ANALYSIS OF POSITIVE AND NEGATIVE POLITENESS IN "THE LAST SONG" BY NICHOLAS SPARKS NOVEL: PRAGMATIC APPROACH

THESIS

By:

MELIANA SIJABAT

151210038

ENGLISH DEPARTMENT

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"Submitted in Partial Fulfillment of the Requirements for the degree of Sarjana Sastra"

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PERNYATAAN

Yang bertandatangan di bawah ini saya:

Nama   : Meliana Sijabat

NPM/NIP   : 151210038

Fakultas   : Humaniora

Program Studi   : Sastra Inggris

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ANALYSIS OF POSITIVE AND NEGATIVE POLITENESS IN THE LAST SONG" BY NICHOLAS SPARKS NOVEL: PRAGMATIC APPROACH

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Batam, 7th September 2019

Meliana Sijabat
NPM 151210038

DECLARATION OF THE THESIS ORIGINALITY

I, Meliana Sijabat

Hereby declare that the term paper entitled

ANALYSIS OF POSITIVE AND NEGATIVE POLITENESS IN THE LAST SONG" BY NICHOLAS SPARKS NOVEL: PRAGMATIC APPROACH

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

Batam, 7th September 2019

Meliana Sijabat
151210038

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Meliana Sijabat

151210038

This thesis has been examined to be submitted on the date as indicated following

Batam, 7ᵗʰ September 2019

Ambalegin, S.Pd., M.Pd.

MOTTO AND DEDICATION

"Succesfull people have learned to make themselves do things that must be done when they really have to be done , whether they like it or not."

(Aldus Huxley)

Thanks to:

Thanks to Jesus Crist my savior who makes everything possible

I dedicated this thesis to:

- *My beloved parents: (†) K. Sijabat and M. Silalahi*
- *My lovely sister and brother:*
  R. Jaya Sijabat
  (†) Juita Sijabat
  Rudianto Sijabat
- *My dearest friends;*
  Lintas Nadeak and Hana Sinaga
  Fransdoanri S
  Rona Nababan
  Julya Tambunan
  Devi Damanik
- *My dearest friends all over the worlds.*
- *The whole people who are struggling to change their lifes.*

ABSTRAK

Penelitian ini mendiskusikan tentang strategi kesopanan positif dan negatif pada novel The Last Song karya Nicholas Spark (2009). Peneliti memilih percakapan-percakapan pada novel The Last Song untuk dianalisis pada penelitian ini karena kesopanan dapat ditemukan pada percakapan sehari–hari. Analisis ini umumnya bertujuan untuk menemukan strategi-strategi kesopanan positif dan negatif, dan faktor–faktor yang memengaruhi karakter mengaplikasikan strategi kesopanan positif dan negatif. Teori yang digunakan dalam analisis ini diambil dari buku yang berjudul "Politeness Some Universals in Language Use" yang dikemukakan oleh Penelope Brown dan Stephen C Levinson (1987) untuk mengetahui strategi–strategi dan faktor yang memengaruhi. Peneliti menggunakan teori–teori yang relevan dengan topik diskusi dalam penelitian ini. Penelitian ini adalah penelitian deskriptif kualitatif. Metode pengumpulan data menggunakan metode observasi dengan teknik non-partisipan. Dalam menganalisis data, peneliti menggunakan metode padan. Selain itu, hasil dari penelitian menunjukkan karakter – karakter dalam novel The Last Song menerapkan strategi memberi perhatian, minat /simpati yang berlebihan, mengintensifkan minat pendengar, menggunakan panggilan identitas, mencari kesepakatan, menghindari ketidaksetujuan, menegaskan persamaan, membuat lelucon, menyatakan pengetahuan pembicara, memberikan janji, optimis , sertakan pembicara dan pendengar dalam kegiatan, menanyakan alasan, timbal balik, dan memberikan sesuatu kepada pendengar. Dengan demikian, strategi kesopanan negatif ditemukan; secara tidak langsung konvensional, menggunakan pertanyaan, pesimis, meminimalkan pengenaan, memberikan penghormatan, meminta maaf, pembicara dan pendengar yang dipersonalisasi, dinominasikan, menimbulkan hutang. Terakhir, faktor-faktor yang mempengaruhi karakter menerapkan kesopanan positif dan negatif ditemukan faktor imbalan, kekuatan relatif, jarak sosial, dan budaya. Akhirnya, penelitian ini diarahkan untuk memberikan penjelasan mendalam tentang kesopanan positif dan negatif, dan faktor yang memengaruhi karakter dalam menerapkan strategi kesopanan.

Kata Kunci*: kesopanan negatif, kesopanan posititf, pragmatik, strategi kesopanan*

ABSTRACT

This research discussed the positive and negative politeness strategies in The Last Song novel by Nicholas Sparks (2009). The researcher chose utterances in The Last Song novel to analyze this research because the politeness can be found in the conversation. This research was mainly aimed to find out the strategies of positive and negative politeness, and factors influencing the characters applied the strategies of positive and negative politeness. The theory applied in this research was taken from the book entitled "Politeness Some Universals in Language Usage" proposed by Penelope Brown and Stephen C Levinson (1987). The researcher applied the other theories which was relevant to the topic of discussion. This research was the descriptive qualitative research. Method of collecting the data used observational method by non-participatory technique. In analyzing the data, the researcher used the pragmatic identity method. Moreover, the research result showed the characters in The Last Song novel applied the notice/attend to the hearer, exaggeration interest/symphaty, intensify hearer's interest, use the identity mark, seek an agreement, avoid disagreement, asserting the common ground, making a joke, assert/presupposed speaker's knowledge, giving a promise, be optimistic, include both the speaker and the hearer in the activity, ask for reason, assume reciprocity, and give gifts to the hearer. Thus, the negative politeness strategies were found be conventionally indirect, using question, be pessimistic, minimized the imposition, give deference, apologize, impersonalized speaker and hearer, nominalize, incurring a debt. Last, the factors of influencing the characters applied the positive and negative politeness were found the factor of the payoff, relative power, social distance, and culture. Finally, this research directed to give explanation deeply of positive and negative politeness, and the factor influencing the characters in applying the strategy of politeness.

Keywords : negative politeness, politenes strategy, positive politeness, pragmatic

ACKNOWLEDGEMENT

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INTRODUCTION

1.1 Background of the Research

People must interact by communicating with the other to build a good connection in real social life. Communication itself has function to deliver the messages, transfer opinions, give the ideas, and provide information by utterances. "Utterance refers to instances of language use, from a one word utterance ("hey") to a much longer turn at talk by individuals" (Virginia, 2012, p. 18). From the utterance, listener must understand the utterance's meaning or speaker's meaning. Further, both of speaker and listener must understand the politeness strategy in communication, namely, positive politeness and negative politeness. These strategies have different meaning, that is positive politeness to avoid giving offense by highlighting friendliness, whereas the negative politeness is self protection and giving the distance between the speaker and the listener. Therefore, the speaker and listener should understand this rule in conducting the utterances.

There was phenomenon occuring that relates to the positive and negative politeness in Indonesia. Indonesians faced the general presidential election campaign in April 2019 by . Most of people gave their opinion about the president candidates and the supporters. In fact, there were ways of people defended their politics figure by delivering the opinions and views in some of media socials, for example, the debate in the television program, and comments in facebook, twitter, and instagram. Finally, people did not pay attention to the positive and negative

politeness by the reason inviting another people to choose and support their popular president selection.

Some media reported on issues related to the politeness lately, one of them was the Jakarta Pos media. The Jakarta Pos in December (Arby, 2018) reported about Christmas greeting under title "Jokowi's VP Candidate Ma'ruf Amin Posts rare Christmas Greeting". The articel explained that Ma'ruf Amin made a greeting to all the nation's Christians a Merry Christmas and Happy New Year, and it appeared to be a official campaign video. The article showed the one of positive politeness appearing when Ma'ruf as a Moeslim person gave the Christmas greeting to the Christians. Whereas, the Jakarta Pos in March 2019 reported about the silly talk in comments of people under the title "Indonesian Election 2019: Are We In Shallow Now?" (Bayuni, 2019). The article explained that many falses claimed against President Joko Widodo that he was a communist, a Chinese descendant, a non-Muslim or a bad Muslim, which aimed to reduce the positive image to the president. It was the several negative politeness circulating in society to blame the president Jokowi. From the both news above, the positive and negative politeness truly occured in social daily activity and society.

From the reports above, the lack of understanding in communicating with other people also became the main factors. This problem can overcome by doing respect between the speaker and the hearer. Indeed, in applying the politeness strategy in conversation is not easy in any language. It is difficult when producing the words because the speaker does not only learn about the context but also she or he involves the understanding the background of social and cultural

values of the community. For example, "some writers are interested in communicating for what it indicates about the structure of social interaction and the dynamics of social relationship" (Diane, 1992, p. 3). People always use the politeness strategy as the best expression in order to get the connections go smoothly. Therefore, politeness is the main factor to preserve the good relation through language.

Furthermore, in studying politeness strategies, people should know the rule of politeness as called pragmatic. Yule (1996, p. 3) defined, "pragmatic was the study of meaning as communicating by a speaker (or writer) and interpreted by a listener (or reader)". It was related to analyzing about what speaker meant with their utterances. In this case, people can decide to choose the appropriate words and language to convey the message. One of them is to apply the politeness strategies, it gives many function, for example, speaker can share the feeling to others, listener will feel comfortable, and a good relationship will appear between the speaker and listener. Finally, when people understood in applying pragmatic and politeness strategy they will get benefit to build the good communication with others.

Politeness was the one of strategy to become polite in society. Yule (1996, p. 60), stated, "politeness, in an interaction, can then be defined as the means employed to show awareness of another person's face". It agreed by (Brown & Levinson, 1987, p. 101), "positive politeness is redress directed to the addressee's positive face, his perennial desire that his wants (or the actions/ acquisitions/values resulting from them) should be thought of as desirable". To

being polite meant to act with consideration of norm and certainty applied in the society. In contrast, in the negative politeness, Brown & Levinson (1987, p. 129) said, "negative politeness is redressive action addressed to the addressee's negative face: his want to have his freedom of action unhindered and his attention unimpeded". This negative politeness can be bad for someone because people do not like selfish and disrespectful things. Finally, the explanation of positive and negative politeness above have different meaning.

This politeness strategies have also been discussed by several researcher, one of them is under the title Politeness Strategies Employed Towards Linguistic Taboos in Tlemcen Society by Nadia, Ilhem, and Hanane, (2017). This research aimed to avoid the harmonius strengths of several topics of taboo and expressions. In this problem, the work of this research gave a deep look at the position of these strategy in the use of Tlemcen culture and language. Further, Tlemcen speakers employed the politeness strategies in both family and society to show respect and protect their faces. Finally, the results also revealed about forms for sexual problems were considered to be the most tabooed in Tlemcen culture.

This politeness also has been discussed by Nurjanah, Santosa, and Rochsantiningsih (2017) under the title "Male and Female Linguistic Politeness in Speaking Classroom". Their research explored the competence of knowledge of the rules of grammar was not enough in comprehensive communication, therefore pragmatics needed. It becomes consideration as class students to be conducted in the speaking classroom, especially students of majoring international relations.

Furthermore, the data were analyzed using some politeness theories. Finally, the result showed that female students were more polite than the male students.

In reviewing the politeness strategy, it was exposed in the novels through the utterances by the characters. In the novel, the readers can learn the utterances that appear in writing of the novel. The explanation of novel from the Oxford English dictionary (as cited in Hawtorn, 1997, p. 3), is a novel is a fictitious prose narrative or tale of considerable length (now usually one long enough to fill one or more volumes) in which characters and actions representative of the real life of past or present times are portrayed in a plot of more or less complexity. In addition, behind the storyline, the readers can find the results of the character's background, for example, history of culture, social, and life. One of the novels reflected the politeness strategies is The Last Song novel by Nicholas Sparks.

The Last Song novel was written by Nicholas Sparks in 2009. Particularly, The Last Song as the data source of this research by the utterances the object to be analyzed. This novel told the relationship between main characters, her family, and friends. This novel contained the positive and negative politeness among their utterances. One of politeness appeared in the novel as following.

"I am really **sorry** about that. I was going for the ball and" (Sparks, 2009, p.34)

The utterance was taken from the Marcus's utterances. It happened when Marcus had unintentional crash to Ronnie in the beach. Marcus said *"sorry"* to the Ronnie because he felt guilty. Therefore, the word sorry or asking apologize was a way to get the positive face from the hearer.

In addition, Cruse (2006, p. 132) stated, "politeness also enters into ways of addresing people". It means the speaker can address other people based on relationship between the speaker and the hearer. For examples are taken by the conversation in The Last Song novel, father called her daughter as *sweetie*.

He cleared his throat. "Hi, **sweetie**. It is good to see you" (Sparks, 2009, p. 20)

The word *sweetie* was applied by the father to make his relationship to his daughter more closely. Therefore, the members of a family had a good relationship through the politeness strategy.

From explanation above, in conducting this research, the researcher was interested in developing the research. This research discussed deeply the strategies of positive and negative politeness and the factors influencing the characters applying the strategies in the novel The Last Song under the title "Analysis of Positive and Negative Politeness in "The Last Song" by Nicholas Sparks Novel: Pragmatic Approach".

1.2 Identification of Problems

Based on the background of the research, next the identification of the problems identified several problems in the following:

1. The factors Indonesians applied the silly talk in social daily activity.

2. The appearance of Indonesians influenced the positive and negative politeness.

3. The existance of positive and negative politeness in The Last Song novel by Nicholas Sparks.

4. The strategies of positive and negative politeness applied in The Last Song novel by Nicholas Sparks.

5. The factors are influencing the characters applied the positive and negative politeness strategies in The Last Song novel by Nicholas Sparks.

1.3 Limitation of the Problems

The limitation of the problem found out the specific result of the problem and limited the problems to be analyzed. The problems of the research was identified from identification of the problems. The researcher were interested in researching analysis of positive and negative politeness in The Last Song novel because in The Last Song novel was found many politeness strategies that reflected in social daily activity. From the utterances of characters, the researcher analyzed the parts of politeness strategies and the factors influencing the characters applied the negative and positive. Therefore, the researcher had already observed in the target for conducting the analysis.

1.4 Formulation of Problem

In analyzing the description of the positive and negative politeness strategy in the novel The Last Song, there are two problems that were discussed in this research:

1. What are the strategies of positive and negative politeness applied in The Last Song novel by Nicholas Sparks?

2.   What factors are influencing the characters applied the positive and negative politeness strategies in The Last Song novel by Nicholas Sparks ?

1.5 Object of the Research

Based on the formulation, the purposes as this research expected to be reached are stated following:

1.   To find out the strategies of positive and negative politeness applied in the The Last Song novel by Nicholas Sparks.

2.   To find out the factors influencing the positive and negative politeness strategies applied by characters in The Last Song novel by Nicholas Sparks.

1.6 Significance of the Research

It was expected that the result of this research could give advantages for the following elements, namely:

1. Theoretical Significance

This research is expected to make the readers and learners more enjoyable as it served the way to analyze the positive and negative politeness in linguistic part and can be understood by conducting some analysis and the finding. Moreover, this research can be used as a reference for the other researchers.

2. Practical Significance

This research is expected to be useful for researcher and readers to realize the importance of politeness strategies for the good relationships with others, both in organizations and in the family environment.

1.7 Definition of the Key Terms

Pragmatic	:	The study of what speaker's meant, or speaker's meaning (Yule, 2005).
Politeness strategy	:	Politeness is in an interaction, can then be defined as the means employed to show awareness of another person's face (Yule, 1996).
Positive Politeness	:	Positive politeness is redress directed to the addressee's positive face, his perennial desire that his wants (or the actions/acquisitions/values resulting from them) should be thought of as desirable (Brown & Levinson, 1987)
Negative Politeness	:	Redressive action addressed to the addressee's negative face: his want to have his freedom of action unhindered and his attention unimpeded (Brown & Levinson, 1987)

CHAPTER II

REVIEW OF THE RELATED LITERATURE AND

THEORITICAL FRAMEWORK

2.1 Pragmatic Approach

Pragmatic is a key to understand of language. It interpreted "pragmatic applied to the study of language from the point of view the users" (Crystal, 2008, p. 379). In addition, pragmatic was learning about meaning of the words through the uttterance that is conveyed by the speaker to a listener. Further, "pragmatics is the study of 'invisible' meaning, or how we recognize what is meant even when it is not actually said or written" (Yule, 2005, p. 112). In understanding the pragmatic, the speaker and listener should know the meaning of language before having the utterances. Therefore, language is in communication to communicate in delivering the message to other people.

Pragmatic could be usefully defined as how utterance which have the meaning in each situation. Pragmatic helped in understanding the intended message of communication. It had the benefit to help the people gain the meaning from the utterances, for example, the intended meanings, their goals or aims, and their assumptions. From the utterances could be analyzed by the context and situation of condition of the speaker. Therefore, both speaker and listener should apply the appropriate words in utterances.

2.1.1 Politeness Strategy

Politeness strategy was one of communication strategy that underline on the polite words. Thus, "politeness is in an interaction, can be defined as the means employed to show awareness of another person's face" (Yule, 1996, p. 60). The meaning of politeness strategy should have a deal when the speaker delivered the utterances to the hearer who had the different class, age, and position. It should be different when people spoke to a friend, and speak to the parents. In this case, the speaker needed to pay attention when producing the words. Therefore, in producing the words, it should understand in applying the strategies in politeness by individual.

Brown and Levinson in their book *Politeness Some Universals In Language Use* (1987) there were positive and negative politeness to describe the politeness strategies.

A. Positive Politeness

People tended the positive politenes to saving face. In this case, saving face meant to develop the well self-image. People made the positive face to have solidarity with others growing well. Further, applying the positive politeness meant to act with consideration of norm and certainty applied in the society, and to avoid giving offense by highlighting friendliness. According to Brown and Levinson (1987), there were fifteen strategies in the positive politeness.

Strategy 1: Notice or attend to the hearer (his interest, wants, needs and goods).

In this strategies, the speaker paid attention to the hearer about his interest, wants, needs, and goods. The speaker should listen and think carefully about the hearer's interest, wants, needs, and goods. For example was in the following.

You must be hungry, it is along time since breakfast. How about some lunch? (Brown & Levinson, 1987, p. 103)

From quotation, the words "you must be hungry" showed the attending to hearer's need. It was the time the hearer to take a lunch, after along time since breakfast. The hearer had feeling that somebody cared.

Strategy 2: Exaggerate the interest, approval, and symphaty to the hearer.

In this strategy, the speaker spoke with the stress intonation to emphasize the words and the meaning. The function showed the interesting about the hearer. For example was in the following.

What **fantastic party** you have! (Brown & Levinson, 1987, p. 104)

From the example above, the stress intonation put in the "fantastic party". The words "fantastic party" was the one of exaggerate word. The hearer would feel excitement.

Strategy 3: Intensify interest to the hearer.

Another way for speaker to communicate, she or he shared some of his or her desires to intensify the interest of his own speaker's contribution to the conversation, by making good story. For example was in the following.

You always do the dishes! I will do them this time. (Brown & Levinson, 1987, p. 106)

From quotation above, the speaker intensified the hearer by saying "you always do the dishes". Next, the speaker also participated to help the hearer by doing the dishes this time.

Strategy 4: Use in group identity markers.

In this strategy, using identity markers showed identity or group by address form. The function by using identity was to change the value of the relationship between both speaker and the hearer to be closer. For example was in the following.

Come here, **honey**. (Brown & Levinson, 1987, p. 108)

From quotation above, the word "honey" is the one of identity markers. It can strengthen the relation between both of speaker and the hearer.

Strategy 5: Seek an agreement to the hearer.

In this strategy, the speaker stressed about his agreement to the listener. The function was to satisfy listener's desire to be supported in speaker's opinion and stressed by repetition and question tag. The example was in the bellow.

James   : Tolson's, **isn't he?**
Samantha   : He sure is. (Rosari, 2016, p. 27)

From quotation above, the question tag "isn't he?" with the question mark (?) showed the speaker wanted to hearer agree with him. The answer was about the topic to fullfill the hearer's opinion.

Strategy 6: Avoid disagreement to the hearer.

In this strategy, people tended to disagree when they did not understand about the topic. The speaker should respond a preceding utterances with agreement. Thus, avoid disagreement was a one way to make the relationship going smoothly. For example was in the following.

A: You hate your mom and dad.

B: Oh, **sometimes**. (Brown & Levinson, 1987, p. 114)

From the quotation above, the word "sometimes" was the agreement from the speaker. The speaker did not directly show the disagreement to the hearer.

Strategy 7: Presuppose, raising, and asserting the common ground.

In this strategy, the speaker raised the unrelated topic for a while in the conversation with the hearer. Speaker delivered his general interest about something to the hearer. In other hand, the speaker also could see the hearer's interest. For example was in the following.

A: Oh **this cut hurts awfully**, Mum.
B: Yes dear, it hurts terribly, I know. (Brown & Levinson, 1987, p. 119)

The quotation "this cut hurts awfully" was the personal issue. The speaker expressed his feeling to the hearer. This strategy showed giving emphaty by the hearer.

Strategy 8: Making a joke to the hearer.

A joke displayed of humour utterances, which words used within a specific narrative to make people laugh and it was not to make seriously. For example was following.

Ok, if I **tackle** those cookies now? (Brown & Levinson, 1987, p. 124)

From the quotation, the speaker tended about the cookies as the problem. He used the verb "tackle" as the action to solve that cookies. In fact, the hearer knew that the speaker was hungry, he just wanted to eat it. Therefore, it sounded humour.

Strategy 9: Assert or presupposed speaker's knowledge and concern to hearer's wants.

In this strategy, the speaker tended to assert speaker's knowledge about the hearer. The speaker had the intention about the hearer's desire. For example was following.

I know you love **roses** but the florist did not have any more, so I brought you **geraniums** instead. (Brown & Levinson, 1987, p. 125)

From the quotation above, the speaker tended about roses as the favourite flower of the hearer. After that, the speaker offered the another flower because he did not want to make the hearer disappointed.

Strategy 10: Giving an offering and promises.

In this strategy, the speaker used offering and promises as the natural outcome. A promise was an object that may show a value sometime in the future. For example was under following.

I **will** drop by sometime next week. (Brown & Levinson, 1987, p. 125)

From the quotation, the words "will" is the one of future word to tend the promise. The speaker promises he will do the action in another time.

Strategy 11: Be optimistic to the hearer.

In this strategy, an optimistic speaker thought the best possible thing to the hearer. Usually, the speaker wanted to help the listener. Moreover, the speaker should be optimistic in the desire of the listener. For example was following.

Mr. Farmer   : Is he involved in this?
Mr. Tolson   : **Of course not**, James. (Rosari, 2016, p. 26)

It showed speaker giving the intention that he was really optimist. The word "of course" showed sincerity fact. Mr. Tolson was very optimistic that he was not with James.

Strategy 12: Including both the speaker and listener in the activity.

In this strategy, in word "we", the speaker need to offer the listener to joining in some activity. Include the both of speaker and listener show the responsible and mixed up each other. For example was the following.

Henry : What's going on?
James : **We're** gonna go get Mr.Tolson and Samantha, head back to the campus, and have a pep rally. (Rosari, 2016, p. 26)

From the example, noting the word "we", it can be used to invite someone to join the activity. Therefore, it shows the hearer should participate in the activity to interact together.

Strategy 13: Give or ask for reasons.

In this strategy, speaker gave the question to the hearer about the reason. In other words, giving reason was a way of implying "i can help you" or "you can help me". The function appeared the cooperation both of the speaker and the listener. For example was following.

Why don't we go to the seashore? (Brown & Levinson, 1987, p. 128)

From the quotatin above, the speaker tended the question "why" to knowing the reason from the hearer. Therefore, the speaker would know the aim by answer of the hearer.

Strategy 14: Assume or assert reciprocity.

In this strategy, it told about the connection between speaker and listener. The connection meant when the speaker did something to the listener, the listener should do it to the speaker. For example was following.

I **will do** X for you, **if you** do Y for me. (Brown & Levinson, 1987, p. 29)

From the example above, the speaker asked hearer to "do" something for him, and he also "will do" something for the hearer. Therefore, the reciprocity was a one way to know the response from the hearer.

Strategy 15: Give gifts to the hearer (goods).

In this strategy, it discussed about the speaker gave to the listener's want to be fulfilled. This part, the speaker had action of gift giving. For example was in the following.

Tip: Nobody is perfect. My mom says your mistakes are what make you human.
Oh: That is not makes you Boov. Gratuity Tucci..before we came...
Tip: (**give the key) Call me Tip** (Pradnyani, Budiarsa, & Sudana, 2017, p. 204)

From the quotation above, the speaker wanted to satisfy the hearer. Tip considered that Oh was her friend. Tip gave Oh the car key and said "call me Tip" to show the interest to the Oh. Tip as a speaker gave the positive face to the Oh.

B. Negative Politeness

Brown and Levinson (1987: 129) stated "negative politeness is redressive action addressed to the addresee's negative face, the speaker want to have his freedom of action unhindered and his attention unimpeded". The negative politeness, there were ten strategies in the following.

Strategy 1: Be conventionally indirect

In this strategy, the speaker was being indirect and on record to communicate to the hearer. The speaker solved this one by using the sentences and phrase that has clearly meaning. For example was following.

Can you please pass the salt? (Brown & Levinson, 1987, p. 133)

The quotation above explained the speaker avoid being direct, and he uses the phrase "can you please" as a tool of indirectness. Therefore, the speaker can avoid the impressive the hearer by not being too indirect.

Strategy 2: Using question and hedge

In this strategy, the speaker did not want to presume and force the listener. It dealt with question to make discussion to turn the attention and hedge. Using this

strategy, the communicative speaker was potential to threat the interaction to the hearer. For example was following.

Charlie: You like purple, **right?**
Bella: Purple is cool, thanks.
Charlie: Okay
(Setiawan, Artawa, & Widiastuti, 2016, p. 62)

From the dialogue above it could be clearly seen that in the utterances, the speaker minimalized the hearer using the word "right"; the hearer could accept the speaker's gift to the hearer. In this case, the speaker did not know what favorite color of his hearer was. This strategy was possibly used to make the minimal assumption from the hearer to respect the meaning of utterance.

Strategy 3: Be pessimistic

In using the negative form, the speaker could be polite by being pessimistic one. Be pessimistic could by doing indirect requests or statement. This condition had the probability of the hearer's capability. For example was following.

Bella : **I'm kind of the "suffer in silence" type.**
Eric : Good headline for your feature, I'm on the paper, and you're news, baby, front page. (Setiawan, Artawa, & Widiastuti, 2016, p. 63)

From the dialogue above, it could be seen that, the speaker used strategy 3 be pessimistic, *"I'm kind of the suffer in silence type"*. It had meaning that Bella tried to stop the conversation and she could find all she needed alone; with her sentence she expressed negative face to stop the conversation.

Strategy 4: Minimize the Imposition

In this strategy meant to minimize the imposition of the listener by reducing the treath of force or power to listener's face. The speaker probably imposed the hearer when asking the hearer to do something. For example was following.

I **just** want to ask you if I can borrow a tiny bit of paper.
(Brown & Levinson, 1987, p. 177)

From the quotation above, it showed the word *"just"* conveys the literal meaning such as *"exactly"*, and *"only"*. Therefore, the speaker taked note of the hearer's negative face and avoided the force to the hearer.

Strategy 5: Give deference

In this strategy, there were two ways to show the deference. First, speaker humbled his self. Second, speaker satisfied the hearer that he was the superior. By using encode, it made the greater respect to the person, activity, or thing. For example was following.

We look forward very much to **dining** with you. (Brown & Levinson, 1987, p. 181)

From the quotation above, the word "*dining*" as referent honorific that may give deference from the hearer. Therefore, it made his self as a better person.

Strategy 6: Apologize

Apologize was an attempt done by the speaker to make up a previous, present, and future action that interfered the hearer's face. Apologize led to deference,

apologizing, and formality in language use. It could be use to repair social norm and maintain the relationship. The example was following.

I am **sorry** to bother you... (Brown & Levinson, 1987, p. 189)

The quotation above, "*sorry*" meant apologizing done by speaker to the hearer to indicate his reluctance of the impinge of hearer's negative face.

Strategy 7: Impersonalize speaker and hearer

In this strategy, it was a way of avoiding the pronouns I and You. It was hiding who the speaker was, or hearer was. So, it could be a way to be polite. For example was bellow.

Edward : If you hate cold and rain, why move to the wettest place in the continental U.S.
Bella **: It's complicated**. (Setiawan et al., 2016, p. 64)

From the dialogue above, Bella applied the negative politenes. She avoided the pronoun "I" and "You" to impersonalize the speaker. It noticed that Bella avoided the use of pronoun by answering the question from Edward, the answer was addressed to Bella to avoid the used *"it's complicated"*. In the conversation, the speaker did not want to produce the impinge words to the hearer.

Strategy 8: State the face theatrening act as a general rule

In this strategies, face threatening act stated as a general social rule that applied to the addressee. The face theatrening act was the acts which in some way threaten the "face" of the hearer. For example was following.

 a) Passenger will please refrain from flusing toilets on the train.

b) You will please refrain from flusing toilets on the train.
(Brown & Levinson, 1987, p. 206)

From the quotation above, the sentence "a" changes from the sentence "b". By using the word "passenger" can avoiding the pronoun "you", the speaker states the face theatrening act as general rule.

Strategy 9: Nominalize

In this strategy, the speaker nominalized the expression to make the speaker's utterance in the form of phrase that show the negative politeness. The main point was to make the sentence more formal using the degree of nominalization. For example was in following.

But you, **your scent**, it is like a drug to me.. **my own** personal brand of heroin.
(Setiawan et al., 2016, p. 65)

From the quotation above, the speaker nominalized the subject, as can be seen in "your scent" & "my own". It made the conversation more formal using this strategy.

Strategy 10: Go on record as incurring a debt, or as not indebting hearer

In this strategy, state clearly that the speaker gave goodness (debt). The speaker could disclaim any indebteness of hearer. Another word, the speaker made a request or offers to the hearer about something. For example was in the following.

Edward: I... don't have the strength to stay away from you anymore.
(Setiawan et al., 2016, p. 65)

From the dialogue above, the speaker was difficult to speak because he was about to impose heavily on the hearer. The speaker tried to ask the hearer to stay beside him. The speaker showed indebtedness of hearer by requesting.

2.1.2 Factors Influencing the Use of Politeness Strategy

The implementation of politeness strategy was influenced by several factors. The factors influencing in using of politeness strategy proposed by Brown and Levinson (1987), divided into 4 parts. They were priori consideration; the payoff and the circumstances; the relative of power, social distance, and culture.

a) The Priori Consideration: The Payoff

The payoff was the one of factors which the speaker applied the politeness strategy because she or he might get the advantage. In applying the positive politeness, the speaker could minimize the face theatrening act by assuring the hearer that speaker considered himself to approve and like the h earer's wants. Thus, it could make or redress positive face to the hearer. In addition, speaker could avoid or minimize the implication, such as, requesting and offering, either by reffering the reciprocity between the speaker and hearer in the relationship. For example, the using of word *"us"* from the request as benefitors.

"Let's get on the dinner" (Brown & Levinson, 1987, p. 72)

The quotation above, the speaker got the advantage. The speaker acctually wanted to have dinner and to fulfill the hearer's want.

In applying the negative politeness, the speaker could benefit by several ways. The benefits were in the following.

a. The speaker could pay respect and deference.

b. The speaker avoid the creating of debt in the future.

c. The speaker could maintain social distance.

d. Avoiding threatrening by increasing closeness with hearer.

e. The speaker wanted his self to be remembered by the hearer through an offering.

The set of payoff above, could be adjust by the strategy that used by the speaker.

b) The Circumstances: The Sociological Variables

In this part, the circumstance divided into three parts to explain the level of politeness. There were the social distance, the relative power, and the culture.

1) Relative of Power

Power was the general point to tend and use the greater level of politeness with other people who have the power or authority over than to people who did not have the power. It was based on the relationship between the speaker and the listener. These types of power were most found in setting or place, such as restaurant, the military, workplace or in informal and formal situation. For example was in the following.

Mark   : "But, you gotta come back.
                  Somewhere around the end of November/early December. Peter wants to throw us an amazingparty when we hit a million member , it is gonna be out of control. You've gotta come back for it."
Eduardo   : "A million members."
Mark   : "Yeah." (Mustiari, Tika, & Widiastuti, 2017, p. 272)

The quotation above, Mark as the speaker delivered his command in the form of positive politeness, it was strategy 11, be optimistic. Mark was the CEO of Facebook which meant that he was Eduardo's superior. Therefore, the factor that influnced Mark in using this strategy was relative power.

2) Social Distance

In this part, the speaker and listener had the different social status. Social distance was the combination factors of psychologically factors (status, age, sex, degree of intimacy) that showed the respectfullness and closeness in delivering the utterance. For example was in the following.

a. Bella   : **Would you mind just pointing me toward Mr. Varner's class?**
    Eric   : You've missed a lot of the semester,
                    but I can hook you up – tutor, cliff notes, medical excuse.
b. Staff   : No. Every class is full. Just a minute dear.
                    I'am afraid you'll have to stay in Biology.
    Edward   : **fine, just... I'll just have to endure it.** (Setiawan et al., 2016)

The both sentence above uttered by Bella and Edward showed the negative politeness strategy 4, that was minimize the imposition. The two characters above applied this strategy because there was the factor influencing them. Bella was more polite by using words *"would you",* she realized that she was the new student. In contrast, Edward uttered the word *"fine",* he did not respect the hearer because he was senior in school. From the both utterances above happened because there was the social distance factor.

3) The Absolute Rangking of Imposition in The Particular Culture

The absolute rangking of imposition in the particular culture was a rule that was not legally written but is recognized and implemented in society. It could be such as actions that could create the impositions. There were two ranks order of imposition requiring *services* (including the provision of time) and rank order of impositions requiring *goods* (including non-material goods like information). The example was following:

"Look, I'am terribly sorry to bother you but would there be any chance of your lending me just enough money to get a railway ticket to get home? I must have dropped my purse and I just dont want what to do".(Brown and Levinson, 1987, p. 81)

The example above was the greater imposition, on the other hand, the low imposition can be seen when a stranger wants to borrow a quarter by saying;

"Hey, got change for a quarter?" (Brown and Levinson, 1987, p. 81)

It was obvious the speaker in the first example uses apologizing (negative politeness) as a highly standard politeness in the utterances as the way of speaker to borrow one hundred dollars.

2.2 Previous Research

In this part, the phenomenon of politeness strategy has been inquired by some previous researchers in the field of linguistic. The researcher put some journals international and national as the previous research.

The politeness strategy exposed by Mahmud (2019), under the title "The Use of Politeness Strategies in The Classroom Contex by English University Student". This research aimed to inquire the politeness strategy of students in English major at one of the universities in Makassar. The participants of this research were two classes in the English literature program consisting of 50 students. The sources of primary data were the presentations of individual student who have been recorded. The result of this research was students of English tended the different of greetings, thanking, addressing terms, apologizing , and fillers. Finally, the finding of the research could be used as support for teacher and students in developing the effective class interactions.

The second previous research investigated by Herlina (2017). Her research was under the title "An Analysis of Positive Politeness Strategies in Alex Kurtzman Film 'People Like Us'". This research aimed to analyze the positive politeness through the film. 'People Like Us' had the good story by a young man who dealt with his family and maintained his job. The story put the condition in most public area, which was the different status, for example, as family, friends, clients, and boss, that had politeness strategies used in the movie. As the result, Herlina found there were fifteen positive politeness strategies based on Brown and Levinson (1987).

The third research was conducted by Rosari (2016) under the title "Politeness Strategies Applied by the Characters of the Great Debaters Movies". This research investigated about politeness strategies used by the characters in "The Great Debaters" movie. The data used in this research were collected from 166 pages of the movie transcription. Thus, the characters tended politeness factors of characters in utterances, for example, language of style, slang and solidarity, and register and domain. Therefore, in this research, the characters did not indicate the factor of language and gender in the utterances because they were mostly involved in the same topic, such as competition of debate.

The fourth research was "Mobilizing Respect And Politeness In Classroom" by Adrienne and Kathryn (2009). This journal was a special edition that articulated a linguistic anthropological approach studying respect and politeness in the classroom. It told the ideas to respect and appreciate education meetings and mediate the identification of teachers about students as preparing, competence, and

able to study. Further, in this analytic learning was the interaction of classroom, and was talking about how teachers model and making communicate with student to make polite or respectful as behavior in class. Therefore, the researcher argued for a semiotic model of politeness to manage the classroom.

The last previous study was discussed by Richard, Lewis, Erin and Sahib (2006) "Constructing Computer-Based Tutors That Are Socially Sensitive: Politeness In Educational Software". It told that students evaluated 16 tutorials on negative politeness statements, and to find out how many students chose tutor "allow me freedom to make my own decisions". Next, in positive politeness was about "how much the tutor was working with me". In the journal, it had three topics, they were, firstly, students evaluated the commands of direct and the attributed of commands to machine as lowest in negative and positive politeness. Secondly, students evaluated of suggestions and kept question as highest in negative politeness, and kept suggestion and expressing of statement a common goal as a highest in positive politeness. Last, the yield patterns were stronger for students with low than high computing experience. Therefore, to analyse the three topics above, they used the positive and negative politeness theory.

The five previous studies above was conducted as reference with this analysis. Those researcher had the contradiction and the similarity with this research. The contradiction was the each journal had the different in the source of the data, there were from the classroom, film, educational software, and the novel. Thus, the similarity was the each journal and this analysis using the theory proposed by

Brown and Levinson (1987) to find out the strategies of positive and negative politeness.

2.3 Theoritical Framework

In this part was the whole theoretical framework underlying, with the theory Brown and Levinson (1987) that used in this analysis. In this research firstly explained pragmatic. It analyzed the explanation of politeness strategy based on the theory proposed by Brown and Levinson (1987). The theory divided into three parts, namely the positive politeness, negative politeness, and factor influencing the use of politeness strategy. First, positive politeness contained fifteen strategies, there were;

1. Notice/attend

2. Exaggaration interest, approval and symphaty

3. Intensify interest

4. Use in group identity markers

5. Seek an agreement

6. Avoid disagreement

7. Presuppose, raising, and asserting the common ground

8. Making a joke to the hearer

9. Assert or presupposed speaker's knowledge and concern to listener's wants

10. Giving an offering and promises

11. Be optimistic to the hearer

12. Include both the speaker and listener in the activity.

13. Give or ask for reason

14. Assume or assert reciprocity

15. Give gifts to the hearer .

Second, the negative politenes contained ten strategies, the strategies were:

1. Be conventionally indirect

2. Using question and hedge

3. Be pessimistic

4. Minimize the imposition

5. Give deference

6. Apologize

7. Impersonalize speaker and the hearer

8. State the face theatrening act as a general rule

9. Nominalize

10. Go on record as incuring a debt, or as not indebting hearer

Last, the factor influencing in use of politeness strategy divided into two parts, namely:

1. The Priori Consideration: The payoff

2. The circumstances, divided into three parts:

   a) Relative power

   b) Social distance

   c) The absolute rangking of imposition in the particular culture.

Finally, these theories were applied to analyze the politeness strategies in The Last Song novel by Nicholas Spark in 2009.
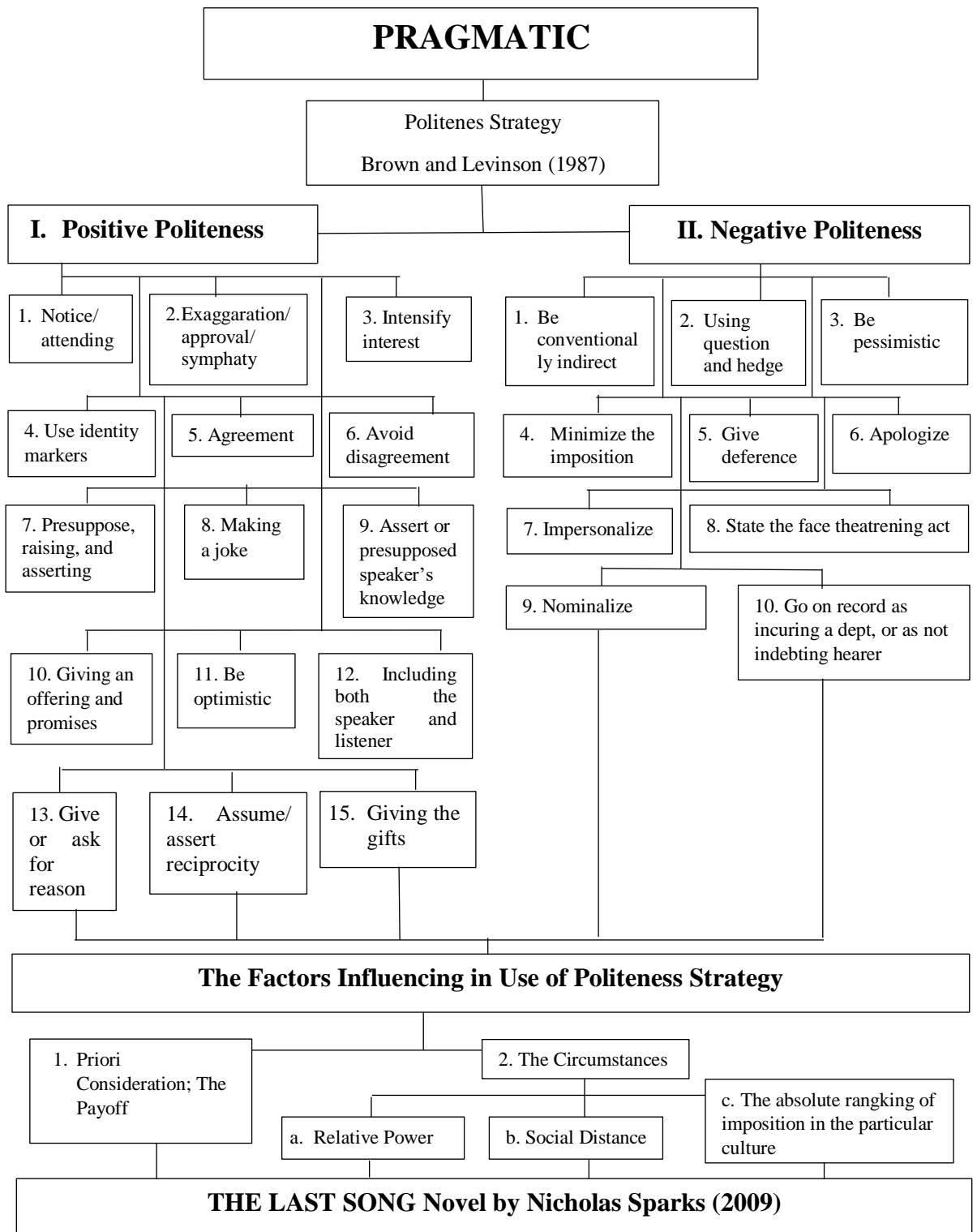
PRAGMATIC

Politenes Strategy
Brown and Levinson (1987)

I. Positive Politeness

1. Notice/ attending
2. Exaggaration/ approval/ symphaty
3. Intensify interest
4. Use identity markers
5. Agreement
6. Avoid disagreement
7. Presuppose, raising, and asserting
8. Making a joke
9. Assert or presupposed speaker's knowledge
10. Giving an offering and promises
11. Be optimistic
12. Including both the speaker and listener
13. Give or ask for reason
14. Assume/ assert reciprocity
15. Giving the gifts

II. Negative Politeness

1. Be conventionally indirect
2. Using question and hedge
3. Be pessimistic
4. Minimize the imposition
5. Give deference
6. Apologize
7. Impersonalize
8. State the face theatrening act
9. Nominalize
10. Go on record as incuring a dept, or as not indebting hearer

The Factors Influencing in Use of Politeness Strategy

1. Priori Consideration; The Payoff
2. The Circumstances
   a. Relative Power
   b. Social Distance
   c. The absolute rangking of imposition in the particular culture

THE LAST SONG Novel by Nicholas Sparks (2009)

Figure 2.1 Theoritical Framework

CHAPTER III

METHODOLOGY OF THE RESEARCH

3.1 Research Design

This research analyzed the strategies of positive and negative politeness in the Last Song Novel by Nicholas Sparks (2009). Creswell (2009, p. 5) stated, "as the plan or proposal to conduct research, involves the intersection of philosophy, strategies of inquiry, and specific method". Thus, research design was defined as framework of methods and techniques to combine various data in a way that was quite logical so that research problems were handled efficiently. These plans involved several decision to make a sense to the researcher and the presentation. The selection of the research design was also base on the research problem.

This research used the descriptive qualitative research. Creswell (2009, p. 4) figured out, "qualitative research is a mean for exploring and understanding the meaning individuals or group ascribe to a social or human problem". Thus, a qualitative research was a method of research which based on existing facts or phenomena indeed. It empirically lived on the speaker that producing or recording in the form of the data. Therefore, the qualitative method was the suitable method in this research to figure out the positive and negative politeness, and factors influencing the characters applied the strategies of politeness in The Last Song novel by Nicholas Sparks (2009).

3.2 Object of the Research

Object of this research was the main focus to gain the result scientifically. The positive and negative politeness strategies were as the object of this research. Further, the data source of this research was the utterances that involve the positive and negative politeness in which all the data were taken from The Last Song novel by Nicholas Sparks. Finally, the data was analyzed in The Last Song to classify them into strategies of positive and negative politeness and factors influencing the characters applied in the strategies.

3.3 Method of Collecting Data

In method of collecting the data, it applied the observational method to collect the data. The technique in this part were the non-participatory and note taking technique (Sudaryanto, 2015). It focused in the non-participatory technique because the researcher did not implicate or join in the novel, but even as an observer the novel, and taking-note technique. The researcher only observed every utterance which contained the positive and negative politeness in The Last Song novel.

There were some procedures to collect the data. First, the researcher took note the data by highlighting the utterances which contained positive and negative politeness prosposed by Brown and Levinson's theory (1987). All the data were clustered by its strategies, and analyzed it. Then, the researcher analyzed the factors influencing of the positive and negative politenesss proposed by Brown and Levinson's theory (1987).

3.4 Method of Analyzing Data

This research applied the pragmatic identity method (Sudaryanto, 2015) to analyze the strategies of positive and negative politeness. This method figured out the principle in the process of analyzing data. Thus, the process of analyzing was pragmatic identity method. In analyzing the data, it used the differentiating writing lines technique (Sudaryanto, 2015).

There were several steps in analyzing the data. Firstly, understanding and learning deeply about the novel. Secondly, the step was quoting the highlighting of utterances from the novel. The highlighted quotations were analyzed logiccally to get the meaning in term by strategies of positive and negative politeness proposed by Brown and Levinson (1987). Then, the each utterances was clustered to fifteen strategies of positive politeness and ten strategies negative politeness. In this analyzing, there was not reducing because there were some of the different data but had the same meaning. Therefore, one strategy occured different utterances.

To answer the question number two, the strategies were analyzed by the factors of influencing by using the same theory of Brown and Levinson (1987). All the data from the result of question number one copied into the question number second as the data. Then, each data was analyzed based on factors influencing in applying strategies politeness by theory of Brown and Levinson (1987).

3.5 Method of Presenting Result

In the presenting result, there are formal and informal method (Sudaryanto, 2015). Informal method was the result using words which can be described by using words or sentences. Thus, the informal method used words to describe sentences

or paragraph without the numeral. Finally, this research used the informal method as the presenting result so that readers could understand easily by the explanation descriptively or words.