

**NEGATIVE POLITENESS STRATEGIES IN “DON’T
LOOK UP” MOVIE: PRAGMATIC APPROACH**

THESIS



**AJENG RESVA SAFITRI
201210072**

**DEPARTMENT OF ENGLISH LITERATURE
FACULTY OF SOCIAL SCIENCES AND HUMANITIES
PUTERA BATAM UNIVERSITY
2024**

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



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201210072**

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PUTERA BATAM UNIVERSITY
2024**

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Yang bertanda tangan di bawah ini saya:

Nama : Ajeng Resva Safitri
NPM : 201210072
Fakultas : Humaniora
Program Studi : Sastra Inggris

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201210072

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I, Ajeng Resva Safitri, NPM No. 201210072 Hereby declare that the term paper entitled:

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Ajeng Resva Safitri
20121007

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By:

Ajeng Resva Safitri

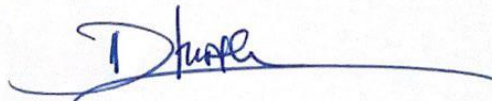
201210072

THESIS

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

This thesis has been examined on the date as indicated below

Batam, 25th January, 2024



Nurma Dhona Handayani, S.Pd., M.Pd.
Supervisor

ABSTRAK

Fenomena strategi kesantunan negatif sangat sering dijumpai dalam film, biasanya tokoh menggunakan kata-kata atau ujaran untuk menghindari paksaan dalam mengungkapkan suatu ekspresi dan memaksimalkan jarak untuk menyelamatkan wajah negatif pendengar. Penelitian ini bertujuan untuk mendeskripsikan jenis dan faktor pengaruh penggunaan kesantunan negatif yang terdapat dalam film “don’t look up”. Penelitian ini menggunakan pendekatan pragmatis karena penelitian ini berkaitan dengan konteks. Penelitian ini merupakan penelitian kualitatif. Pengumpulan data dilakukan dengan metode observasi dengan non partisipan. Data dianalisis dengan metode identitas pragmatis (Sudaryanto, 2015). Setelah menentukan metode, peneliti dapat menganalisis data dengan menggunakan teori Brown & Levinson (1987). Ada 4 tipe teori oleh Brown & Levinson (1987) yaitu bold of record, positive politeness, negative politeness and off record. Hasil penelitian ini disajikan dengan menggunakan metode informal. Setelah melakukan analisis, peneliti menemukan bahwa ada sepuluh jenis strategi kesantunan negatif yang ditemukan dalam film “jangan mencari” yang digunakan oleh para aktor dalam film tersebut, yaitu: bersikap tidak langsung secara konvensional, bertanya dan melindungi, bersikap pesimistis, meminta maaf, memberikan rasa hormat, meminimalkan paksaan, menirukan pembicara dan pendengar, menggunakan peran umum, nominalisasi dan mencatat sebagai orang yang berhutang, atau tidak berhutang kepada pendengarnya. Kemudian, setelah melakukan analisis peneliti menemukan bahwa terdapat tiga faktor yang mempengaruhi kesantunan negatif, yaitu kekuasaan relatif, jarak sosial, dan paksaan. Penelitian ini diharapkan dapat bermanfaat bagi masyarakat khususnya di bidang perfilman.

Kata Kunci: Pragmatik, Strategi Kesantunan, Strategi Kesantunan Negatif, Tindak Tutur, Movie

ABSTRACT

The phenomenon of negative politeness strategy is very often found in the movie, usually, the character used the words or utterances to avoid being forced express an expression and maximize distance to save the hearer negative face. This research aims to describe the types and factor of influence the used of negative politeness found in “don’t look up” movie. This research used a pragmatic approach because this research related to the context. This research is qualitative research. Data was collected using the observation method with non-participant. Data were analyzed using the pragmatic identity method (Sudaryanto, 2015). After determining the method, researcher can analyze the data by applying Brown & Levinson (1987) theory. There are 4 type of theory by Brown & Levinson (1987) that is bold on record, positive politeness, negative politeness and off record. The result of this research is presented using informal method. After carrying out the analysis, the researcher found that there were ten types of negative politeness strategy found in “don’t look up” movie which were used by the actors in the movie, namely: be conventionally indirect, question and hedge, be pessimistic, be apologetic, give deference, minimize imposition, impersonalizing speaker and hearer, using general role, nominalization and go on record as incurring debt, or as not indebting the hearer. Then, after carrying out the analysis the researcher found that there are three factor that influenced of negative politeness, namely, relative power, social distance and imposition. This research is expected to be useful for society, especially in the area of movie.

Keywords: Negative Politeness Strategy, Pragmatic, Politeness Strategy, Speech Act, Movie

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Ajeng Resva Safitri
201210072

TABLE OF CONTENT

COVER	i
SURAT PERNYATAAN ORISINALITAS	ii
DECLARATION OF THE THESIS ORIGINALITY	iii
APPROVAL PAGE	iv
ABSTRAK	v
ABSTRACT	vi
ACKNOWLEDGMENT	vii
TABLE OF CONTENT	viii
TABLE OF FIGURE	x
LIST OF TABLES	xi
CHAPTER I	1
INTRODUCTION	1
1.1. Background of the Research.....	1
1.2. Identification of the Problem.....	6
1.3. Limitation of the Problem	6
1.4. Formulation of the Problem.....	7
1.5. Objective of the Research.....	7
1.6. Significance of the Research	7
1.6.1. Theoretical Significance	7
1.6.2. Practical Significance.....	8
1.7. Definition of Key Terms.....	8
CHAPTER II	10
REVIEW OF RELATED LITERATURE AND THEORETICAL FRAMEWORK	10
2.1. Pragmatics	10
2.1.1 Speech Act.....	11
2.1.2 Politeness.....	11
2.1.2.1 Negative Politeness Strategies.....	14
2.2 Previous Research.....	24
2.3 Theoretical Framework	27
CHAPTER III	29
RESEARCH METHODOLOGY	29
3.1 Research Design	29
3.2 Object of the Research	30
3.3 Method of Collecting the Data.....	30
3.4 Method of Analyzing the Data.....	31
3.5 Method of Presenting the data.....	31
CHAPTER IV	32
RESEARCH ANALYSIS AND FINDINGS	32
4.1 Research Analysis	32
4.2 Finding	77
CHAPTER V	81
CONCLUSION AND RECOMMENDATION	81

5.1 Conclusion.....	81
5.2 Recommendation	83
REFERENCES.....	84
APPENDICES.....	86
CURRICULUM VITAE	102
SURAT KETERANGAN PENELITIAN	103

TABLE OF FIGURE

Figure 2. 1 Theoretical Framework..... 28

LIST OF TABLES

Table 4.2. 1 Total Data of Types of Negative Politeness	78
Table 4.4. 2 Total Data of Factor of Influence of Negative Politeness	80