

The Analysis of Politeness Strategy between Moana and Maui in the “Moana” Cartoon Movie

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ABSTRACT

This thesis entitled The Analysis of Politeness Strategy between Moana and Maui in the Moana Cartoon Movie. The aims of this research are to find out and explain the types of politeness strategies used by Moana and Maui in Moana cartoon movie. The researcher used descriptive-qualitative method. The data are in form of the utterances between Moana and Maui.

In collecting the data the researcher use non participant technique and the researcher did download technique, watching and note taking to collect the data. In technique of analyzing the data the researcher uses referential method to explain the data in which the tool device refers to the referent of the language. The data are presented through formal and informal method. The result of the research, there are 4 strategies that are used by these 2 characters; bald-on record, positive politeness, negative politeness, and off record.

Keywords : Politeness Strategy, FTA, Moana and Maui.

I. INTRODUCTION

As a social creature, every human needs other human being to share life, to talk about work, or even discuss about the big things in every individual's life. This means that every human being needs to interact or communicate with others.

Communication is purely an act of exchanging or transmitting ideas, information, thoughts or feelings to others as well as receiving any feedback from them by recognizing what has expressed by others. Being able to be in touch effectively is the most important of all life skills. As a social human being, developing communication skills can help people in making a good relationship. There is various way of

communication, for instance verbal and non-verbal communication, face to face, or even by media (letter, telephone, radio, television, etc.)

However, every human communicates with others through a language. There are more than a hundred languages in the world. Language is a system of arbitrary vocal symbols used for human communication (Wardhaugh, 1977: 3). By using language, a person is allowed to convey information more easy and maintain good relationship among members of a speech community. A person is also able to make request, give compliment, and criticize. How a person communicates with others using a

language can be done whether at least 2 participants exist. Moreover, messages that will be sent and be received should be on hand.

In this society, every human faces many differences such as gender, age, social hierarchy, as well as ethnic background. Hence, this can be a challenge for people to alter their language when expressing their feeling or transferring messages. This is aimed to keep away from face threatening acts or to minimize threat from audiences.

This action, as revealed by Brown and Levinson, is called as politeness strategies, the strategies to minimize the threat. In other word, applying politeness in conversation is necessary.

When talking about politeness, it can be dissimilar in every language and culture. This means that appropriate action can be polite in one place, but can also be rude in another place. For example, when receiving instead of saying “thank you” or giving something with left hand can be acceptable in western culture but it is not tolerable in Indonesian culture.

Moana is a 2016 American 3D computer-animated musical adventure film, produced by Walt Disney Animation Studios. Moana was released in the United States on November 23, 2016 and released

by Walt Disney Pictures. It is the 56th Disney animated feature film directed by Ron Clements and John Musker, co-directed by Don Hall and Chris Williams. This film last for 1:47:12.

Moana, the strong-willed daughter of a chief of a Polynesian village, is chosen by the ocean itself to reunite a mystical relic with a goddess. When blight strikes her island, Moana sets sail in search of Maui, a legendary demigod, in the hope of returning the heart of Te Fiti and saving her people.

Politeness can also be found in a film such as Moana cartoon movie. It can be seen in the example of Moana and Maui's utterance that contains politeness strategy.



Maui : Cheeeehooooo. Gonna miss you, drumstick.

Moana : You could come with us, you know. My people are going to need a Masterwayfinder.

Maui : They already have one.

This conversation takes place on the seashore near Moana's canoe. When talking about the point of situation, serious situation does not exist in this scene. Peaceful, instead, does exist in this scene. This scene tells that Moana offers Maui whether he would like to join her to go to Motunui since Motunui needs a great wayfinder. This example actually has two strategies. The first one is applied by Moana and the other one is applied by Maui. However, when talking about the off record strategies, Maui's utterance is more precise for the off record strategy. His expression implies that he rejects the offer by answering in indirect way.

Based the case above, in this analysis, the researcher is interested in

II. METHOD OF THE RESEARCH

Method is the way that is used to get the data, Bull (2011:227). On the other hand, method is the way in doing something to understand a subject or an object of a research. Therefore, based on the problem of this research, the researcher uses descriptive-qualitative method. This is aimed to describe the object of this research, in which qualitative method emphasizes on field observation, and the research methods and the data are analyzed in non-statistical. The explanations will be developed by the

analyzing the use of politeness strategies, specifically bald-on record; positive politeness; negative politeness; and off record, that is intended by Brown and Levinson.. Nevertheless, the researcher will only focus on the utterance between Moana and Maui in the "*Moana*" cartoon movie. This movie is chosen as the data source because it is awarded as the top five best cartoon movies of Walt Disney Animation Studios in Oscar 2017 that was held at Dolby Theatre in Los Angeles, California. The writer carries out this research entitled **"The Analysis of Politeness Strategy between Moana and Maui in the "*Moana*" Cartoon Movie."**

researcher who is still referring to sources that is related to the fact.

According to Sudaryanto (1993), "qualitative method is a method that uses the data in the form of words, not as numbers". The data gained in this research are not in the form of the numbers but they are in the form of spoken, words, including notes, report, and photographs.

Source of the data is where the data is derived from. It is divided into two types. They are source of substantive data and source of locational data (Sudaryanto, 1993:40). Substantional data is the source of the materials that will be analyzed, and

locational data is source of the data that directly have collecting. Locational data of this research is “*Moana*” Movie and substantial data of this research is the utterances between the Moana and Maui.

The technique of collecting data is one of the important part in this research, because in this part the researcher determine the tool and method that is appropriate to this research. According to Sudaryanto (1993), there are two methods in collecting the data. The first is non participant observational method, which means that in observing, the writer does not participate or involve in the utterances or conversation. Participant observational method means that in observing, the researcher participates or involves directly in the utterances or conversation.

The researcher uses thenon participant observational method. The implementation of this method is realized through:

1. First of all, the researcher uses downloading technique. Downloading technique is technique that is used by

III. RESULT

Technique of analyzing the data is an attempt to get the result or the answer of the problem of this research. According toSudaryanto (1993:13),there are two methods to analyze the data, which are referential method and distributional method. Referential method is a method of

downloading the data or supporting data from internet. In the research, the researcher downloads “*Moana*” from <https://layar.kaca21.net> and the subtitle from www.subscene.com.

2. The next is watching technique. According to Hornby (1995), watch means look at or observe attentively over a period time. Watching technique is the process of observing or looking out the movie to get the data that the researcher needs. The writer watches the movie frequently.
3. Note taking technique. It is the next technique of this method. According to Mahsun (2005), this technique is done by writing some relevant data from the source or informant. In this research, the researcher writes down the dialogues of characters of “*Moana*”movie that contains politeness strategies.

analyzing the data which the tool device is outside, regardless and not being part of the language that will be investigated. The distributional method is the method which the toll device is the language itself.

In this research the researcher uses referential method to explain the data in

which the tool device refers to the referent of the language. Data analysis technique is conducted systematically as follows:

1. Transcribing the utterance and translating into Indonesian.
2. Categorizing the data based on the types of politeness by Brown and Levinson.
3. Analyzing the data based on the research question.

In presenting the data, the researcher uses formal and informal data. According to Sudaryanto (1993:145), there are two methods in presenting the data; formal and informal. Formal method is the

V. DISCUSSION

4.1 Politeness Strategy Used by Moana and Maui

4.1.2 Off Record

Datum 1

Duration (01:31:-01:31)



Context: In this Datum, the conversation starts from 01:31:02,200 until 01:31:51,230. The conversation takes place on

way to analyze the data with the symbol or design, while informal method is the way to analyze the data with verbal word, sentences. This paper consist into four Chapters, they are Chapter I, an introduction, which contains background of the problems, research question, purpose of the research, significance of the research and method of the research. Chapter II review of related studies contains previous studies, definition of key terms, and theoretical framework. Chapter III is finding and discussion contains types of politeness strategy. Chapter IV contains conclusion and suggestion.

TeFiti's hand, and the participants in this scene are Moana and Maui. Then, the situation in this scene is in a very peaceful condition, where the real TeFiti is already coming back from the angry TeFiti after the heart is set on the owner. As a reward, TeFiti is giving or precisely fixing the broken hook to Maui. Knowing his own mistake, Maui does feel hesitant in receiving and decides to reject, but Moana suddenly tells him to keep receiving. It can be seen from Moana's utterance that she

is applying a politeness strategy. The conversation can be seen below.

Maui : I'm Maui.
TeFiti : (*GIVING MAUI THE HOOK*)
Maui : (*GASPS*)
Moana : You know, it'd be rude to refuse a gift from a goddess.

Here when looking at Moana's utterance, "You know,it'd be rude to refuse gift from a goddess", the researcher concludes that the underlined words can be classified as a strategy.

According to Brown and Levinson (1987) it is expressing in an oblique way.

4.1.2 bald on Record

Datum 2

Duration: (00:37 -->00:37)



Context Here from this datum, this takes place in an unknown island where Moana is ashore on the way to find Maui in order to put the heart back. Maui who

Therefore, off record strategy is in fact applied by Moana that is shown from the underlined word above. The other thing that should be noted is that off record strategy has a hidden meaning. There is actually an implicit meaning in the utterance expressed by Moana. As a result, it can be implied that Moana notifies Maui to receive the hook from TeFiti.

When looking at Maui's expression while TeFiti is giving him a repaired hook, Maui looks hesitant to receive. Moana, here, is also not doing or is avoiding an FTA because she wants to make Maui calms down and make him not to worry to TeKa because of what he has done with the heart.

accidentally looks for a canoe to sail across the island unexpectedly meets her behind the canoe. This scene starts at 00:37:03,556 and ends at 00:37:18,237. While looking at the situation, this scene is showing disagree ement especially for Maui to Moana. However this is not in a truly serious situation.

Moana :Maui,
shapeshifter...demigod of
the wind and sea...I am
Moana
of...

Maui : Hero of men.

Moana : What?

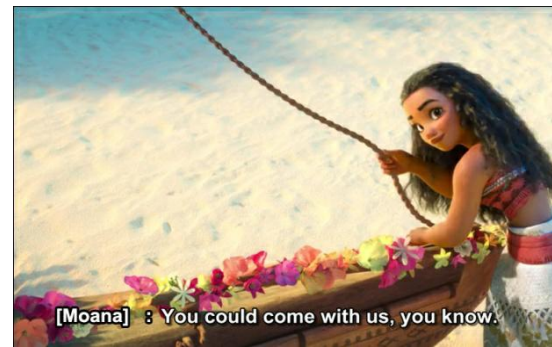
Maui : It's actually, Maui,
shapeshifter,demigod of
the wind and sea...hero
ofmen.Interrupted.From
the top.Hero of men.Go.

When talking about the strategy, it deals with bald-on record (Brown and Levinson). As stated by Brown and Levinson, speakers is uttering directly to the hearer. However, speakers do not perform anything in order to minimize the FTA. The utterance spoken by the speaker essentially can affect the hearer, such as feeling uncomfortable or surprised. Maui can be classified as a directly person by looking at the way he speaks. He does not look at who Moana is, does Maui know Moana well or not, or where Moana comes from. It can be seen from his utterances where Maui tries to interrupt Moana when talking without saying such “*Sorry if I am interrupting, but...*” (maximize FTA) and directly asks Moana to say his name with no mistakes at all from the beginning.

3.1.3 Negative Politeness

Datum 3

Duration: (01:31)--> (01:33)



Context This scene below starts from 01:31:59,920 to 01:33:00,151. From this dialogue 18, it can be seen that the characters who have conversation in this scene are Moana and Maui. When talking about the setting of place, it takes place on the seashore near Moana's canoe. Serious situation does not exist in this scene. Peaceful, instead, does exist in this scene. This scene tells about Moana's offer to Maui about joining to go to Moana's hometown.

Maui : Cheeeehooooo.Gonna miss you, drumstick.

Moana : You could come with us, you know.My people are going to need a masterwayfinder.

Maui : They already have one.

According to Brown and Levinson's theory (1987) about negative politeness, a speaker can get advantage in the following ways. One of them is that a speaker does not really expect a hearer to show agreement while a speaker gives so many options. In other way, negative politeness strategy is simply defined as a strategy that gives hearer options. As can be shown in this example, the word 'could' identifies an offer. An offer causes options. Hence, the hearer may either reject the offer or accept it. This strategy is applied by Moana but also Maui. Although Moana utters her word indirectly, she aims to offer Maui to join her to go to the place where she comes from without forcing him. When looking at her utterance, it can be concluded that she is trying to give option behind her words. By looking at Maui's utterance, it is a respond from the option that he is refusing without hurting Moana, although he says it indirectly.

3.1.4 Positive Politeness

Datum 4

Duration: (01:13)-->(01:14)



Context The scene in this dialogue starts from 01:13:49,240 to 01:14:23,233. From this dialogue 19, Moana and Maui are the participants from the conversation. This scene takes place on the canoe in the ocean because they are on the way to go to fight with TeKa, the angry TeFiti. When talking about the point of situation, there is no tension in this scene but it is slightly depressing especially for Moana. Straightly, it is about Maui who is trying to support Moana because she looks uncertain in continuing the plans they have made, which is to put the heart of TeFiti back on the owner. Moana feels not sure whether they can do it successfully or instead is failed. Hence, to make her feels better, Maui says pleasant things in order to bring back her smile and make her think optimistically.

Maui : Moana of Motunui...I
believe you have
officially delivered Maui
across the great
sea. Moana! Moana!
Moana! You're so
amazing! It's
time.

Moana : Go save the world.

When talking about the strategy, in this dialogue, Maui uses positive politeness strategy. According to Brown and Levinson (1987), politeness strategy is addressed to the hearer's positive face that the action ought to be considerate as attractive. This simply is defined as a strategy that makes hearer feels good. This strategy is usually applied on the same position between people, such as between friends. An individual usually tries to make the other individual feels comfortable with the one who starts a communication. Besides, both usually have the same goal. Here in the dialogue above, Maui and Moana have the same goal that is saving the world. As Moana feels bad with herself, Maui tries to calm Moana, makes Moana feels all right, and brings her enthusiasm back.

IV. Conclusion

This research analyze about "The Analysis of Politeness Strategy between Moana and Maui in the "Moana" Cartoon Movie". The aims of this research are to find out and explain the types of politeness strategies used by Moana and Maui in Moana cartoon movie. In analyzing the data the researcher uses referential method to explain the data in which the tool device refers to the referent of the language and the researcher uses Brown and Levinson theory (1987).

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