

POSITIVE POLITENESS STRATEGIES ON *CATWOMAN* MOVIE

Eka Yuniarti, M. Natsir, Ririn Setyowati

Department of English Literature, Faculty of Cultural Sciences
Mulawarman University
E-mail: ekayuniarti11mei@gmail.com

ABSTRACT

Based on the importance of positive politeness in communication, the researcher intended to analyze how positive politeness strategy uttered by Patience Phillips on *Catwoman* Movie. It is conducted to find out the kinds and purpose of positive politeness strategy employed by Patience Phillips and also to investigate the factors influencing Patience Phillips applying those strategies in relation to Brown and Levinson's theory of politeness strategy. This research deals with pragmatics approach. There are two factors influencing Patience Phillips in applying positive politeness strategy. Namely payoff and circumstances, the payoff factors and the circumstances factors (including relative power, social distance, and size of imposition) influence Patience Phillips in several data. Finally, the researcher expects this research will be useful for future researcher who conducted for the same field. It is suggested to further researchers to be able to investigate other objects and may try to analyze from different focus, such as focused on negative politeness, bald on record or off record strategy or used another principal theory of politeness such as politeness theory from Leech, Grice, Scollon or Lakoff.

Keywords: positive politeness strategy, B&L theory, pragmatics

ABSTRAK

Berdasarkan pentingnya kesopanan positif dalam komunikasi, peneliti bermaksud untuk menganalisis bagaimana strategi kesopanan positif yang diutarakan oleh Patience Phillips di Film *Catwoman*. Hal ini dilakukan untuk mengetahui jenis dan tujuan dari strategi kesopanan positif yang digunakan oleh Patience Phillips dan juga untuk menyelidiki faktor-faktor yang mempengaruhi Patience Phillips menerapkan strategi tersebut dalam kaitannya dengan teori strategi kesopanan Brown dan Levinson. Penelitian ini berkaitan dengan pendekatan pragmatik. Ada dua faktor yang memengaruhi Patience Phillips dalam menerapkan strategi kesopanan positif. Yaitu hasil dan keadaan, faktor hasil dan faktor keadaan termasuk kekuatan relatif, jarak sosial, dan pengenaaan ukuran mempengaruhi Patience Phillips dalam beberapa data. Akhirnya, peneliti berharap penelitian ini

akan bermanfaat bagi peneliti masa depan yang melakukan untuk bidang yang sama. Disarankan untuk peneliti lebih lanjut untuk dapat menyelidiki objek lain dan dapat mencoba untuk menganalisis dari fokus yang berbeda, seperti berfokus pada kesopanan negatif, strategi bald-on record atau menggunakan teori kesopanan utama lainnya seperti teori kesopanan dari Leech, Grice, Scollon atau Lakoff.

Kata kunci: strategi kesopanan positif, teori B&L, pragmatik

A. INTRODUCTION

Language as means of communication holds an important role in every human interaction. It is used to socialize and to interact with each other. According to Yule (1996) Language has an important role in human's life. People tend to behave in fairly regular ways when it comes to using language since they are members of social groups and follow general pattern of behavior expected within the group. Humans, as social being, tended to communicate one another since they need one another. Generally, communication aims to maintain harmony in society. Through this way, social life will be peaceful and establish good cooperation among people.

The researcher uses Brown and Levinson's model of politeness (1987) to examine politeness strategy in *Catwoman* movie. Brown and Levinson (1987) suggested five politeness super-strategies. They are bald on record strategy, positive politeness strategy, negative politeness strategy, off record strategy, and withhold is not performing the FTA. Brown and Levinson's model is reliable source for analyzing politeness strategy since its universality and the fact that almost all of our daily interaction are under their impact. Furthermore, this model also emphasizes on recognizing of three social variables in interaction; the social distance between participant and speaker, the relative power, and the ranking of imposition.

The researcher uses Brown and Levinson (1987) theory to examine positive politeness strategy in *Catwoman* movie. Researcher will employ the unit of context situations suggested by Hymes in Wardaugh (1998) such as participant, scene and setting, ends, acts, keys, instrumentalities, norms, and genres. Those units are necessary to facilitate researcher, in this case to identify politeness strategies reflected by Patience Phillips, in this case to identify positive politeness strategy.

B. LITERATURE REVIEW

1. Politeness

Politeness is a very important principle in a language use and in communication. It can be defined as a means to show awareness of another person's face. It is concerned with how language is employed in a strategic way to

achieve such aims as supporting or maintaining interpersonal relationships. Politeness involves how one can make other feel more pleasant. It also includes the appropriate linguistic choice in accordance with a certain social and situational context. The discussion of politeness cannot be separated from the discussion of face. Politeness in pragmatics does not mean social rule practiced in society such as greeting older person first or do not making some noises when eating. Politeness here means as choices of words which performs friendliness or respect to interlocutor. As stated by Brown and Levinson (1987) politeness strategies used by people reflected in language, people might know whether one is being polite or impolite through the way he or she speaks.

In politeness, there are strategies used by people in accordance with the purpose of communication and the context of the conversation when communication occurs. Brown and Levinson (1987) propose four politeness strategies to minimize the possibility of face-damaged, namely bald-On Record, Positive Politeness, Negative Politeness, and Off-Record (p. 65).

a. Bald-On Record Strategy

According to Brown and Levinson (1987), Bald-On Record strategy is “a direct way of saying things (p. 74).” It does not lead hearers to misunderstanding and misinterpretation. The utterances are spoken in a direct, clear, unambiguous, and concise way. This strategy is applied without any minimization to the impositions to the hearers. Further, Brown and Levinson suggest that direct imperative is a clear example of Bald-On Record. The utterance: “Tell me how the meeting goes!” as an example of a direct imperative form uses Bald-On Record strategy.

b. Positive Politeness Strategy

Brown and Levinson (1987) define Positive Politeness as “The strategy which is oriented by a speaker towards the positive face or the positive self-image of hearers that the speaker claims for himself (p. 70).” It is expressed by satisfying the hearers’ positive faces. Compliment is clearly an example of Positive Politeness strategy. Holtgraves (2002) states that compliment simply fulfills the other person’s wants directly (p. 47). Compliment, as a result, satisfies the hearers’ face wants and engages solidarity between them. “The dress works perfectly on you, babe!” as an example of compliment used Positive Politeness strategy.

c. Negative Politeness Strategy

Brown and Levinson (1987) assert “Negative Politeness strategy as a redressive action addressed to hearer’s negative face: his want to have his freedom of action unhindered and his attention unimpeded (p. 129).” It performs the function of minimizing particular impositions on the hearers.

To minimize the impositions, a speaker may use hedges and convey pessimism in the utterances. Holtgraves (2002) states that using hedges is one way to lessen the impositions of a request (p. 45). The utterance: "Take the snack, if you may" is clearly a Negative Politeness strategy as it offers freedom of action to the hearers. In addition, Holtgraves (2002) mentions that Negative Politeness strategy involves attempts to lessen coercion by conveying pessimism regarding to the act to be performed (p. 45).

d. Off-Record Strategy

Brown and Levinson (1987) state "Off-Record strategy is a communicative act which is done in such way that it is not possible to attribute one clear communicative intention to the act (p. 211)." In addition, Holtgraves (2002) defines Off-Record strategy as an indirect communication (p. 43). It allows hearers to interpret the intended meaning of the utterances themselves. As a result, a speaker can avoid the responsibility of doing the FTAs by using Off-Record strategy.

2. Positive Politeness Strategy

According to Brown and Levinson (1987) positive politeness strategy concerns to positive face in which the speaker satisfies the hearer's positive face by wanting hearer's want in some respect. Communication through positive politeness strategy can be seen as solidarity strategy. In interaction, positive politeness employs offers of friendship, compliment and informal language where the addresser treats the addressee as a friend and do not impose or threaten face. Even, it demonstrates approval or understanding of the interlocutors in admitting them as in-group members, supporting with one another of common problems, admiring interlocutor's condition, and using friendly joking, familiar address term or playful banter. Therefore, the ways can be various. There are many choices to employ positive politeness. According to Brown and Levinson, there are fifteen strategies to show positive politeness in a way of claiming common ground, conveying speaker and hearer are cooperators, and satisfying hearer's wants. The strategies of positive politeness are classified as follows.

1. Notice, attend to the hearer (his interest, wants, needs, goods)

This strategy is done by taking notice of hearer's condition. The hearer's condition itself can be hearers interests, noticeable changes, or possessions.

2. Exaggerate (interest, approval, sympathy with the hearer)

The speaker can claim common ground by exaggerating interest, approval, or sympathy with hearer. This is often done with exaggerated intonation, stress, or other aspects of prosodic, as well as intensifying modifier.

3. Intensify interest to the hearer

In this strategy, the speaker intensifies interest to hearer by sharing some of his wants through a good story. This strategy is often done by exaggerating the fact, using tag question, or expression that intensifies interest to the hearer.

4. Use in-group identity markers

The use of familiar address forms, jargons, dialects, or ellipses as in-group identity markers is the way to claim common ground with hearer member of a group.

5. Seek agreement

This strategy usually involves two ways, repetition and safe topic.

6. Avoid disagreement

Avoid disagreement is also kind of the strategy. The speaker can avoid disagreement through token agreement, pseudo-agreement, white lies, and hedging opinion.

7. Presuppose / rise / assert common ground

To show positive politeness, the speaker may show common ground with his addressee. This way can be mutual interest or opinion.

8. Jokes

A joke may be used to show positive politeness. The speaker may joke to hearer as the way to claim common ground.

9. Assert or presuppose speaker's knowledge and concern for the hearer's wants.

In this strategy, the speaker asserts his understanding to the hearers wants.

10. Offer, promise

To be polite or to redress the threat of some FTAs, the speaker can offer or promise something to the hearer as cooperation.

11. Be optimistic

In the particular context, the speaker can be optimistic by sharing the wants presumptuously to indicate that hearer wants speaker's want for speaker or for them as cooperation.

12. Include both the speaker and the hearer in the activity.

This strategy uses The use of "we" form that the speaker means "you" or "me" can be an assumption of cooperation and redress FTAs.

13. Give (or ask for) reasons

Giving or asking for the reason can be a way to imply cooperative act in conversation or activity. In this case, the hearer does something to the speaker because there is no good reason why the hearer should not cooperate.

14. Assume or assert reciprocity

This strategy shows the cooperation between speaker and hearer in which the speaker redresses the FTA by omitting the debt aspects, or even criticisms and complaints.

15. Give gifts to H (*goods, sympathy, understanding, cooperation*)

In this strategy, the speaker satisfies the hearer's positive face in communication by giving a gift to hearer. The gift can be sympathy, understanding, or cooperation.

C. RESEARCH METHOD

1. Research Design

In this research, the researcher uses qualitative research method. Based on Bogdan and Biklen (1992), there are five features of qualitative research. First, qualitative research has the natural setting as the direct source of data and the researcher is the key instrument. Second, qualitative research is descriptive. Third, qualitative researchers are concerned with process rather than simply with outcomes or products. Fourth, qualitative researchers tend to analyze their data inductively. Fifth, "meaning" is of essential concern to the qualitative approach. Thus, those characteristics are suitable with the way researcher processing the data because this research will concern with a meaning within an utterance. Further, the researcher is the key instrument who conducts descriptive method on this research.

To gain the data, descriptive qualitative research design is used in this research which aims to analyze the positive politeness strategies of *Catwoman* movie. The data are taken from Patience Phillips's utterances and supported by the context situation appeared in the movie.

2. Data and Source of Data

The unit of analysis of this research is focused on the utterances produced by the main character Patience Phillips in *Catwoman* movie, the source of data in this research was *Catwoman* Movie. To found the data, the researcher examines script of *Catwoman* Movie. The data of this research is from Patience Phillips's utterance to other characters in *Catwoman* Movie containing positive politeness strategy, they are: be direct/conventionally indirect, question and hedge, be pessimistic, give deference, apologize, impersonalize speaker and hearer, state the face threatening act as general rule, nominalise, go on record as incurring a debt or as not indebted to hearer.

3. Research Instrument

Research instrument is the equipment that researcher use during collecting the data. The instrument would help researcher to examine the data systematically and obtain accurate results. According to Bogdan and Biklen (1992) researcher is the key instrument in qualitative research. Observing Patience Phillips's utterance

portrayed politeness strategy is the focus of this study which will be conducted by the researcher.

4. Data Collection Technique

In this research, researcher took an observation method to the movie content. There are several stages to collect the data in this research. Firstly, the researcher observed the text in the movie that could be reflected as politeness strategy. Secondly, the researcher searched and collected several theories that supported the reliability of data selection. The researcher collected relevant theories from several published books, journal, and supported articles. Thirdly, the researcher selected the reliable data that could be classified in politeness strategy. The data that the researcher took from the movie were the whole part of Patience Phillips's dialog.

5. Data Analysis

This research analyzed various kinds of politeness strategies of *Catwoman* movie. To analyze the point of this research, the data will be analyzed by using three activities; data reduction, data display, and verification/conclusion drawing (Miles & Huberman, 1994).

D. FINDINGS AND DISCUSSION

1. Types of Positive Politeness Strategies Used by Patience Phillip's utterances in *Catwoman* Movie.

1.1 Notice, Attend to the Hearer (his interest,wants,needs,goods)

PATIENCE : Hi, Ophelia Powers?

OPHELIA : Yes?

PATIENCE : I'm Patience Phillips, I called about adopting a cat?
I saw your flyer at my vet's office

OPHELIA : Oh yes, do come inside.

PATIENCE : I like your cats, *where you get the beautiful cats like mauw?*

(00:12:17 – 00:15:16)

The conversation occurred when patience went to Ophelia's house and said that Ophelia had put up a brochure about cat adoption and Ophelia told Patience to go to her house. In this context in general, these results suggest that "S" (speaker) must pay attention to aspects of the condition "H" (hearers). One strategy in the use of threatening faces (face threatening acts). The conversation above shows that And employs positive politeness strategies 1, notice and attend to the hearer's need. Patience was interested in the brochure from Ophelia and in this situation; he noticed the context of the listener to meet the

needs of the speaker, namely patience, by showing a face of interest in the brochure distributed by Ophelia. And patience asks where does Ophelia get beautiful cats like mauw? here patience was amazed at the beauty of the cat owned by ophelia. This method can satisfy the listener's positive face because the speaker agrees with what the listener wants

1.2 Exaggerate (interest, approval, sympathy with the hearer)

OPHELIA : The application is mostly a formality. I have a sense about people.
PATIENCE : Well, I've always liked animals.
(not enough) Cats specifically. I mean, *I love them... worship them, even.*

(00:28:13 – 00:30:09)

The conversation above shows that patience uses positive politeness strategy 2, which is exaggeration (interest, agreement, and sympathy with listeners). Patience here is very excessive about animals that not only does she love even she prays, the word "*I love them ... worship them, even*" shows this exaggerate shows patience keeps a positive face of patience using this strategy because he supports by several factors. The first is that he wants to be approved by the FTA and makes sure Ophelia and Patience want to fulfill his wishes.

And the second is the situation, defeat with social distance; it shows they have a close relationship. From the explanation above, it can be concluded as a speaker, patience has implemented a positive politeness strategy namely strategy 2, exaggerate (interest, agreement, sympathy with listeners). In this case patience wants to show a positive face to be approved. Thus, positive listeners have been fulfilled and satisfied.

1.3 Intensify Interest to the Hearer

OPHELIA : See? Even I can't get near her... Very strange. (glancing at the application) So. You left out your parents' address.

PATIENCE : Well... they're both dead.

OPHELIA : No hereditary illnesses, I hope.

PATIENCE : Private plane crash. I was eleven. Actually, the last thing they gave me was a kitten... Fatso.

OPHELIA : sucks her breath in at this insulting name.

PATIENCE : *He was very round not from overfeeding or anything, just really, he didn't mind. Anyway, he was with me a long time, till early this year. He didn't come at the sound of the can opener, which kind of freaked me out... I found him just, curled up there in his little bed.*

(00:41:06 – 00:46:39)

There is another way of "S" (speaker) communicating with "H" (hearer). "S" (speaker) shares his desire to increase his desire to contribute to a conversation by making a good story. And in conversation above show the positive politeness strategies namely intensify interest to the hearer because patience pahillips explained about the situation experienced by her and her parents when the plane they were traveling in fell and both of her parents provided her a cat that until now was still with patience.

Patience uses strategies 3 to claim the foundation with ophelia. This strategy provides a brief explanation. It's finished with real examples so that you will be interested and give a little response to patience. This shows that patience has part of his desire. He intensified interest. From the explanation above, it can be concluded as a speaker, and listeners in activities and strategies 3, intensify appealing to listeners.

1.4 Use in-Group Identity Markers

BARTENDER : What can I do for you?

PATIENCE : *White Russian*, No ice, hold the vodka, hold the Kahlua, Cream, Straight up.

(00:54:10 – 00:54:12)

The conversation above takes at the Bar when George went to the place and patience followed George quietly and George was greeted with one of the bartenders at the Bar then George gave the bartender some money, then patience suddenly appeared and the bartender asked told the patience to order a drink and patience said "*White Russian*" the patience statement was part of the strategy of 4 use in-group identity markers which was a call or jargon to the bartender.

From the explanation above, it can be concluded that the speaker, patience has applied positive politeness, namely strategy 4, using jargon. In this case, patience wanted to give a firm attitude to the bartender. He wants to be closer to using a group identity marker. He greeted the bartender with "*White Russian*". So,

the listener's positive desires have been fulfilled and satisfied because he feels more intimate. Strategy Four, using many ways to convey in group members, "S" (speaker) can immediately equate the members to "H" (listeners), done with the provisions in the group.

1.5 Seek Agreement

LONE : Well, I'm not sure how you did it, but I'm impressed.
Well, I saw how you did. And so am I.
LONE : You know what?
PATIENCE : What?
LONE : We should celebrate. Why don't you let me take you to dinner tonight?
*PATIENCE : I would love to, but I can't.
Not tonight. I've got...some business.*

(01:03:44 - 01:03:50)

The conversation in data 05 shows that Patience uses strategy 5 positive politeness, namely seeking approval, repetition. The conversation happened when Lone invited Patience to celebrate a dinner together and in this context Patience reiterated what Lone had said, and Patience showed attitude with emotional agreement along with the words he considered. In his honor as a friend, Patience asked for approval by repeating the saying "What". It can minimize their distance. Therefore, they can get closer because they are more intimate relationships.

The fifth strategy is to ask for approval and there are two ways to use it, asking for approval safe topics and repetition Safe topics are other ways to equalize statements t "H" (Hearer) gives a way that allows to agree with the speaker (speaker). Furthermore, repetition is an agreement that is emphasized repeatedly from what is said by the speaker (speaker) in a conversation.

The conversation in data 06 takes place when Patience quietly came to Laurel's house to take revenge and to save the women using skin care from the dangerous chemicals, in this case Patience wanted to take firm action on Laurel by looking for George, Laurel Hedare's husband and in greeting Patience has a word that makes Laurel say it by repeating the word as agreement by repeating the word. Laurel said "Home" again to confirm that there was no George at home.

2. The Factors Influencing the Use of the Positive Politeness Strategy

2.1 Intrinsic Payoff

By employing positive politeness strategy the speaker can get any advantages. The speaker can minimize the FTA by assuring the hearer that the speaker considers himself to be the same kind, that he likes the hearer and wants

to fulfill the hearer wants. Another possible payoff is that the the speaker can avoid or minimize the implications of FTA debt such as requests and offers. It was found in all data.

The role relationship between several characters in this film is also a factor that influences intrinsic payoff like the conversation found in data 19, and that conversation takes place in Mr. George when Patience made a mistake in designing beauty products at Hedare Beauty company. Mr. George was very angry because of the actions done by Patience, because it was not according to Mr. George and here Patience as listeners can minimize the FTA from Mr. George and tried to correct the mistakes for her actions, so that there was no misunderstanding Patience immediately apologized to Mr. George and will redesign it correctly again according to Mr. George. Here Patience has fulfilled Mr. George as a speaker and Patience fulfilled this desire.

2.2. Relevant Circumstances

There are three politeness scales proposed by Brown and Levinson, social distance, relatif power and size imposition. The third factor influences the character in using a positive politeness strategy. Positive politeness strategies are formed to minimize social distance. when the speaker has lower strength than the listener but it is also found when the speaker has a higher strength than the listener. That's because positive politeness strategies are not only used as FTA compensation but also as social accelerators indicates the speaker wants to be closer to the listener. Concern with the size of Imposition, it depends on the situation that has the potential to cause a positive threat to the listener's face and the second factor above.

a. Social Distance

Social distance (D) can be seen as a degree of respectfulness within a given speech situation and usually determined through some factors such as age, sex, status, etc. Someone would not greeting the other using polite utterance since he knows her fairly and has intimate relationship as the result of similarity of term in age or sex, in the contrary someone would use polite utterance to whom he have not known.

b. Relative Power

Power (P) is general point that we tend to apply greater degree of politeness toward people who have some power or authority over us. This power circumstance is mostly happen in workplace. For simple example is conversation between boss and employee. In this case, a boss as H can impose his own plans and self-evaluation (face) as expense of S' plans.

The results of the analysis of the data of this study indicate that the factors of relative use of power also influence this study, such as those found in the *Catwoman* movie statement which was said about Mr. George to Patience who made a mistake on a design that was not in accordance with the wishes of her boss Mr. George. Here Patience follows what is being evaluated by Mr. George and from

the conversation on data 19 show one of the levels of politeness between the boss and employees where the boss of power possessed by the boss as the highest position holder has great authority to make the employees below follow the desired authority, and as employees must follow the boss's evaluation therefore employees must continue to try to minimize the FTA to fulfill the wishes of the boss.

c. Size of imposition

Size of imposition (R) can be seen from relative status between one-speech acts to another in a context. For instance, borrowing a car in the ordinary time will make us feel reluctant and disturbed, but in urgent situation, it will be fine. Thus, in the first context we will employ polite utterance. Meanwhile, in the second context it is not necessary to employ polite utterance because the situation is urgent.

The last factor is called "size of imposition" Ophelia's statement about who Patience Phillips was, made Patience not accept the statement said by Ophelia that this made the distance between them so that Patience slowly began to say flatly to ask what was happening so Patience could turn into *Catwoman*, when Ophelia explaining the truth made Patience no longer say politely because the situation urged Ophelia to reveal the truth. Ophelia's statement is in data 11 which shows that Patience was dead and turned into *Catwoman*.

E. CONCLUSION

In this chapter, the researcher presented the conclusion and suggestion of the research. The conclusions are based on the findings and discussions of the research, and the suggestions are dedicated for further researchers who are interested in investigating similar topic.

By focusing on Patience Phillips's utterances, the researcher found 20 data employed by Patience Phillips in the conversation. There are 15 types of positive politeness strategy based on Brown and Levinson by focusing on the conversation Patience Phillips. And most frequently used is be optimistic, include both the speaker and hearer in the activity, give (or ask for) reasons, assume or assert reciprocity and give gifts to H. Each of the five types of positive politeness is found in activities with 2 data. The reason why Patience Phillips used the strategy in general, positive politeness as a kind of social accelerator, where "S", in using it, showed that he wanted to interact by using more strategies than the talking partner from Patience Phillips. The strategies used by these figures have been socially and culturally accepted because what they say is in accordance with the cultural situation when the sayings are produced. What links these strategies with their verbal expressions is exactly the same as the means and reasons.

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