



Politeness Strategy Analysis on Expressive Utterances Found in “Land before Time XIV” Movie

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Abstract

This study aims to find out the politeness strategy applied in the expressive utterances produced by the characters in Land before Time XIV movie. The data of this study is taken from the movie upload in Daily Motion website and movie script download from Fandon website. This study uses two theories, first from Brown and Levinson (1987) about politeness strategy to discover what types of politeness strategy that occurs on the expressive utterances in the movie. Second theory from Searle (1969) about the expressive function to find out what kind of expressive function found in the utterances, the method used to analyze the data on this research is the qualitative research method. The result of this study found all the types of politeness strategy are applied in the utterances produced by the characters. Besides, all the characters are expressing some function of speech, there are showing regret, showing acceptance, appreciation, praising, condoling, complaining, and criticizing.

Keywords: *politeness strategy, speech act, expressive function, movie, Land before Time*

Abstrak

Penelitian ini bertujuan untuk mengetahui strategi kesantunan yang diterapkan dalam tuturan ekspresif yang dihasilkan oleh karakter dalam film Land before Time XIV. Data penelitian ini diambil dari unduhan film di website Daily Motion dan unduhan naskah film dari website Fandon. Penelitian ini menggunakan dua teori, pertama dari Brown dan Levinson (1987) tentang strategi kesantunan untuk menemukan jenis strategi kesantunan apa yang terjadi pada tuturan ekspresif dalam film. Teori kedua dari Searle (1969) tentang fungsi ekspresif untuk mengetahui jenis fungsi ekspresif apa yang ditemukan dalam tuturan kesantunan, metode yang digunakan untuk menganalisis data dalam penelitian ini adalah metode penelitian kualitatif. Hasil penelitian ini menemukan semua jenis strategi kesantunan diterapkan dalam tuturan yang dihasilkan oleh para karakter. Selain itu, semua karakter mengungkapkan beberapa fungsi penuturan, yaitu dengan menunjukkan penyesalan, menunjukkan penerimaan, penghargaan, pujian, belasungkawa, keluhan, dan kritik.

Kata kunci: *strategi kesantunan, tindak tutur, fungsi ekspresif, film, Land before Time*

Introduction

Language is a medium used as communication and interaction tool between the speaker and the hearer. Language can be considered as form of communication in which the idea and feeling can be symbolized in order to communicate. By using the language to communicate, means applying the strategy and understanding the function of

language in such a way to accomplish the goals of communication. Besides, in every conversation has many ways to deliver the message from one to another.

Language reflects the context in which language used. Moreover, people will adjust their conversation, in order to suit the audience. In social interaction, people need to express their relation with polite utterances, because to be polite is very important rule to keep the smoothness of the interaction. People need to adapt with whom the people talking to because some expression may be considered rude. Brown and Levinson (1987) assume that each participant in conversation is endowed with what they call face, which developed into negative and positive face. Face is the positive social value a person effectively claims for himself (Goffman, 1967). Meanwhile, Brown and Levinson (1987) stated face as the public self-image that every person wants to claim for himself. Besides, the politeness is a strategic for softening the face threatening act. Face threatening acts according to Yule (1996) are acts which threatens the positive or negative face of the hearer.

Brown and Levinson (1987) categorize politeness into four politeness strategies; Positive, Negative, Bald-on Record, and Off Record. Positive strategy attempts to attend the hearers' interests, needs, or goods. Besides, positive strategy minimizes the distance among the speaker and hearer. Negative strategy according to Brown and Levinson (1987) define as respecting behaviour and more specific and focused. It automatically assumes that there might be some social distances or awkwardness in the situation, which need speakers to minimize imposition on the hearers. Bald-on Record strategy is the most direct strategy. Bald-on Record strategy will make people feel a bit uncomfortable, because it shocking people to be addresses. This strategy common found in conversations between people who knows each other very well, such as close friends and family members. Last, Off Record is indirect strategy which speakers figure out unclear communicative intention and let the hearer interpret the intended messages.

The actions performed via utterances named speech act (Yule, 1996). In general, it can recognize the types of action performed by the speaker with utterance. Through the types of speech act, the function of expressive acts are various caused by the situation of utterances and the speaker expresses their feeling which had relation to politeness. Searle (1969) stated the function of expressing act like showing gratitude, showing regret, appreciation, praising, condoling, showing acceptance, complaining, and criticizing.

In terms of analyzing the politeness strategy, there are some previous studies related to that topic analysis, the first study taken from an article from a journal about *Politeness Strategies Applied by the Characters of The Great Debaters Movie* by Miwita Rosari (2016). In this research study, the writers explore the Politeness strategies and factors affecting someone's politeness in speaking of *The Great Debaters* movie. The method used by Miwita Rosari in this study is the qualitative research method, also using Brown and Levinson politeness strategies theory and Spolsky's

theory about factors affecting someone's politeness in speaking. The similarity this study with the previous study are the terms of the use of Movie as data source, the use of the method by using qualitative research method and also the theory from Brown and Levinson (1987) to analyze the types of politeness strategies. But the difference this study and previous study is in focused of the study. In previous study are focused on politeness strategies and factor affecting the politeness, meanwhile this study focused on politeness strategies which occurs in expressive utterance.

The second latest related research was an article entitled *An Analysis of the Expressive Speech Acts Used by John and Savannah as the Main Characters in Dear John Movie* by Widyowati (2019). In Widyowati's research study, focused on identify the types of of expressive speech act used by the main characters of Dear John movie and also to find out the function of expressive speech acts used. The methods of this research are qualitative and quantitative research method. The instruments of her research were utterances from the main characters of Dear John movie. The study analyzed based on the theory from Yule (1996) and Clark (1995) about expressive speech act to answer research questions. The similarity of this study and previous study are concern about the function of expressive speech acts also the data source taken from the movie. Meanwhile, the differences are the method used which previous study used qualitative and quantitative research method on analyzing the data. In terms of solving the problems in this study, Widyowati using the theory from theories from Yule (1996) and Clark (1995) about expressive speech acts. In this study only used qualitative research method and theory from Searle (1969) about function of expressive speech act.

The third study was from an article with the entitled *An Analysis Politeness Strategies in the Directive Uttered by Characters in Big Hero 6 Movie* by Nur and Rosa (2019). Nur research study focused on kinds of directive speech acts. This research is qualitative research method. The data analyzed related to the theory from Searle (1992) about types of directive speech act and politeness strategies from Brown and Levinson (1987). The result tends to focus on the deep meaning of the dialogue's quality rather than the quantity of number. Besides, the researcher applied the trustworthiness to obtain the valid data. Based on explanation above, the similarity this study with the previous study is terms of research method, data source taken from the movie, also focused on politeness strategies and speech act. Meanwhile, there are some differences between both study are the previous choose directive speech act to be analyzed while this study focus on expressive speech act. Besides, this study concern with the function of speech act instead of types of speech acts itself.

Based on previous study above, knowing the politeness strategy while conducting the conversation will smoothness the goal of communication both speaker and hearer, besides politeness needed to showing our respect with whom we are talking to in order to save hearer face and avoid face threatening acts addressed to hearer. The

other side, expressive speech acts are important to be analyzed because these acts cannot be separated from human beings.

According to Janovsky (2013) character can be defined as any person, animal, or figure represented in a literature work. Usually, the character itself is in any kind of story, book, novel, movie, or TV show that has characteristic or elements. Conversation between characters in the movie reflects with everyday life will reflect to the real conversations in the society. There are many kinds of movie that contain of expressive speech acts. One of them is “Land before Time XIV ” movie. The goal of this research is to find out what types of politeness strategy used by the characters also the function of expressive speech act that occurs in utterances produced by the characters in “Land Before Time XIV” movie.

Method/Metode

Qualitative descriptive method was applied in this study. Frankel and Walen (2006) state that qualitative method as a study to investigate the quality of relationship, activities, situations, and materials. In collecting the data, this study used observation method and note taking technique. The data were taken from the movie upload in Daily Motion website and movie script download from Fandon website entitled “Land before Time XIV” movie. This movie was directed by Don Bluth and created by Judy Freudberg on November 18, 1988 which has 94 minutes running time for watching. The steps of collecting the data were choosing the movie, download the movie and the movie script, watch the movie and read the script, noticing the utterance which categorized as politeness strategy, listed the utterances that belong to each types of politeness strategy. Least, categorize the utterance into sub-expressive function of speech. Since this study focus on analyzing the types of politeness strategy and expressive speech acts, there are two theories that are used by the writer to help solve the problem in this research study. The first theory is the theory of politeness strategy by Brown and Levinson (1987) and the second theory is the theory of expressive function by Searle (1969) as a supporting theory.

Result and Discussion/Hasil dan Pembahasan

In this movie they are four types of Politeness strategy occurred in the conversation between characters, namely Positive strategy, Negative strategy, Bald-on Record strategy, and Off Record strategy. Besides, those strategies contain the expressive speech function that following the utterances. The result can be seen as follows:

Table 1. Politeness Strategies in Land before Time XIV Movie

NO	Politeness Strategy	Expressive speech function								Percentage
		F 1	F 2	F 3	F 4	F 5	F 6	F 7	F 8	
1	Positive		1		4	1	2		2	52,6
2	Negative		2				2			21
3	Bald-on Record			1		1		1		16
4	Off Record					1		1		10,5
Total		0	3	1	4	3	4	2	2	100%

Description:

- F1 : Showing Gratitude
- F2 : Showing Regret
- F3 : Appreciation
- F4 : Praising
- F5 : Condoling
- F6 : Showing Acceptance
- F7 : Complaining
- F8 : Criticizing

The sample analysis of types of politeness strategy occurs in the polite expression can be seen as follows:

Positive Strategy

Data 1



Figure 1. Land before Time XIV Movie

Petrie : Littlefoot need us.
 Littlefoot : Uh-uh. **It's too dangerous. I can't let you come.**

The conversation above showed that Petrie and the others want to help Littlefoot to find his Dad. Littlefoot depicted positive politeness strategy, with sub strategy Assert

or Presuppose S's Knowledge of and Concern for H's Wants. In this situation Littlefoot assert or presuppose his knowledge about how dangerous the Fire Mountain is. He is concern about his friends, if they come with him to the Fire Mountain in order to find his Dad.

The word "I can't let you come" showed his expression with criticizing functional expressive through his friends for not welcoming them to join him to the Fire Mountain; because he has some reason to keep his friends save.

Data 2



Figure 2. Land before Time XIV Movie

Cera : There you are.

Petrie : We couldn't find you anywhere.

Ducky : We all worry about you. **We are sorry about your father.**

Petrie : Yes we are. Yes, we sorry.

The conversation above happened when Ducky and the other were looking for Littlefoot. In this scene, they told Littlefoot that they are worry about him. Ducky said "We are sorry about your father". It's clearly said, Ducky revealed positive politeness strategy through Littlefoot. The sub strategy applied in this utterance is Give Gifts to H Goods, Sympathy, Understanding, and Cooperation. All of them showing their condolence for what happened with Littlefoot's father. The word "we" mean his entire friends are feeling sad for doing nothing to help his father out from the Fire Mountain. In function of expressive speech act, their utterance showed the condoling function revealed in their conversation.

Negative Strategy

Data 3



Figure 3. Land before Time XIV Movie

Littlefoot's Granpa : **Chomper, can you smell if Littlefoot and the others went this way?**

Chomper : Uh-huh. Littlefoot, Cera. I smell them all. Come on, through here.

The conversation above showed that Littlefoot's Grandfather and others was looking for Littlefoot and friends. All the way to find them, Littlefoot's Grandfather asked Chomper if Chomper can smell them crossing the way or not. In this utterance produced by Littlefoot's grandfather applied negative politeness strategy, with sub strategy Be Conventionally Indirect, in this situation Littlefoot's grandfather knows that Chomper is a Dinosaur who has a good sense of smell. But, instead of being direct to tell chomper about what he wants, he asked Chomper whether he can do it, or not to keep Chomper face. Littlefoot's grandfather showing his acceptance as a polite manner to express his needs to Chomper.

Data 4



Figure 4. Land before Time XIV Movie

Etta : Honey, **would you mind giving that rock just a little shove?**
Cera : You got it!
All : Go!

The conversation above happened when Etta climb up the cave and going through to the hole and saw Littlefoot's friend, and Etta told them that they have to go down the cave. She asked Cera "Honey, would you mind giving that rock just a little shove?" which means she applied the negative strategy with sub strategy Hedges or Question, it because she politely asked Cera if Cera can move the rocks. Instead of being directly told Cera to move the rock, she keeping Cera's face to comfort her with her polite request.

Etta showing her acceptance to welcoming them to join her and Littlefoot going down the hole, and asked Cera to move the rock that blocking the way. Her utterance consider polite, because she keeps asking Cera before directly told her about what she wants her to do.

Bald-on Record Strategy

Data 5



Figure 5. Land before Time XIV Movie

Littlefoot : **Quiet now!**
Petrie : Yes, Petrie be very quiet, quieter than quiet, so quiet nobody hear me.

In this scene, they find a way to avoid being smelled by The Sharpteeth by using stinkweed. However, when The Sharpteeth came Petrie spoke very loudly, which made Littlefoot feel anxious. then he said "quiet now". In that utterance, it can be seen that Littlefoot used bald on record strategy with a sub strategy maximum efficiency. In this situation, Littlefoot doesn't want The Sharpteeth saw them, so instead of saying "please, be quite. The sharpteeth is coming", he prefer to say "quiet now" to minimize the conversation in urgency situation.

His utterance consider expressing his complain through Petrie because, she is too much talking in the difficult situation and make everyone not comfortable. But, instead of getting anger, he just told Petrie to be quiet and save life their life from the Sharpteeth.

Data 6



Figure 6. Land before Time XIV Movie

- Wild Arms : Sharptooth! Run! Save yourself!
Littlefoot's Grandpa : **No need for panic**, Mr.Wild Arms.
Ruby : Chomper here is a friend.
Wild Arms : Uh, have you taken a good look at his teeth?
Ruby : It's all right, Mr. Wild Arms. Chomper only eats bugs.

In this scene Ruby used the bald on record strategy when talking to Wild Arms, with the sub strategy applied is task oriented form or instruction. In this situation, Wild Arm felt very scared and shouted to run because of Chomper. However, Ruby gave an explanation of "no need for panic" and told him that Chomper is their friend, and he only eats bugs. Ruby understands Wild Arm's worries, but on the other hand it becomes irrelevant to what Wild Arm is experiencing just by telling him not to panic.

Ruby in this scene showing her regret through Wild Arms, because of Chomper, Wild Arms felt scared and have to run about it.

Off Record Strategy

Data 7



Figure 7. Land before Time XIV Movie

Littlefoot : Will you take us back there? You know the way.
Wild Arms : **So, you want me to take you across the earth break, through the land of the Feather-Head Sharptooth, along the moving water back to the same fire mountain that I just escaped from?**

In this case, Littlefoot asked if Wild Arms could take him to Fire Mountain to see how his father was. However, the sentence produced by Wild Arms revealed an Off Record Strategy with Be Ironic sub strategy. In this utterance, Wild Arms repeated to Littlefoot, how he was escaped from the Fire Mountain. He explained clearly to Littlefoot. Littlefoot as a hearer should be interpreting about what Wild Arms said, because Wild Arms doesn't tell him directly whether he wants to help him to the Fire Mountain or not. He was expressing his complain to Littlefoot, because he indirectly tell Littlefoot that he doesn't want to come back again to the Fire Mountain.

Data 8



Figure 8. Land before Time XIV Movie

Ducky : And we all like you very much. **We know that you are happy when you fill up your tummy. But what you are eating now is not so yummy.**

Based on Ducky's utterance, Ducky explains to Spike that everyone love him. However, she also said "We know that you are happy when you fill up your tummy. But what you are eating now is not so yummy" this indicates that Ducky used an Off Record strategy when revealing it to Spike, with sub strategy Presuppose here indicating that Spike as a hearer should interpret what Ducky said instead of being direct to told Spike "don't eat the stinkweed" because what he ate was not delicious and she was hoping Spike understood what she meant it.

In this condition, also expressing condolence about what Ducky feel when she saw her brother eating the creepy things that not supposed to eaten. She felt so sad, for what happened to Spike, because of hungry he ate those thing.

Conclusion

From the Land before Time XIV movie, the writer found that the four politeness strategy in the conversations between the characters. There are positive politeness, negative politeness, bald-on record politeness, and off record politeness. More specifically, the most dominant types is Positive strategy. Because, it can be seen how the characters in the movie minimizing the distance among them, to make the conversations run smoothly also to avoid face threatening act. The expressive function of speech also cannot be separated in the conversations because all of the utterance expressing the idea or feeling that the speakers want to conveys to others. The expressive function that occurs in politeness utterance produced by the characters are showing acceptance, showing regret, condoling, praising, appreciation, complaining,

also criticizing. But, according to the Searle (1969) theory, there is no showing gratitude found in the utterances between characters in the movie.

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