

**A POLITENESS STRATEGY ANALYSIS OF THE
KUNG FU PANDA MOVIE: PRAGMATICS
APPROACH**

THESIS



**By:
SUCI HIDAYATI
191210021**

**DEPARTMENT OF ENGLISH LITERATURE
FACULTY OF SOCIAL SCIENCES AND HUMANITIES
PUTERA BATAM UNIVERSITY
2025**

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**Submitted in Partial Fulfillment of the Requirements for the Degree of
Sarjana Sastra (S1)**



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191210021**

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2025**

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Nama : Suci Hidayati
NPM : 191210021
Fakultas : Ilmu Sosial dan Humaniora
Program Studi : Sastra Inggris

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191210021

DECLARATION OF THE THESIS ORIGINALITY

I, Suci Hidayati, NPM No. 191210021,

Hereby declare that the term paper entitled:

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191210021

APPROVAL PAGE

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

Batam, 18 July 2025



**Afriana, S.S., M.Pd.
Supervisor**



ABSTRAK

Penelitian ini mengkaji strategi kesantunan positif dalam film “Kung Fu Panda”, dengan menggunakan teori Brown dan Levinson (1987) untuk menganalisis dialog antar karakter. Penelitian ini bertujuan untuk mengidentifikasi jenis-jenis strategi kesantunan positif yang digunakan serta mengeksplorasi faktor-faktor yang memengaruhi penerapannya, dengan fokus pada keuntungan (payoffs) dan variabel kontekstual. Dialog dalam film ini menyediakan konteks linguistik dan budaya yang kaya untuk mengkaji bagaimana strategi kesantunan dapat mengurangi ancaman terhadap muka (face-threatening acts) dan mendorong hubungan yang harmonis. Dengan menggunakan metode deskriptif kualitatif, penelitian ini menerapkan teknik observasi dan pencatatan untuk mengumpulkan data serta metode identitas pragmatik untuk menganalisisnya. Metode identitas pragmatik dipilih untuk menekankan aspek kontekstual dan relasional dari setiap strategi, sehingga memungkinkan eksplorasi mendalam mengenai dinamika penutur-pendengar dalam pilihan linguistik mereka. Sebanyak 123 data strategi kesantunan positif diidentifikasi, mencakup semua 15 strategi yang diusulkan dalam teori. Analisis data melibatkan pengkategorian strategi dan mengevaluasi penggunaannya dalam kaitannya dengan faktor sosial seperti kekuasaan, jarak, dan tingkat beban. Temuan menunjukkan bahwa strategi yang paling sering digunakan adalah Notice, Attend to Hearer (15 data), yang menyoroti perhatian dan validasi karakter untuk memperkuat hubungan. Strategi yang paling jarang digunakan adalah Assume or Assert Reciprocity (4 data), mencerminkan relevansi yang terbatas dalam konteks naratif. Faktor-faktor yang memengaruhi meliputi payoffs, seperti membangun hubungan dan mengurangi jarak sosial, serta konteks, termasuk dinamika hierarki dan urgensi situasional. Temuan ini menegaskan sifat kooperatif dari strategi kesantunan dan perannya dalam membentuk interaksi karakter, menunjukkan signifikansinya dalam mengelola hubungan sosial dalam narasi fiksi.

Kata kunci: Strategi Kesantunan Positif, Pragmatik, “Kung Fu Panda”

ABSTRACT

This research examines positive politeness strategies in the movie “Kung Fu Panda”, utilizing Brown and Levinson’s (1987) theory to analyze character dialogues. The study aims to identify the types of positive politeness strategies used and explore the factors influencing their application, focusing on payoffs and contextual variables. The dialogues in the movie provide a rich linguistic and cultural setting for examining how politeness strategies mitigate face-threatening acts and foster harmonious relationships. Using a descriptive qualitative method, the research employs observational and note-taking techniques to collect data and the pragmatic identity method to analyze it. A total of 123 instances of Positive Politeness strategies were identified, encompassing all 15 strategies proposed by the theory. Data analysis involved categorizing strategies and evaluating their use in relation to social factors such as power, distance, and rank of imposition. The findings indicate that the most frequently employed strategy is Notice, Attend to Hearer (15 data), highlighting the characters’ emphasis on attentiveness and validation to strengthen relationships. The least used strategy is Assume or Assert Reciprocity (4 data), reflecting its limited relevance within the narrative context. Influencing factors include payoffs, such as fostering rapport and reducing social distance, and circumstances, including hierarchical dynamics and situational urgency. These findings underscore the cooperative nature of politeness strategies and their significance in shaping character interactions, demonstrating their role in managing social relationships within a fictional narrative.

Key words: Positive Politeness Strategies, Pragmatics, “Kung Fu Panda” Movie

MOTTO AND DEDICATION

MOTTO

“The only way to do great work is to love what you do.”

(Steve Jobs)

DEDICATION

I dedicated this thesis to myself, my mom, and my beloved family.

I also dedicated this thesis to the readers who read this research.

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All praise and gratitude are due to Allah, the Lord of the worlds, who has shown mercy and provided gift, allowing the researcher to complete this thesis titled “A Politeness Strategy Analysis of the Kung Fu Panda Movie: Pragmatics Approach,” for the requirements of the undergraduate study program (S1) in the English Literature Study Program, Putera Batam University.

The researcher realized that this thesis is far from perfect. As a result, the researcher will gladly accept criticism and suggestions. With all the limitations, the researcher also realized that this thesis would not be complete without help, guidance, and encouragement from the various parties. The greatest gratitude is also addressed to his thesis supervisor, Ms. Afriana, S.S., M.Pd., who has contributed the idea, motivation, and patience in arranging for the researcher to write the thesis well.

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191210021



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