POLITENESS STRATEGIES USED BY STAN SMITH IN AMERICAN DAD SITCOM, SEASON 1 (STAN OF ARABIA)

THESIS

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2014

ABSTRACT

Delicia, Vania. 2014. **Politeness Strategies used by Francine and Stan characters on American Dad Sitcom, Season 1,** *Stan of Arabia*. Study program of English, Universitas Brawijaya. Supervisor: Nurul Chojimah; Co-Supervisor: Istiqomah Wulandari.

Keywords: Politeness Strategies, Face Threatening Acts (FTAs)

This study is about politeness strategies in American Dad Sitcom, Season 1 (Stan of Arabia) which reflects the use of politeness strategies by an American (Stan Smith) who to adapts on Saudi Arabia which has different culture.

There are 2 problems to be solved; (1.a) What are FTA performed by Stan Smith on American Dad sitcom, Season 1 (Stan of Arabia), (1.b) What are types of Politeness Strategies performed by Stan Smith character on American Dad sitcom, Stan of Arabia and (2) what are the factors causing the strategies to appear.

This study used qualitative approach to analyze the data by analyzing document and interpreting the utterances. The data are taken from the dialogs in the movie script.

The result of this analysis shows that Stan Smith did the FTAs for 32 times; 16 acts threatening positive face and 16 ones threatening negative face. 23 of them are realized in bald on record strategy and 9 utterances are performed with politeness strategies. The 16 threatening positive face are expression of ridicule, complain and insult, bringing bad or good news to the addressee, apology, disapproval, irreverence, expression of violence. The 16 threatening negative face are warning, order and request, reminding, excuses. Stan Smith also applied two kinds of politeness strategies in his sentences: 7 utterances using positive politeness strategies and 2 utterances using negative politeness strategies. The 7 positive politeness strategies are strategy 8 (jokes), strategy 12 (include both S and H in the activity), strategy 3 (intensify interest on H), strategy 11(being optimistic). The 2 negative politeness strategies that performed by Stan Smith character is strategy 5(give deference).

It can be concluded that Stan applies FTA bald on record frequently than minimizing the risk of damaging addressee's face because his desire of being freedom as a man in male-dominated society and be respected by others was threatened. Writer hopes the reader search more object and theories which reflected the appliance of FTA and politeness in the daily life.

ABSTRAK

Delicia, Vania. 2014. **Startegi kesopanan yang digunakan oleh karakter Stan di Sitkom American Dad,** *Stan of Arabia*. Program Studi Sastra Inggris , Universitas Brawijaya. Pembimbing (I): Nurul Chojimah; Pembimbing(II): Istiqomah Wulandari.

Kata kunci: Kesopanan, Tindakan yang mencancam reputasi.

Penelitian ini berisi tentang strategi kesopanan di sitkom American Dad, Season 1 (Stan of Arabia) yang merefleksikan penggunaan strategi kesopanan oleh seorang Amerika (Stan Smith) yang harus beradaptasi di Saudi Arabia yang mana memiliki perbedaan budaya.

Terdapat 2 rumusan masalah yang akan dijawab pada studi ini, yaitu; (1.a) Tindakan apa saja yang digunakan oleh Stan Smith di American Dad sitcom, season 1 (Stan of Arabia), (1.b) Strategi apa saja yang digunakan oleh Stan Smith di American Dad sitcom, season 1 (Stan of Arabia) dan (2) Faktor apa yang menyebabkan munculnya strategi.

Studi ini menggunakan pendekatan kualitatif untuk menganalisa data dengan menganalisis dokumen dan menginterpretasikan ucapan. Data diambil dari dialog melalui naskah film.

Hasil dari analisis menunjukkan bahwa Stan Smith melakukan tindakan yang mengancam reputasi 32 kali; 16 kali mengancam reputasi positif dan 16 kali mengancam reputasi negatif. 23 diantaranya termasuk dalam strategi kesantunan secara langsung/gamblang dan 9 ucapan dilakukan dengan menggunakan strategi kesantunan. 16 tindakan mengancam reputasi positif adalah mengejek, mengeluh, menghina, memberikan berita baik atau buruk untuk pendengar, minta maaf, pencelaan, sikap kurang sopan, ekspresi keras. 16 lainnya tindakan mengancam reputasi negative adalah memperingatkan, menyuruh dan meminta, menyesal. Stan Smith juga mengaplikasikan dua macam strategi kesopanan didalam percakapannya; 7 ucapan menggunakan strategi kesopanan positif dan 2 ucapan menggunakan strategi kesopanan negatif. 7 strategi kesopanan positif yang digunakan diantaranya adalah strategi 8 (lelucon), strategi 12 (memasukan S dan H ke dalam aktifitas), strategi 3 (memperkuat ketertarikan H), strategi 11 (optimis). 2 strategi kesopanan negatif yang digunakan oleh Stan Smith adalah strategi 5(memberikan rasa hormat).

Ini dapat disimpulkan bahwa Stan lebih sering mengutarakan pendapatnya secara gamblang daripada meminimalisir resiko rusaknya reputasi seseorang karena keinginannya untuk bebas sebagai seorang laki-laki yang berada dalam masyarakat yang didominasi oleh laki-laki dan dihormati oleh orang lain terancam. Penulis berharap pembaca mencari lebih banyak objek dan teori yang merefleksikan penggunakan tindakan mengancam reputasi dan strategi kesopanan di dalam kehidupan sehari-hari.

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