

**AN ANALYSIS OF POSITIVE POLITENESS  
STRATEGIES IN “MODERN FAMILY” MOVIE:  
PRAGMATIC APPROACH**

**THESIS**



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**2023**

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



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## ABSTRAK

*Penelitian ini bertujuan untuk menemukan strategi kesantunan khususnya kesantunan positif dan menemukan jenis-jenis maksim yang melanggar prinsip kerja sama dalam strategi kesantunan positif. Penelitian ini menggunakan teori kesantunan positif dari Brown dan Levinson (1987) dan Cutting (2002) untuk pelanggaran maksim. Kesopanan positif dan jenis pelanggaran maksim dianalisis dari Modern Family Movie. Penelitian ini akan menggunakan metode kualitatif dan data yang dikumpulkan dalam bentuk ujaran-ujaran. Dalam proses mengumpulkan data, penelitian ini menggunakan metode observasional dan peneliti menggunakan teknik non partisipatif. Hasil penelitian menunjukkan bahwa terdapat 65 ucapan yang mengidentifikasi strategi positive politeness dan maxim violations di Modern Family Movie. Strategi tersebut adalah 5 data memusatkan perhatian kepada lawan tutur, 3 data memberi perhatian lebih/memberikan pengakuan kepada lawan tutur, 9 data Mengintensifkan perhatian kepada lawan tutur, 8 data menggunakan penanda keakraban kelompok, 7 data menemukan kesepakatan, 3 data Menghindari konflik, 5 data menyamakan anggapan menjadi pendapat umum, 3 data bercanda, 2 data menambahkan atau menyetujui pendapat lawan tutur, 4 data menawarkan bantuan atau janji, 4 Bersikap Optimis, 5 data melibatkan penutur dan lawan tutur dalam kegiatan, 4 data memberikan atau menanyakan alasan tertentu, 1 data mengamsumsikan kesamaan Tindakan, dan 2 memberikan hadiah. Hasil menunjukkan bahwa mengintensifkan perhatian kepada lawan tutur merupakan strategi yang paling dominan digunakan dalam Modern Family movie. Selanjutnya, terdapat 30 ucapan yang mengidentifikasi pelanggaran maksim meliputi, 26 data maksim kuantitas, 17 data maksim kualitas, 14 data maksim relevansi, dan 8 data maksim cara. Hasil penelitian menunjukkan bahwa maksim kuantitas merupakan pelanggaran yang paling dominan terjadi di Modern Family Movie.*

**Kata Kunci:** *Kesopanan, kesopanan positif, Pelanggara maksim,Pragmatik, Film*

## ***ABSTRACT***

This research aimed at finding out politeness strategies, especially positive politeness strategies and find out the types of maxims that violate the cooperative principle in positive politeness strategies. This research used theory by Brown and Levinson (1987) and Cutting (2002). Positive politeness strategies and maxim violations were collected from Modern Family movie. This research used a qualitative descriptive method and the data was collected in the form of utterances. In the process of collecting data, this research used observational methods and non-participatory technique. The results showed that there were 30 utterances that identified positive politeness strategies and maxim violations in Modern Family Movie. The strategies were Notice to Hearer 3 data, Exaggeration 3 data, Intensify Interest to Hearer 4 data, use in a Group Identity Marker 3 data, Seek Agreement 3 data, Avoid Disagreement 1 data, Presuppose 2 data, Jokes 1 data, Assert/Presuppose 1 data, Offer/Promise 2 data, Be Optimistic 2 data, Include Speaker and Hearer in Activity 2 data, Give or Ask for reason 2 data, Assume/Assert Reciprocity 1 data, and Give Gift to H 1 data. The result of this research showed that Intensify Interest to Hearer was the most dominant strategies used in Modern Family movie. Furthermore, there were 30 utterances that identify maxims violation which include, maxims of quantity 10 data, maxims of quality 12 data, maxims of relevant 4 data, and maxims of manner 4 data. The results of this research showed that maxim of quality was the most dominant violation in Modern Family Movie.

**Keyword:** Politeness, Positive Politeness, Maxim Violations, Pragmatic, Movie

## **MOTTO AND DEDICATION**

### **MOTTO**

**“I'm not comfortable with comfort. I'm only comfortable when I'm in a place where I'm constantly learning and growing.”**

**(Kanye West)**

### **DEDICATION**

**I dedicate this thesis to my mother, Megawati.  
My beloved family who always support my study since I was a child.  
I also dedicate this thesis to the readers who read this research.**

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The researcher realized that this thesis is far from perfect. Therefore, the researcher with pleasure will always accept criticism and suggestion. With all the limitation, the researcher also realized that this thesis would not complete without help, guidance, and encouragement from the various parties. The greatest gratitude also addressed to his thesis supervisor, Mr. Zia Hisni Mubarak, S.Pd., M.Pd. as the thesis supervisor who has contributed the idea, motivation, and patience in arranging to the researcher to write the thesis well. For this reason, the researcher expressed her gratitude to:

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The researcher apologizes for all mistakes made along the studies and also the researcher hopes this thesis would be useful for the readers. May Allah give happiness, healthy and mercy for them. Amin

Batam, 26 Agustus 2023

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# CHAPTER I

## INTRODUCTION

### **1.1 Background of the Research**

Humans have a way of communicating and interacting with language. According to Jurafsky and Martin (2020), language is a place where a person expresses feelings, ideas, signs, and formulations of character. In certain activities and situations, the way of conveying messages through expressions is called language. The type and form that language has is conversation. Every conversation that comes out of the speaker's mouth has a different meaning and purpose. According to Dharmayanti Eni et al. (2018), in communicating, in order to make the conversation run well and smoothly, it is important to know how to communicate well and correctly. People need to use politeness to get a good response from listeners both in spoken and written language. As stated by Yule (2020) that views in politeness, awareness and consideration of others by using an individual face. Therefore, the study of linguistics is called pragmatics.

Many branches of linguistics, one branch that explores the meaning of conversation is pragmatics. Leech (1983) said that pragmatics is the study of meaning related to conversational situations, pragmatics is a science that study the meaning associated with the speech situation. Then it can be said that in studying the meaning of speech, speech situations also influence the meaning and purpose of the utterances. Based on this opinion, the author concludes that pragmatics is a branch of science linguistics which studies the meaning and intent of spoken utterances carried out by participants (speaker and hearers) based on the current context and the occurrence of the speech. For example, such as keeping silent or

ignoring someone who is speaking or speaking at an inappropriate time. This kind of attitude is called impoliteness.

In linguistics, pragmatics has several chapters. One of those chapters is politeness. In interacting, the thing that is most concerned is applying politeness as a consistent concept in the form of polite social behavior in the environment, starting from the family, school and society. According to Cutting as quoted in Sartika and Johan (2021), politeness is a psychological situation that emotionally voiced, in the interaction politeness can be dissolved, can be applied continuously, or always improved in communicating with others. By implementing a politeness strategy, this can overcome the face of threatening action (FTA) with a face of saving action (FSA) strategy. Yule (1996) defined that politeness is a way to be sensitive to other people's faces when interacting. Pragmatically, politeness can be concluded as the way to respect or care for one's face or face one's self-image. In having a conversation, politeness is a concept that is important so that the image of oneself or the speaker looks good and maintain the self-image of others in order to remain respected.

Politeness consists of 4 strategies. According to Brown and Levinson (1987), there are four politeness strategies, namely: Bald on Record, Negative Politeness, Positive Politeness, and Off-record. In this research, the researcher choses a positive politeness strategy to analyze. Positive politeness starts with a positive person's face and a positive self-image that he instills for himself. Positive Politeness occurs when in a group there are members who think the same. When the speaker shows good things to the hearer, also showing that the speaker wants their relationship with the hearer to be stronger is what causes this positive politeness to exist.

Therefore, phenomena related to positive politeness can be found all around us both in the house, university, and community. In social media environments such as Instagram, YouTube, Twitter, Facebook, and others.

The pragmatics phenomenon can exist in every media, both print media such as newspapers, novels, books, tabloids, magazines, and social media. With the sophistication of technology, humans can now communicate face to face or remotely. With the existence of these media, it makes it easier for people to express opinions, create ideas, or convey their arguments in the media that has been provided, either written or oral. Not only through the media, the phenomena of politeness often occur in our lives, whether in families, couples, campuses, or others.

It can be seen that the phenomena of positive politeness are very much happening around us both in real life and in non-real life. Phenomena that occur in real life are events related to everyday life such as in families, schools and communities. Phenomena that occur in non-real life are events that do not appear in daily lives. These events can be seen or found in the media. One of them is Youtube. YouTube is a medium for searching, sharing, or watching various videos. Nowadays YouTube is one of the widely used platforms for uploading, editing, sharing, and watching videos. One of these phenomena can be seen on YouTube in got talent global account. The conversation happened in the studio between the jury and the participant when one of the participants got a golden buzzer and made everyone happy for his performance and break the atmosphere into fun. The conversation is stated below:

Speaker : **“You are wonderful, this is an extraordinary moment. I’m so happy to be a small part of it.”**  
 Hearer : “Yes sir.”

This conversation took place in the studio. The jury was a speaker and the participant was a hearer. The conversation was included in politeness where the jury gave appreciation and praise to the participant who had succeeded in getting the golden buzzer. Comment from the jury is included in politeness because he really made the participant happy for his praise and positive comments. This research was also clarified by Yule's explanation that civilized social behavior, good manners in society or culture are called politeness. This polite behavior made humans become wise, generous, modest, and sympathetic to others around them. According to Yule (1996), exploring languages was linguistics as a scientific discipline. Humans as social beings who cannot live alone need to communicate with others. The application of politeness strategies took place when the speaker knew that saving the listener's face is crucial. disrespectful behavior if the speaker spontaneously gave orders, for example with people who are not too close to him (strangers). This could mean that the listener feels threatened by the speaker's face.

Positive politeness is a behavior or attitude related to someone's happy face. The phenomenon in this research was found on YouTube on the account Stars Beauty Video, which was uploaded on April, 2023. This phenomenon occurred in the duration of 6.43- 6.59. The conversation was:

Speaker : “How amazing is that.”  
 Hearer : “Thank you, sir.”  
 Speaker : **“I mean seriously good one of the best voices. This is Amazing”**

This conversation took place in the studio. Speaker expressed his opinion about Hearer using verb exaggeration. The analysis above was included in the type of

positive politeness. Where the speaker exaggerated the statement about hearer by making a statement that was more than the actual situation. Usually in this strategy the speaker will show sympathy and to emphasize his feelings to the hearer. This strategy is called Exaggerate. This strategy can be spoken by someone with intonation and too much stress. Brown and Levinson (1987) explained that most of the speech acts, such as offer, request, disapproval and praise can reduce the speaker's face threatening actions (FTA).

Media that can be used for learning is movie. A movie is a work of art that contains a series of videos that are intended as a form of entertainment. The illusion of a collection of moving images creates prolonged motion in the form of a video. The making of this movie is quite famous in various parts of the world, therefore movies that are presented in the form of a big screen are always eagerly awaited in theaters. In the movie, you can also find pragmatic phenomena, one of which is positive politeness. Modern Family is one of the movie that can be investigated for the positive politeness. Modern family is a 2009 fantasy movie starring Christopher Lloyd & Steven Levitan. This is the story of three different but related families. Each dysfunctional member faces trials and tribulations in a unique comedic way.

Another phenomenon can be found in the movie Modern Family. When a child asked parents for their opinion about the clothes she was wearing. And her father answered the question by praising the child, and the child looked very happy with his father's response. The conversation was:

Phill : **“That looks really cute, sweetheart.”**

Haley : “Thanks”

The politeness strategy used in this conversation is positive politeness. This was included in the type of positive politeness, namely Notice, Attend to Hearer (wants,

interests, needs, and goals). This happened when a father complimented his daughter's clothes which look very good and fit when worn by her daughter. This conversation contained positive politeness because the speaker focused his attention on her daughter. The speaker also cared about his interlocutor, this is shown by commenting on what his hearer was wearing. As a result, the speaker's comments made the listener very happy. Brown and Levinson (1987) stated that social distance can be assessed through the frequency of interaction between the interlocutors. This theory assumed that a coherent interaction can express a sign of social closeness.

Next phenomenon can be shown in conversation when Manny won a race at school. Jay, as the stepfather, gave a gift to celebrated Manny's victory.

This conversation took place at school and occurred in the duration 8.55 – 8.58

Jay : **“Hey, champ! I got a little something for you”**

Manny : “And I have something for you, here

The conversation above took place at the race venue. At that time, Manny won the match and being 1st winner. Therefore, Jay as his step-father gave a gift to Manny to celebrate his victory. From the conversation, it can be analyzed that the conversation used a positive politeness strategy, namely Give gift to the hearer. It was obvious when Jay gave a gift to Manny openly. This prize was realized because Manny to be first winner in his competition. The gift was in the form of a toy that Manny liked. Manny was overjoyed at the attention and sympathy from his stepfather. In this case, giving gifts also fulfilled the wants not only for physical gifts but also mental gifts such as being recognized, loved, admired, cared for and so on (Brown and Levinson, 1987).

In addition to the types of positive politeness strategies, researcher also trying to find the types of maxims that violate the principle of cooperation in express

positive politeness strategies. According to Cutting (2002), there are four types of maxims. Those are violating the maxim of quantity, the maxim of quality, the maxim of relation and the maxim of manner. Cutting (2002) stated the cooperative principle sometimes conflicts with the politeness strategies. If the speaker want to express positive politeness, they may violate cooperative maxims. The phenomenon associated it can be seen below.

Phill : **“What’s a beautiful dress”**

Gloria : “Thank you, phil.”

The above conversation took place at Cameron and Mitchell's house. When they were celebrating an adoption party thrown by a gay couple named Mitchell and Cameron. To protect the listener's face, Phil violated the maxim of quality because he didn't tell the truth. He said the Gloria dress was good because it had its own purpose. He wanted to touch Gloria's body and dress. The author said this Utterance is a lie because in the movie, the dress that Gloria uses was very unattractive, not elegant, and too many bright colors that made it not fit on Gloria's body. According to Cutting (2002), sometimes when speaker want to express positive politeness strategies, they tend to violate maxims. This aims to protect the listener's face from words that are not pleasing to the listener.

In conducting this research, there were two previous studies that were used to support this research. One of the previous research by Marfirah and Ambalegin (2023). This research aimed at discovering the positive politeness strategies in Turning Red movie used theory by Brown and Levinson (1987). The results of the research were found 21 data of positive politeness strategies that expressed by the characters. Offer, promise occurred 5 times was most strategy used. Exaggerate 2 times. Use in-group identity markers 2 times. Seek agreement 1 time. Presuppose 1



time. Assert or presuppose speaker knowledge of and concern for hearer wants 2 times. Include both speaker and hearer in the activity was 4 times occurrence Assume or assert reciprocity 3 times, and Give gift to Hearer 1 time.

Another previous research by Damayanti and Mubarak (2021) aimed at examining about positive politeness in Oprah's 2020 Vision Tour Talk Show. It used the theory by Brown and Levinson (1987). The results of this research found 8 positive politeness strategies in the selected data source. This research also found that payoff and circumstances were the reasons why speaker used the positive politeness strategies.

Previous research and current research have some similarities, namely similarities in discussing positive politeness strategies and using Brown and Levinson (1987) theory. Then, there are similarities and dissimilarities between present and previous research. The similarities are discussing positive politeness strategies that use Brown and Levinson (1987) theory. Then, there are several dissimilarities between priors and current research. Researcher analyzed the relationship between positive politeness strategies and maxim violation. Cutting (2002), the cooperative principle is contrary to positive politeness strategies. Sometimes when speaker want to express positive politeness strategies, they tend to violate maxims. This aims at protecting the hearer's face from words that do not please the hearer. Cutting & Kenneth (2020) explained that when someone violates the maxim, the person says what the other person doesn't know or doesn't tell the truth. Therefore, the listener only knows from the outside according to what the speaker is saying. Furthermore, the second dissimilarity in the selected data source.

As a result, this research used a pragmatic approach entitled “An Analysis of Positive Politeness Strategies in “Modern Family” Movie: Pragmatics Approach”.

### **1.2 Identification of the Problem**

Based on the background of the research, it can be found problems that can be identified, including:

1. Many found the use of FSA on social media.
2. The strategies of positive politeness found in Modern Family Movie.
3. The types of maxim violations applied by the characters in Modern Family Movie affecting the positive politeness strategies.

### **1.3 Limitation of the Problem**

Based on the identification of the problem, the limitation focused on analysis. This limitation only focused on two main topics for analysis:

1. The strategies of positive politeness in Modern Family Movie.
2. The types of maxim violations applied by the characters in Modern Family Movie affecting the positive politeness strategies.

### **1.4 Formulation of the Problem**

The limitations of the problem led to the creation of research questions. Questions based on the following research problem limitations:

1. What are the strategies of positive politeness in Modern Family Movie?
2. What are the types of maxim violations applied by the characters in the Modern Family Movie affecting the strategies of positive politeness?

### **1.5 Objective of the Research**

This research is finally created to solve research problems and focus on achieve a goal. The aims of this research are:

1. To find out strategies of positive politeness in Modern Family Movie
2. To find out the types of maxim violations applied by the characters in Modern Family Movie affecting the strategies of positive politeness.

### **1.6 Significance of the Research**

#### **1. Theoretical Significance**

The purpose of This research was to identify the most frequently used positive politeness strategies and the types of maxim violations applied by the characters in Modern Family Movie. This movie expressed 3 families that have their own characteristics. This movie had a comedic background which contained a lot of positive politeness. It also taught how to be a caring, complementary, and loving family member. The writer interested in analyzing the movie to make it easier for readers to understand positive politeness. In this research, the author will describe strategies of positive politeness strategies and the types of maxim violations applied by the characters in Modern Family Movie. In this research, the researcher will be able to make people who read the research learn more about the types of positive politeness and the types of maxim violations affecting the positive politeness strategies.

#### **2. Practical Significance**

In writing this research, the author aimed at making readers triggered to apply positive politeness in everyday life. Not only that, this research also aimed at making English Literature students had insight in the branch of linguistics, one of

which is pragmatics. This research also aimed at providing the author's knowledge to the general public about the strategies of positive politeness and the types of maxim violation affecting positive politeness strategies in Modern Family Movie. Finally, this research also aimed at providing a focus for readers to understand pragmatics deeply.

### 1.7 Definition of Key Terms

- Pragmatics** : Pragmatics is a branch of linguistics that studies hidden meanings or how to understand what meaning is conveyed by the interlocutor (Yule, 2020).
- Politeness** : Politeness is defined as caring about one another's faces (Yule, 1996).
- Positive Politeness** : Positive politeness is a strategy to apply the positive side of the person that is talking to and also maintain the positive side. For example, in everyday life, when in a group, the speaker treats all listeners the same without making any of the listeners feel alienated (Brown and Levinson, 1987).
- Violation** : Violation is something that makes listeners not know the true meaning of utterances (Cutting, 2002).
- Movie** : Movie is an entertainment in motion pictures. Initially the image is taken, cropped, and projected into a movie (Barsam & Monahan, 2016).

## **CHAPTER II**

### **REVIEW OF RELATED LITERATURE AND THEORETICAL FRAMEWORK**

#### **2.1 Pragmatics**

Pragmatics is a branch of linguistics that studies hidden meanings (Yule, 1996). Semantics is also the study of meaning. The difference between semantics and pragmatics is very far, where semantics is the study of written meaning, while pragmatics is the study of spoken meaning from the interlocutor. Culpeper et al. (2017) also argued that pragmatics is how meaning is produced by the speaker and how the listener interprets it. Studying pragmatic is useful for facilitating communication because they both understand each other.

Pragmatics is the study of the relationship between linguistics and humans. The advantage of pragmatic studies is being able to interpret the meaning of the speaker addressed to the interlocutor, such as interpreting their goals, their ideas, or their actions. The reason researcher is interested in analyzing the pragmatic approach is because Pragmatics is a branch of linguistics that studies hidden meaning and analyze the utterances that come out of the speaker or hearer. As stated hidden meaning because the listener must be able to interpret the intent and purpose of what the speaker said.

##### **2.1.1 Politeness**

Politeness is an expression that aims at reducing the threat someone else faces. From the explanation above, it can be concluded that politeness is an action given by the speaker to the listener in the form of care and attention with the aim of making the listener's face always positive. Another opinion about politeness is that

politeness can be measured through the listener's feeling of satisfaction. This can be achieved by always minimizing the negative face and maximizing the positive face of the listener.

#### **2.1.1.1 Positive Politeness**

Positive politeness pay attention to the listener with a positive face and willingness to treat the listener as someone who is liked or valued (Wei et al. 2017). The examples of positive politeness in everyday life are expressions of approval, cooperation, sympathy, and praise. Positive politeness strategies indirectly show an intimate relationship or closeness between the speaker and listener so that it can reduce the negative face in every conversation. There are two kinds of faces, namely positive face, and negative face. A positive face is a face that does not contain an element of facial threat that aims to save the listener's face. While a negative face is a face that contains elements of threats to the faces of others that make people feel uncomfortable. Yule (2020) argued that the act of satisfying the listener's positive face is called positive politeness. It helps the speaker to show approval, respected and praise with the listener. Furthermore, positive politeness is divided into several types as follows:

##### **A. Notice, Attend to Hearer (wants, interests, needs, and goals)**

In this type, the speaker focuses on the condition and situation of the listener (Brown and Levinson, 1987). Speaker is required to pay attention to the listener's wishes such as responding to the listener's condition or anything that makes the listener feel cared for, such as showing solidarity which makes the relationship closer. Thus, the listener will be aware that the speaker is paying attention to the situation.

Example:

**“What a beautiful vase this is! Where did it come from?”**

(Brown & Levinson, 1987)

### **B. Exaggerate (interest, approval, sympathy with the hearer)**

This type is used by someone to show the speaker's desire, approval, compassion, and so on (Brown and Levinson, 1987). The implementation of this strategy can be through exaggerated intonation, which makes listeners feel flattered.

Example:

**“What a fantastic garden you have!”**

(Brown & Levinson, 1987)

### **C. Intensify Interest to Hearer**

In this type, the speaker tries to maximize his desire to speak to the listener and make a good story (Brown and Levinson, 1987). The implementation of this strategy is to place the listener in the middle of the conversation being discussed so that the listener can listen well and feel considered as a listener.

Example:

**“I come down the stairs, and what do you think I see? — a huge mess all over the place, the phone’s off the hook and clothes are scattered all over . . .”**

(Brown & Levinson, 1987)

### **D. Use in a Group Identity Marker**

In this type, the use of greetings, slang or jargon is a form of application (Brown and Levinson, 1987). Community solidarity can be seen from the agreement of other people as members of the same group.

Example:

**“Bring me your dirty clothes to wash, darling”**

(Brown & Levinson, 1987)

### **E. Seek Agreement**

The application in this type can be applied when the speaker agrees to find a safe topic (Brown and Levinson, 1987). With the intention of the speaker showing his agreement with the listener in order to satisfy the listener. During the communication process, the speaker optimizes looking for ways to agree.

Example:

A : “John went to London this weekend!”

B : “**To London!**”

(Brown & Levinson, 1987)

### **F. Avoid Disagreement**

The implementation of this type is that the speaker tries to avoid his disagreement with the listener through white lies, pseudo-agreements, and token agreements (Brown and Levinson, 1987). This method aims to cover up lies that will make listeners disappointed.

Example:

A : “You hate your Mom and Dad.”

B : “**Oh, sometimes.**”

(Brown & Levinson, 1987)

### **G. Presupposing, raising, asserting common ground**

The application of this type is to propose small discussions with the listener, where the speaker can improve his relationship with the listener by sharing the same opinions, advice, interests, and beliefs (Brown and Levinson, 1987). An example is the use of tags questions with decreasing intonation in some local dialects of British English.



Example:

**“I had a really hard time learning to drive, didn’t I.”**

(Brown & Levinson, 1987)

## **H. Jokes**

The application of this type is to make jokes in conversations with the aim of creating intimacy and closeness with listeners that can make listeners feel at peace (Brown and Levinson, 1987).

Example:

**“How about lending me this old heap of junk?” (H’s new Cadillac)**

(Brown & Levinson, 1987)

## **I. Assert/ Presuppose**

The implementation of this type is to show that the speaker knows the listener's personal information with the aim of satisfying the listener (Brown and Levinson, 1987).

Example:

**“I know you can’t bear parties, but this one will really be good — do come!”**

(Brown & Levinson, 1987)

## **J. Offer or Promise**

Application this type is to make the listener feel special by understanding his or her wants (Brown and Levinson, 1987). This strategy is used to minimize the FTA of the listener's face. This strategi can offer some promise to make listeners believe.

Example:

Lisa : **“I will lend you my scarf tomorrow, if you do not have any time to buy it tomorrow.”**

Jenny : **“Okay Lisa.”**

(Saragih et al., 2019)

The conversation above used a positive politeness strategy. One of it is Offer/Promise. This is clearly shown when Lisa as the speaker lends a scarf to Jenny as the hearer. This is a form of the speaker's offer to the listener, and this made the listener felt happy and gave a good response.

#### **K. Be Optimistic**

The implementation of this type is to make yourself an optimist. in other words, listeners are always optimistic that they can follow the speaker's wishes with a positive face (Brown and Levinson, 1987).

Example:

**Wait a minute, you haven't brushed your hair!** (As husband goes out of the door)

(Brown and Levinson, 1987).

#### **L. Include Both Speaker and Hearer in Activity**

The implementation of this type is for speaker and listeners to carry out activities together (Brown and Levinson, 1987). The speaker can use the word "we" to make the conversation feel belonging to both the speaker and the listener. In this way the speaker has saved the listener's face with the speaker's concern for the listener to join the conversation.

Example:

**“Let's get on with dinner, eh?”**

(Brown and Levinson, 1987).

### **M. Give or Ask for Reason**

The implementation of this type is to show cooperation between the speaker and the listener with the aim of the listener knowing the intent of the speaker (Brown and Levinson, 1987)

Example:

**“Why not lend me your cottage for the weekend?”**

(Brown and Levinson, 1987).

### **N. Assume or Assert Reciprocity**

The implementation of this type is the cooperation between the speaker and the listener (Brown and Levinson, 1987). That is, there is a reciprocal relationship between the speaker and the listener to trust each other.

Example:

Lisa : **“Jenny, if you help me for doing my homework, I will buy you a chocolate.”**

Jenny : **“Hahah okay, do not forget it.”**

(Saragih et al., 2019)

The conversation above used positive politeness, namely Assume or Assert Reciprocity. This was shown when speaker and hearer work together and trust each other. This was shown when the speaker asked for help and would give a reward when the hearer was willing to help. This utterance reduces FTA and makes the hearer feel good.

### **O. Give Gift to the Hearer**

This is the last type. The implementation of this type is to give gifts to listeners give the listener gifts in the form of goods or enthusiasm, attentions, and others (Brown and Levinson, 1987).

Example:

Lisa : “**Jenny, these are the sweetest apples in this world.** I bought it special for you.”

Jenny : “OMG, I can’t believe it, but thank you my beloved friend Lisa.”

(Saragih et al., 2019)

The conversation above used positive politeness strategies, namely Give gift to hearer. This was shown when Lisa as speaker bought a special apple for Jenny as hearer. This kind of utterance reduced FTA and makes hearer felt cared for.

### 2.1.2 Violating

In pragmatics, people can study about cooperative principle and politeness. However, according to (Cutting, 2002), the cooperative principle sometimes conflict with the politeness strategies. If the speaker wants to express positive politeness, they may violate cooperative maxims. The following is an example when a speaker expresses a positive politeness strategy and violates the cooperative maxims: (2:48)

A : How do I look?

B : **Good (Thinks: “Awful”)**

(Cutting, 2002)

It is clearly seen that B applies avoiding disagreement strategy of positive politeness. To save the hearer’s positive face, B prefers to tell a white lie than insult A with the reality. B hides his or her true opinion that A does not look good. Thus, B violates the maxim of quality by not being sincere.

According to Cutting & Kenneth (2020), when a speaker violates a maxim, he or she said something that made listeners not know the true meaning of saying. Therefore, the listener only knows the surface meaning of saying. Cutting &

Kenneth (2020) described the maxim violation and provides some examples as follow.

### **2.1.2.1 Violation of Quantity Maxim**

The first type of maxim violation of cooperative principle is violation of quantity maxim. When a speaker violates the maxim of quantity, he or she does not provide enough information to the hearer to understand what is being talked about.

Example:

**“Jenny tells of a recent meeting with an elderly English woman. ‘She’d been invited with her sister to have dinner with one of the Polish chaps and his friend and, to cut a long story short, she’d married him.’”**

(Cutting & Kenneth, 2020)

### **2.1.2.2 Violation of Quality Maxim**

The speaker who violates the maxim of quality may deliver the wrong information and not being sincere to the hearer. Thus, lying is a violation of quality maxim.

Example:

**“As far as I know, there’s no reason to not turn the lights on.”**

(Cutting & Kenneth, 2020)

### **2.1.2.3 Violation of Relation Maxim**

If a speaker violates the maxim of relation, he or she will say something that is not relevant with the previous statement.

Example:

**A : “I mean, just going back to your point, I mean to me an order form is a contract. If we are going to put something in, then let’s keep it as general as possible.”**

**B : “Yes”**

(Cutting & Kenneth, 2020)

#### **2.1.2.4 Violation of Manner Maxim**

The last type of maxim violation is violation of manner maxim. When a speaker tells an ambiguous statement, he or she can be said to violate the maxim of manner. Moreover, the speaker may also avoid being brief and orderly in delivering his or her message.

Example:

**“Um I frst wanna make clear a couple of things. Um first of all what is it exactly that evolves?”**

(Cutting & Kenneth, 2020)

## **2.2 Previous Research**

In conducting this research, there were seven previous researches. One of the previous research by Yoseka and Ambalegin (2021) covered identifying the positive politeness strategies used theory by Brown and Levinson (1987) in Switched Movie by John K.D. Graham. The results of this research were found 15 utterances that use in-group identity markers and avoid disagreement which was the most dominantly used in this movie. In addition, other strategies were also found, namely exaggeration, presupposing, rising, asserting common ground, assert or presuppose and intensify interest to hearer, and assume or assert reciprocity. However, there were some strategies that were not found in the data source.

The second previous research was by Putu et al. (2022). This research aimed at investigating how positive politeness and negative politeness strategies are implemented by characters in the movie Every Wake Breath, and which strategies

are most widely used. This research proposed by Brown and Levinson (1987). The results stated that the dominant positive politeness strategy used was Strategy 4: Use in group identity markers. On the other hand, the researchers identified five types of negative politeness strategies applied by character. Then, it can conclude that this study was 17 (70.83%) of the total 24 utterances aroused positive politeness strategies while 8 (29.17%) reflect negative politeness strategies. The dominance of positive politeness strategies showed socially close relationships and solidarity expressed by the characters.

The third previous research by Irmila Riyasa Puteri et al. (2022). This research aimed at finding positive politeness strategies used by the characters, and to describe the factors influencing the characters chose positive politeness strategies. This research was discussed based on theory of Brown and Levinson (1987). The results of this research stated there were fourteen strategies of positive politeness strategies were found among the characters' dialogue in "Ratatouille" movie. Moreover, there were two factors influencing the choice of positive politeness strategies, namely the payoffs and the relevant circumstances: sociological variables.

The fourth previous research was by Dewi and Putu (2023). This research aimed at focusing on analyzing the positive politeness strategies used by the main character in the animation movie "Encanto". This research used the theory presented by Brown and Levinson (1987). The results of this research found 20 utterances of positive politeness expressed by the main characters. The most dominant positive politeness strategy was Give or Ask for Reasons with the proportion of 35%. The least used strategy was Exaggerating, Avoid Disagreement,

Offer/Promise, Be Optimistic, and Give Gifts to Hearer was found one data per strategy.

The fifth previous research aimed at identifying the types of positive politeness strategy used by Oprah Winfrey and Dwayne Johnson and explained the reasons and factors that influenced in Oprah's 2020 Vision Tour Visionaries. This research was presented by Kusanaghi et al. (2023) that used theory of Brown and Levinson (1987). The results of this research stated that it was found 12 positive politeness strategies in the data source. Then, there were two factors that affected positive politeness strategies, namely the payoff was a priori consideration, and the circumstance was Sociological variable.

The sixth previous research that it was found by Warouw et al. (2023). This research was conducted to describe positive politeness strategies used in the movie Moana. The theory that also used was Brown and Levinson (1987). The results of this research were to reveal 3 positive politeness strategies in Moana movie. The statistics were as follows: 13 Intensifying interest to Hearer, 4 Exaggerating, and 4 promising or offering. In this research, the most dominant positive politeness strategy used was Intensifying interest to Hearer.

Furthermore, the seventh previous research focused on positive politeness strategies researched by Agung and Rwa (2023). This research aimed at finding out positive politeness strategies used by the main character in the movie Entitled Luck. This research used the theory suggested by Brown and Levinson (1987). The results stated that it was found Notice, Attend to Hearer 4 times, Exaggerating 1 time, Intensify Interest to Hearer 1 time, Use In-group Identity Markers 3 times, Seek



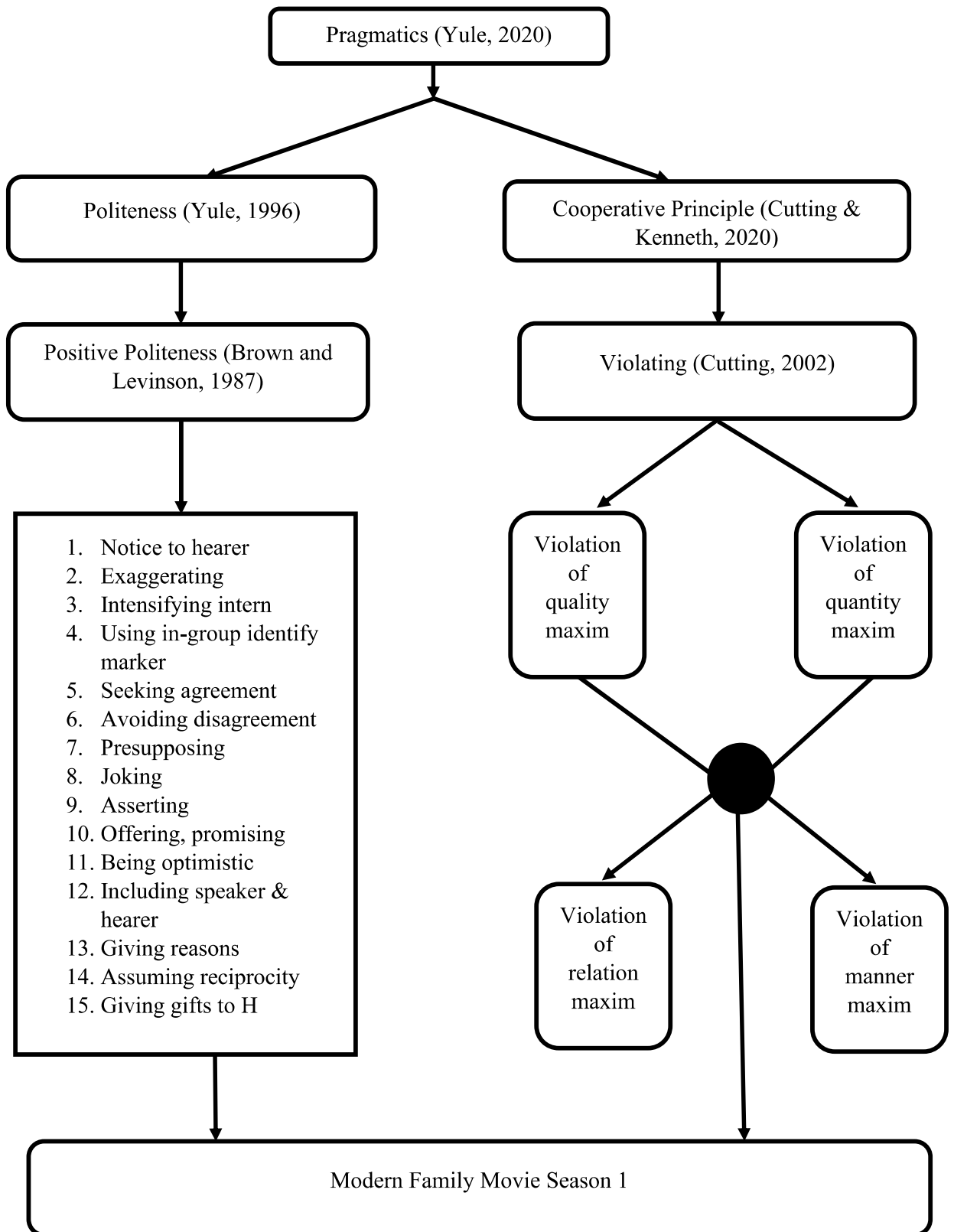
Agreement 5 times, Avoid Disagreement 3 times, Presuppose/Raise/Assert Common Ground 2 times, Joke 1 time, Assert or Presuppose 1 time, Offer or Promise 1 time, Be Optimistic 1 time, Include Both S and H in the Activity 2 times, Give or Ask Reason 4 times, Assume or Assert Reciprocity 1 time, Give Gifts to Hearer 4 times.

Looking at the previous research, there are similarities and dissimilarities between present and previous research. The similarities are discussing positive politeness strategies that use Brown and Levinson (1987) theory. There are several dissimilarities between priors and current research. Researcher analyzed the relationship between positive politeness strategies and maxim violation. Cutting (2002), the cooperative principle is contrary to positive politeness strategies. Sometimes when speaker want to express positive politeness strategies, they tend to violate maxims. This aims at protecting the hearer's face from words that do not please the hearer. Cutting & Kenneth (2020) explained that when someone violates the maxim, the person says what the other person doesn't know or doesn't tell the truth. Therefore, the listener only knows from the outside according to what the speaker is saying. Furthermore, the second dissimilarity in the selected data source. As a result, this research used a pragmatic approach entitled “An Analysis of Positive Politeness Strategies in “Modern Family” Movie: Pragmatics Approach”.

### **2.3 Theoretical Framework**

This research described pragmatics, especially strategies of positive politeness. This research used the theory of Brown and Levinson (1987). Furthermore, the researcher also discussed the maxim violation of cooperative principles when the characters utter the positive politeness strategies. The

researcher attempted to find out the relationship between positive politeness and the maxim violation, especially the one which is related to the discussion of the movie.



**Figure 2. 1 Theoretical Framework**

## CHAPTER III

### RESEARCH METHODOLOGY

#### 3.1 Research Design

In This research, the researcher used qualitative research. According to Creswell (2018), the qualitative research is used because in this research the data sources used are words, phrases, and sentences. Vanderstoep and Johnston (2009) defined that qualitative research as a type of study which creates a descriptive text of the phenomena. Qualitative research method is a descriptive method used to analyze a phenomenon more specifically. Furthermore, qualitative method can be conducted by identifying, isolating, and generalizations. The result of this research is descriptively. Each data and result in the form of words, sentences, and paragraphs.

This research used a qualitative method because the data of this research are the utterances from Modern family Movie Season 1. Another reason for using qualitative methods in this research is that this study aimed at analyzing the positive politeness strategies and types of maxim violations affecting positive politeness strategies in Modern Family Movie. Finally, the results of this research are presented using a descriptive essay on the analysis of positive politeness strategies and types of maxim violations affecting positive politeness strategies in Modern Family Movie. Therefore, this research was conducted using qualitative methods. Pragmatics phenomena can be found in data in the form of words, phrases, sentences, and paragraphs in the form of conversation. Qualitative research is scientific knowledge that can be applied in everyday life (Leavy, 2006).

### **3.2 Object of the Research**

The object of the research is an attribute of the value of a person, thing or object activity that can be analyzed by researcher. Then, the object of this research is positive politeness strategies and types of maxims violation affecting positive politeness strategies. The theories of Brown and Levinson (1987) and Cutting (2002) were taken to analyze positive politeness strategies and maxim violations. This research focused on analyzing all characters' utterances in "Modern Family" movie. Modern Family is one of the movie that can be investigated for the positive politeness. Modern family is a 2009 fantasy movie starring Christopher Lloyd & Steven Levitan. This is the story of three different but related families. Each dysfunctional member faces trials and tribulations in a unique comedic way. The characters' utterances were used to investigate the positive politeness strategies and types maxim violations affecting positive politeness strategies. After identifying the positive politeness strategies and types of maxim violations were found. Therefore, the "Modern Family" movie was chosen as selected data source to find out positive politeness strategies and maxim violations affecting positive politeness strategies.

### **3.3 Method of Collecting Data**

In the process of collecting data, this research used the observational method proposed by Creswell and Creswell (2018). Creswell and Creswell (2018) stated that observational method is a method of collecting the data for scientific purposes, through using senses of human body, while noting or recording the phenomena. In the process of collecting data, the senses aimed at hearing, seeing, and feeling phenomena related to positive politeness strategies. This research used a note taking technique. According to (Sudaryanto, 2015), note taking technique is technique

used by researchers to describe or write down what they hear, see, experience, and think about in order to collect data. The researcher provided data in the form of conversational text to investigate and analyze raw data. Sugiyono (2013) explained that data collection is an important step in the research process because it can produce standardized data.

There are several steps of data collection. First of all, the researcher watched the movie modern family movie season 1. Then, the researcher analyzed every utterance uttered by all the characters in modern family movie. Also, researcher watched and analyze from episode 1 to episode 10. During such activity, the researcher took down the script. Then, the conversation that had a phenomenon of positive politeness strategies and maxim violations were highlighted. The author sorted data 1 to data 65 that is feasible to be analyzed in chapter IV with the aim that readers can more easily understand this research. Finally, the researcher analyzed 30 data based on the theory that has been selected and the experience experienced by the researcher in everyday life.

### **3.4 Method of Analyzing Data**

After collecting the data, this research used a pragmatic identity method. This research identified the phenomena pragmatics that appeared in the utterances. Pragmatic identity method is a method that requires a speech partner. This means that each utterance causes reactions to certain actions depending on the context of the situation with interlocutor. Sudaryanto (2015) said that pragmatic identity method is used to analyze data if an utterance can produce reactions from hearer. The technique used in this research is the equalizing technique. This technique

aimed at equalizing data source and theory. The data would be duplicated from the movie script and then analyzed based on the strategies of positive politeness and maxim violations affecting positive politeness strategies in the Modern Family Movie.

There are several steps that the researcher took to analyze the data. First, the researcher colored the data on positive politeness strategies and maxim violations. Yellow for positive politeness strategies and green for maxim violations. Then, the researcher explained the theory that used in this research, namely Brown and Levinson (1987) and Cutting (2002). Next, the researcher took the positive politeness strategies and maxim violations affecting positive politeness strategies utterances contained in the Modern Family Movie. Furthermore, the utterance was explained based on the selected theory. Lastly, the researcher adjusted the data according to the theory used and wrote the analysis one by one.

### **3.5 Method of Presenting Research Result**

The last step in this research was presented the results of the research. According to Sudaryanto (2015), there are formal and informal method. Researcher used informal method. Informal method is applied to present research results with ordinary words, phrases, sentences, and paragraphs descriptively so that it will be easily understood by readers. Therefore, in this research the results were presented in the form of descriptive writing. Meanwhile, the findings are explained descriptively by analyzing data found in Modern Family Movie.