

**AN ANALYSIS OF POLITENESS STRATEGIES AND FACTORS USED
BY THE CHARACTERS IN THE ANIMATION MOVIE ENTITLED
ONWARD**

A THESIS

Jurisdiction Responsibility By:

WINDI OKTAVIARNI ANANDA

F1021181018



**ENGLISH EDUCATION STUDY PROGRAM
LANGUAGE AND ART EDUCATION DEPARTMENT
FACULTY TEACHER TRAINING AND EDUCATION
UNIVERSITAS TANJUNGPURA
PONTIANAK**

2024

**AN ANALYSIS OF POLITENESS STRATEGIES AND FACTORS USED
BY THE CHARACTERS IN THE ANIMATION MOVIE ENTITLED
ONWARD**

A THESIS

*Submitted to fulfill the requirements for the Bachelor Degree of Education (S. Pd)
in English Language Education Study Program of Language and Art Education
Department, Faculty of Teacher Training and Education, Universitas
Tanjungpura Pontianak*

Jurisdiction Responsibility By:

WINDI OKTAVIARNI ANANDA

F1021181018



**ENGLISH EDUCATION STUDY PROGRAM
LANGUAGE AND ART EDUCATION DEPARTMENT
FACULTY TEACHER TRAINING AND EDUCATION
UNIVERSITAS TANJUNGPURA
PONTIANAK**

2024

AN ANALYSIS OF POLITENESS STRATEGIES AND FACTORS USED BY THE CHARACTERS IN THE ANIMATION MOVIE ENTITLED ONWARD

A THESIS

Jurisdiction Responsibility by:
WINDI OKTAVIARNI ANANDA
F1021181018

Approved by:

Supervisor I



Dr. Eni Rosnija, M. Hum.
NIP. 197201031997022001

Supervisor II



Wardah, S. Pd., M. Pd.
NIP. 197801072005012003

Legalized by:

Dean of Teacher Training and Education Faculty
Universitas Tanjungpura



Dr. Ahmad Yani T, M.Pd.

NIP. 196604011991021001

Date of approval: 4 Juli 2024

AN ANALYSIS OF POLITENESS STRATEGIES AND FACTORS USED BY THE CHARACTERS IN THE ANIMATION MOVIE ENTITLED ONWARD

A THESIS

Jurisdiction Responsibility by:
WINDI OKTAVIARNI ANANDA
F1021181018

Approved by:

Supervisor I



Dr. Eni Rosnija, M. Hum.
NIP. 197201031997022001

Supervisor II



Wardah, S. Pd., M. Pd.
NIP. 197801072005012003

Legalized by:

The Head of Language and Arts Education Department



Dr. Agus Wartiningsih, M.Pd.
NIP. 197908162002122002

Date of approval: 4 Juli 2024

AN ANALYSIS OF POLITENESS STRATEGIES AND FACTORS USED BY THE CHARACTERS IN THE ANIMATION MOVIE ENTITLED ONWARD

A THESIS

Jurisdiction Responsibility by:
WINDI OKTAVIARNI ANANDA
F1021181018

Approved by:

Supervisor I



Dr. Eni Rosnija, M. Hum.
NIP. 197201031997022001

Supervisor II



Wardah, S. Pd., M. Pd.
NIP. 197801072005012003

Examiner I



Yanti Sri Rezeki, M.Ed., Ph. D
NIP. 197706192002122009

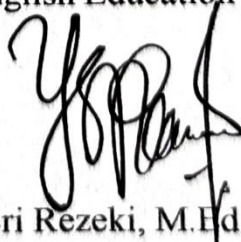
Examiner II



Surmiyati, M.Ed., Ph.D
NIP. 197310242003122001

Legalized by:

The Head of English Education Study Program



Yanti Sri Rezeki, M.Ed., Ph.D.
NIP. 197706192002122009

Date of approval: 4 Juli 2024

DECLARATION OF AUTHENTICITY

I am a student with the following identity:

Name : Windi Oktaviarni Ananda
Student's Number : F1021181018
Study Program : English Education Study Program
Faculty : Teacher Training and Education

I hereby state that the thesis entitled "An analysis of politeness strategies and factors used by the character in animation movie entitled " Onward " is my work. It does not contain any work of other people, except those cited in the quotation and the reference as a scientific paper should. The writer is responsible for her graduation paper of in the future, it proves to contain other words or to imitate other graduation papers. The writer wrote this declaration.

Pontianak, July 04 ,2024

The writer,



Windi Oktaviarni Ananda

F1021181018

ACKNOWLEDGEMENTS

In the name of Allah, the Beneficent, and the Merciful. Alhamdulillah, the writer thanks Allah SWT, The Lord of the Universe. He always gives strength and favor in completing this “Thesis” entitled “An Analysis Of Politeness Strategies and Factors Used By The Character In An Animation Movie Entitled Onward”. Blessing and salvation be upon beloved Prophet Muhammad SAW and his family, his companion, and his followers.

The writing of this thesis is entitled “An Analysis Of Politeness Strategies and Factors Used By The Characters In An Animation Movie Entitled Onward”. This thesis was written to fulfill one of the requirements for obtaining a Bachelor’s Degree in English Education Study Program, Department of Language and Art Education, Faculty of Teacher Training and Education, Tanjungpura University.

The writer wants to thank a lot to all the people who support and help her. She realizes without their support and help, she would not be able to finish this thesis. In this opportunity, the writer would like to express her gratitude to those who support and give valuable advice, guidance, dedication, corrections, and suggestions in finishing this thesis.

The writer wishes to express her gratitude to anyone who assisted her in completing the study and producing the thesis. They are:

1. Dr. Eni Rosnija, M. Hum., the first supervisor who has guidance and support during writing this thesis.

2. Wardah, S. Pd., M. Pd., the second supervisor who has provided help, guidance, and support during writing this thesis.
3. Yanti Sri Rezeki, S. Pd., M. Ed. Wals., Ph. D., the first examiner who gave all of the advice, comments, and suggestions during learning and writing this thesis.
4. Surmiyati, M. Ed., Ph. D., the second examiner who gives all the advice, comments, and suggestions during learning and writing this thesis.
5. Prof. Dr. Ahmad Yani T, M. Pd., the Dean of the Teacher Training and Education Faculty of Tanjungpura University.
6. Dr. Agus Wartiningsih, M.Pd., the Chairperson of the Language and Art Education Department of Teacher Training and Education Faculty of Tanjungpura University.
7. Yanti Sri Rezeki, S. Pd., M. Ed. Wals., Ph. D., the Chairperson of English Education Study Program.
8. All the lecturers of the English Education Study Program of Teacher Training and Education Faculty at Tanjungpura University have provided all the insights from valuable learning and knowledge.
9. The writer's beloved parents, Mr. Ari Susanto and Mrs. Munni Arsianti for always there all the time and patient, care, motivating the researcher from childhood to adulthood, always providing love and prayer support in writing this thesis until her Bachelor's Degree (S1), also her beloved brother

Muhammad Adam Al Fauzan and beloved sister Ariana Irtia Naziha who always give her strength to pass this study.

10. My friends especially Enai, Qibi, and Cantika Wati, also my childhood friend Apriani Rahmawati S.Pd and all my friends whom the writer did not mention one by one. Thank you for loving and getting to know the author. I hope you are always healthy and always under the protection of Allah SWT. Ameen.
11. The principal from SDN 58 Sungai Raya Almarhum Ahmadi,S.Pd.I and Etalia Pangabea S.Pd
12. All teachers from SDN 58 Sungai Raya who always support her and give her strength and motivation to pass this study.

Words are not enough to appreciate their help and contribution to writing this thesis, may Allah SWT, bless them all. Finally, the writer realizes that this thesis is not perfect yet. Therefore, the writer would like to accept critics and suggestions from everyone who reads this thesis

Finally, the writer expects this thesis will give valuable information for the development of education and become an inspiration for people who read it.

Pontianak, July 2024

The Writer

ABSTRACT

This research study analyses the politeness strategies employed by the characters in the animated movie *Onward* and explores the factors that influence their choices. By utilizing the theories of politeness strategies proposed by Brown and Levinson, the data obtained in this qualitative research is examined. The research employs observation and note-taking techniques, using video recordings of the movie, transcriptions of the characters' utterances, and tables or data sheets as the primary tools for data collection. The findings reveal that the characters utilize four main types of politeness strategies, including bald on-record, off-record, and negative politeness, with positive politeness emerging as the dominant approach. This means that the characters prioritize maintaining social harmony in their interactions. Additionally, the factors influencing the choice of politeness strategies relevance, circumstances, and payoff were identified, with payoff indicating the primary factors that the characters aim to maximize the benefits of their conversations. Furthermore, the characters' linguistic choices were found to be influenced by the socio-cultural aspects of their society.

Keywords: Politeness Strategies, Character, Animation movie, Onward

TABLE OF CONTENTS

DECLARATION OF AUTHENTICITY.....	i
ACKNOWLEDGEMENTS.....	ii
ABSTRACT	v
TABLE OF CONTENTS	vi
LIST OF TABLE.....	viii
CHAPTER 1	1
INTRODUCTION.....	1
1.1 Background	1
1.2 Research Questions	7
1.3 Research Purpose.....	7
1.4 Research Significance	7
1.5 Scope of Research.....	8
1.6 Terminology.....	8
CHAPTER 2	10
LITERATURE REVIEW	10
2.1 Pragmatics	10
2.2.1 Politeness Strategies	13
2.2.2 Brown and Levinson's Politeness Strategies	14
2.2.3 Factors Influence The Use of Politeness Strategies	34
2.2 Context	38
2.3 Nonverbal Communication	40
2.4 The Concept of Politeness in American Culture	45
2.5 Onward Movie	48
CHAPTER 3	51
METHODOLOGY	51
3.1 Research Design	51
3.2 Research Subject.....	51
3.3 Data Source	52
3.4 Technique of Data Collection	53

3.4 Tools of Data Collection.....	54
3.5 Data Analysis	56
RESEARCH FINDING AND DISCUSSION.....	58
4.1 Research Findings	58
4.1.1 The Type Of Politeness Strategies Implemented	58
4.1.2 Factors Influenced the Choice Of Politeness Strategies.....	96
4.2 Discussion	106
CHAPTER V.....	117
CONCLUSION AND SUGGESTION.....	117
5.1 Conclusion	117
5.2 Suggestion.....	118
BIBLIOGRAPHY	121
APPENDICES.....	123

LIST OF TABLE

Table 1: The Format of Data Sheet	53
Table 2: Types of Politeness Strategies Implemented	57
Table 3: The Factors Influenced The Choice Of Politeness Strategies	93

CHAPTER 1

INTRODUCTION

1.1 Background

A language is a tool of communication. It is used to do things like ask for help, give information, give directions, and do many other things that people do verbally every day. Similarly, According to Rabiah (2018), language is traditionally defined as a tool for interaction and communication, which includes the delivery of thoughts, ideas, concepts, and even emotions. Consequently, without language, it will be difficult to convey information. However, sometimes communication can be complicated and turn into a rather uncomfortable event for both the speakers and the listener. At worst, it can turn into conflict for both parties. To avoid such a situation, courtesy in communication is needed. In practice, courtesy can be achieved by applying politeness. Politeness is the speaker's disposition to avoid being impolite to others and consider the feelings of others, which includes respecting others and avoiding insulting them in order to avoid embarrassment or discomfort. This behavior refers to politeness strategies. People commonly expect their faces to be respected in social interactions. When a speaker threatens the face of another individual, this is referred to as a face-threatening act. (FTA).

In general, politeness can be found in everyday conversation between people and animated movies through the dialogue between the characters. Safitri

(2019) states that politeness strategies also utilize literature, such as stories, dramas, and movies. Especially in dramas and movies, it takes inspiration from real life. In addition, Permadi (2020) states that the language of people interacting within the movie through the characters can be used as a politeness strategy in movies. In the movie, the dialog will be able to provide a politeness strategy that people can use in real life and be considered polite in real life. Furthermore the movie can also be used to learn about how to be polite in conversation as well as for entertainment. It also makes it exceedingly simple to comprehend the key points about politeness..

Since politeness can be seen in the movie when characters interact with one another, the animated movie Onward can be used as a research subject in this research. The researchers chose the movie Onward as the subject of the research because it shows many examples of politeness in the characters' interactions. It not only demonstrates different politeness strategies through its dialogue but also teaches valuable moral lessons, making it a great educational resource. For English education, Onward can be a useful tool for teaching how politeness varies across cultures, especially focusing on American English. Future teachers can use Onward to highlight cultural differences in politeness, helping students understand both language and cultural nuances.

Furthermore, this research relates to Indonesian culture by comparing Indonesian politeness norms with those shown in American culture in the movie. Understanding these differences is important for Indonesian students learning

English because it improves their intercultural competence and helps them handle diverse social situations. According to Liu et al. (2023), knowing about different cultures enriches our experiences and helps us appreciate different perspectives. This knowledge is crucial for EFL, as it helps students understand cultural aspects of language use. Therefore, Onward's focus on family relationships, especially the bond between Ian and Barley, connects with Indonesian values of family unity and respect for elders. Including these themes in EFL materials can make learning more meaningful by showing both American and Indonesian cultural views. For instance, an example of an utterance containing politeness strategies and the factors that influence the choice of politeness strategies can be seen in the utterance from Ian.

Ian: uh um Would you mind not putting your feet on my chair today?

This conversation occurred between 09:08 and 09:16 minutes into the movie. Ian and Gorgamon, who are classmates, were involved. When Ian arrived at his class, Gorgamon's legs were occupying Ian's seat. Ian used a soft voice to ask Gorgamon to move his legs from the chair while pointing to another chair. This utterance can be categorized as a negative politeness strategy, specifically using the sub-strategy of not assuming. Ian respectfully asked Gorgamon to move his legs without presuming that Gorgamon would automatically agree. He used phrases like "Would you mind" and paused with "Uh" and "Um" to soften his request. Ian spoke gently, aiming to communicate considerately with Gorgamon. This approach allowed Gorgamon the option to decline without feeling pressured to comply. This

example demonstrates Ian's politeness because he avoided giving a direct command like "Gorgamon, put your legs down." Instead, Ian chose to ask softly, using respectful language and non-verbal cues to convey his request. His use of "Would you mind" and the softening language, such as "Uh" and "Um," indicated Ian's careful approach to not assuming Gorgamon's compliance. The factor influencing Ian's choice of politeness strategy was the rank of imposition, as the request was not highly imposing. Therefore, Ian option for a politeness strategy that matched this level of imposition.

As the example from Ian's utterance shows, the choice of politeness strategy used by the character cannot be separated from the context of their interaction. In Onward, Ian's request, "Uh ... um, Would you mind not putting your feet on my chair today?" illustrates how context shapes politeness. This analysis primarily focuses on two types of context: extratextual and intratextual. Extratextual contexts include the classroom setting and Ian's psychological state, which influence how his request is framed and received. Intratextual contexts involve the specific language used within the dialogue, including the choice of words and the structure of the request. Understanding these contexts helps to reveal how politeness strategies are shaped by both the external environment and the internal structure of the text, offering deeper insights into the movie's portrayal of politeness.

There are several studies related to politeness strategies by several researchers. The first research from Utami (2018) conducted research, and the findings indicate that the characters of the fault in Our Star movie used politeness

strategies. The politeness strategies are bald on record, positive politeness, negative politeness, and off record strategy.

The result of the second research is from Sari et al. (2017), the findings of this research revealed that fifty-eight utterances represented four politeness strategies used by the characters in the Finding Neverland movie: fourteen were utterances that represented the bald on record strategy, twenty-seven were utterances that represented the positive politeness strategy, sixteen were utterances that represented the negative politeness strategy, and one was an utterance that represented the bald off record strategy.

The third study by Permadi (2020) identified thirteen positive politeness strategies in the movie Midnight in Paris based on fifty data points. The most dominant type was the "Exaggerate (interest, approval, sympathy with H)" strategy, which appeared fifteen times. In contrast, the strategies "Asserting or presupposing knowledge of and concern for the hearer's wants" and "Giving gifts to H (goods, sympathy, understanding, cooperation)" each occurred only once.

The researcher has been inspired by previous research, yet the difference between this and the previous research is in this research, the researchers not only analyze the use of politeness strategies by the main characters but also the additional characters who are doing conversation in the animation movie. Also, The previous research does not mention the influence of cultural and contextual factors on the characters' choice of politeness strategies. Considering that "Onward" is set in a

fantasy world and speaks with an American English accent with cultural norms and behaviors it would be interesting to explore how these elements impact the conversations between the characters and the types of politeness strategies used. Analyzing how cultural and contextual factors are shown in this movie enhance understanding politeness strategies within a fictional context.

However, this research examines the Onward animation movie as the object of the research. This research focus on analyzing the transcriptions of utterances from the characters to describe the types of politeness strategies which are used by the characters in the movie. This research also identifies factors that influenced the characters' choice of politeness strategies. Moreover, researchers aim to investigate politeness strategies and factors affecting the characters' choice of politeness strategies in the animated movie Onward by using qualitative research. The theory to analyze politeness strategies based on Brown and Levinson's theory of politeness strategies. There are five politeness strategies that are classified by Brown and Levinson, they are bald on record, positive politeness, negative politeness, off Record and don't do FTA (Face Threatening Act) strategy but the researcher only analyzes four types of politeness strategies which are bald on record, positive politeness, negative politeness and off record because the don't do FTA (Face Threatening Act) not be able to analyze as the consequence the speaker who do this strategy do nothing or too shy to say anything.

1.2 Research Questions

Based on the background, the statement of problem of the research is formulated as follows.

- a. What are the politeness strategies implemented in an animation movie entitled Onward?
- b. What factors influence the characters' choice of politeness strategies as shown in an animation movie entitled Onward?

1.3 Research Purpose

Based on the research question above, the purpose of this research are as follow:

- a. To describe the implementation of politeness strategies in an animation movie entitled Onward.
- b. To describe the factor influence the characters' choice of politeness strategies as shown in an animation movie entitled Onward.

1.4 Research Significance

This research has both theoretical and practical significance.

1. Theoretical Significance:

It is expected that this research can give information and enrich the specific knowledge in the linguistics field especially on politeness strategies.

2. Practical Significance:

Practically, this research is expected to be useful for the following parties:

a. Students

This research will be useful for them as an authentic source of study in pragmatics because it gives contributions about the analysis of politeness and the factor, especially in politeness strategies theory by Brown and Levinson.

b. English Teacher

This research can be used as the material and example in teaching about politeness. Furthermore, it can be used to increase the teacher' insight concerning this language phenomenon.

1.5 Scope of Research

In this research, the researcher is going to analyze the use of politeness strategies which are bald on record, positive politeness, negative politeness, and off record in the movie entitled Onward, and the factors that influence the characters' choice of politeness strategies as shown in each scene of the animation movie which contain politeness strategies.

1.6 Terminology

To avoid misunderstanding and misinterpretation of the terms used in this research, the researcher explains as follows:

- a. Politeness strategies are the ways in which individuals use language and other social cues to communicate in social interactions in a respectful and appropriate

manner. Maintaining social harmony, demonstrating respect, and avoiding face-threatening acts (FTAs), which can harm a person's social identity or reputation, requires the use of politeness strategies.

- b. Factors of politeness strategies refer to the multifaceted influences that shape individuals' choices and use of polite language and behaviors in communication.
- c. A character is a fictional person or creature in a story. Characters have various roles within the story, including protagonist, antagonist, supporting character, or extra. Characteristics that define a character include their distinctive traits, personalities, and motivations, which affect their actions and interactions within the story.
- d. Animation is the process of creating the illusion of motion or movement using a series of still images, also known as frames. Each frame is slightly different from the previous one, and when played in rapid succession, they produce the illusion of motion.
- e. Onward is an urban fantasy 3D computer-animated movie produced by Pixar Animation Studios for Walt Disney Pictures. The movie was directed by Dan Scanlon, produced by Kori Rae, and starred Tom Holland, Chris Pratt, Julia Louis-Dreyfus, and Octavia Spencer. The movie premiered in the United States and Indonesia on March 6, 2020.