

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

**THESIS**



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PUTERA BATAM UNIVERSITY**

**2023**

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**THESIS**

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



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**APPROVAL PAGE**

**Submitted in partial fulfillment of the Requirements for the Degree of  
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STRATEGIES IN “MODERN FAMILY” MOVIE:  
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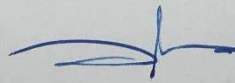
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**Zia Hisni Mubarak, S.S., M.Pd.**

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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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