

**A STUDY OF POLITENESS STRATEGIES
USED BY THE CHARACTERS OF *THE UGLY TRUTH* MOVIE**

THESIS

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ABSTRACT

Aryanto, Windhi Jatu. 2014. **A Study Of Politeness Strategies Used by The Characters Of The Ugly Truth Movie**, Study Program of English, Department of Languages and Literatures, Faculty of Cultural Studies, Universitas Brawijaya. Supervisor: Iis Nur Rodliyah; Co-Supervisor: Eni Maharsi.

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In doing communication, people share information, tell their emotions, ask something, and so on. In order to make a good communication, people should use the words that intended to convey politeness, respect, humility, and lesser social status so that it will be easy to building a relationship with each other. Politeness is the expression of the speaker's intention to mitigate face threat carried by certain face threatening acts towards another. In this research, The Ugly Truth movie is chosen as the object. It is done to answer the problems of the research, they are: (1) What types of politeness strategies are used by the characters in The Ugly Truth movie? and (2) What are the factors influencing the choice of strategies used by the characters in *The Ugly Truth* movie?

The method that is used in this research is qualitative and content or document analysis as the type of study. The data of this research are the selected utterances by the characters in the *The Ugly Truth* movie. There are 12 dialogues used by 5 characters in the movie that analyzed as the object.

The result of this research shows that there are 12 utterances using politeness strategies, consist of *Bald on Record Strategy*, *Positive Politeness Strategy*, *Negative Politeness Strategy*, and *Off Record Strategy*. Each strategy consists of three examples. The factor that influenced the different politeness strategy consists of three factors, *social distance*, *relative power*, and *absolute ranking*. The data showed that the social distance is the most used as the factor that influenced the different politeness strategy.

The writer suggests that the next researchers use other theories in Pragmatic. The next researcher can also conduct a research on the politeness strategies in its semantic feature, or elaborate it with another field of study such as the critical discourse analysis to make this study more complete.

ABSTRAK

Aryanto, Windhi Jatu. 2014. **Studi Strategi Kesantunan yang digunakan oleh Karakter di Film *The Ugly Truth***, Program Studi Sastra Inggris, Departemen Bahasa dan Sastra, Fakultas Ilmu Budaya, Universitas Brawijaya. Pembimbing: (I) Iis Nur Rodliyah (II) Eni Maharsi.

Kata Kunci: Strategi kesantunan, *The Ugly Truth*

Dalam berkomunikasi, orang-orang berbagi informasi, mengemukakan emosi mereka, bertanya tentang sesuatu dan sebagainya. Untuk membuat komunikasi yang baik, orang-orang seharusnya menggunakan kata-kata yang bermaksud untuk menyampaikan kesantunan, hormat, rendah hati dan sedikit status sosial sehingga akan mudah untuk membangun hubungan antar sesama. Kesantunan adalah ekspresi dari maksud pembicara untuk mengurangi mengancam wajah yang dibawa oleh aksi mengancam wajah terhadap yang lainnya. Dalam penelitian ini, *The Ugly Truth* dipilih sebagai objek. Studi ini dilakukan untuk menjawab pertanyaan dari permasalahan penelitian ini, yaitu: (1) Jenis strategi kesantunan apakah yang digunakan oleh karakter-karakter di film *The Ugly Truth*? dan (2) Faktor-faktor apakah yang mempengaruhi pemilihan strategi yang digunakan karakter-karakter di film *The Ugly Truth*?

Metode penelitian yang digunakan dalam penelitian ini adalah kualitatif dan analisis konten atau deskriptif sebagai tipe penelitiannya. Data penelitian ini adalah ungkapan-ungkapan oleh karakter di film *The Ugly Truth*. Ada 12 dialog yang digunakan 5 karakter di film yang dianalisis sebagai objek.

Hasil penelitian ini menunjukkan bahwa ada 12 ungkapan yang menggunakan strategi kesantunan yang terdiri dari *Bald on Record Strategy*, *Positive Politeness Strategy*, *Negative Politeness Strategy* dan *Off Record Strategy*. Setiap strategi terdiri dari tiga contoh. Faktor yang mempengaruhi berbedanya strategi kesantunan terdiri dari tiga faktor, *social distance*, *relative power* dan *absolute ranking*. Data menunjukkan bahwa *social distance* paling banyak digunakan sebagai faktor yang mempengaruhi berbedanya strategi kesantunan.

Penulis menyarankan untuk peneliti selanjutnya menggunakan teori lainnya dalam pragmatik. Peneliti selanjutnya juga dapat menganalisis strategi kesantunan dalam fitur semantiknya, atau menambahkan bidang studi lain contohnya analisis kritik wacana agar penelitiannya semakin lengkap.

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