

**AN ANALYSIS OF NEGATIVE POLITENESS
STRATEGIES IN BEAUTY AND THE BEAST MOVIE:
PRAGMATICS APPROACH**

THESIS



**By:
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**ENGLISH DEPARTMENT
FACULTY OF SOCIAL SCIENCES AND HUMANITIES
PUTERA BATAM UNIVERSITY
YEAR 2019**

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



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

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

Batam, 15 Februari 2019

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ABSTRAK

*Komunikasi tidak dapat dipisahkan dari kesopanan, kesopanan tidak hanya terjadi di dalam percakapan langsung tetapi juga terjadi di dalam film. Tujuan dari penelitian ini adalah untuk menemukan tipe strategi kesopanan negatif di film *Beauty and the Beast* dan alasan karakter menggunakan kesopanan negatif di film *Beauty and the Beast*. Dalam penelitian ini, peneliti menganalisa data dengan menggunakan teori dari Brown dan Levinson 1987, skripsi ini berjudul sebuah analisis strategi kesopanan negatif di dalam film *Beauty and the Beast* dengan menggunakan pendekatan pragmatik. Penelitian ini adalah penelitian kualitatif, dalam mengumpulkan data peneliti menggunakan metode dokumentasi oleh Djarm'an Satori. Dalam menganalisis data peneliti menggunakan metode padan dengan menggunakan teknik pragmatik. Semua hasil data disajikan dalam metode informal dengan menggunakan kata-kata. Hasil dari penelitian ini ditemukan 10 jenis strategi kesopanan negatif. 6 data Mengacu kepada ujaran tidak langsung, 5 data mengacu kepada bentuk pertanyaan dengan partikel tertentu(pagar), 6 data mengacu kepada bersikap pesimis, 3 data mengacu kepada meminimalkan tekanan, 3 data mengacu kepada memberikan penghormatan, 8 data mengacu kepada meminta maaf, 3 data mengacu kepada memakai bentuk impersonal, 2 data mengacu kepada menyatakan tindakan pengancaman muka sebagai aturan yang umum, 2 data mengacu kepada nominalisasi, 3 data mengacu kepada menyatakan diri berhutang budi.*

Kata Kunci: Pragmatik, Strategi kesopanan, Kesopanan negatif

ABSTRACT

Communication cannot be separated from politeness, politeness does not only occur in direct communication but also occur in movie. The purpose of this research is to determine what are the types negative politeness strategies in *Beauty and the Beast* movie and the reasons the character uses negative politeness strategies in *Beauty and the Beast* movie. In this study the researcher conduct data analysis theory by Brown and Levinson 1987, entitled this thesis is An analysis of negative politeness strategies in Beauty and the Beast movie:pragmatics approach. This research is qualitative research, in collecting data the researcher used documentation method by Djam'an Satori. In alaying data the researcher used padan method by using pargamatic technique. All of the data results are presented in informal method by using word. The results of this reserach found 10 types negative politeness strategies. 6 data refers to Be conventionally indirect, 5 data refers to Question hedge, 6 data refers to Be pessimistic, 3 data refers to Minimize imposition, 3 data refers to Give deference, 8 data refers to apologize, 3 data refers to Impersonalize H and S, 2 data refers to state the FTA as general rule, 2 data refers to Nominnalize and 3 data refers to Go on record as incurring debt or as not indebting H.

Keywords: Pragmatics, Politeness Strategies, Negative Politeness

MOTTO AND DEDICATION

MOTTO

“Don’t let others box you into their idea of what they think you should be

A confined identity is a miserable way to exist

Be you and live free, trust that in living true to yourself,

You will attract people that support and love you, just as you are”

-Jaeda Dewalt

DEDICATION

I dedicated this thesis to:

My endless love especially my mom (Yuliana) for sacrifice and her love.

My beloved sister (Haryanti) who always supports and be my best friend for me.

My grandparents (Hatta & Saniah) for love and affection since I was little.

My dearest friends (*vania, Yusro, Melina and Riska, putri, rasmia, tante lilis*)

For their praying, loving, advising, caring, suggesting, and motivating until the last of this thesis. I do expect this thesis can make them proud of me.

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May Allah SWT give mercy, peace, and love for them. Aamiin.

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CHAPTER I

INTRODUCTION

1. Background of the research

Communication between speaker and hearer must clearly and understand each other about what he wants to say. If the communications between both are not connected its make the communication is not running well. For getting communication well the speaker must have strategies such as good manner and politeness, politeness helps us to communicate well. In politeness, there are have strategies how to polite with each other and how to save the hearer's face that is called politeness strategies.

Politeness becomes interesting because politeness is a universal value, every culture has different level needs of politeness and everyone have esteem needs and maintaining self-esteem. According to Brown & Levinson (1987) there are four types of politeness strategies. They are bald on record, positive politeness, negative politeness, and off record. In this research, the researcher only focuses on analyzing the negative politeness strategies analyze conversation the character.

Negative politeness is expression from the speakers to the hearers that he wants to have his freedom of action. According to Brown & Levinson (1987) there are ten strategies of negative politeness there are Be conventionally indirect, question hedge, be pessimistic, minimize the imposition, give deference

apologize, impersonalize Speaker and Hearer, state the FTA as a general rule, nominalize, and go on records incurring debt, or as not indebting H.

Related to politeness strategies, several studies reported several various findings. A study conducted by Olarak, Yap, & Stratejileri (2015) entitle is “politeness strategies used by L2 Turkish speakers in making request¹”. This journal discussed about how politeness strategies used in turkish, and analyzes the results of a questionnaire completed by adult speakers and this journal reveals that speaker adult speaker learning Turkish to be polite. the second previous research conducted by Mu (2015) entitle is “The application of politeness strategies in English and Chinese movie reviews” this journal explore of politeness strategies, she presented the difference on negative and positive politeness strategies used between English and Chinese movie and researchers also found the possible reasons of difference.

Based on the previous research, the reasearcher find the difference about what is being discussed. In this research, the researcher focuses on analyzing the pragmatics study from different side that is analyze of negative politeness strategies in movie especially. The data was taken from *Beauty and the Beast* movie. The researcher was chosen negative politeness because negative politeness strategy is the most obvious way of being polite than the positive one and also this research important to enhancing knowledge about negative politeness that negative politeness is always not good, the fact that this strategy to fix about negative threatens the hearer.

The phenomena of negative politeness is not only in real life situation but also can be found in movies since they are a reflection of human's real life. *Beauty and the Beast* is a 2017 musical romantic fantasy film directed by Bill Condon and co-produced by Walt Disney Pictures and Mandeville Films. This movie is categorized as a romantic movie it tells about handsome young prince lived in the beautiful castle; the prince was selfish and unkind. One day an unexpected intruder arrived at the castle seeking shelter from the storm as a gift she offered the prince a single rose but the prince turned the woman away and the old woman changed to beautiful. The prince tried to apologize but it was too late, as a punishment she transformed him into hideous beast. If he could learn to love another and he get love back the his curse will be lost.

The researcher was chosen *Beauty and the Beast* movie as the data source with some reason the first reason because of this movie represent natural conversation in the castle dominant in U.K, the second reason is because the movie shows how negative politeness is applied in conversation. Negative politeness that happen in this movie is when Beast help Belle from wolves beast was injured and belle took care of him until healed, by the time they make friends and they are to be polite well behaved such as saying sorry and finally they love each other.

Regarding those phenomena, the present study attempted to investigate strategies negative politeness applied by the character in *Beauty and the Beast* movie. It aimed at revealing what are negative politeness strategies which were

utilized by the character. In addition, it was intended to explore what is reason the character use negative politeness.

1.1. Identification of the problem

Based on the background explanation the research, the researcher identifies the problem in :

1. Types of negative politeness in conversation *Beauty and the Beast* movie.
2. The reasons main character use negative politeness in *Beauty and the Beast* movie.
3. Understanding use negative politeness strategies in conversation *Beauty and the Beast* movie.

1.2. Limitation of the problem

In this research the researcher scopes the problem, utterances contained in beauty and the beast movie. The problems to be answered in this study include two aspects:

1. Types of negative politeness in conversation *Beauty and the Beast* movie.
2. The reaons of the character use negative politeness in *Beauty and the Beast* movie.

2.1. Formulation of the problem

The researcher formulate the problem in this research to focus and hit the goal. The formulations of this research are:

1. What are the types of negative politeness in beauty and the beast movie?
2. Why the character use negative politeness in beauty and the beast movie?

2.2. Objectives of the problem

Based on the research question above, the present study aimed to reveal:

1. To find out the types of negative politeness in *Beauty and the Beast* movie.
2. To find out the reasons the character use negative politeness in *Beauty and the Beast* movie.

2.3. Significant of the problem

The results of the research are expected to give a contribution to the theoretical and practical uses of language.

1. Theoretically, the research findings are expected to enrich the comprehension and understanding of pragmatics learning, especially about negative politeness strategies.

2. Practically the research findings will be useful for the students of English Department. This research can be used as another reference for the students of English Study Program who want to conduct research on pragmatics, particularly based on the theory of politeness.

2.4. Definition of keywords

Pragmatics	Pragmatics is the study of speaker meaning. (George Yule, 1996:3).
Politeness strategies	A strategy used to formulate message in order to save the hearer's face when face-threatening acts are inevitable for desired (Brown & Levinson, 1987a).
Negative politeness	Negative politeness is redressive action addresses to the addressee's negative face: his want to have his freedom of action unhindered and his attention unimpeded (Brown & Levinson, 1987a).

CHAPTER II

REVIEW OF RELATED LITERATURE

THEORY AND THEORETICAL FRAMEWORK

2.1 Pragmatics

Pragmatics is study of meaning depend on the context conveyed by speakers and interpreted by listeners or readers both in direct and indirect communication. According to Yule (1996, p.3) pragmatics is “concerned with the study of meaning as communicated by a speaker and interpreted by a listener”. It means that how the context can influence what the speaker said, what the speaker means about who, where, when and how the conversation it happen. In another word, pragmatics is a study about meaning based on the context. While according to Griffiths (2006, p.1) “pragmatics concerned with the use of these tools in meaningful communication”. It means that meaning is one of the most important elements in communication between the speaker and the hearer.

When discussing pragmatics means that it is where the nation of context comes in. It is important to know the context in which the language is used. It is also significant to concern context when interprets the meaning of an utterance. It is supported by Mey (1993, p.41) that states context is more than just reference. Context is about understanding what things are for.

Similar to Grundy (2008, p.10) that states context can help in determining the meaning of an utterance. But most of all, context determines both what one

can say and what one cannot say because only the pragmatics of the situation can give meaning to one's words. According to Birner (2013, p.2) pragmatics is the study of language use in context. Here, Birner compares pragmatics with semantics, which is the study of literal meaning independent of context. It means meaning in pragmatic is generally implicit. Birner also added that pragmatics has to do with a slippery type of meaning, one that isn't found in dictionaries and which may vary from context to context. It is because the same utterance will mean different things in different contexts, and will even mean different things to different people.

Context basically relevant with the social setting of an utterance. In the social interaction the speaker must have manner and politeness to speak with other people. Depends on the context where and when talking to each other, context depends on with who we talk about younger or older, and politeness related to the context where to used politeness itself. One person must tell another something that the other doesn't want to hear, one person must refuse another request, one person must end the conversation before the other is quite to willing go. In this cases, there is the danger of insult and consequently the break down the communication. In society, the ways to smooth dan over the conflict is with politeness.

2.2 Politeness strategies

In any society, there are several rule and principle how people speak and behave, and the participants has strategies to maintain their respective faces in social interaction. Brown & Levinson (1987), stated that politeness strategies are developed to save the hearer's face. Face refers to the respect that an individual has for him or herself and maintaining that "self-esteem" in public or in private situations.

2.3 Negative politeness strategy

According to Brown & Levinson (1987, p.129) Negative politeness is "redressive action addressed to the addressee's negative face: he want to have his freedom of action unhindered and his attention unimpeded". It means that negative politeness is a face that refers to the self-image of a person who desires that he be rewarded by the speaker allows him to freely act or let him be free from doing something. Brown & Levinson (1987, p.129-211) devide negative politeness into several sub-strategies which include:

2.3.1 Be conventionally indirect.

According to Brown & Levinson (1987, p.132) be conventionally indirect is "faced with opposing tension the desire to give hearer an out by being indirect, and the desire to go on record". It means that be conventionall indirect give the hearer an out being indirect and give the space to answer the question.

For example : can you pass the salt?

2.3.2 Question, hedge.

According to Brown & Levinson (1987, p.145) question hedge is “derives from the want not to presume and they want not to coerce H”. In literature a hedge is a particle, word, or phrase that modifies the degree of membership of a predicate or noun phrase in a set.

For example : I *rather* think it’s hopeless.
I am *pretty sure* I’ve read that book before.

2.3.3 Be pessimistic.

According to Brown & Levinson (1987, p.173) be pessimistic is “gives redress to H’s negative face by explicitly expressing doubt that the conditions for the appropriateness of S’s speech act obtain”. It means that the speaker expressing doubt or not confident about the situation.

For example : could you do X?

2.3.4 Minimize imposition

According to Brown & Levinson (1987, p.176) minimizing imposition is “the speaker can impose the hearer when asking the hearer to do something”. It means that the speaker gives hearer ‘burden’ to obey what was uttered. It means that the speaker make the hearer agree and accept what the speaker gave to the hearer.

For example : I just want to ask you if you could lend me a single sheet of paper.

2.3.5 Give difference

According to Brown & Levinson (1987, p.178) There are two sides to the coin in the realization of deference: one in which S humbles and abases himself, and another where S raises H (pays him positive face of a particular kind, namely that which satisfies H's want to be treated as superior). It means that the speaker treating hearer as a superior and show the respect.

For example : We look forward very much to *dining* with you

2.3.6 Apologize

According to Brown & Levinson (1987, p.187) by apologizing for doing an FTA, "the speaker can indicate his reluctance to impinge on H's negative and thereby partially redress that impingement". It means that the speaker show his refusal or something to make hearer uncomfortable or the speaker ant to show his reluctance.

For example : I am sure you must be very busy, but ...

2.3.7 Impersonalize S and H

According to Brown & Levinson (1987, p.190) impersonalize S and H is "One way of indicating that S doesn't want to impinge on H is to phrase the FTA as if the agent were other than S or at least possibly not S or not S alone, and the addressee were other than H, or only inclusive of H. This result in a variety of ways of avoiding the pronouns I and you". It means that the speaker want to show a way to be polite without show who speaker is, or who hearer is.

For example : It is so (I tell you that it is so).

Do this for me (I ask you to do this for me).

2.3.8 State the FTA as general rule

According to Brown & Levinson, (1987, p.206) state the FTA as general rule is “One way of dissociating S and H from the particular imposition in the FTA, and hence a way of communicating that S doesn’t want to impinge but is merely forced to by circumstances, is to state the FTA as an instance of some general social rule, regulation or obligation”. It means that the speaker show the utterances in a general form, and it don’t make hearer threaten to do something.

For example :

- a. Passenger will please refrain from flushing toilets on the train
- b. You will please refrain from flushing toilets on the train

2.3.9 Nominalize

According to Brown & Levinson, (1987, p.207) nominalize is “way to show formality that the speaker nominalizes the expression in order to make sentence or speaker’s utterance in the form of nominal phrase to show negative politeness”. It means that in nominalizing expression, only express in the form of a noun, not a verb and others.

For example :

- a. You perfomed well on the examinations and we were favou rably impressed.
- b. Your performing well on the examinations impressed us favourably.
- c. Your good performance on the examinations impressed favourably.

Here (c) seems more formal, more like a business letter than (b), and (b) more than (a). Version (a) seems very much a spoken sentence, (c) very much a written one. So as we nominalize the subject, so the sentence gets more 'formal'.

2.3.10 Go on record as incurring debt, or as not indebting H.

According to Brown & Levinson (1987, p.210) go on record as incurring debt, or as not indebting H is "S can redress an FTA by explicitly claiming his indebtedness to H, or by disclaiming any indebtedness of H". It means that the speaker is to express what they want directly but it seems to make the listener feel in debt to do the requested.

For example : I'll never be able to repay you if you...

I could easily do it for you...

2.4 Reasoned of Action

The theory of Reasoned Action was developed by Martin Fishbein and Icek Ajzen as an improvement over Information Integration theory (Ajzen & Fishbein, 1980; Fishbein & Ajzen, 1975). There are two important changes. First, Reasoned Actions adds another element in the process of persuasion, behavioral intention. Rather than attempt to predict attitudes, as does Information Integration theory (and several others), Reasoned Action is explicitly concerned with behavior. However, this theory also recognizes that there are situations (or factors) that limit the influence of attitude on behavior.

The second change from Information Integration theory is that Reasoned Action uses two elements, attitudes and norms (or the expectations of other people), to predict behavioral intent. That is, whenever our attitudes lead us to do one thing but the relevant norms suggest we should do something else, both factors influence our behavioral intent.

2.5 Previous Study

The researcher doing this thesis dealing with pragmatics especially negative politeness based on the context in *Beauty and the Beast movie*. The researcher found some different studies from one to another.

The first researcher was conducted by The third research was conducted by Hobjilă (2012) entitled “Positive and Negative politeness in didactic communication Landmark in Teaching Methodology”. This journal deals with teaching methodologies, and this journal is aimed at teachers and students at the primary and pre-school level. This journal used the Goffman’s theory of faces, the

field of politeness – that will have as a starting point the theory of Brown and Levinson and some references to specialized literature dedicated to the analysis. The method for collecting data used in this journal is the interview method, which contains questions between teacher and student.

The second research was conducted by Ayd (2013) entitled is “Politeness and impoliteness strategies : an analysis of gender differences in GERALD L. HORTON ’ s plays”. This journal examines utterance of gender differences and the results of this study show that women are more careful than men to express politeness. Humiliation is often used by men and women proven to use more criticism and complaints. The findings of this journal are that men use more impolite than women in speaking.

The third research was conducted by Mu (2015) entitled “The Application of Politeness Strategies in English and Chinese Movie Reviews”. The data of the researcher were taken from five movies are *Five Gump*, *Titanic*, *The Legend of 1900*, *se7en*, and *Infernal Affairs (Mou Gaan Dou)*, for collecting the data the researcher used the qualitative and quantitative method. The analysis application of politeness strategies in English and Chinese movie reviews theories developed by Brown and Levinson’s (1987). The result of the research is English reviewers used politeness strategies more frequently than Chinese reviewers.

Another analysis of politeness strategies is “Politeness Strategies Used By L2 Turkish Speakers in Making” which was conducted by Olarak et al(2015). Aim this research is to analyze the result of a questionnaire completed by adult

speakers who already are advanced speakers of Turkish as a second/foreign language. This research also uses Brown and Levinson's theory (1987) that interlocutors generally strive to save the other person's face. The result of the research is a few differences in L1 and L2 language participant's use of language show that language competence is not coupled with pragmatic competence.

The fifth research as conducted by Mulyono (2016) , in this research the researcher focusing on the use of politeness principle covering every maxim and scale by Leech and Lakoff. The data was taken from movie Stand By Me Doraemon, the data are collected by note-taking technique and the analyzed descriptively. The researcher takes the data from the utterance of the character that convey the use of tact maxim, generosity maxim, approbation maxim, modesty maxim, agreement maxim, and sympathy maxim.

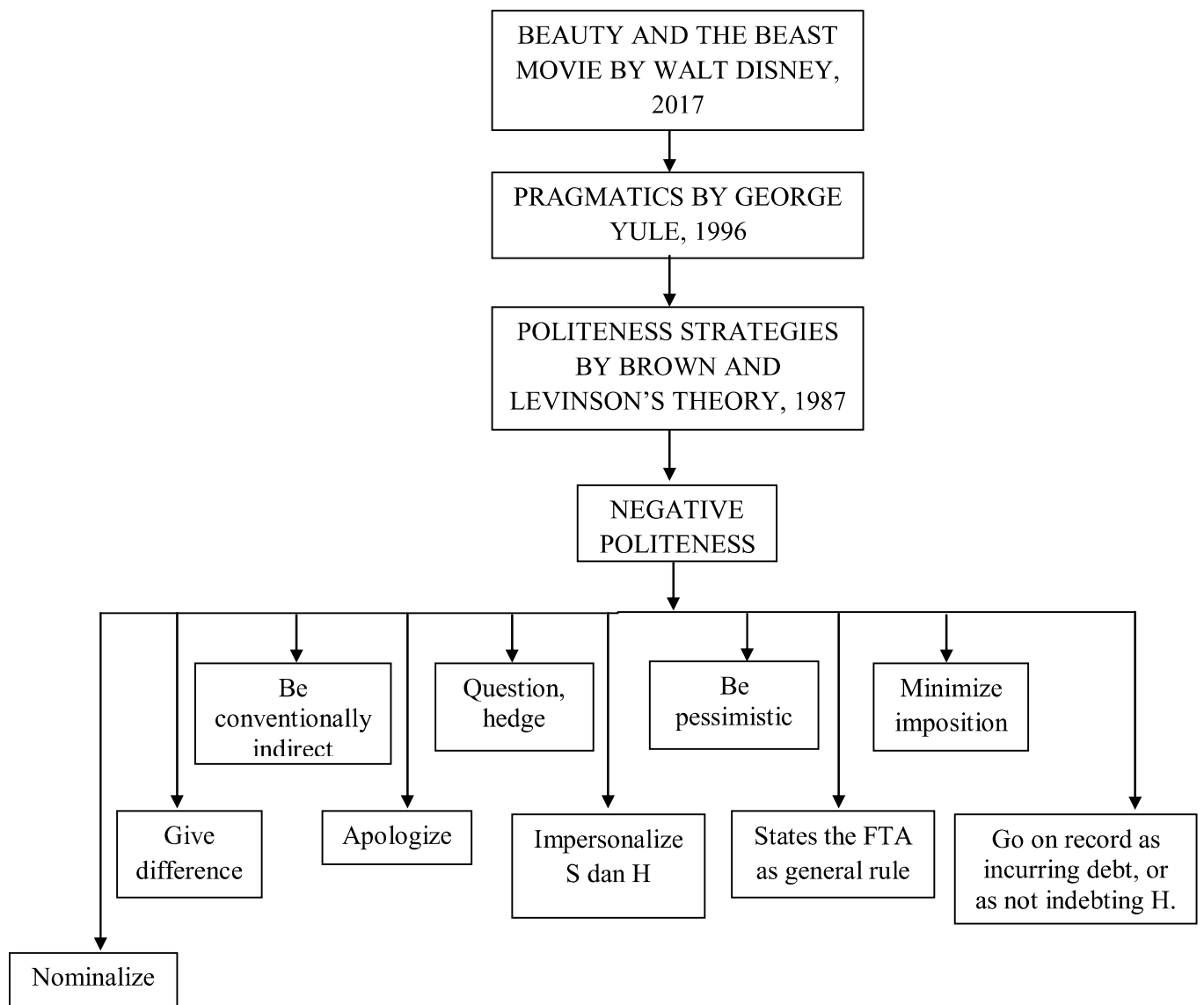
The first research using didactic communication in Teaching Methodology and using interview method for collecting the data which contains questions between teacher and student, the second research the journal examines utterance of gender differences, and politeness is differentiated in social status. The third and fourth research used politeness strategies proposed by Brown and Levinson's theory, the fifth research that combined the two theories politeness the first theory is politeness strategies by Brown and Levinson's and the fifth theory is politeness maxim or politeness principles proposed by Leech and Lakoff.

Differences between this research and the previous research are the researcher only focuses analysis Negative politeness strategies, types and the

reason why the character used negative politeness. The researcher used Beauty and the Beast movie as the object and used pragmatic approach. The researcher also used Brown and Levinson's theory to observe the negative politeness strategies in the movie, the different object, context, and setting in this research will present different findings that lead the different result.

2.6 Theoretical Framework

Figure 2.4 below is theoretical framework that guides the researcher doing this thesis, the researcher take the data source from *Beauty and the Beast* movie, analyse the context using pragmatics approach by George Yule, the researcher only focuses analyse negative politeness strategies which provide by Brown and Levinson's theory there are ten strategies.



CHAPTER III

RESEARCH METHOD

3.1 Design of the Research

This study goes from the phenomenon that negative politeness, politeness also can be found in movies, the researcher choose *Beauty and the Beast* movie as the data source. The researcher deepening of the material by searching data from various sources related to politeness strategies such as e-books, journals, articles and previous research that examine about negative politeness strategies. Then the researcher found the types and reason that affect the character used negative politeness. In this research the researcher using qualitative descriptive method according to Sugiyono (2007, p.9) the data collected in the form of words or images, so as not to emphasize numbers.

3.2 Object of the research

In a research, the researcher must accurate to decide the object which used in the research because object the research is very important in order to get the result. In this research, the object is Negative Politeness Strategies which was uttered by speakers in *Beauty and the Beast* movie. The data are all conversation which was uttered by speaker in *Beauty and the Beast* cartoon movie.

3.3 Method of collecting data

In this research, the researcher collecting the data researcher used documentation method by Satori (2009: 148) with this documentation technique, researchers can obtain information from various written sources or from documents in the informants in the form of cultural heritage, artwork and thought. In this research, the researcher has some steps to collecting data, there are:

1. The researcher downloaded *Beauty and the Beast* movie from internet.
2. Then the researcher watched *Beauty and the Beast* movie.
3. After that, the researcher downloaded script *Beauty and the Beast* movie and researcher read the script *Beauty and the Beast* movie, and listed all of the utterances in the dialogue that contain negative politeness strategies.
4. Then the researcher classified the data based on types and reasons of character choice negative politeness strategies.

3.4 Method of analyzing data

After the data were collected and classified they were analyzed, the researcher used the *Pragmatics identity* introduced by Sudaryanto (2015, p.15). Because in this research the researcher analyse the context and situation in utterances.

3.5 Method of presenting research result

The method of presenting research result the researcher result the data analysis by using informal method, Informal method Sudaryanto (2015) is presenting the data only uses the words and senteces without any number. This researcher presenting this data only using the words and sentences.