by Sudaryanto (2015). Furthermore, the theory proposed by Culpeper used to analyze the types of impoliteness strategy by speakers and supported by theory proposed by Jay to find out the factors of speakers using these impoliteness strategies. The method used for presenting the results of the analysis is an informal method. The results showed that the impoliteness strategies used in Ugly Betty Movie are bald on record impoliteness, positive impoliteness, negative impoliteness, off-record impoliteness and withhold politeness. Then, there are six factors that influence the speakers in Ugly Betty Movie chose impoliteness strategy. These factors are factors influenced by age, sex where speakers use taboo words related to gender, status as a power to do bad attitude, and see physical appearance, physical-social setting and also self as wrongdoer.

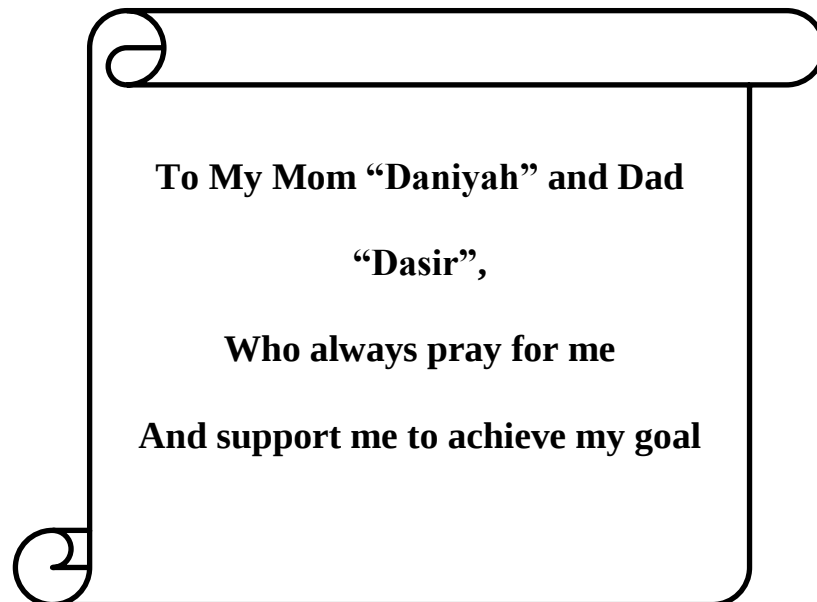
Keywords: Impoliteness strategies, pragmatics, and Ugly Betty movie.

MOTO AND DADICATION

MOTTO

**Believe in our ability when we do it sincerely,
Everything will go well if we always include God in our life**

DEDICATION



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Alhamdulillah Robbil Alamin. The first foremost the researcher would like to thank to Allah SWT, the compassionate and the merciful for blessing that enable to finish this thesis. This thesis is the partial fulfillment of requirements for the degree of sarjana sastra (S1) in English Literature Department of Putera Batam University.

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Batam, 8th February 2020

Dewi Nuryanti

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