Maxim of Politeness Found in the Characters' Conversation in Turning Red Movie

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Abstract
The aims of this research is to analyze the types of politeness maxims produced by the characters in Tuning Red Movie. The data in this research focuses on the utterances obtained from the conversations between the characters. This research used qualitative descriptive method to analyze the types of politeness maxim. The stages of data collection started from downloading the movie from the internet and then watching it repeatedly to understand the contents of the film. Next, take notes on every utterance spoken by the characters that can be used as data to clarify the types of politeness maxims. The last, categorize these utterances into six types of politeness based on Leech (1983) theory. The results of this research indicate that there are six types of politeness maxims used in this movie. First type is tact maxim, second type is generosity maxim, third is Approbation maxim, fourth is modesty maxim, fifth is agreement maxim and last type is symphaty maxim. It can be concluded that the movie contains all types of politeness maxim with their respective purpose.

Keywords*: politeness maxim, characters, movie*

Abstrak
Tujuan dari penelitian ini yaitu untuk menganalisis jenis-jenis maksim kesantunan yang dihasilkan oleh para karakter dalam film Tuning Red. Data dalam penelitian ini memfokuskan pada tuturan-tuturan yang diperoleh dari percapakan antar karakter. Penelitian ini menggunakan metode deskriptif kualitatif untuk menganalisis jenis-jenis maksim kesantunan. Tahapan pengumpulan data dimulai dari mengunduh film dari internet kemudian menonton secara berulang-ulang untuk dapat memahami isi dari film tersebut. Selanjutnya, melakukan pencatatan pada setiap tuturan yang diucapkan oleh para karakter yang dapat dijadikan sebagai data untuk mengklarifikasi jenis-jenis maksim kesantunan. Terakhir, mengkategorikan tuturan-tuturan tersebut kedalam enam jenis maksim kesantunan menurut teory dari Leech(1983). Hasil dari penelitian ini menunjukkan adanya enam jenis maxim kesantunan. Jenis yang pertama yaitu maksim kebijaksanaan, jenis yang kedua yaitu maksim kedermawanan, jenis yang ketiga yaitu maksim pujian, jenis yang keempat yaitu maksim kerendahan hati, jenis yang kelima yaitu maksim kesepakatan dan jenis yang terakhir yaitu maksim simpati. Dapat disimpulkan bahwa pada film Tuning red ini mengandung semua jenis maksim kesantunan yang memiliki tujuannya masing-masing.

Kata kunci*: maksim kesantunan, karakter, film*

Introduction

In daily life, communication is very important for every human. Through communication they can share their ideas or informations to others. Davis (2010) in his book entitled "Human Relations at Work" explains that communication is the process of delivering information also understanding from one person to another. It is very important for our life. A communication is not only used to convey or receive information but also has a function to understand other people. In communicating with other people, we need a tool called language. Every place has a different language. Therefore, we often encounter misunderstandings between speaker and listener when we have different languages. Budiman (1987) states that language is about people's words, thoughts, also feelings that are structured and used by members in the community which has the meaning of communication. Meanwhile, Francis (1984) defined that language means a group of articulations of sounds that contain a certain meaning that is used as a tool to communicate by humans. We need to pay attention with the situation of others so that our intentions and goals can be conveyed clearly.

The proper use of language is very for us to communicate well with other people. Therefore, in communicating it is necessary to know the rule of politeness in language in order to speak. Politeness is an essential strategy to avoid quarrels also show someone behaviour to develop their relationship each other. People need to communicate with other people in their daily life. They interact to obtain information or provide the latest information that occurs in the environment around them. When we have these interactions, we must be polite to create a good communication. Lakoff (1976) stated that politeness is best expressed as the practical application of good manners or etiquette. Nearly same as Aulia (2019) who said that politeness is needed in every life to keep a good relation with other people. We should be able to communicate politely because by politeness, we can show to the listener that we respect them.

According to Leech (1983), the politeness principle means minimize the expression of impolite beliefs and maximize the expression of polite beliefs. Politeness is etiquette to speak politely towards others without offending others to minimize conflicts when communicating. In communicating, the speaker needs to apply maxims so that the listener feels comfortable and the communication runs smoothly. Leech (1983) proposed six types of maxim, namely Tact Maxim, Generosity Maxim, Approbation Maxim, Modesty Maxim, Agreement Maxim, and Sympathy Maxim. Tact Maxim refers minimize cost to other and maximize the benefit to other. Generosity Maxim refers to minimize benefits to self and maximize cost to self. Approbation Maxim refers to minimize dispraise of other and maximize praise of other. Modesty Maxim refers to minimize praise of self and maximize dispraise of self. Agreement Maxim refers to minimize the expression of disagreement between self and other. Sympathy Maxim refers to minimize antiphaty between self and other and maximize sympathy between self and other.

Some researchers discussed about the important of comprehending maxim in daily interaction also the implementation of the politeness maxim showed in their research. Panjaitan and Simatupang (2020) described the politeness of maxim and specify the scales of politeness used by the characters' utterances in the Eclipse

movie. They found five types of politeness maxim with twenty-six data including nine Generosity Maxims, one Agreement Maxim, seven Approbation Maxims, six Sympathy Maxims, and three Tact Maxims. Panjaitan and Simatupang's research has the same theory of politeness maxim with the current research which using the theory proposed by Leech (1983). Meanwhile the difference is Panjaitan and Simatupang's research also explains about the politeness scale which found twenty-three data cost-benefit scale and three data optionality scale, while the current research only focussed on analyzing the types of politeness maxims found in characters' conversation in Turning Red movie. Panjaitan and Simatupang's research and the current research has the correlation in research since both of research used movie as a data source to find out the types of politeness maxim.

Another research regarding politeness maxim was conducted by Pardede and Pratiwi (2019), who analyzed the politeness maxim found in Big Hero 6 movie. They described the utterances between the characters in Big Hero 6 movie and found thirty-two data of Tact maxims which is the most type of maxim found in the movie, sixteen data of Approbation Maxims, fourteen data of Generosity Maxims, eleven data of Agreement Maxims, ten data of Sympathy Maxims, and seven data of Modesty Maxims. They stated that the Tact Maxim mostly found because the characters in the movie more showing about their care. Ramadhini (2019) also investigated the politeness maxim of character's uterances in Wuthering Heights Novel by Emily Bronte. The result of her research showed there are six types of politeness maxims namely Tact Maxim, Generosity Maxim, Approbation Maxim, Modesty Maxim, Agreement Maxim, and Sympathy Maxim which consists of 64 utterances in total. The dominant type is Agreement Maxim which consists of 22 uterances. In her research there was one type of maxim which is Modesty Maxim that not used in the nove. The similarity of Ramadhini research and the current research is both of research discusses about politeness maxim proposed by Leech (1983), on the other hand the difference between Ramadhini research and the current research is Ramadhini research used a novel as a data source while the current research used a movie as a data source.

The writer is interested in researching politeness maxim since this topic relates to our daily life and is related to the attitudes and behavior of people in society. Through this topic of politeness maxim people can speak politely in different situations. Regarding the phenomenon, it leads the writer doing this research through Turning Red movie because the main of the storyline of this movie is about the family. This movie tells the story of a teenage girl named Mei Lee, a Chinese Canadian girl who experiences a unique situation, where she can turn into a giant red panda when experiencing excessive emotions. In addition, this Movie is relevant to this research and contains a lot of data in analyzing the types of politeness maxim between the characters' conversation. We need to learn the politeness in language and should be careful in choosing words in the utterances because it is important for everyone to keep their good social relationship each other when communicating by implementing those maxims.

Method

The data source of this research was taken from the movie entitled Turning Red movie. This movie was created by Pixar Animation Studios and distributed by Walt Disney Studios Motion Pictures on February 21, 2022 and has 100 minutes running time. Beside that, the researcher also use the movie script as a data source. The method of collecting data for this research was qualitative method. Qualitative research studies about things in their natural settings and attempts to interpret phenomena (Denzin and Lincoln, 2005 in Aspers (2019). Qualitative research is the research that emphasizes the analysis process rather than the results of the research. Therefore, this research can be interpreted as research that describes a phenomenon through a written interpretation of data. This research used descriptive analysis to interpret the qualitative data. Descriptive analysis is an analysis using a word or sentence and a picture to explain and understand the meaning also the purpose of the phenomena in the data. The data was collected by the conversation among the characters in Turning Red movie. The method of collecting data was described into several steps. First step was watched the movie, next step was read the movie script and last step was noted taking and make a list of the conversation between the characters to find out the data that contain the types of politeness maxim. The data was analyzed by identifying the conversation, classifying the utterance between characters, and analizing the data according to Leech (1983) theory which contain the types of politeness maxim. They are Tact Maxim, Generosity Maxim, Modesty Maxim, Approbation Maxim, Agreement Maxim and Sympathy maxim.

Result and Discussion

Result

In this current research, the writer found six types of politeness maxims applied by the characters in Turning Red movie during the conversation which is used to communicate with each other in their situation. They are Tact Maxim, Generosity Maxim, Approbation Maxim, Modesty Maxim, Agreement Maxim, and Sympathy Maxim. Tact maxim is a maxim that allows the speaker to minimize self-benefit and maximize the listener's benefit. In the movie, the characters use this maxim to minimize their benefits by maximizing the benefits of others. Generosity is a maxim that requires the speaker to maximize self-loss and maximize the listener's benefit. This can be seen in the characters who prioritize the interests of the interlocutor over than the self. Approbation maxim is a maxim that maximizes praise and minimizes dispraise towards others. This maxim is used by characters to give an appreciation in the form of praise for achievement of another character. Modesty maxim is a maxim that minimizes self-praise and maximizes praise for others. This maxim is used by one character to criticize self to maximize praise for other characters. Agreement Maxim is a maxim that minimizes disagreement and maximizes agreement. This maxim is indicated by the agreement about one thing between one character and another. While sympathy maxim is a maxim that allows the speaker to maximize sympathy for the listener. In this case, it is shown by putting

the speaker's sympathy towards the listener and respecting for them and also trying to feel what the listener has experienced. With the explanation that has been exposed, it can be seen that each maxim has its purpose in different situations and the characters can implement those six maxims.

Discussion

In this section, the writer presents the analysis of the data by putting them together in the order of the types of maxim available.

Tact Maxim

Tact Maxim is a maxim that is used to minimize one's own benefit and maximize the benefit of others (Leech,1983:132). Here, the speaker prioritizes the benefits to the listener or puts the interests of others first.

Data 1

Figure 1. Mom gives Mei extra snacks and herbal tea.

Mom : Well, here's your lunch. **I packed extra snacks and herbal tea for cramps.**
Mei : I got it. Thank you. Bye.
(Turning Red, 2022 : 00.20.16)

The utterance above was produced by Mom when her daughter which is Mei feel that she was getting wrong with her body on that day. This happened in the morning when Mei woke up from her nightmare. When she realized that she had turned into a big red panda then she screamed which made her mom worried about Mei's condition at that time. Her mom thought that Mei was going through puberty, namely menstruation. But in reality, Mei was shocked to see herself in front of the mirror who suddenly turned into a big panda. After finding a way to return to her original form and managing to calm herself then she went to school accompanied by

her mom. Along the way to school, Mei feel bad then her mom gave Mei some positive words to make it better. After arriving at school before getting out of the car, her mom encouraged her and said, "I packed extra snacks and herbal tea for cramps." Mei shows that there is a Tact maxim that minimizes cost to the hearer and maximizes the benefit to the hearer. In this case, Mom maximized the profit for Mei that she made extra snacks and herbal tea for Mei which could make Mei's condition better. Mom minimizes her profit and maximizes profit for her beloved daughter.

Generosity Maxim

Generosity Maxim is the maxim where the speaker must minimize the benefit to self and maximize the cost to self (Leech,1983:133). Almost the same as tact maxim but in generosity maxim the center is on self while tact maxim is on others.

Data 2

Figure 2. Mei said to herself that she can do that for one last time.

Mei   : I can't panda anymore. I', sorry.
Miriam : Okay, okay, okay. It's fine. You don't have to do it. We'll just, uh, figure something..
Priya   : I won't go.
Mei   : What? Priya, you can't not go. Jesse's your soul mate.
Priya   : But we only have enough for three tickets.
Abby   : Then I'll stay home.
Mei   : Abby, no! I'll stay home.
Miriam : Guys, If we can't all go, then none of us should go. Right?
Mei   : **Just one last time.**
(Turning Red, 2022 : 00.53.42)

The utterance above was produced by Mei when she and her friends came to their friend's birthday party. It happened when Mei's friends were disappointed because Mei came to the party wearing a panda costume. Previously, Tyler, Mei's friend who has the party, asked Mei to come to his party as a guest star who was in charge of giving her panda show that night and Mei agreed. But when Mei just leave

home for Tyler's party, then her grandmother suddenly said that if she turned into a panda again it would be dangerous for her. Those words make Mei scared and finally she comes in her panda costume. When Mariam saw other friends feeling disappointed and anxious, then she pulled Mei's hand and asked how Mei was at that time. "I can't panda anymore. I', sorry". Said Mei to her friend for a reason. Her friends understand Mei's situation but one by one each of her friends refuses to go to the 4-town concert because if Mei doesn't do her panda show, it means that only 3 tickets can be bought while the 4 of them. Mei feels angry to see her friends sad. Then Mei said to herself, "Just one last time." which is mean she would give the show at her expense of herself. Mei's utterance indicates the Generosity Maxim is used. This can be seen clearly from Mei's expression that at first she could not be a panda and ended up being a panda for her friends to make them happy.

Approbation Maxim

Based on Leech (1983:135) theory, the approbation maxim is maxim that requires the speaker to maximize praise to others and minimize dispraise to others. In here, the speakers should avoid the expression which can make someone who is the addressee feel hurt.

Data 3

Figure 3. Mom checks the result of Mei's school subject.

Mom　: How was school today?
Mei　　: Kill it per usual. Check it out.
Mom　: Oh. **That's my little scholar.** Today, honor student, tomorrow, UN secretary general.
(Turning Red, 2022: 00.07.07)

The utterance above was produced by Mom. It happened when Mei showed the results of her school subjects. While at school, Mei's friend asked Mei to dance together because Mei did not want to go to karaoke. It took time and finally Mei had to run faster than usual from the bus stop to her family temple because she was afraid that her mom would be angry with her if she came late. Even so, Mei had time to greet Mr. Gao before entering her family temple. Mei was still ten minutes late and

she was very worried. When she met her mom, her mom asked why Mei came late and Mei was silent and just keep smiling. Her mom was not angry at all it was just that she was afraid something might happen to Mei on the way home. "How was school today?" mom asked Mei. Then with high confidence, Mei replied, "Kill it per usual. Check it out." Her mom rushed to see Mei's school grades and said, "Oh. That's my little scholar." The utterance that Mom said after seeing Mei's grade could be interpreted as polite because Mom gave a very excited expression when she said that expression. Therefore, this utterance is said to be polite because the speaker intends to praise the value to the listener at that time. So, based on the data above, the utterance can be categorized as an approbation maxim because the mom shows praise to her daughter who always gets good grades. Followed by saying, "Today, honor students, tomorrow, UN secretary-general." which emphasizes that the mom is very proud of Mei. In this case, the Mother maximizes praise for Mei and minimizes praise for herself because she knows that Mei always tries to give the best for her and be a responsible child.

Modesty Maxim

According to Leech (1983:136), modesty maxim is maxim which has a requirement that the speaker should minimize praise of self and should maximize praise of others. This maxim expresses the speaker giving reproach or self-deprecating.

Data 4

Figure 4. Mei lowers herself and she is not confident.

Miriam   : You can come with us to 4-town!
Abby & Priya : Yeah!
Miriam   : This could be our only chance to see them together. We're asking our parents tonight.
Priya   : We're making our stand.
Abby   : Yeah. You in or you out?

Mei   : But I can't ask my mom. **I'm a furry ticking time bomb!**
(Turning Red, 2022 : 00.35)

This conversation happened when Mei's friends come to Mei's house and watch Mei turn into a panda. When Mei had changed to her original form, then Abby accidentally pinched Mei's cheek and Mei was annoyed but strangely Mei did not turn into a panda. Mei was surprised and wanted to confirm again whether the panda appeared when Abby hit Mei hard. But Mei remained calm and the panda did not come out. Mei states that the love of her friends can neutralize the panda. Seeing this, Miriam said, "You can come with us to 4-Town!" to Mei which means she believes that if Mei comes with them she is safe. The other two friends agreed. But Mei is still not confident and is afraid that she can not control her emotions and eventually turns back into a terrible panda. In addition, Mei also did not dare to ask permission from her parents. By saying, "I'm a furry ticking time bomb!" shows the modesty maxim by calling herself a hairy ticking time bomb which means she is self-deprecating. In this case, the speaker minimizes self-praise and self-deprecation. Even though Mei's friends believe and have convinced Mei that she can control her emotions, Mei still expresses herself with her unbelievable which is visible on her face when she says that expression.

Agreement Maxim

Agreement maxim is the maxim which requires the participants to minimize disagreements between self and others (Leech, 1983:138). The expressions in this maxim must be agreed by the speaker and listener in the conversation.

Data 5

Figure 5. Miriam shows that she is agree.

Mei   : We'll karaoke another time, I promise!
Miriam: Okay, sure, Mei!
(Turning Red, 2022 : 00.05.52)

This scene happened when Mei had to hurry home because she had responsibilities. Miriam invited Mei for karaoke with two other friends but at that

time Mei could not come because she had to clean up at her family temple. Miriam said that Mei could go first if she could pass the challenge given by Miriam. The challenge is to dance together using music from their favorite boyband which is 4-Town. Because Mei could not refuse and she had to leave immediately, Mei finally danced with her friends on the side of the road. And suddenly Miriam gave Mei the 1999 4-Town Australian Tour DVD as a reward after passing the challenge. Mei was very happy, she ran towards the bus and she said, "We'll karaoke another time, I promise!" to her friends and Miriam answered straight away, "Okay, sure, Mei!". Miriam's statement is an agreement maxim because she agrees with Mei's words. In this case, the speaker and the hearer minimize disagreements by mutually agreeing.

Symphaty Maxim

Symphaty maxim is maxim which requires the participants to minimize antiphaty between self and other and maximize sympathy between self and other (Leech, 1983:1838). Maxim aims to provide understanding and comfort to others.

Data 6

Figure 6. Mom shows her care to her daughter.

Mom : Mei-mei, I know this is upsetting. But we are going to get through this together.
Mei : Uh-hh. All right. Awesome.
(Turning Red, 2022 : 00.17.52)

The utterance above was produced by Mom when she hears her daughter's anxiety. Mei screamed from inside the bathroom until it was heard in her mom's ears. Her mom was shocked and immediately approached Mei in the bathroom and asked if everything was okay. Mei forbade her mom to come in because something happened to her body. Her mom asked if red peony bloomed? and May said maybe. Her mom was confused as to why it happened so fast. Then her mom immediately prepared everything that was needed for Mei at that time. When her mom entered the bathroom to check on her condition, Mei told her mom to come out loudly. Her mom

was not angry at all hearing Mei's words which was quite surprising. Her mom said, "Mei-mei, I know this is upsetting. But we are going to get through this together" to Mei to pacify Mei. This expression is a sympathy maxim because the mother feels what Mei feels. Mom expressed her words in a soft tone so that Mei could feel the sympathy of her mother. In this case, it shows that the speaker maximizes sympathy for the listeners where her mom understands and can feel what Mei feels.

Conclusion

This research focuses on analyzing the type of politeness maxims between the characters' conversation in Turning Red movie. Based on the data that has been previously analyzed using the theory from Leech (1983), it has been found six types of politeness maxims in the Turning Red movie. The first type is tact maxim, the second type is generosity maxim, the third type is approbation maxim, the fourth type is Modesty Maxim, the fifth type is agreement maxim and the last type is sympathy maxim. Politeness Maxim is a procedure for acting politely which is very important in social life. In this case, it can be concluded that in this Turning Red film, there are all types of politeness maxims that are shown in each expression. Through the phenomena that occur in the movie, it can be seen that Tact maxim is a maxim used to minimize self-benefit by maximizing the benefits of others. Generosity maxim is used to prioritize the interests of the interlocutor rather than self. This maxim allows the speaker to minimize self-interest for the benefit of the listener. Approbation maxim is used as a maxim of praise for something that has been achieved. Modesty maxim is a maxim that is used to maximize praise for the interlocutor by self-deprecating. Agreement maxim is used to make an agreement betwee n the speaker and the listener. Sympathy maxim is a maxim used to express the speaker's feelings to the listener. This Maxim shows the character's sympathy for the things experienced by other characters. Among the six maxims, it was found that the dominant maxim is agreement maxim because the characters in the movie when doing something mostly do with consent.

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