

Politeness Strategies Used by the Main Characters in *Emily* Movie

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Abstrak: Pragmatik merupakan cabang linguistik yang mempelajari bagaimana bahasa digunakan dalam berbagai konteks sosial, dengan fokus pada bagaimana makna dibentuk oleh situasi, hubungan, dan budaya. Strategi kesantunan merupakan salah satu aspek dalam kajian pragmatik. Kesantunan membantu individu dalam menjaga hubungan yang baik, baik dalam situasi formal maupun informal. Penelitian ini bertujuan untuk menganalisis strategi kesantunan yang digunakan oleh tokoh utama dalam film *Emily*. Tujuan dari penelitian ini adalah untuk mengidentifikasi jenis-jenis strategi kesantunan serta menentukan strategi yang paling dominan digunakan oleh tokoh utama dalam film tersebut. Penelitian ini mengacu pada teori kesantunan yang dikemukakan oleh Brown dan Levinson (1987), yang mengklasifikasikan strategi kesantunan ke dalam empat jenis, yaitu: *bald on record*, *positive politeness*, *negative politeness*, dan *off record*. Metode penelitian yang digunakan adalah metode deskriptif kualitatif, dengan film dan transkrip dialog sebagai sumber data. Dalam pengumpulan data, peneliti menonton film, mengidentifikasi dialog yang mengandung strategi kesantunan, mengklasifikasikannya berdasarkan teori, serta menganalisisnya sesuai dengan konteks percakapan. Hasil penelitian menunjukkan bahwa keempat jenis strategi kesantunan ditemukan dalam film ini, dengan total 30 data: 12 data *bald on record*, 8 data *negative politeness*, 7 data *positive politeness*, dan 3 data *off record*. Strategi yang paling sering digunakan adalah *bald on record*, yang menunjukkan bahwa para tokoh sering menggunakan komunikasi secara langsung, terutama dalam situasi mendesak atau yang sarat emosi. Penelitian ini juga menunjukkan bahwa strategi kesantunan berperan dalam menjaga hubungan, mengekspresikan rasa hormat, serta mencerminkan konteks sosial dan emosional dalam percakapan.

Kata kunci: Brown dan Levinson, Film *Emily*, Strategi Kesantunan, Pragmatik

Abstract: Pragmatics is a branch of linguistics that studies how people use language in different social contexts, focusing on how meaning is shaped by situation, relationship, and culture. Politeness strategies is one of part in pragmatics. Politeness helps people keep good relationships in formal and informal situations. This research focuses on analyzing the politeness

strategies used by the main characters in the Emily Movie. The researcher aims to identify the types of politeness strategies and to determine the most frequently used strategies by the main characters in Emily Movie. This research is based on Brown and Levinson's politeness theory (1987), which classifies politeness into four types: bald on record, positive politeness, negative politeness, and off record. The research method used is a qualitative descriptive method, with the movie and its transcript as data sources. In collecting data, the researcher watched the movie, identified dialogues containing politeness strategies, classified them based on the theory, and analyzed them based on the context of the conversation. The results show that the four types of politeness strategies are found in the movie, with a total of 30 data: 12 data of bald on record, 8 data of negative politeness, 7 data of positive politeness, and 3 data of off record. The most frequently used strategy is bald on record, which indicates that the characters often use direct communication, especially in urgent or emotionally intense situations. This research also shows how politeness strategies help maintain relationships, express respect, and reflect the social and emotional context within the dialogues.

Keyword: *Brown and Levinson, Emily Movie, Politeness Strategies, Pragmatics.*

INTRODUCTION

Communication is an important part of our daily life. It helps people to share ideas, build good relationships, and understand each other. Good communication is not only about the words we say, but also about how we say them and how others understand our meaning. To speak well, we must understand the language, the situation, and the people we are talking to. This is why pragmatics, the study of meaning in context, is very important.

Pragmatics is a part of linguistics that studies how people use language in different social situations. This shows that context is often more important than the actual meaning of words. According to Yule (1996), pragmatics is the study of contextual meaning. This means that the same sentence can have different meanings depending on who is talking, who is listening, and what the situation is. For example, we speak differently to our parents, friends, or teachers. This shows that language is flexible and can change based on the context.

One important part of pragmatics is politeness. Politeness helps people keep good relationships in formal and informal situations. According to Brown and Levinson (1987), people use politeness to protect their self-image, which they call "face". Politeness can be used in formal or informal situations, depending on the relationship between people. We are usually more formal when speaking to teachers and more relaxed when speaking to friends. Politeness strategies help us to choose the right way to speak in different situations.

Brown and Levinson (1987) explain four types of politeness strategies: Bald on Record, positive Politeness, negative Politeness, and off Record.

Politeness is not only used in real life but also in movies. In movies, characters talk to each other in different ways based on the situation. Their conversations often reflect real-life communication. That is why politeness strategies in movies are interesting to study. Movies are a media that can not only entertain but also show social dynamics and relevant communication approaches in various situations. We can learn how characters show respect, build relationships, or avoid problems. Politeness in movies is an interesting topic because movies portray complex social interactions between characters and reflect social and cultural realities. In movies, we see how characters communicate in various situations to maintain relationships, show respect, or protect their self-image. Politeness is clear when characters choose polite words, use a certain tone of voice, or display supportive gestures. movies serve as a great learning tool by show off how to interact politely in formal settings, specific cultural contexts, or different relationships.

The researcher selected *Emily Movie*, directed by Frances O'Connor, is inspired by the life of Emily Bronte, the famous author of *Wuthering Heights*. The movie tells the life story of Emily, a mysterious woman, who fights against the social standards of 19th-century England. The themes raised are still relevant to contemporary social issues, especially regarding freedom of speech and the role of women in society. The researcher's reason chose this movie is because this movie shows many interesting social interactions to analyze, especially related to politeness strategies.

This research focused on the politeness strategies used by the main characters in the *Emily movie*. The researcher uses Brown and Levinson's theory to analyze the dialogues. The aim of this research is to identify the types of politeness strategies used by the main characters in the *Emily Movie* and to find the most frequently used politeness strategies by the main characters in the *Emily Movie*. The results of this research are expected to help readers understand how politeness works in conversations and how it is shown in movies.

THEORITICAL REVIEW

Pragmatics

Pragmatics, According to Levinson (2008), pragmatics aims to understand what the speaker means in a given situation by considering various contextual factors. like who is speaking, to whom, where, and in what situation. This includes the social background, culture, and shared knowledge between the speaker and listener. (Yule, 1996, p. 3) explains that pragmatics deals with the study of meaning as communicated by a speaker (or writer) and interpreted by a listener (or reader). Therefore, pragmatics is more concerned with analyzing what people mean by their statements than the meanings of

individual words or phrases by themselves. This shows that pragmatics is about speaker meaning. According to Mey (2009) pragmatics is the study of how human language is used in social contexts. This means pragmatics looks at how language is used in real-life situations, where social, cultural, and situational context play an important role in determining the meaning of what is said. Hickey, as cited in (Sembiring & Ambalegin, 2019), states that pragmatics is related to language use in interpersonal communication. This means pragmatics can be applied to understand everyday communication. This perspective shows that pragmatics integrates elements of context and social interaction that shape daily communication.

Politeness Strategies

Politeness strategies in communication are very important because they help people protect their "face" or self-image during interactions. According to Brown and Levinson (1987), politeness strategies are ways that people act or speak to show respect and maintain good relationships with others. These strategies are not only about using polite words but also about choosing the best way to communicate so that conflicts can be avoided and relationships can stay harmonious. Brown and Levinson divided politeness strategies into four main types: bald on record, positive politeness, negative politeness, and off record. Each strategy helps people to manage their own face and the face of others in conversations. Later, Eelen (2001) explained that politeness strategies can also depend on cultural, social, and situational factors. This means that what is considered polite in one culture may be different in another culture. Understanding the context is very important when analyzing politeness. Yule (1996) also gave an important explanation about politeness. He said that politeness helps people to avoid conflicts and maintain smooth communication. Yule emphasized that factors like social status and the situation influence how people choose their politeness strategies. In Yule's view, polite communication includes protecting both the positive face (the desire to be liked and accepted) and the negative face (the desire to have freedom).

Types of Politeness Strategies: Brown and Levinson (1987)

According to Brown and Levinson (1987), politeness strategies are used in communication to protect the face or self-image of individuals during social interactions. They explain that politeness is important to keep good relationships and to avoid conflicts when people communicate. Brown and Levinson identify four main types of politeness strategies: bald on record, off record, negative politeness, and positive politeness.

- a. Bald on record is a strategy where the speaker says something clearly and directly, without any hidden meaning. The speaker wants the listener to understand the message easily and quickly. This strategy is often used when the speaker and listener are close, or when the situation needs fast communication, like in emergencies. Bald on record does not use complicated sentences or extra words.
- b. Off record is a strategy where the speaker talks in an indirect or unclear way. The speaker does not say exactly what they mean, but gives hints, so the listener needs to guess the real meaning. This strategy is used to avoid making the listener feel forced or uncomfortable. By using off record, the speaker gives the listener freedom to decide what to do.
- c. Negative politeness is a strategy that respects the listener's freedom and personal space. The speaker tries not to pressure the listener or make them feel uncomfortable. Negative politeness is usually used when there is a distance or difference in power between the speaker and the listener. For example, people often use this strategy when talking to someone who is older, more important, or in a higher position.
- d. Positive politeness is a strategy used to make the listener feel good, accepted, and valued. It tries to create a friendly and warm feeling between the speaker and the listener. In positive politeness, the speaker shows care, respect, and closeness to the listener. This strategy often happens between friends, family members, or people who have a good relationship. These four strategies show that politeness is an important part of communication. It helps people send their messages clearly, avoid conflict, and build good relationships with others.

METHOD

This research used a qualitative descriptive method to analyze the dialogues between the main characters in the Emily movie. According to Gibbs, as cited by Eka (2004), qualitative research does not focus on numbers or measurements. Instead, it studies human communication through written, audio, or visual forms, including behaviors, symbols, and cultural aspects. In this research, the writer uses Brown and Levinson's politeness theory, which explains four types of politeness strategies: bald on record, off record, negative politeness, and positive politeness. The data source of this research is the dialogues from the Emily movie. According to Creswell and Poth (2018), data sources in qualitative research can be texts, interviews, observations, and documents. The researcher uses the dialogue transcript from the Emily movie, which was released in 2022 with a total duration of 2 hours and 10 minutes. The method of collecting data in this research is documentation. According to

Satori (2009), the documentation method is a way of collecting data by recording, taking notes, or studying existing documents.

The steps of collecting the data are as follows: first, the researcher downloaded the Emily movie. Second, the researcher watched the movie carefully to understand the storyline and the conversations. Third, the researcher collected dialogues that showed politeness strategies based on Brown and Levinson's theory. Fourth, the researcher selected the dialogues that were relevant to the research focus. For analyzing the data, the researcher followed the steps from Miles et al. (2014). There are three steps in qualitative data analysis. First, data reduction, where the researcher selected the main characters' dialogues that show politeness strategies and organized them for analysis. Second, data display, where the selected dialogues were classified into four categories: bald on record, positive politeness, negative politeness, and off record. Third, conclusion drawing, where the researcher made conclusions based on the analysis by connecting the results to Brown and Levinson's politeness theory. The researcher conducted triangulation to ensure the validity of the data finding in this research.

RESULTS AND DISCUSSION

Percentage of Politeness Strategies

The researchers has found four types of politeness strategies based on Brown and Levinson (1987), namely bald on record, negative politeness, positive politeness, and the last is off record with a total of 30 politeness strategies found in the Emily Movie.

Table 1. Politeness strategies in percentage

Type of Politeness strategy	Frequency	Percentage
Bald-on Record	9	50%
Positive politeness	6	33,33%
Negative Politeness	2	11,11%
Off record	1	5,56%
Total	18	100%

Based on the table presented above, the researcher found that the most used politeness strategy in the movie is bald on-record, with 12 examples (40%). The second is negative politeness, with 8 examples (26.67%). The third is positive politeness, with 7 examples (23.33%). The last and the least used strategy is off-record, with only 3 examples (10%).

The Type of Politeness Strategies

1. Bald on Record

Dialogue 1 (01:27)

Anne : Em
Charlotte : Em
Charlotte : **Get her to the sofa.**
Anne : it's ok

This conversation, Emily, Charlotte, and Anne are in the same room when Emily suddenly faints. Charlotte and Anne quickly help her and try to put her on the sofa to keep her safe. This is an urgent situation because Emily is unconscious, so they need to act fast and speak directly. There is no time for small talk or long sentences. In this kind of situation, clear and quick communication is very important so that the message can be understood, and action can be taken immediately.

This conversation is the Bald-On Record strategy because it is used in a situation that needs direct and clear communication. Charlotte gives an instruction by saying "Get her to the sofa." This is a strong and clear command. She does not use polite words like "Could you please" or "Would you mind" This shows that Charlotte wants Emily to be moved quickly without any delay.

2. Positive Politeness

Dialogue 1 (01.42)

Emily : Oh, it's just a bad cold.
Charlotte : **They shouldn't be too long, my love.**

This conversation takes place after Emily has just woken up from fainting, and Charlotte is sitting beside her to ensure that she is okay. Emily, still feeling weak, responds by downplaying her condition and says, "Oh, it's just a bad cold." Charlotte, trying to comfort and calm her, says, "They shouldn't be too long, my love."

In this situation, Charlotte uses Positive Politeness. She calls Emily "my love," which reflects her affection and emotional closeness. This helps to create a supportive and caring environment, making Emily feel loved and cared for.

Moreover, Charlotte's response is not commanding but instead comforting. She reassures Emily that those they are waiting for won't be long. This helps to reduce Emily's anxiety and discomfort after waking up. Charlotte is not demanding or questioning Emily in a way that might feel intrusive but instead uses language that builds a sense of trust and emotional closeness.

This conversation is the Positive Politeness strategy because to show care and understanding toward Emily's feelings. She doesn't impose or demand anything from Emily; rather, she offers reassurance, making Emily feel supported without pressure.

3. Negative Politeness

Dialogue 5 (57.40)

Patrick Bronte : **Mr. Linton, if you will allow me to conduct the questions please.**

Patrick Bronte : Now, daughter you will answer truthfully. Do you understand?

Emily : Yes, father.

This conversation takes place when Branwell is being questioned by his father, Patrick Bronte, and Mr. Linton because he was caught spying on Mr. Linton's house. That night, Mr. Linton saw Branwell with a girl, but he did not know who she was. He suspected Emily, so Emily was also questioned. Patrick Bronte politely asks Mr. Linton for permission to lead the questioning by saying, "Mr. Linton, if you will allow me to conduct the questions, please." Then, he tells Emily, " Now, daughter you will answer truthfully. Do you understand?" Emily answers respectfully, "Yes, Father."

This conversation is the Negative Politeness because Patrick Bronte uses polite language when speaking to Mr. Linton. The phrase "if you will allow me" shows that he is being careful and respectful instead of giving a direct order. The word "please" also makes his request softer, so it does not sound too forceful. Patrick Bronte speaks this way because Mr. Linton is not a family member but an important person. He wants to be respectful and not sound too direct. By using Negative Politeness, he shows respect for Mr. Linton's status and avoids any misunderstanding while still leading the conversation.

4. Off Record

Dialogue 3 (01.36.11)

Emily : Goodnight, curate.

Mr. Weightman : But maybe if.. You-you must write, eh, Ms. Bronte.

Emily : **I'm very tired, Mr. Weightman.**

This conversation takes place at Emily's house when Mr. Weightman is about to leave. He hears a conversation between Patrick, Emily, and Charlotte about Emily and Charlotte's preparation for going to France. After that, Emily leaves her father's room and goes upstairs to rest. Mr. Weightman sees Emily, then approaches her and starts talking to her.

This conversation is the Off Record strategy because Emily does not directly say that she wants to end the conversation, but she gives a hint

through her words. First, Emily says "Goodnight, curate." as a sign that she wants to end the conversation and go to rest. However, Mr. Weightman continues talking and expresses his hope that Emily will write to him. Instead of clearly asking Mr. Weightman to stop talking, Emily only responds with "I'm very tired, Mr. Weightman." This statement is an indirect way to show that she wants to end the conversation without explicitly saying that she wants to stop talking to him.

CONCLUSIONS

This research studied the politeness strategies used by the main characters in the Emily movie. The researcher used Brown and Levinson's theory, which explains four types of politeness strategies: bald on record, positive politeness, negative politeness, and off record. The purpose of this research was to find out what types of politeness strategies the characters used and which type was used the most. From the research, the writer found 30 examples of politeness strategies. There were 12 examples of bald on record, 8 examples of negative politeness, 7 examples of positive politeness, and 3 examples of off record. The most used strategy was bald on record. This shows that the characters often spoke clearly and directly to each other. Each politeness strategy was used for a different reason. Bald on record was used when the characters needed to say something quickly or give a direct command. Positive politeness was used to show friendship and care. Negative politeness was used to show respect and keep distance. Off record was used when the characters wanted to say something in an indirect way. This research shows that politeness is very important in communication. It helps people to say what they want while still keeping good relationships with others. The way the characters speak also shows their emotions, their relationship with others, and the situation they are in.

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