

POLITENESS STRATEGIES USED BY THE CHARACTERS IN DISNEY'S

CRUELLA (2021) MOVIE

THESIS

Submitted as Partial Fulfilment of the Requirement for the Degree of

Sarjana Humaniora



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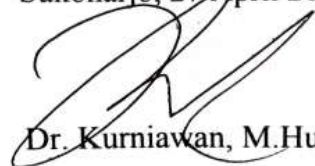
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has already fulfilled the requirements to be presented before the Board of Examiners (*munaqasyah*) to attain the degree of *Sarjana Humaniora* in English Letters.

Thank you for the attention.

Wassalamu'alaikum wa rahmatullahi wa barakatuh

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DEDICATION

This thesis is dedicated to:

1. My beloved mother and father
2. My beloved grandmother and grandfather
3. My beloved brother and sister
4. My beloved best friends
5. English Letters 2019
6. English Letters Departement
7. My almanater

MOTTO

“The best way to get started is to quit talking and begin doing.”

(Walt Disney)

“Humans only try, the rest leave it to the Almighty”

(Iqbal Arif Rusdiawan)

PRONOUNCEMENT

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I hereby sincerely state that the thesis entitled *Politeness Strategies Used by The Characters in Disney's Cruella (2021) Movie* is my own original work. To the best of my knowledge, this thesis does not contain material written by other people, except for certain parts which I take as a reference by following the usual procedures and ethics for writing scientific papers.

If later proven that my thesis has discrepancies, I am willing to take the academic sanctions in the form of repealing my thesis and academic degree.

Sukoharjo, April 7th, 2023

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Sukoharjo, April 7th, 2023

The researcher,

A handwritten signature in black ink, appearing to read 'Qisthi Fisabila', with a horizontal line underneath.

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ABSTRACT

Qisthi Fisabila. 2023. Politeness Strategies Used by The Characters in Disney's *Cruella* (2021) Movie. Thesis. English Letters Departement. Faculty of Cultures and Languages.

Advisor: Dr. Kurniawan, S.S., M.Hum.

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Movies are a medium that not only provides entertainment but can also be a good medium for learning. One thing that can be learned from movies is politeness strategies. The objectives of this research is to investigate the types of politeness strategies that are used by the characters in Disney's *Cruella* (2021) movie. Afterward, the analysis was upheld to observe the aspects of speech situation when the politeness strategies are applied by the characters in *Cruella* (2021) movie. The researcher used five previous studies in the form of thesis. The gap between the previous studies and this research is this research only focuses on politeness strategies and aspects of speech situations in movies, also focuses on all characters to be analyzed.

This research aims to analyze the politeness strategies in the *Cruella* movie by using a pragmatics approach. The researcher applied the theory by Brown & Levinson (1978) to know the types of politeness strategies. They both state that there are four types (bald on record, positive politeness, negative politeness, and bald off record). Then Leech's theory (1983) applied to know the aspect of the situation when the politeness strategies delivered by the characters in *Cruella* movie

Qualitative research by employs descriptive method is belongs to this resesarch. The data was taken from Disney Hostar+ application. The data is written form in the transcribed text. The instrument of this research is the researcher as the key instrument. The technique for collecting the data is documentation. The researcher used a validator to validate the data. Then, the data analysis technique conduct to Spradley's theory (1979) there are domain, taxonomy, componential table, and theme analysis.

The researcher found 97 data containing politeness strategies which are used by the characters. The researcher found 28 data of bald on record, 44 data of positive politeness, 16 data of negative politeness, and 9 data of bald off record strategy. Positive politeness strategy is the dominant data finding because the characters who used this strategy want to show familiarity so as to create cohesiveness in the group. In doing the politeness strategy, the characters are influenced by the aspect of the situation which is the essential part to know the context of the utterance before determining the politeness strategy. There are three aspects of speech situation, such as addressers and addressees, context of utterances, and goal of utterances.

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LIST OF ABBREVIATIONS

FTA : Face Threatening Acts

BOR : Bald On Record

PP : Positive Politeness

NP : Negative Politeness

ORS : Off Record Strategy

CHAPTER I

INTRODUCTION

A. Background of Study

At present, literary works are developing so rapidly and are manifested in various interesting forms; movies is one of them. More and more movies are consumed by the general public and continue to grow from time to time (Zarawaki et al., 2022, p.99). Movie is one of the media that provides entertainment for the people who watch it. However, in reality, films have other benefits apart from being entertainment, one of which is for learning media. From movies, many things can be analyzed and learned. In every movie, there are characters who carry on conversations or convey stories with other characters. These utterances can be used as material for analysis. Therefore, the researcher chose film as the object of research, and wanted to show that film can also be a good medium for learning.

The researcher chose one of the films produced by Disney, because it is one of the largest film companies in the world that has created various world-famous characters and works that are extremely popular. Even now, Disney is still producing movies and they are still loved by children and adults in various corners of the world. The film from Disney that the researchers choose for this study is *Cruella* (2021) because this film is a new film that is quite popular in 2021. *Cruella* (2021) is a unique movie that tells about fashion world competition. Also, according to Sanjaya (2022, p.3) *Cruella* is even labeled as one of the evilest characters in Disney films which appears with her trademark satire that is full of cunning and arrogance.

With its characters who are known to be arrogant and there is always competition between them. Then, based on research conducted by Sanjaya (2022) about impoliteness in *Cruella* (2021) movie, the researcher wants to examine whether there are politeness strategies used by the characters in the movie. Considering that this is a film about competition, it will be a challenge for the researcher to find out the politeness strategies used by the characters from this film. In addition, this will help researchers to show that a video can be used to learn about politeness strategies.

According to Richard J. Watts (1992, p.16) politeness is a behavior which encourages positive interactional qualities for mutual comfort. Politeness is also related to the study to find out how language is used by people when they interact in communication (Hill, et al, in J. Watts 1992, p.16). To behave politely, it involves the act of speaking with people appropriately, paying attention to their relationships (Holmes, 1996, p.685).

For the example, when someone asking for help with "Close the door!" it would be acceptable if the interlocutor was a friend or sister. But it will be different when spoken to parents or stranger. So it would be better if spoken by "Could you please close the door?". It is an example that politeness strategies is needed because there is an age difference. Since the hearer is older than the speaker, the speaker need to be polite to save the hearer face.

There are two public self images described by Yule (1996, p.61) namely negative face and positive face. Negative face means the need of person to be independent and gain freedom. Then, the positive face of a person is the person's desire to be accepted by others. In conveying something we want to others, we must do with choosing the appropriate face to show in relation to the face wants of the speaker or the interlocutor. Therefore, politeness strategies is needed to save the face of a person.

The following are example of politeness strategies :

Example 1 :

Naughty boy	: Pretty.
Bella	: Don't touch me.
Naughty boy	: Cute.
Bella	: Don't touch me ! (hit one of the guys)
Naughty boy	: Ow ! (A silver Volvo screeches up. Door opens. It's Edward.)
Edward	: Get in the car!

(Aryani, 2017, p.79)

The conversation above occurred when Bella came out of the bookstore and she met the two naughty boys, Bella quickened her pace to get away from the two. However, one of the two naughty boys rushed to Bella and disturbed Bella, followed by the other naughty boy. Suddenly, the headlights blinded them from the street. A silver volvo car screeched up. Turns out it was Edward, he came out to the naughty boys and told Bella to get in the car. Edward made an angry face at the naughty boys, then he got back in the car and left with Bella.

In the conversation above, Edward is the addresser and Bella is the addressee. Edward said "Get in the car!" to Bella. This shows that Edward uses a politeness strategy of the bald on record type. This strategy was used because Bella was in a precarious situation where she was in the midst of naughty boys who teased her, so Edward used bald on record by saying "Get in the car!" to Bella to maximize efficiency.

This research refers to five previous studies. The first study is *An Analysis of Politeness Strategies Applied by The Members of UKM Debate, The University of Bengkulu* by Atikah, Rosnary, & Syafrizalinn (2019). The second, is a thesis entitled *A Pragmatic Analysis of Positive And Negative Politeness Strategies Of Refusals In Richard Linklater's Boyhood* by Kuweira Nur Pratiknyo. The third, *Face Threatening Acts and Politeness Strategy in Different Gender on Beauty and the Beast Movie* by Rahmawati (2017). The next study is a journal entitled *Face Threatening Acts and Positive Negative Politeness Strategies Performed by The Main Actor in Six Sense Movie* by Rijalul Ghazie (2014). Last, a thesis by Mifta Hasmi (2013) entitled *A Pragmatic Analysis of Politeness Strategies Reflected in Nanny Mcphee Movie*.

Through *Cruella* movie, the researcher analyzes the utterances of the characters who apply politeness strategies and what aspect of the situation from the application of politeness strategies, so that the research question can be answered. So, the title of this research is "*Politeness Strategies Used by The Characters in Disney's Cruella (2021) Movie*"

B. Limitation of the Study

This research only concentrates on the application of politeness strategies done by the characters in *Cruella* movie, and the aspects of speech situation in influencing the characters to perform the politeness strategies. In the movie entitled *Cruella*.

Then, the researcher focused on the characters in this movie. The characters are Cruella a.k.a Estella, Mom (Cruella's mother) or Catherine, Baroness, Jasper, Horace, Artie, John, Jeffrey, and the manager. With different characteristics of the characters in this film, the researcher wants to find out whether politeness strategies are still applied in films with the theme of competition or not. If implemented, what type of strategy is used by the characters.

Then, the researcher used the theory by Brown & Levinson (1978) about Politeness Strategies to find out what types of politeness strategies used by the characters. Besides that, to analyze the aspect of speech situation that influence the use of politeness strategies, the researcher used Leech's (1983) theory.

C. Formulation of the Study

According to the limitation of the study, this research would explore and describe types of politeness strategies and aspects of speech situation in *Cruella* movie. The specific research questions are detailly formulated as follows:

1. What are the types of politeness strategies used by the characters in Disney's *Cruella* (2021) movie?
2. What are the aspects of speech situation that influence the use of politeness strategies by the characters in Disney's *Cruella* (2021) movie?

D. Objectives of the Study

Based to the objectives of the study above, this research focuses to analyze types of politeness strategies and the relation with aspects of speech situation in the movie entitled *Cruella*. The more specific research objectives can be observed as follows:

1. To reveal the types of politeness strategies are used by the characters in Disney's *Cruella* (2021) movie.
2. To investigate the aspects of speech situation aspects of speech situation that influence the use of politeness strategies by the characters in Disney's *Cruella* (2021) movie

E. Benefits of the Study

Based on the projected results of the study that will be achieved, this research leaves some benefits as follows:

1. Theoretical Benefits

Theoretically, this research is expected to be a source of additional and useful information in increasing knowledge in the field of linguistics, especially pragmatics, politeness strategies.

2. Practical Benefits

Practically, the results of this study are also expected to be used as a medium to increase knowledge about politeness strategies, especially the types and reasons for using these strategies. Also, it can provide more insight into how the characters in the movie applies politeness strategies.

F. Definitions of Key Terms

Below are several definitions of key terms of this research:

1. Communication is the process of transferring an intention from the source to the recipient, the process is a series of activities, sequences or stages that facilitate the transfer of these intention (A. Winnet)
2. Politeness is an act that aims to show awareness of another person's face (G. Yule)
3. Politeness strategies are speech acts that express concern for others and minimize threats to self-esteem (face) in particular social contexts (P. Brown & S. Levinson).

4. Speech is the overall linguistic behavior by the people who speak, which also includes any patterns visible in the behavior (Trask, Robert Lawrance, Stockwell, & Peter)
5. Aspects of speech situation further provide a criterion to refer in determining whether we deal with pragmatic or semantic phenomenon (G. N. Leech)

CHAPTER II

LITERATURE REVIEW

A. Theoretical Background

1. Pragmatics

Before entering into the main discussion, it is necessary to understand pragmatics as the basis for research. Pragmatics is a branch of linguistics. Yule. G (1996, p.9) mentions 4 definitions of pragmatics, namely (1) the field that examines the meaning of the speaker, (2) the field that examines the meaning according to the context; (3) a field that goes beyond the study of the meaning uttered, examines the meaning that is communicated or communicated by the speaker, and (4) a field that examines forms of expression according to social distances that limit the participants involved in certain conversations. According to Leech (1983, p.6), pragmatics is the study of meaning in relation to speech situations. Aspects of speech situation further provide a criterion to refer in determining whether we deal with pragmatic or semantic phenomenon (Leech, 1983: 13).

However, Levinson (1983) explains the definition that pragmatics is the study of the relationship between language and the context that underlies the explanation of the meaning of language. Here "understanding/understanding language" refers to the fact that to understand a language expression/speech, knowledge beyond the meaning of the word and its grammatical relationship is required,

namely its relationship to the context in which it is used.

Pragmatics is defined as the study of what people mean by the language they use. In essence, pragmatics examines the use of language in communication, so that the meaning is known. Why is that, because in communicating, of course, the speaker has the intention to be conveyed, and can be accepted with the same understanding by the listener. "Intent" cannot be seen from the form and meaning alone, but also from the place and time of speaking, who is involved, the purpose, the form of speech, the way of delivery, the means of speaking, the norms, and the genre. This is what lies behind the existence of pragmatic studies in communication.

2. Face Threatening Act (FTA)

Based to Brown and Levinson (1987, p.65) Face Threatening Acts or FTAs, as the name suggests, are the actions which may be verbal or non-verbal that are performed in contrary to the definitions of face. They are acts that go against the face want of the interactants. Unless it is the desire of a participant to threaten another's face completely, politeness theory suggests that they will proceed to use a face-redressing strategy to protect face. FTAs can be executed directly (on record) or in an off-hand manner (off record with redresses or none). The off record FTA may then lead to either positive (reparation for the FTA) or negative politeness (often dealing with apologies).

3. Politeness

Politeness can be defined as a way to show alertness towards the face of someone else. The face of either the hearer or the speaker is one of several things which have to be considered by the speaker in making communication (Yule, 1996, p.60). Meanwhile, Brown and Levinson (1978, p.61) define face as an emotionally invested attribute which has to be presented in interaction and it can be maintained or lost.

Politeness is one thing that must be applied in communication. Especially in speaking, should pay attention to politeness and respect the other person. Politeness in speaking is very important, because it will minimize the occurrence of offense and gaps in the relationship between speaker and listener. The more polite the language used in communicating, the more emotional closeness will be between the speaker and the interlocutor. In other words, in politeness, there is mutual respect for one another. In addition, politeness can be interpreted to realize, maintain the self-esteem and honor of the interlocutor.

Thus, an outline can be drawn from the above explanation that politeness is more than just please and thank you. Its actually a deep concept in communication theory and in how communication works, also reveals a tremendous amount about the relationship between people.

4. Politeness Strategies

Politeness Strategies is a method used to avoid the occurrence of face threats and keep the hearer's face. Brown & Levinson (1978, p.91) mention that there are four Politeness Strategies that can be used to avoid the face threatening act and save the hearer face, there are:

a. Bald on Record

Bald on record is the first type of politeness strategy, where this strategy is used when the speaker directly expresses the message without minimizing the threat to the hearer's face. The speaker conveys the message directly. Usually this strategy is used because the speaker just wants to be more efficient in saying what he wants but doesn't try to satisfy the hearer's face.

Urgent situations are also a factor in using this strategy so that speakers will speak as effectively and efficiently as possible. So it can be said that this bald on record is without using a strategy, it seems blunt, open and as it is. The speaker doesn't think about the impact it will have on the hearer. Whether hearer's offended or not, speaker doesn't think about it. Usually this strategy is used when the speaker and hearer relationship is very close, such as close friends, relatives, or family.

In practice, bald on record can be treated like maxims in speaking by Grice (in Cole et al., 2004, p.47) The maxims are as follows:

- (1) Maxim of quality, prioritizing quality in speaking by expressing the truth that really happened or is not fake.
- (2) Maxim of quantity, the speaker speaks sufficiently according to what the hearer's wants, no less and no more than required.
- (3) Maxim of relevance, means that the discussion is relevant, has a relation to what is happening or being discussed.
- (4) Maxim of manner, being clearly, concisely, and without ambiguity in giving information.

Here are the example of bald on record strategy ;

- Come in!
- Give the flower to me!
- Wash your hands!
- Make me acup of coffee!

(O'Keeffe et al., 2011, p.65)

b. Positive Politeness

Positive politeness is a type of politeness strategies proposed by Brown and Levinson whose orientation is the positive face of the hearer which are used to make hearer feel

good about themselves, interest, or possession. In the positive politeness strategy, the face threatening act is minimized by implicating that the speaker likes some of the hearer's wants. In so doing this, the positive-face wants of the hearer will be fulfilled and the hearer will believe that the speaker is in the same group with him/her.

In this strategy, it is likely that the speaker knows that the listener wants more respected. Then the relationship between speaker and hearer is not too close, so expressions are raised that will build intimacy. Also, the speaker tries to build an atmosphere of friendliness. Prioritizing politeness in showing respect or appreciating the other person.

Positive politeness strategies are realized in fifteen ways or actions such as:

(1) Noticing and Attending to Hearer

The speaker pays attention to the condition of the hearer, whatever it is about real changes, or conditions that appear to the hearer, and as if the speaker agrees with them. Example :

- “You look so upset, how about take break first to refresh the mood?”
- “Wow, it’s a fabulous dress. You look pretty with it.”

(2) Exaggerating

The speaker exaggerates something over the hearer's which is also supported through intonation and word stress. Examples :

- “This place is awesome.”
- “What a fantastic garden you have!”

(3) Intensifying Interest to Hearer

The speaker draws the listener into the conversation by sharing what he wants or making a good story. Examples:

- “You’ll never guess what Fred told me last night. This is right up your street”.
- “You always do the dishes! I’ll do them this time.”

(4) Using In-Group Identity Markers

The speaker tries to be able to show implicit similarities in-group members with hearer, this is done in the forms of jargon, slang, dialect, or ellipsis.

Examples:

- “Come here, Buddy.”
- “Shut my little door, my girl”

(5) Seeking or Giving Agreement

The speaker gives approval to the hearer by raising a safe topic so that it satisfy the hearer's desire if the speaker is on his side, so the hearer feels his opinion is getting stronger. Example:

- Right, I agree. The movie last night is great.

(6) Avoiding Disagreement

The speaker choose to show approval and hide disapproval to avoid disagreement. The speaker may twisting his words to appear the agreement, like saying "Yes" but not overtly saying "No". The speaker refers to do white lies than damage the hearer's face. Example:

A: "Can you hear me? "

B: "**Barely.**"

(7) Presupposing/ Raising/ Asserting Common Ground

The speaker makes assumptions, builds closeness, and confirms the common ground. This can be done by starting the conversation with small talk or gossip, and placing the hearer as if he were in the speaker's position.

Examples:

- "I just am sad then, aren't I"
- "My name is Will, by the way."

(8) Joking

Jokes can minimize the occurrence of FTA, but must be based on the same background knowledge, so that jokes can emphasize the similarity of backgrounds. Besides that, jokes can also reduce the sensitivity of speech so that it doesn't make the hearer feel offended.

(9) Asserting or Presupposing Speaker's Knowledge of and Concern for Hearer's

The speaker shows that he/she is hearer's partner. Aims to fulfill the wishes of the speaker by making the hearer cooperate with the speaker. Example ;

“I know you like marshmallows, so I’ve brought you home a whole box of them. I wonder if I could ask you for a favour...” (Watts, 2003, p.90)

(10) Offering and Promising

The speaker choose to emphasize cooperation with hearer by giving an offer or promise, so it can satisfy the hearer's face and the speaker gets what he wants.

Example:

- “I’ll never come back here”
- “I Promise”

(11) Being Optimistic

The speaker places the listener as if he wants what the speaker wants or is for the good of the speaker or both, and hopes that the hearer will help to get it. The speaker puts pressure on the hearer to cooperate with him.

- “I come to lend your book.”
- “You will go with me, right?”

(12) Including Both Speaker and Hearer in the Activity

In this strategy, the speaker invites the hearer to do the same activity that the speaker wants. For example, by using words "we" or "lets".

(13) Giving or Asking for Reasons

Give reasons for what the speakers want, so that it leads listeners to understand what is needed. If there isn't a good reason the hearer probably won't want to help either.

Example:

- “Why didn't you wash your clothes?”
- “Get up now! It's our special day.”

(14) Assuming or Asserting Reciprocity

The speaker gives feedback to the hearer. So that this strategy will bring up the same benefits between speakers and hearers. For example, the speaker will fulfill

the hearer's wish if the hearer does what the speaker wants. It's like "I will do something for you, if you do something for me". Example:

"If you go with me, I'll give you 5 dollars"

(15) Giving Gifts to Hearers

Speaker giving gifts like sympathy, understood, or even goods to satisfy hearer's face.

c. Negative Politeness

Negative politeness is another type of politeness strategies proposed by Brown and Levinson. In negative politeness, the speaker is aimed to fulfill the negative-face wants of the hearer and emphasize avoidance of imposition of the hearer. Thus, negative politeness is characterized by self-effacement, formality and restraint, attention to restricted aspects of the hearer's self image, and the hearer's want to be unimpeded.

There are social distances that affect or it can be said that there is still awkwardness between the speaker and hearer. So the speaker try to keep hearer's feeling and shows how not to disturb the comfort of the hearer. This strategy is considered the most polite strategy.

Brown and Levinson (1978, p.129-211) propose 10 ways to show negative politeness strategy. Those strategies are as follows :

(1) Being Conventionally Indirect

The speaker conveys indirectly to the hearer, but clearly and not much different from the actual meaning. Sentences are on record, but conveyed indirectly, so that it protects the hearer's face more. Examples :

- “I’m looking for short pants.”
- “Can you please buy me a coffee?”

(2) Questioning and Hedging

Speaker modify words or phrases (hedge) to the hearer, or modify words in interrogative sentences by reducing values that indicate coercion to avoid hearer's negative face. For example:

- “I’ve come to see you, just to see if you’re well.”
- “It’s just a little bit, then.”

(3) Being Pessimistic

The speaker shows pessimism about what he wants to get or not from the hearer. Three ways in the realization of this strategy are the use of remote possibly makers, the use of subjunctive, and the use of negative with tags.

- “If you have a little time this morning, I would to come to your home.”

- “Before you mad at me, let me tell you something.”
- “Here you wouldn’t have to buy the toys, would you?”

(4) Minimizing the Impositions

The speaker shows seriousness so that the pressure seems more minimal. Some signs used to reduce imposition are the use of the words “a few, a little, only”, etc.

- “I just borrow your bike one hour.”
- “It will takes only once.”

(5) Give Deference

When the speaker mentions the hearer, the speaker shows respect by using honorifics expression. So that it will clarify the boundaries between the speaker and the hearer, and will fulfill the hearer's negative-face wants.

- “Mr. Deash, it’s your time to lunch.”
- “Excusme, Mrs..”

(6) Apologizing

The speaker apologizing to the hearer before asking for wants. So it will minimize the use of imposition words. There are four ways to realize the apologizing strategy by admitting the infringement, showing the reluctance, giving overwhelming reason, and begging for forgiveness.

- “I hate to say this, but...”
- “I’m sorry..”

(7) Impersonalizing Speakers and Hearers

The speaker try to build an unusual and formal situation, therefore the use of pronouns "I" and "you" must be avoided in this strategy. Removing the two pronouns will maintain the distance between the speaker and hearer to fulfill the negative-face wants of the hearer.

- “Do this for me” instead “I ask you to do this for me”
- “It broke” instead “You broke it”

(8) Stating the Face Threatening Act as a General Rule

The speaker pointed out that actually he/she did not want to enforce FTA on the hearer, but it had to be done because it was a general rule. In another sense, the FTA must be carried out due to a situation (Pratiknyo, 2016, p.24)

(9) Nominalizing

By nominalizing, the speaker turns a verb or an adverb into a noun. With this strategy the speaker tries to make his speech more formal to keep the distance from the hearer, so it also keeps the negative face of the hearer.

Example:

- “Your good performance on the examinations impressed us favourably.”

(10) Going On Record as Incurring a Debt, or as not Indebting Hearers

The speaker conveys the message to the hearer and considers it as debt, this is useful in leading the speaker to reduce the imposition to the hearer, so that the hearer agrees on what is conveyed for the benefit of the speaker.

- “I’d be really grateful if you would...”

d. Bald Off Record

This strategy lets the speaker to do indirect face threatening acts. Often used by the speaker who wants to do Face Threatening Act without taking the full responsibility for doing it. the speaker will try to avoid FTA or spoil the hearer's mood during the conversation. There are 15 strategies to perform Bald Off Record (Brown & Levinson, 1978, p.211):

(1) Giving Hints

Speaker may use indirect utterances in these strategies. The speaker says something with implicit relevance, so that will lead the hearer to look for the intended relevance. So, the indirect utterances shown here function as hints.

- “It’s cold here”
- “The lamp isn’t on”

(2) Giving Association Clues

The speaker gives instructions related to the hearer's act. This strategy is usually done with someone who has mutual knowledge or knowledge. So when the speaker gives instructions, the hearer can understand it without damaging the hearer's face. Example, “I’ve go stomaches again”

(3) Presupposing

The speaker may deliver relevant utterances contextually but yet violate the maxim of relevance only at the level of its presupposition. Thus the hearer will try to find the situation in question or the relevance of the predicted event. Example “I woke up late again today”.

(4) Understating

This strategy leads the hearer to come to their own conclusions about the violations committed by the speaker. Usually speaker says less or more than what they are actually meant to convey. Examples:

- “That shoes is quite nice.”
- “It’s a little hot.”

(5) Overstating

The speaker may deliver more than required utterances and may also convey implicatures. So, by overstating it makes the hearer implicates the speaker's utterance. Examples:

- “You never do anything wrong.”
- “I tried to call a hundred times, but there was never any answer.”

(6) Using Tautologies

The speaker repeats words that are patent and contain the necessary truth. It may be used for approval or disapproval or emphasis on something. Examples:

- “Business is business.”
- “Boys will be boys.”

(7) Using Contradictions

Contradiction is the opposite of a tautology, independent of truth value. Speaker may deliver contradictory expressions at the same time. For example "He is smart..and..stupid".

(8) Being Ironic

In this strategy the speaker may say something contrary to what actually happened to protect the hearer's face.

(9) Using Metaphors

The speaker uses speech that contains figures of speech to explain something without having to break the face of the hearer.

(10) Using Rhetorical Questions

The speaker may deliver the questions without aiming to get the answers. Thus, the hearer are not actually

needed to answer speaker questions. Examples:

- “What can I say?”
- “How was I to know..”

(11) Being Ambiguous

Speakers may deliver ambiguous utterances by using metaphorical expressions. Example: “Perhaps someone did something naughty.”

(12) Being vague

The speaker performs face threatening acts by being vague about something or the object being discussed. Usually the speaker will choose to use a pronoun that does not directly refer to the person or object in question.

(13) Over Generalizing

The speaker may deliver face threatening acts by uttering sentences containing general rules addressed to hearers. This strategy will be easier to face than some of the other rules-stating. Example, “Mature people sometimes help do the dishes”

(14) Displacing Hearers

The speaker pretending to deliver face threatening act to someone who is not the real target. However, in this way the speaker tries to make the target intends to understand without having to say it directly to the target.

(15) Being Incomplete and Using Elipsis

The speaker does not finish the sentence delivered and leaves a face threatening undone, thus preventing the speaker from being responsible for it.

5. Aspect of Speech Situation

In every utterance must have a context that becomes its aspect. Context are factors in interpreting expressions or utterances, (Cruise, 2006, p.35), which are then referred to as aspects of speech situation. Aspect of Speech Situation can be interpreted as a description or how the background of the speech when the utterances delivered or occurred. It will show the factors why someone delivered a certain message.

In this study, aspects of speech situation theory are used to find out the context in conveying politeness strategies by the characters in *Cruella* (2021) movie.. Then, Leech (1983, p.13) reveals that there are 3 aspects of speech situations as follows:

a. Addresser or Addressee

When communicating, the absolute requirements that must exist in the event is human or the communicator, Addresser and Addressee. Addresser is the person who deliver the message, meanwhile addressee is the person who received and interprets the messages. In the application of politeness strategies, the addressers and addressees are aspects that greatly influence how someone will act politely or not. Aspects related to the components of addressers and addressees such as age, social background, economy, gender, level of education, level of familiarity.

In this case, someone will speak casually if the other person is a close friend or sibling, because judging by their age, the speaker is not too awkward to ask for help, give orders, and so on. On the other hand, if a student talks to his teacher, it is likely that the student will speak with a higher level of politeness because there is a clear difference in age and level of education.

b. Context of an Utterance

Context is the background knowledge that is assumed to be shared by the speaker and the hearer and which contributes to the hearer's interpretation of what the speaker meant by a particular utterance. The context of an utterance is an aspect of speech situation that focuses on the context of the communication, or background of the knowledge of the speaker and hearer. So, it can

help to interpret the intent delivered by the speaker to the hearer. In applying politeness strategies, it can be said that a person's politeness or impoliteness can be influenced by the intentions of the speaker.

c. The Purpose of an Utterance

In Leech's (1983, p.13) view, the purpose of an utterance is to talk about the intended meaning of the utterance, or the speaker's intention in saying it. The term goal is more neutral than intention because it does not bind the user to relate to action, but can be used generally for goal-oriented activities. So, the purpose of an utterance is what the speaker want to achieved by speaking or delivering message to the hearers. This component makes the background of speech because all of utterance have a goals.

B. Previous Studies

The first study is An Analysis of Politeness Strategies Applied by The Members of UKM Debate, The University of Bengkulu by Atikah, Rosnary, & Syafrizalinn (2019). This study describes Brown and Levinson's theory of politeness strategies used by members of the Debate UKM, Bengkulu University when practicing debate. The results of this study indicate that the use of debate participants uses all types of Politeness Strategy but does not use all sub-strategies. This research based on Brown and Levinson (1987) politeness theory and use pragmatics approach. The difference between the study by Atikah, Rosnary &

Syafrizal and this research can be seen in the selected objects, they discuss material about Politeness Strategy but the objects used are conversations that took place at the Debate UKM of Bengkulu University, while the researchers took movies as research objects.

The second study is a thesis entitled *A Pragmatic Analysis of Positive And Negative Politeness Strategies Of Refusals In Richard Linklater's Boyhood* by Kuweira Nur Pratiknyo. The object used is *Boyhood* movie using a pragmatic approach. The result of this study are: positive and negative politeness strategies that applied in *Boyhood* movie, positive politeness strategy is mostly used by the characters. In this previous study, taking the same topic there are politeness strategies and also the object of research through a movie. The difference is study by Pratiknyo only focused in refusal utterance of positive and negative politeness strategies, meanwhile this research used all of politeness strategies. Also, study by Pratiknyo correlated Politeness Strategy and the reason. Meanwhile, this research correlates politeness strategies with the aspects of speech situations.

The third study is a thesis entitled *Face Threatening Acts and Politeness Strategy in Different Gender on Beauty and the Beast Movie* by Rahmawati (2017). This study explains about Face Threatening Acts and Politeness Strategy in Different Gender. The object used is *Beauty and the Beast* movie 2017 using a pragmatic approach. The result of this study are: many politeness that applied in the *Beauty and the Beast* movie, positive politeness strategy is mostly used by the characters, and

men used more politeness strategy than woman. In this previous study, taking the topic yang sama yaitu Politeness Strategies and also the object of research through a movie. the difference is in the correlation. Study by Rahmawati correlated FTA and Politeness Strategy. Meanwhile, this research correlates politeness strategies with aspects of speech situations.

The next study is a journal entitled *Face Threatening Acts and Positive Negative Politeness Strategies Performed by The Main Actor in Six Sense Movie* by Rijalul Ghazie (2014). This research investigate face threatebing acts performed by Dr. Malcolm in his dialogue with his client, Cole, and to analyze the strategies used to perform them using politeness strategies formulated by Brown and Levinson (1987). This research use pragmatic approach. Then, the result is Politeness Strategy that the most frequently applied is negative politeness strategy. The similarity is this study by Rijalul Ghazie uses the object of a movie too and there is also a little discussion about politeness strategies but the difference is that study by Rijalul Gazhie more focused on face threatening acts. While this research focuses more on the politeness strategies

Last, a thesis by Mifta Hasmi (2013) entitled *A Pragmatic Analysis of Politeness Strategies Reflected in Nanny Mcphee Movie*. This research is a pragmatic study that identify the types of politeness strategies and describe the way politeness strategies are realized in the utterances employed by the main characters in *Nanny McPhee* movie. The result of this study is there are four types of politeness strategies employed by the main characters in *Nanny McPhee* movie, and to realizing those politeness strategies, the

main characters utilize their own sub-strategies. The similarity is in the topic of discussing politeness strategies and their sub-strategies. Meanwhile, the difference is in the movie chosen, namely *Nanny McPhee*, while this research uses Disney's *Cruella* (2021) movie.

Related to five previous studies above, there are several differences between the five previous studies and the study conducted by the researcher. The object used by the researcher is a movie entitled *Cruella* (2021), which is different from the object of the five previous studies. While the five previous studies only focused on some types of politeness strategies, this study focus on all types of politeness strategies. This study also aimed to find out the aspects of speech situation when the politeness strategies is applied. Therefore, it can be concluded that this study is different from the five previous studies.

CHAPTER III

RESEARCH METHODS

A. Research Design

Qualitative is means for exploring and understanding the meaning of individuals or groups ascribed to a social or human problem (Cresswell , 2014, p.33). Ary, Jacobs, and Razavieh, (2002) stated that qualitative research focused on the total picture of a phenomenon rather than the variables of the phenomenon. Also, the qualitative research is research that produce descriptive data in the form of written or oral words of the people and behaviors that can be observed.

This study belongs to descriptive qualitative research that entails a naturalist paradigm. Fraenkel and Wallen (2009) explained that descriptive qualitative research is designed to analyze the problems that need to be comprehensively described and explained such as relationships, activities, situations, or material.

This study focuses on the application of four types of politeness strategies: bald on record, positive politeness, negative politeness, off record, and the aspects of speech situation in the movie entitled *Cruella*. This research relies on pragmatics approach, which is according to Yule (1996), pragmatics elaborates the study of people's true intention within the meaning in their language use in normal social interaction. The pragmatic approach that is widely demonstrated by Brown and Levinson (1978) is majorly utilized to analyze four types of politeness strategies. Also, the pragmatics approach by Leech's theory will be utilized to reveal aspects of speech

situation when the characters performs politeness strategies in *Cruella* movie. Therefore, the pragmatics approach have role to participate in the analysis of politeness strategies used by the characters in *Cruella* movie.

B. Data and Data Source

Research data is any information that has been collected, observed, generated or created to validate original research findings. According to Baral (2017, p.82), research data are facts, which are collected to fulfill research objectives. It is collected through various means of scientific techniques and tools. They may be qualitative or quantitative or mixed forms of these, depending more or less on the nature and type of research. We can get the required data from primary as a direct source and secondary as an external source. Research data may be arranged or formatted in a such a way as to make it suitable for communication, interpretation and processing. Data themselves may appear in the form of opinion or judgment so that is not a number, but in the form of words or phrases.

In accordance with the explanation of Sugiyono (2007, p.9) the data collected is in the form of words or pictures, so it does not emphasize numbers. The data of this research were all utterances which contained types of Politeness Strategies delivered by the characters in *Cruella* movie, also the aspect of speech situation when the strategies applied. The forms of the data were the utterances spoken by the characters.

The data source is a part of location that contains important pieces of information. Those informations can be derived from the place, informant, happening, document, site, etc. (Santosa, 2017). The source of data in this

study is transcription of movie entitled *Cruella* (2021) which is one of the movie by Disney. *Cruella* (2021) is a live action movie that tells about the iconic Disney villain named Cruella de Vil is played by Emma Stone, a talented but ambitious girl in the fashion world. The story of the *Cruella* movie is set in London. In the era of the 1970s. In the midst of a revolution in the punk rock movement. *Cruella* 2021 is a two hours criminal comedy movie from the United States which is adaptation of the book *The Hundred and One Dalmatians* 1961. Directed by Craig Gillespie and airing in Indonesia on May, 26th 2021.

C. Research Instruments

This research is used two instruments, there are primary instrument and secondary instrument. The data of this research is collect by the researcher. According to Gibbons (et al., 1986, p.17) if a researcher collects the data by himself/herself it can be said that the researcher is the instrument of the research. Furthermore, the primary instrument of this research was the researcher herself.

On the other hand, the secondary instruments of this research were all tools used by the researcher in conducting the research. In this research, the researcher used a laptop and internet to play *Cruella* (2021) movie for several times. The laptop was also used to search some references also save all the data of the research which had been typed previously. In addition, in this research the researcher also used a data sheet to make the data analysis easier.

D. Data Collections Techniques

Data collection techniques are ways to collecting the data in research. The technique that would be used in this research was documentation. Documentation is a term broadly to refer to printed and other materials relevant to a study, including public records, personal documents, and physical artifacts (Merriam, 1998, p.87). The data in this research are collected from the transcription of movie entitled *Cruella* (2021) that is directed by Craig Gillespie.

In collecting the data for this research, the researcher does the following steps :

1. Watching movie – the researcher do the documentation by watching *Cruella* 2021 movie in Disney Hostar+ Aplication.
2. Reading and checking the movie transcripion to obtain some significant data and find the intrinsic elements of the movie.
3. Recording the utterances acording to the theory. In this case, the researcher Classifying politeness strategies from the data based on the types of politeness strategies that are applied by the characters, using Brown & Levinson's (1987) theory that classified into bald on record, positive strategy, negative strategy, and blad off record.
4. Documenting the part of the movie where the politeness strategies are found.

E. Data Validation Techniques

In order to gain the trustworthiness, the data from the research must be validated. Triangulation is a method that can be used to increase the credibility and validity of research findings. According to (Denzin, 2018, p.779) triangulation is a multiple method approach used to check the relevance of the research. Triangulation consists of four techniques: triangulation source of data, methods of collecting the data, investigators, and theories (Lincoln & Guba, Patton in Santosa, 2017).

In this research, the researcher used investigator triangulation to validate the data, often known as validator. So, it means that the data that has been collected by researcher is validated by experts. To select a validator, the researcher chooses someone who has met several criteria regarding the topic of the research. The criteria are as follows:

- a. Linguistics Lecturer
- b. Have basic education in linguistics, especially pragmatics.
- c. Have completed at least a master's degree.
- d. Mastering or having sufficient knowledge about the theory of the research.
- e. Willing to become a data validator of the research

Then, the data of this research are validated by Mr. Aris Hidayatulloh, S.Hum., M.A, lecturer of English Department in Duta Bangsa University.

F. Data Analysis Techniques

This research is using ethnography method to describe the data. Analysis is an activity that refers to the research for patterns or systematic examination of something that has been observed and recorded, so the conclusions can be found (Spradley, 1980, p.85). In analyzing the data of this study, the researcher use the Spradley's (1980, p.87) theory as follows:

1. Domain Analysis

First is making domain analysis to get an overview of the data to answer the research focus. At this stage, what the researcher does is read the data script thoroughly to be able to determine what domain the data is in. The purpose of the domain is to distinguish which information is data and non-data categories. So, with a domain it will help researchers to better understand and separate between data and non-data.

Data : Before you fire me, I have something to say.

Non-data : From an early age, I realized I saw the world differently than everyone else.

From the example above, the utterance "Before you fire me, I have something to say" is included in data because it indicates the use of politeness strategies. The sentences "Before you fire me" is negative politeness strategy by being pessimistic. Then, because the utterance "From an early age, I realized I saw the world differently than everyone else" is just and ordinary statement and no signs of using politeness strategies, so it's not included in the data.

2. Taxonomy Analysis

The second sequences of ethnographic analysis process is making taxonomy analysis. Taxonomy analysis is a more narrowed analysis than domain analysis, so this activity focuses on a particular domain to show the problem that is the target of the study. The researcher began to identify previously found domains with smaller units. In this case, after collecting the data, the researcher classifies the data into categories according to the theory and then assigns a code to the data. Therefore, taxonomy analysis aims to classify data by coding the data based on research questions. Below is an example of the code of the data collection:

Table 1.1 Data Codes

NO.	DATA CODES
1.	1/NP-a/Cruella/00:04:25
2.	2/PP-e/Cruella/00:01:35
3.	3/ORS-a/Baroness/00:29:36
TOTAL	3

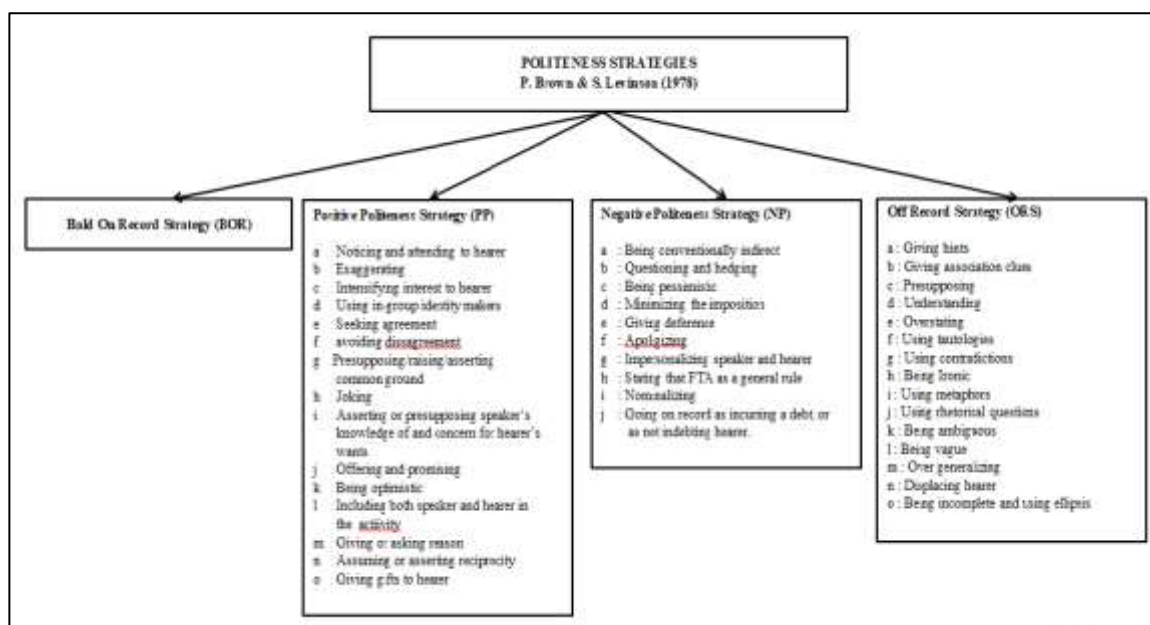
From the data codes above, the abbreviations for each code will be explained in detail below:

1) The first part refers to the number of the data

1 : Datum number 1

2) The second part refers to type of politeness strategies and the sub-strategies. Explanation of second parts refer to the chart below:

Figure 1.3.2 Politeness Strategies Codes



NP-a : Negative politeness-Being conventionally indirect

PP-a : Positive Politeness-Noticing and attending to hearer

ORS-a : Off Record Strategy-Giving hints

3) The third part refers to character who applied the politeness strategies/ the speaker.

Cruella : Cruella

Baroness : Baroness

4) Fourth part refers to what hour, minute, and second the politeness strategy is applied by the character (speech time in the movie)

00:04:25 : fourth minute, twenty-fifth second

00:01:35 : first minute, thirty-fifth second

00:29:36 : twenty-nine minutes, thirty-six seconds

3. Componential Analysis

The third step, component Analysis is systematic search for equipment (meaning components) related to cultural symbols. In this step the researcher making a componential analysis by creating a componential table to look up contrast, sort, categorize, and include all the information on a paradigm. In other words, the componential table is intended to record results or data findings. So, the componential table must addresses the research formulation, objects, and the topic of the study. Below is the componential table of this research:

Table 2.1 Componential Table

Characters	Aspect of speech situation	Politeness Strategies																		Σ						
		BOR	PP											NP				ORS								
			a	b	c	d	e	f	g	i	j	k	l	m	a	c	d	e	f		h	a	e	g	h	k
Mom																										
Cruella																										
Baroness																										
Jasper																										
Horace																										
Jeffrey																										
John																										
Manager																										
Artie																										
Σ																										

4. Theme Analysis

Theme Analysis is an in-depth analysis of the domain, which is it will include an overview of the cultural scene and statements that convey a sense of the whole. In Discovering cultural theme, the researcher connecting all the elements in a pattern so that it shows culture. Also, the researcher will be looking at the relationship of each domain in the componential table, by correlated the most dominant find.

CHAPTER IV

FINDINGS AND DISCUSSION

A. Findings

In this section, the researcher explained the analysis of the data to answer the research questions. There are two research questions of this research. 1) What types of politeness strategies are used by the main characters in Disney's *Cruella* (2021) movie? 2) What the aspect of speech situation that influence the use of politeness strategies by the main characters in Disney's *Cruella* (2021) movie?

This research uses data sourced from transcription of *Cruella* (2021) movie. The researcher only focused on analyzed politeness strategies used by the characters and the aspect of speech situation when the strategies applied. Based on the theory put forward by Brown & Levinson (1978), politeness strategies are categorized into 4 types, namely bald on record strategy, positive politeness strategy, negative politeness strategy, and off record strategy. Also, some of these strategies have their own sub-strategies. For the aspect of context situation, the researcher used theory by Geoffrey N. Leech (1983). Then, the researcher will add some examples as found in the findings for a more detailed explanation below:

1. Types of politeness strategies used by the characters in *Cruella* (2021) movie.

To analyzed the types of politeness strategies, the researcher used the theory put forward by Brown & Levinson (1978). They state that

politeness strategies are categorized into 4 types, namely bald on record strategy, positive politeness strategy, negative politeness strategy, and off record strategy. Also, some of these strategies have their own sub-strategies. The researcher found all the types of politeness strategies.

From the analysis that was carried out, the researcher found 97 data containing politeness strategies in *Cruella* (2021) movie. The findings are, 28 data of bald on record strategy, 44 data of positive politeness strategy, 16 data of negative politeness strategy, and 9 data of bald off record strategy. The total findings will be presented by the researcher in the table, and the example of each data will be explained as follows:

Table 3.1 The percentage of the types of politeness strategies

Types	Total	Percentage
Bald On Record Strategy (BOR)	28	28,8%
Positive Politeness Strategy (PP)	44	45,4%
Negative Politeness Strategy (NP)	16	16,5%
Bald Off Record Strategy (ORS)	9	9,3%
TOTAL	97	100%

From the table above, it can be concluded that the positive politeness strategy is the most dominant type used by the characters in *Cruella* (2021) movie. Found 44 data with a percentage of 45.4%. Then, the use of politeness strategies by the characters in *Cruella* movie is explained in the table below:

In this case Cruella and her mother came to a party in London. When Cruella's mother wants to get out of the car to attend the party, Cruella also wants to come out but her mother wants Cruella to stay in the car. In the conversation, Cruella's mother said "Stay in the car!". It shows that Cruella's mother make a direct request to Cruella without minimizing the threats to her. So, the strategy used by Mom is bald on record strategy.

Another finding of the bald on record strategy by the character in *Cruella* (2021) movie, is as follows:

54/BOR/Jasper/00:57:30

Jasper : Didn't know you knew how to drive.

Cruella : I don't

Jasper : Alright, **stop the car!**

The conversation above takes place when Cruella, Horace and Jasper are on their way to escape from the police. Cruella drives the car recklessly because she doesn't know how to drive. Because it was very dangerous, Jasper immediately asked Cruella to stop the car.

Jasper say “..stop the car” to shows that he directly asked Cruella to stop the car. Due to a dangerous situation, Jasper makes his speech as efficient as possible so that his wishes are immediately fulfilled without trying to minimize the threat to the hearer. Thus the strategy used by Jasper is the bald on record strategy.

b. Positive Politeness Strategy

Positive politeness strategy is a way to convey messages where the main goal is to satisfy the hearer's positive-face wants. In using this strategy, the face threatening act is minimized and tries to make the hearer more respected. Positive politeness strategy has 15 strategies in its delivery, but in this movie only 12 strategies are used by the characters. These strategies are: noticing and attending to the hearer, exaggerating, Intensifyin interest to hearer, using in-group identity markers, seeking agreement, presupposing/raising/asserting common ground, avoiding disagreement, concern for the hearer's wants, offering and promising, being optimistic, including both speaker and hearer in the activity, and giving or asking for the reason.

(1) Noticing and attending for the hearer

This strategy is carried out by the speaker paying attention to the hearer's condition, whether it's a change, appearance, or something owned to build a positive-face of the hearer. The implementation of this strategy is as following datum:

66/PP-a/Cruella/01:09:27

Cruella : **You seem upset,**
Baroness : My dogs are missing, my necklace has
been stolen and this Cruella is...
Cruella : **Can I get you some cucumber? Thinly
sliced.**
Baroness : It's good. Then, go.

The conversation above happened between the Baroness and Cruella in the House of Baroness. Cruella noticing the Baroness looks upset by saying "You seem upset," then Cruella offers something the Baroness likes to make the Baroness' mood better. The efforts made by Cruella as a speaker show that the strategy used is positive politeness by noticing and attending to the hearer's.

(2) Exaggerating

This strategy is conveyed by exaggerating something over of the hearer, or exaggerating interest to the hearer. So, with this strategy the hearer's positive face will maintained. An example of an exaggerating strategy is as follows:

31/PP-b/Cruella/00:34:54

Artie : Welcome to Second Time Around, I'm Artie or Art, as in..

Cruella : **Wow! You look incredible.**

Cruella for the first time comes to Artie's shop. Artie as the owner, welcomes his customers in a friendly manner, and the above conversation ensues. Cruella likes Artie's appearance and compliments him by saying "Wow! You look incredible." With the aim of maintaining a positive face of the hearer and trying to make the hearer feel that the speaker has the same tastes as the hearer. Thus, it shows that Cruella as the speaker uses an exaggerating strategy.

The following is another data from the use of the exaggerating strategy:

58/PP-b/Artie/01:03:16

Cruella : (opened the door)

Artie : It's you.

Cruella : It is. And you're reading about me.

Artie : And you're in my shop.

Cruella : Yeah. It's me, Cruella.

Artie : **Oh, my. My, my, my. You look amazing.
You certainly made a splash.**

This conversation takes place when Cruella comes to Artie's shop after being missing for a few days. Since Cruella came with a new look, it amazed Artie. Then Artie gave compliments to Cruella by saying “..You look amazing. You certainly made a splash.” The speech spoken by Artie shows that Artie as the speaker uses a positive politeness strategy by exaggerating interest to the hearer. The aim of the use of this strategy is to secure the hearer's positive face.

(3) Intensifying interest to hearer

In this strategy the speaker intensified his interests which he then composed into a great story to incorporate them into the conversation as an attempt to share the speaker's desires with the hearer. In this case, the hearer's desire for a positive face may actually be satisfied because he feels like a participant in the conversation when the speaker begins to tell his story. Below is the

finding of intensifying interest to hearer strategy:

59/PP-c/Cruella/01:03:22

Cruella : **I want to make art, Artie... and I want to make trouble.**

You in?

Artie : I do love trouble.

The conversation above occurred when Cruella comes to Artie's shop to ask for help in getting Artie to become her fashion partner. In this situation Cruella knows that Artie is skilled in the arts and she knows what Artie likes. Then Cruella says "I want to make art, Artie... and I want to make trouble...". It shows that Cruella tries to draw Artie into the conversation by sharing what she wants and making good stories about things that Artie will like. Thus, speakers do not need to force themselves to get what they want and still save the hearer's positive face. The strategy used by Cruella is positive politeness, intensifying interest to hearer.

(4) Using in-group identity markers

When using in-group identity markers strategy, the speaker tries to be able to show the similarity to the hearer or to show the membership between the speaker and the hearer. By showing membership, the positive face of the hearer will be fulfilled. An example of this strategy can be seen in the conversation between Cruella and Jasper below:

79/PP-d/Cruella/01:42:51

Cruella : “She will find me, Jasper. You know she will.

We need to stop her! I quite be mad. Im sorry.

You are my family.”

This conversation takes place when Cruella, Jasper, and Horace meet again. Cruella tries to persuade Jasper to join her new plan. By saying “You are my family” Cruella as the speaker considers to minimize the relative power and status difference between her and hearers. So, the strategy used by Cruella is positive politeness strategy by using in group identity markers.

(5) Seeking or giving agreement

Seeking or giving agreement is used by speakers to show approval of hearer's wants. So this will satisfy the hearer's positive face and make the hearer believe that the speaker is on the hearer's side and supports him. The following is an example of data showing the use of the strategy seeking or giving agreement :

32/PP-e/Cruella/00:35:02

Cruella : How does that look go on the streets?

Artie : Mmm, some abuse and insults, of course. But I like to say that normal is the cruelest insult of them all and at least I never get that.

Cruella : **I couldn't agree more**

In the conversation above Cruella asks Artie how people think of Artie's appearance. Then Artie answered with the statement he had, and said that he totally agreed with Artie's statement, by saying "I couldn't agree more". Cruella's goal as the speaker is to emphasize that she is on Artie's side and make Artie as the hearer believe that her statement is getting stronger. So, the strategy used is giving agreement.

(6) Avoiding disagreement

Avoiding disagreement is one way to maintain a positive face of the hearer by choosing to agree on what is not actually agreed upon by the speaker. It's like doing token agreements, hedging opinions, and white lies. The following is the finding data from the avoiding disagreement strategy:

43/PP-f/Cruella/00:40:51

Baroness : A family heirloom. The story is funny.

An employee once stole it.

Cruella : No, she didn't!

Baroness : (silence, stares and frowns)

Cruella : **So-sorry. Pronunciation problem. I mean—No she didn't no. Did she work for you?**

Cruella looks at the Baroness necklace. Then she asked where the Baroness got it from. When the Baroness tells a story, Cruella accidentally answers something that contradicts the Baroness' story. Cruella immediately apologized and explained

what she meant to avoid a disagreement by saying “So-sorry. Pronunciation problem. I mean—No, she didn't. no. Did she work for you”.

In this case, Cruella chose to agree with the Baroness' words even though she knew the facts that actually happened. She chose to support the Baroness' statement to satisfy the Baroness's positive face. The strategy used is positive politeness by avoiding disagreement, which is proven when Cruella corrects her words and gives a better explanation to the Baroness.

(7) Presupposing/raising/asserting common ground

Positive politeness also entails presupposing/raising/asserting common ground that can be done in several ways, such as using gossip, deixis, and presupposition. This expression below is the finding data from the presupposing/raising/asserting common ground strategy :

53/PP-g/Cruella/01:01:57

Cruella : **I'd like to start my own label. Why don't we work together to create some buzz for this old rag that continually fill with that old hag?**

Anita : You have that glint in your eye.

This conversation occurred when Cruella comes to work where Anita was a friend at school before. Cruella develops interesting small talks so that Anita wants to work with Cruella.

Cruella as the speaker tries to get Anita interested in her invitation to cooperate by making small talks about her work. Cruella said “Why don't we work together to create some buzz for this..” to give Anita an interesting job description. So, the strategy used is the positive politeness strategy by presupposing common ground.

- (8) Asserting or presupposing speaker's knowledge of and concern for hearer's wants.

This strategy lead the speaker tries to shows that he/she is haerer's partner. Aims to fulfill the wishes of the speaker by making the hearer cooperate with the speaker. The data example is below :

28/PP-i/Jasper/00:30:45

Cruella : She likes my window Jasper, she likes my window!

Jasper : **I'm happy for you.**

This conversation terjadi ketika Cruella is very happy that the Baroness likes the window she made. Then she expressed her pleasure to Jasper. Then Jasper answer “I'm happy for you”. Jawaban dari Jasper as the speaker shows that he uses a strategy of positive politeness by concern to the hearer's wants. Jasper tries to keep Cruella's positive face and make Cruella sure that Jasper feels her pleasure.

(9) Offering and promising

Offering and promising is a strategy used by the speaker to satisfy the hearer's positive face and get what the speaker wants by offering something or making a promise that benefits the hearer. An example of data from the offering and promising strategy is below:

7/PP-j/Cruella/00:04:58

Cruella : **I'll be less trouble from now, Mom. I promise.**

Mom : (give a little smile)

The conversation above happened when Cruella and her mother were in a car traveling to London. In this situation Cruella feels guilty because she always causes trouble at school, and makes her and her mother have to go out of town. Then Cruella tried to calm her mother by promising not to cause any more trouble.

In this conversation show that The speaker said "I'll be less trouble.." and "I promise". Cruella as the speaker makes a promise to her mother, because she feels guilty and she doesn't want to change her place of residence or change schools again. Her offer and promise is one strategy to satisfy the hearer's positive-face wants. So, the strategy used is positive politeness by offering and promising.

Another data in using this strategy is the conversation between the Baroness and Cruella's mother (Mom) below:

12/PP-j/Mom/00:08:56

Mom : I just need a little help, just to get us on our feet.

And I will keep my mouth shut, and I will never come back here.

Cruella's mother is talking to the baroness at the edge of the castle, with the intention of asking for help for her troubled family. In the conversation above Cruella's mother said "And I will keep my mouth shut, and I will never come back here".

Utterance spoken by Cruella's mother as the speaker is shown that she promised to keep her mouth shut and never to return to see the baroness again. The offer of the promise is made so that the hearers will fulfill what the speakers want. By carrying out an offering and promising strategy, it will satisfy the hearer's face and the taker will get what he wants.

(10) Being optimistic

This strategy is used to make the hearer cooperate with the speaker by placing the hearer as if he wants what the speaker wants. Finding of data from this strategy are as follows:

81/PP-k/Cruella/01:44:33

Cruella : Now, Artie, I have a plan.

Artie : Of course you do.

Cruella : **And you're going to help me with it.**

Artie : Mmm. What do I get?

This conversation occurs when Cruella meets Artie at her shop, Cruella has a new plan and asks Artie to help her. Cruella said "And you're going to help me with it". It shows that Cruella as the speaker is looking for help from Artie and she is optimistic that Artie will help her. The strategy used is positive politeness by being optimistic. So. The speaker will get what she wants but still try to save the hearer's positive face.

(11) Including both the speaker and hearer in the activity.

This strategy is used when the speaker wants something from the hearer and invites the hearer to do the same activity that the speaker wants. The following is an example of data from using the strategy including both the speaker and hearer in the activity:

76/PP-1/Jasper/01:38:50

Cruella : She will find me, Jasper. You know she will. **We need to stop her!** I quite be mad. Im sorry.

You are my family.

This conversation takes place when Cruella, Jasper and Horace meet again. Cruella tells him about what happened and tries to get Jasper and Horace to stop the Baroness.

In her story Cruella saying "we need to stop her!" to indicate that she wanted Jasper and Horace to come with her to stop the Baroness. The word "we" here is intended for the hearer as

if they have the same vision as the speaker. Thus, the negative face of the hearer will be saved. The strategy used is positive politeness by including her and the hearer in the activity.

(12) Giving or asking for reason

This strategy will lead the speaker to ask or give reasons for what he wants and try to make the hearer accept and understand it.

One of finding data from this strategy is:

29/PP-m/Jeffrey/00:33:24

Jeffrey : **Grab a mannequin, some fabric, and throw something together! Because the Baroness needs looks.**

Cruella : Looks, alright.

This conversation takes place on Cruella's first day working for the Baroness. Jeffrey, assistant to the Baroness, asks Cruella to work on designing and sewing clothes for the Baroness by saying "Grab a mannequin, some fabric, and throw something together! Because, the Baroness needs looks."

In this case Jeffrey as the speaker uses Blad on record strategy to make requests to the hearer, but he also gives reasons to keep the hearer's positive face. By saying "*Because the Baroness needs looks*", indicating that he wants Cruella to understand that that is the reason for his request.

c. Negative Politeness Strategy

Negative politeness strategy is referred to as the most polite way of politeness strategy. The reason is, the purpose of using this strategy is to maintain the negative face of the hearer, as well as emphasizing the prevention of imposition. This strategy has 10 strategies in its delivered. However, what the researchers found in the Cruella (2021) movie were only 6 strategies, namely being conventionally indirect, being pessimistic, minimizing imposition, giving deference, apologizing, and Stating that FTA as a general rule. The details are below:

(1) Being conventionally indirect

This strategy is used when the speaker conveys the message indirectly but the context is not far from the true meaning. So that leads the hearer to interpret by her/himself. An example of data using this strategy is below:

30/NP-a/Baroness/00:34:15

Baroness : Why are you speaking?

Cruella : I think you nicked me. Just...

Baroness : (to fabrics) Can you get me a red like that?

The conversation above happened when the Baroness selects dresses made by designers in her boutique. Then the baroness asked the fabrics to fetch a blood-red cloth by saying "Can you get me a red like that?" this shows that Baroness use negative politeness strategy by being conventionally indirect. So it

is a request but the hearer is free to do or not to do it. Thus the negative face of the hearer will be saved.

Another data finding of being conventionally indirect is the conversation below:

87/NP-a/Horace/ 01:51:21

Horace : I'm looking for the loo

Horace is at the Baroness' party. He looked for a toilet and asked one of the waiters to show him where it is. Horace says "I'm looking for the loo" indicating that he wants the hearer to show him where the loo is. Thus Horace made the request indirectly, he chose to use the utterance "I'm looking for the loo" instead of directly saying "Show me where the loo is". By utterance that Horace delivered, he used negative politeness strategy by being conventionally indirect.

(2) Being pessimistic

Basically, this strategy is a strategy that shows the hearer's pessimism to get something from the hearer. In this way the speaker aims to minimize imposition against the hearer.

Below is an data finding from the strategy of being pessimistic:

22/NP-c/Cruella/00:25:13

Cruella : Before you fire me, I have something to say.

Manager : (turned, and listened to Cruella)

Cruella is in the office with her manager, Cruella tries to provide clarification regarding the problem that has occurred. Then there was a conversation between Cruella and the Manager. In this case Cruella wanted her manager to watch her words calmly. Then Cruella as the speaker said "Before you fire me, I have something to say"

From the explanation above it can be concluded that the speaker uses the remote possibly marker. It can be seen when the speaker says "Before you fired me..." , it shows the speaker's pessimism about her dismissal. By saying that, the speaker succeeds in redressing the hearer's negative face since the speaker, indirectly, she wants to be heard.

(3) Minimizing imposition

Is a strategy to reduce the imposition emphasis on the hearer. Usually the speaker uses the words "few, only, just, a little, etc" as an indication. The following is an example of data from using the minimizing imposition strategy:

11/NP-d/Mom/00:08:18

Mom : I just need a little help, just to get us on our feet.

In this case, Cruella's mother is talking to the Baroness at the edge of the castle, with the intention of asking help for her troubled family. Cruella's mother begged the Baroness by saying "I just need a little help, just to get us on our feet".

Here, Cruella's mother as the speaker used the words "a little" and "just". It shows that the speakers use negative politeness by minimizing the imposition type strategy. This strategy is used to make the imposition look smaller, so it keeps the negative face of the hearer.

(4) Give Deference

Give deference strategy is an affirmation of the existence of boundaries between the speaker and hearer by showing respectful expressions when the speaker mentions the hearer. An example of using the give deference strategy is as follows:

73/NP-e/Jeffrey/01:22:09

Baroness : What do you mean, it's stuck? The guests are
already arriving.

Jeffrey : **There's something wrong with the lock, Your
Ladyship.**

The conversation above happened on the night of The House of Baroness fashion show. Jeffrey told the Baroness that the dress in the big box was jammed and could not be opened. The Baroness panicked because the event was about to start and asked why this could happen. Then, Jeffrey replied with "There's something wrong with the lock, Your Ladyship."

In this case, Jeffrey uses the strategy of negative politeness by giving deference. It can be seen that when Jeffrey called the

Baroness by "Your Ladyship", it means that Jeffrey is trying to give deference to the Baroness to keep her negative face while giving explanation.

(5) Apologizing

This is a strategy in which the speaker expresses an apology when he wants something to keep the negative-face of the hearer. Example data from this strategy is below:

52/NP-f/Baroness/00:55:02

Baroness : All right, that's enough. I've loved our little chat, but I'm afraid that now I'm going to have to have you arrested, um, for trespassing.

This conversation takes place when Cruella infiltrates the party and meets the Baroness. The Baroness enjoys chatting with Cruella, but doesn't let go of the fact that Cruella infiltrated her presence at the party. Then the Baroness tries to protect Cruella by saying "All right, that's enough. I've loved our little chat, but I'm afraid that now I'm going to have to have you arrested, um, for trespassing."

Baroness as the speaker shows that she tries to save the hearer's negative face by showing reluctance. It can be seen when the speaker says "I've loved our little chat, but I'm afraid that...". So, in this case the Baroness as the speaker use negative politeness strategy by apologizing (Give reluctance).

(6) Stating that FTA as a general rule

This strategy used when the speaker pointed out that actually he/she did not want to enforce (FTA) on the hearer, but it had to be done because it was a general rule. The example of this strategy is below :

82/NP-h/Jasper/01:46:36

Jasper : **I know you are in pain, and I know she caused that.**

**But, you know killing her is not gonna make that
pain go away.**

Cruella : I wouldn't. I promise.

This conversation happens In the new house, Cruella sits alone on the balcony. Then Jasper comes and sits with Cruella and tries to persuade Cruella not to carry out the plan to kill the Baroness. In the conversion, it can be seen that Jasper asks Cruella not to kill the Baroness by saying "killing her is not gonna make that pain go away". It shows that Jasper uses the negative politeness strategy by using that utterance as the general rule, "killing will not relieve the pain felt".

d. Bald Off Record Strategy

Bald off record is a strategy used to convey face threatening acts indirectly without making the speaker responsible for the act. There are 10 strategies in delivering bald off record, but what the researchers found were only 5 strategies used in the Cruela movie, namely: giving

hints, overstating, using contradictions, being ironic, and being ambiguous. The details are below:

(1) Giving hints

Giving hints is a strategy that is conveyed by using indirect utterances as hints to the hearer. Examples of data that fit this strategy is below:

44/ORS-a/Baroness/00:42:19

Baroness : (Staring to Jeffrey) Necklace. Roger shoes.

This conversation takes place when Baroness was taking a nap in her office, Jeffrey and Roger came in and informed her that they had a meeting to attend. Baroness woke up and immediately prepared herself. She enlisted the help of Roger and Jeffrey to put on her necklace and shoes.

Baroness as the speaker did an indirect request to Jeffrey and Roger by saying "Necklace. Roger Shoes". Baroness gave hints of "necklace" and "shoes" with the intention of asking Jeffrey and Roger to help her put on the necklace and shoes.

(2) Overstating

Overstating strategy is where the speaker conveys implicature and conveys more than is necessary. It's like exaggerating something to make the listener feel like it's okay to fulfill the speaker's wishes. The detail is below:

48/ORS-e/Baroness/00:53:09

Baroness : **Sit, do, I insist. I'm Interest, and that never happens.**

In this conversation, menunjukkan situasi dimana Baroness asks Cruella to sit down, and she pushes a bit because she is attracted to Cruella. By saying "Sit, do, I insist. I'm Interest, and that never happens.". In Baroness utterance "I'm interested, and that never happens" shows that the Baroness gave reasons why she push Cruella to sit down like that overstating her behaviour so that the hearer would fulfill her request. So, the strategy used is off record strategy by overstating.

(3) Using Contradiction

With this strategy the speaker conveys expressions about contra things simultaneously. Details are below:

37/ORS-g/Baroness/ 00:37:25

Baroness : This is my lawyer, Roger. **Although he spends**

**most of his time playing piano in a dingy little bar,
actually, he's a good lawyer.**

This conversation took place when the Baroness introduced Roger to Cruella. Baroness as the speaker use off record strategy by delivering contradictions by saying that George is a good lawyer but he spent all the time playing the piano. The speaker leaves the hearer to interpret by himself what the speaker's real opinion about George.

(4) Being ambiguous

The speaker utters ambiguous words for a specific purpose.

So, the speaker lets the hearer to conclude for himself what or how the speaker's speech means.

51/ORS-k/Cruella/00:54:47

Baroness : Where are you from?

Cruella : **Oh. Well, um...Up...north. Well, sort of. It's a**

bit south, really, of north, which is basically west.

The context of the conversation above is Baroness asks Cruella where she is from. Since, Cruella not wanting her cover to be exposed and the Baroness knowing where she came from, Cruella then responds with an ambiguous answer.

In this case, Cruella responds to Baroness' question by expressing the possibility of the implicature in question or being ambiguous. Cruella says "Oh. Well, um...Up...north. Well, sort of. It's a bit south, really, of north, which is basically west." thus the speaker lets the hearer to get his own implicatures. The strategy used by Cruella is bald off record by being ambiguous.

2. Aspects of speech situation that influence the use of politeness strategies by the characters in Disney's *Cruella* (2021) movie.

In expressing politeness strategies, of course there is a background or situation that causes it. This is in accordance with the aspect of speech situation theory put forward by Leech (1983) that there are 3 aspects of speech situation that affect a person in conducting a conversation. Because the use of politeness is also through conversation. The theory is then applied by researchers to find out what is someone's background when conveying politeness strategies. Thus, in the context of this thesis it is used to answer the second formulation of the study about what are the aspects of the situation that influence the use of politeness strategies by the characters in Disney's *Cruella* (2021) movie.

In theory, Leech (1983) stated that, there are 3 aspects of speech situation such as addresser and addressee, context of an utterance, and goals of an utterance. The details is below:

a. Addresser and addressee

From the addresser and addressee, the reader will be able to understand who is the perpetrator of using politeness strategies or what in this thesis is called the speaker. In the data found by the researcher, the addresser and addressees aspects are always involved, and the following is the application of these aspects in the conversations carried out by the characters:

31/PP-b/Cruella/00:34:54

Artie : Welcome to Second Time Around, I'm Artie or Art, as in..

Cruella : **Wow! You look incredible.**

The conversation above occurred between Artie and Cruella. The politeness strategy applied to the conversation is the positive politeness strategy by exaggerating, which is indicated by Cruella's utterance "Wow! You look incredible." So, the addresser of applying the politeness of this strategy is Cruella, while Artie is the addressee or subject to the strategy.

b. The Context of an Utterance

Context is a complex matter not only consist of reference and of understanding what things are about as context also provides a deeper meaning to utterances (Mey, 2004, p.40). In this research, the context of an utterance is needed to understand the background of the use of politeness strategies from the conversation between the speaker and the hearer. The detail is below:

54/BOR/Jasper/00:57:30

Jasper : Didn't know you knew how to drive.

Cruella : I don't

Jasper : **Alright, stop the car!**

The context of conversation above is Cruella, Horace and Jasper are on their way to escape. Cruella drives the car recklessly. Then Jasper asks Cruella if she can municate. Then Cruella replies that she can't. Because it was very dangerous, Jasper immediately asked

Cruella to stop the car by saying "Alright, stop the car". Jasper directly and clearly orders Cruella to stop the car. Due to the urgent situation, Jasper must maximize the efficiency of his speech without trying to save the hearer's face. So, the strategy used by Jasper can be classified in bald on record strategy.

c. The Purpose of an Utterance

After knowing the context of an utterance, in determining the next aspects it is necessary to know the purpose of the utterance. The purpose of an utterance is to know what the speaker wants when carrying out politeness strategies. The following is an explanation of the findings regarding the purpose of an utterance:

81/PP-k/Cruella/01:44:33

Cruella : Now, Artie, I have a plan.

Artie : Of course you do.

Cruella : **And you're going to help me with it.**

Artie : Mmm. What do I get?

From the conversation above, Cruella is the addresser and Artie is the addressee. The context is Cruella has a plan and wants Artie to help her carry out the plan. Cruella and Artie are partners in the world of fashion design. Cruella being optimistic asks Artie for help by saying "And you're going to help me with it". The goals of the utterance is to get Artie's help while keeping his positive-face. So, the strategy used can be classified in positive politeness by being optimistic.

B. Discussion

Discussion is a part to answer the reasons for the research question. So, in this subchapter the researcher will show the reasons for the findings of all the data that has been analyzed in the previous section. In findings, the researcher analyzes the politeness strategies used by the characters in *Cruella* (2021) movie and elaborates them with aspects of speech situations. The discussion is related to analysis to get interpretation based on the subchapter findings.

According to Brown and Levinson (1978) politeness strategies is a way to avoid making face threats to the interlocutor. In this study, the characters in the *Cruella* movie show the use of politeness strategies, of which there are four types of delivery, namely bald on record strategy, positive politeness strategy, negative politeness strategy, and bald off record strategy.

From the findings and table 4.1 known that all types of politeness strategies are applied in *Cruella* movie. The positive politeness strategy was the most dominant, and was found to be used 44 times from 97 data total. Positive politeness is a strategy used to improve directed to the hearer positive face, also showing oneness and support to the hearer (Brown & Levinson, 1978, p.101). This is because in the competition between Cruella and Baroness groups, both of them have their respective partners so that many utterances are used in the form of positive politeness strategy to build cooperation, support, and strength to carry out competition. It is based on Syahrin (2001) stated that positive politeness

strategies make the relationships more familiar and reflect the cohesiveness in the group. Also, this strategy serves to facilitate social relationships and minimizes the distances between the speaker and the hearer.

Bald on record is the second strategy that is often used and the researcher foundation 28 data of this strategy. It is because the characters already know each other so there is no distance relationship so the speaker delivers the message directly without trying to minimize the face of the hearer, and also because of the situation that makes them need to be effective and efficient in delivering the message. Brown and Levinson (1978) posit that a bald on record strategy can be used when there is urgency for emphasis and this strategy is used when the message is more important than face. Also, according to (Njuki & Ireri, 2021, p. 15) the bald on record's utterance is actually clear, direct and unambiguous.

The negative politeness strategy is a strategy that is rarely used by the characters with findings of 16 data (16.5%). The findings of the negative politeness data only appear in a few scenes which are applied by characters that have a relationship distance. Because in this Cruella movie, only a few characters have relationship distance, so the use of this strategy is also small. As happened in the sentence of an employee who asked his/her boss.

Then, from the table 4.1 it is also known that the bald off record strategy is the strategy that was used the least by the characters in Disney's Cruella (2021) movie (9 out data of 97). Brown and Levinson (1978) state

that Bald off record strategy is a strategy used to convey face threatening acts indirectly without making the speaker responsible for the act. It is a strategy that is rarely used by the characters in the Cruella movie because most of the content in this film is in the form of scenes that show the characters discussing to make plans in competing. So that clear and easily understood utterances are needed directly by the hearer. Meanwhile, in the bald off record strategy, the utterance is essentially indirect. So when this strategy is applied to a utterance, the intent conveyed by the speaker will be different from the understanding of the hearer (Yanti, 2017, p.56).

Based on table 4.1, shows the number of applied politeness strategies by each character. From the table, it can be seen that Cruella mostly uses positive politeness strategies, which is found in 23 out of 44 data. Because some of the conversations that contain politeness strategies occur between Cruella and her group mates, namely Jasper, Horace, and Artie. Their conversations are found in scenes that tell about mission planning or team discussions, so Cruella uses a lot of positive politeness strategies to get support or good cooperation in a group that she runs. Cruella, who is known as an antagonist, turns out that when she is dealing with her close friends, she is a cooperative character.

Then for Baroness, this character dominates the use of other politeness strategies, namely bald on record, negative politeness, and off record strategies. The amount of use of politeness strategies found in the Baroness character exceeds the number of other characters. But the most used by the Baroness is the bald on record strategy, found in 13 out of 28

data. Bald on record strategy is a strategy that is carried out without any effort to minimize the threats to the hearer face. This is in line with the character of the Baroness where he is the director of a boutique and has assistants under his position. The Baroness is bossy, so she often uses bald on record for her assistants. This is influenced by the social distance between them.

For characters other than Cruella and Baroness, the application of politeness strategies doesn't stand out. This is because the number of data findings containing politeness in these characters is few and far below the data findings on Cruella and baroness. These characters are Artie, Jasper, Horace, Mom, Manager, John, and Jeffrey. The data findings for these characters are on average almost the same in number, that is, under 10 data findings

Related to the findings number 2, there are 3 aspects of speech situations that build context in the delivery of politeness strategies by the character of Cruella (2021) movie. According to Leech (1983) the first aspect is addresser and addressee, the first aspect that must exist in applying politeness. Because politeness strategies aim to avoid face threats, there must be personnel or humans who want to protect their faces. Second, the context of an utterance where there must be a background in delivering the utterance which contains politeness strategies. From the context of an utterance, the researcher can find out what the addresser wants and what politeness strategy is used. Third, the purpose of an utterance. Basically every utterance must have a purpose (Leech, 1983). In

this aspect, it helps the researcher to focus more on the categorization of the politeness strategies used by the characters in Cruella (2021) movie. Thus the three aspects above must be present in every utterance that is made up of data (Cruise, 2006, p.35).

CHAPTER V

CONCLUSIONS AND SUGGESTIONS

A. Conclusions

Based on the findings and discussion in this study, the researcher concluded the following:

1. There are four types of politeness strategies stated by Brown and Levinson (1978) are employed by the characters in *Cruella* (2021) movie. The strategies are bald on record, positive politeness, negative politeness, and bald off record strategy. Among the four strategies, the dominant strategy used is positive politeness that occurs 44 times out of 97 total data. It is followed by Bald-on record strategy (28 out of 97), Negative politeness strategy (16 out of 97), and Off record strategy (9 out of 97). The characters in the *Cruella* movie prefer to applied positive politeness strategy since this strategy usually occurs in the groups of people in which they, in social situation, know each other very well, and need support in conducting competition.

Bald on record is also often applied by the characters since the situation which requires them to focus more on the message than the face of the hearer. Also, they already know each other so there is no distance relationship so the speaker can convey the message directly without trying to minimize the face of the hearer. Then, negative politeness is a strategy that is rarely used because, in this movie, only a few characters appear with social distance. Bald off record strategy is

the least used strategy because in this *Cruella* movie there are many scenes that tell about planning and discussion between characters and require them to use clear sentences, and can be understood immediately by the hearer. Whereas the bald on record's utterances are essentially indirect.

2. The characters Cruella and Baroness dominates the application of politeness strategies in this movie. This is because these two characters are the main characters in the *Cruella* movie. Cruella mostly uses positive politeness strategies (23 out of 36 data), Baroness mostly uses bald on record strategies (13 out of 32 data), and the other characters have fewer findings and the average number is almost the same.
3. In the application of politeness strategies by the characters in the *Cruella* movie, there are influencing aspects. The aspects are addresser and addressee, the context of an utterance, and the purpose of an utterance. By paying attention to these aspects, we can know the background of using politeness strategies and make it easier to classify them into their types.
4. The researchers through this study can prove that in this movie it is not only impoliteness, but politeness strategies are also applied. Then, the researcher also found that, even though the *Cruella* movie is a villain movie, there is still a positive value to learn, such as about politeness. Thus, it also proves that film can be a great medium for learning.

B. Implications

The researcher used Brown & Levinson (1978) theory and Leech's (1983) theory. In this research the characters in *Cruella* movie use all the types of politeness strategies. Thus this research can be used to find out all types of politeness strategies. Apart from that, it can also be learned that the aspect of situation influences the use of politeness strategies. Then, with this research, the resulting impact is the creation of contrasting evidence from previous research conducted by Sanjaya (2022) that in *Cruella* movies it is not only impoliteness but also found many politeness strategies used by the characters.

C. Suggestions

According to the analysis and results of this research, the researcher wants to give some suggestions:

1. To linguistics student

For students, especially linguistics students, learning languages is very important to do. Pragmatics is one of the major topics of linguistics which is often applied in everyday life and can be studied through many media. Therefore, by this research the researcher is expected to provide additional information regarding politeness strategies learned from a movie.

2. To other researchers

This research is limited to the politeness strategies used by the characters in *Cruella* (2021) movie. Then the correlation is with the aspect of speech situation. So that the researcher has suggestions for other researchers to be able to research politeness strategies through other movies and correlate them with other topics that have not been researched.

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APPENDICES

APPENDICES

Appendix 1: Validation Sheet

VALIDATION SHEET

The thesis data titled “**POLITENESS STRATEGIES USED BY THE CHARACTERS IN DISNEY’S *CRUELLA* (2021) MOVIE**” had been checked and validated by Aris Hidayatulloh, S.Hum., M.A., in:

Day : Thursday

Date : April, 13th, 2023

Sukoharjo, April 13th, 2023

Validator

A handwritten signature in black ink, consisting of a large, stylized 'A' followed by a cursive name.

Aris Hidayatulloh, S.Hum., M.A.

Appendix 2 : Table Of Data

NO	CODE	CONTEXT	TEXTUAL DATA	STRATEGY	ANALYSIS	T/F
1.	1/PP-b/ Mom/ 00:01:31	Cruella and her mother are in front of the school, her mother gives advice to Cruella to be better on her first day of school.	Mom : Remember, you belong here like anyone. They lucky to have you. Cruella : agreed	Positive politeness - Exaggerating	Here, Mom as the speaker says “They are lucky to have you” which is said to make Cruella more confident and convince her that her presence at school is not something to be afraid of. The words spoken by Mom are included in the positive politeness strategy through exaggeration, it will save the hearer's positive face.	T
2.	2/PP-e/ Cruella/ 00:01:35	Cruella and her mother are in front of the school, her mother gives advice to Cruella to be better on her first day of school.	Mom : Remember, you belong here like anyone. They lucky to have you. Cruella : Agreed	Positive Politeness - Seek agreement	When Cruella's mother gives advice to Cruella. Cruella responds with "agreed". It shows that Cruella uses a positive politeness strategy by seek agreement. With this strategy, Cruella's mother will have a positive face and be sure that Cruella agrees with what she is saying.	T
3.	3/BOR/ Mom/ 00:01:46	Mom takes Cruella on her first day of school. In front of the school, Mom asks Cruella to put on her hat.	Mom : Wear the hat! Cruella : I don't need the hat.	Bald on record	Mom asks Cruella to wear her hat by saying "Wear the hat". It shows that Mom uses the Bald on record strategy because she makes a request to the hearer directly and clearly without trying to minimize the threats to the hearer's face.	T

NO	CODE	CONTEXT	TEXTUAL DATA	STRATEGY	ANALYSIS	T/F
4.	4/PP-b/ Cruella/ 00:02:20	Cruella met a boy who was playing at her school, she tried to say hello and get to know them but she was ignored. Then came Anita who actually introduced herself to Cruella.	Anita : Hi, I'm Anita. Cruella : Estella. Anita Darling. What a fabulous name. Anita : Just, ignore them. Cruella : Just did, But it might not last.	Positive Politeness - Exaggerating	The speaker says "What a fabulous name" which is used to flatter or give compliment to hearers. The strategy used is the positive politeness by exaggerate interest in hearer to satisfy hearer's positive-face wants and to minimize the face threatening act.	T
5.	5/NP-a/ Cruella/ 00:04:23	Cruella and her mother were in the car, they were on their way to get out of the city they previously lived in. Because Cruella was kicked out of school, her mother was forced to take her away from the city.	Cruella : Can we go here? Mom : Regent's Park? Perfect.	Negative Politeness - Being conventionally indirect	The speaker invites the hearer to do an activity the speaker wants. Cruella's utterance "Can we go here?" it show that Negative politeness strategy is used. Instead of saying "I want to go here" Cruella choose to being conventionally indirect to make the request. So, it will saved the hearer's negative face.	T
6.	6/PP-l/ Mom/ 00:04:35	Cruella and her mother are in the car traveling to London. To cheer Cruella up, Cruella's mother explains some of the planned activities to be carried out in London	Mom : When we get to the city, first thing we will do, we will go to the fountain, and we will have a cup of tea and we will start planning how to make this London thing work.	Positive Politeness - Including speaker and hearer in the activity.	The speaker used the word "we" here which indicates that the speaker wants to do an activity with the hearer. With this strategy, speakers can call up cooperation assumptions from the hearer, and fully fill the hearer's positive face.	T
7.	7/PP-j/ Cruella/ 00:04:58	Cruella feels guilty because she always causes trouble at school, and makes her and her	Cruella : I'll be less trouble from now, Mom. I promise. Mom : (give a little smile)	Positive Politeness - Offering and promissing	The speaker said "I'll be less trouble.." and "I promise". Cruella as the speaker makes a promise to her mother, because she feels guilty	T

NO	CODE	CONTEXT	TEXTUAL DATA	STRATEGY	ANALYSIS	T/F
		mother have to go out of town. Then cruella tried to calm her mother by promising not to cause any more trouble.			and she doesn't want to change places of residence or change schools again. Her offer and promise is one strategy to satisfy the hearer's positive-face wants. So, the strategy used is positive politeness by offering and promising	
8.	8/PP-a/ Cruella/ 00:05:59	Cruella saw her mother take off the necklace she was wearing, then Cruella asked her mother to keep wearing the necklace to the party they attended.	Cruella : Wear it. It's looks good. Mom : Looks better without it, I think. Be yours one day. It's family heirloom.	Positive Politeness - Noticing and attending to the hearer	Cruella as the speaker wants the hearer to use the necklace, using positive politeness strategy by noticing the hearer's appearance when using the necklace by saying "Wear it. It's looks good". It will satisfy hearer's positive-face wants. so, the strategy used is positive politeness by noticing to the hearer.	T
9.	9/BOR/ Mom/ 00:06:18	Cruella's mother wants to get out of the car to attend the party, Cruella also wants to come out but her mother wants Cruella to stay in the car.	Mom : Stay in the car! I won't be long. Cruella : Mmm	Bald on record	In a hurry Cruella's mother said "Stay in the car!". It shows that Cruella's mother used the Bald on record strategy without minimizing the threats to the hearer. This strategy is used because Mrs. Cruella's interlocutor is her own child, so it is easier and less awkward for her to maximize efficiency so that her child understands what she wants.	T

NO	CODE	CONTEXT	TEXTUAL DATA	STRATEGY	ANALYSIS	T/F
10.	10/BOR/ John/ 00:07:56	Cruella sneaks into the party and is caught by John and asks Cruella to keep her hat on so no one else can see her hair	John : Keep the hat on! before anyone sees that.	Bald on Record	Here John says "Keep the hat on!". It shows that John used the bald on record strategy. This strategy is used because Cruella is in an unsafe situation and is in a crowd of partygoers. So John maximized the efficiency of his words so that Cruella would quickly understand and not riot.	T
11.	11/NP-d/ Mom/ 00:08:18	Cruella's mother is talking to Baroness at the edge of the castle, with the intention of asking for help for her troubled family.	Mom : I just need a little help, just to get us on our feet.	Negative Politeness - Minimizing the imposition	Here the speaker used the words "a little" and "just". It shows that the speakers use negative politeness by minimizing the imposition type strategy. This strategy is used to make the imposition looks smaller, so it's keep the negative face of the hearer.	T
12.	12/PP- j/Mom/ 00:08:56	Cruella's mother is talking to the baroness at the edge of the castle, with the intention of asking for help for her troubled family.	Mom : I just need a little help, just to get us on our feet. And I will keep my mouth shut, and I will never come back here.	Positive Politeness - Offering and promising	It is shown that the speaker promised to keep his mouth shut and never to return to see the baroness again. The offer of the promise is made so that the hearers will fulfill what the speakers want. In the context of this story, Cruella's mother wants the baroness to help her. By carrying out an offering and promising strategy, it will satisfy the hearer's face and the taker will get what he wants.	T

NO	CODE	CONTEXT	TEXTUAL DATA	STRATEGY	ANALYSIS	T/F
13.	13/BOR/John/00:09:52	There was an incident where Cruella's mother fell from a high cliff. Then police John ordered his men to look for the perpetrators around the incident.	John: Search the ground! Search the ground!	Bald on record	John says "search the ground". It shows that it uses bald on record strategy. Because it is his subordinates who are being ordered, the John uses this strategy to maximize efficiency regardless of the hearer's face.	T
14.	14/BOR/Cruella/00:12:15	Cruella had just woken up from her sleep, then she was shocked when she saw two boys approaching her. He started to stand up, and tried to get away from the two men	Cruella : Stay back!	Bald on record	Cruella shouted “Stay back” at the boy who was approaching her. In this case the speaker uses the bald on record strategy because the speaker feels in a threatened situation. So that the speakers speak spontaneously without keeping the hearer's face.	T
15.	15/ORS-a/Cruella/00:14:54	Cruella befriends and lives with Jasper and Horace. Since he is now a fugitive he wants to disguise himself by changing the color of his hair.	Cruella : I need to died my hair Jasper : I don't know. I quite like it.	Off record strategy - Giving hints	Here, the speakers use off record strategy by giving hints to the hearers. Cruella said “I need to die my hair” it shows that she does the indirect request to make the hearers help her to color her hair. So her utterance is the hints for the hearer.	T
16.	16/BOR/Cruella/00:16:00	Cruella and Jasper had finished making preparations to go to work in the morning. Meanwhile, Horace was still	Jasper : Horace, lets go! Cruella : Get dress!	Bald on record	Here, the speaker shows the expression of bald on record strategy since she says “Get dress!” to the point and there is no effort to save the hearer's positive face. The speaker only wants	T

NO	CODE	CONTEXT	TEXTUAL DATA	STRATEGY	ANALYSIS	T/F
		casually watching tv. Then Jasper and Cruella told Horace to hurry up and prepare himself.			to make the hearer knows what she wants.	
17.	17/PP-b/ Cruella/ 00:18:47	On Cruella's birthday, Jasper and Horace surprise her with a birthday cake and some gifts for Cruella.	Jasper & Horace : (singing birthday song) Cruella : This is a nicest birthday in a while.	Positive Politeness - Exaggerating	Speaker used positive politeness strategy by noticing to the the surprise that given from the hearer. Speaker give compliment to save hearer's positive-face wants.	T
18.	18/PP-a/ Cruella/ 00:21:54	Cruella starts working at the Baroness' place, on her first day when she is cleaning the toilets, Cruella tries to talk to her manager.	Cruella : Excusme Sir, I have an opinion about the front window. Manager : I gave you your job description. Don't go outside the boundaries of your engagement. Please.	Positive Politeness - Noticing and attending to the hearer.	The speaker says "Excusme Sir" before delivering his opinion, this is done to minimize face threatening acts to hearers. It shows that the strategy used is a positive politeness strategy, by noticing and attending to the hearer. Thus the hearer negative face will be maintained.	T
19.	19/PP-a/ Cruella/ 00:23:16	During break time, at the back of the office, Horace and Jasper meet Cruella and bring lunch for Cruella.	Jasper : Hi. Cruella : Hi. Jasper : You forgot your lunch (give meals to Cruella) Cruella : Thanks for lunch.	Positive Politeness - Noticing and attending to the hearer.	The speaker says thanks to the hearer for what has been given to the speaker. The speaker tries to appreciate and maintain the positive face of the hearer by saying thank you. Therefore, the strategy used is the positive politenes by notice to the hearer gifts.	T

NO	CODE	CONTEXT	TEXTUAL DATA	STRATEGY	ANALYSIS	T/F
20.	20/PP-b/ Cruella/ 00:24:37	When Cruella was working, then a customer came into the shop and Cruella greeted her with compliments.	Customer : Afternoon. Cruella : Lovely hat.	Positive Politeness - Exaggerating	Speaker give compliment to the hearer's hat by saying "Lovely hat". In this case the strategy used is the positive politeness strategy by exaggerating because the speaker tries to make the customer feel happy about what he is wearing and feel comfortable shopping at the store.	T
21.	21/BOR/ Manager/ 00:25:03	Cruella causes trouble and her manager asks Cruella to come to her office immediately.	Manager : My office. Now! Now, now. Cruella : Okay.	Off record strategy - Giving Hints	Here, the speakers use off record strategy by giving hints to the hearer. The manager says "My office. Now!" it shows that he does the indirect request to make the hearers go to his office immediately. So his utterance is the hints to make the hearer do he speaker wants.	T
22.	22/NP-c/ Cruella/ 00:25:13	Cruella is in the office with her manager, Cruella tries to provide clarification regarding the problem that has occurred.	Cruella : Before you fire me, I have something to say. Manager : (turned, and listened to Cruella)	Negative Politeness - Being pessimistic	The speaker uses the remote possibly marker. It can be seen when the speaker says "Before you firing me..." By saying that, the speaker succeeds in redressing the hearer's negative face since the speaker, indirectly, she wants to be heard.	T
23.	23/BOR/ Manager/ 00:25:47	After a long argument between Cruella and her manager in the office, Cruella	Cruella : I believe that lurking underneath that starchy, half-size-too-small, bum-clencher of a suit	Bald on record	The speaker spoke to the point "Clean, now!". Speakers use the Bald on record strategy with the aim that hearers immediately do what they	T

NO	CODE	CONTEXT	TEXTUAL DATA	STRATEGY	ANALYSIS	T/F
		is given the punishment to clean the manager's office.	lies a kind man who wants to give a brilliant kid another shot. Manager : (sipped his drink) Clean, now!		are told without trying to minimize threat's to the hearer's face.	
24.	24/BOR/ Manager/ 00:27:55	Cruella causes trouble by destroying a shop window. It caught the attention of many people passing by. Cruella's manager catches her and drags Cruella out of the window and stop the shop's bad image.	Manager : Why'd you go to sleep in a window? Cruella : Who's... What... Manager : Out! Come with me. Leave the bag!	Bald on record	The speaker tries to make the hearer immediately do what he is told by speaking to the point. The bald on record strategy is used in this conversation, indicated by the speaker saying “Out! Come with me, leave the bag!” which the speakers don't try to minimize threats to the hearer face.	T
25.	25/BOR/ Manager/ 00:29:11	The manager tries to catch Cruella who is run away by ordering the security guard who guards the store to catch Cruella	Manager : (to security) Get her! She's the vandal who messed up the whole new window display. Security : Alright, Sir.	Bald on record	In the conversation, the manager said “Get her!” to the security. It shows that the bald on record strategy is used by the manager as the kicker. His speech was to the point, trying to be effective and efficient in conveying the message due to a situation that must be pursued immediately.	T
26.	26/ORS-a /Baroness/ 00:29:36	Baroness is talking to the manager, but the manager spoke too closely and make Baroness feel uncomfortable.	Baroness : So she doesn't work here? Manager : Sorry. I'm not convinced I know...	Bald off record - Giving hints	The speaker said “You're sweating, and I can smell you” to give a sign to make the hearer's away from her. So, the strategy used is Off record strategy by giving hints.	T

NO	CODE	CONTEXT	TEXTUAL DATA	STRATEGY	ANALYSIS	T/F
		Then Baroness want her manager to stay away from her.	Baroness : You're sweating, and I can smell you. Manager : Brilliant. Thank you. (move a little away)			
27.	27/PP-a/ Baroness/ 00:30:20	When Cruella's manager is angry because of the window that Cruella changed, the Baroness actually likes it and give compliment to the window that Cruella made.	Baroness : That girl put together a better window display than I've seen here for 10 years. Cruella : (Smile)	Positive Politeness - Noticing and attending to the hearer.	Baroness gives compliment to Cruella on what she's done. It shows that the Baroness uses a strategy of positive politeness by noticing to the hearer's.	T
28.	28/PP-i/ Jasper/ 00:30:45	Cruella is very happy that the Baroness likes the window she made. Then she expressed her pleasure to Jasper.	Cruella : She likes my window Jasper, she likes my window! Jasper : I'm happy for you.	Positive Politeness - Concern for the hearer	In this case, Cruella shows how happy she is that the window she made is liked by the Baroness. Then Jasper responded by saying "I'm happy for you". It shows that Jasper uses a strategy of positive politeness by concern to the hearer's wants. Jasper tries to keep Cruella's positive face and make Cruella sure that Jasper feels her pleasure.	T
29.	29/PP-m/ Jeffrey/ 00:33:24	Cruella's first day working for the Baroness at The House of Baroness. Cruella is immediately asked to work on	Jeffrey : Grab a mannequin, some fabric, and throw something together! Because the Baroness needs looks.	Positive Politeness - Asking or giving reasons	In this case the manager use Blad on record strategy to make requests to the hearer, but also the manager gives reasons to keep the hearer's positive face. The manager says "The Baroness	T

NO	CODE	CONTEXT	TEXTUAL DATA	STRATEGY	ANALYSIS	T/F
		designing and sewing clothes for the Baroness.	Cruella : Looks, alright.		needs looks”, indicating that he wants Cruella to understand that that is the reason for his request.	
30.	30/NP-a/ Baroness/ 00:34:15	Baroness selects dresses made by designers in her boutique. Then the baroness asked the cloth department to fetch a blood-red cloth	Baroness : Why are you speaking? Cruella : I think you nicked me. Just... Baroness : (to fabrics) Can you get me a red like that?	Negative Politeness - Being Conventionally indirect	Baroness said "Can you get me a red like that?" this shows that Baroness uses saved politeness strategy by being conventionally indirect. So it is a request but the hearer free to do or not to do it. Thus the face of the hearer will be saved.	T
31.	31/PP-b/ Cruella/ 00:34:54	Coming home from work, Cruella passes by a clothing store and sees a window at the front of the shop. Then she walked into the shop and met Artie.	Artie : Welcome to Second Time Around, I'm Artie or Art, as in.. Cruella : Wow! You look incredible.	Positive Politeness - Exaggerating	Cruella commented on Artie's appearance by saying "Wow, you look incredible". Thus the strategy used is Positive politeness by exaggerating interest in hearer. The purpose of the speaker is to save the hearer's positive face.	T
32.	32/PP-e/ Cruella/ 00:35:02	Cruella asks Artie how people think of Artie's appearance. Then Artie answered with the statement he had, and Cruella really agreed with what Artie said.	Cruella : How does that look go on the streets? Artie : Mmm, some abuse and insults, of course. But I like to say that normal is the cruelest insult of them all and at least I never get that. Cruella : I couldn't agree more	Positive Politeness - Seek agreement	Cruella said that she totally agreed with Artie's statement, by saying "I couldn't agree more". Cruella's goal as the speaker is to emphasize that she is on Artie's side and make Artie as the hearer believe that her statement is getting stronger.	T

NO	CODE	CONTEXT	TEXTUAL DATA	STRATEGY	ANALYSIS	T/F
33.	33/PP-j/ Artie/ 00:35:15	When Cruella is at Artie's shop, Artie tries to get Cruella interested in the collections in his shop by giving several statements.	Artie : Look around, Cinderella. I have everything a girl or boy could ever want. If you can dream it, I can dress it.	Positive politeness - Offering or promising	Artie tries to offer the goods and services he sells in his shop. The strategy used by Artie is Positive politeness by Offering or promising. In this case Artie said "If you can dream it, I can dress it", it aims to satisfy the hearer's face so that the hearer is attracted and believes in what Artie has to offer.	T
34.	34/PP-c/ Cruella/ 00:35:25	Artie shows off some of her dress collections. Cruella points out that she knows very well the dresses Artie shows off. Cruella states that Artie will become her best friend.	Artie : Dior, 1955, amazing. Then.. (Artie touch the gown) Cruella : Chanel, 1950. Spring collection. Artie : Ah, you know your gowns. Cruella : You and I are going to be very good friends, Artie. Artie : Baroness, '65, in the window. Winter collection. Cruella : I noticed that.	Positive politeness - Intensifying Interest to Hearer	Cruella says "Chanel, 1950. Spring collection", here Cruella tries to implicitly attract Artie's attention by showing that Cruella has the same knowledge as Artie about fashion. Cruella's goal is to get Artie to become her partner in the fashion world she wants to create because they both have the same taste. So, the strategy used is Positive politeness by intensifying interest to hearers.	T
35.	35/BOR/ Baroness/ 00:35:53	Baroness is Cruella's Boss. At lunch time, Baroness asks Cruella to get lunch for her.	Baroness : Grubby girl, get me lunch! Soy salmon, lemon-zest risotto, cucumber sliced into two-inch diagonals at an eighth of an inch width sprinkled with seven	Bald on record	Baroness uses a bald on record strategy to Cruella, where Cruella is her subordinate in the boutique. It can be seen that Baroness directly made a request without having to minimize the threats to the hearer.	T

NO	CODE	CONTEXT	TEXTUAL DATA	STRATEGY	ANALYSIS	T/F
			leaves of parsley, shredded, not torn. Cruella : Right.			
36.	36/PP-b/ Baroness/ 00:37:18	Cruella delivers lunch to Baroness' office. Cruella complied with Baroness' request nicely and Baroness acknowledged Cruella's Competence.	(Cruella came into the room bring the Baroness' lunch) Baroness : Lunch, now. (Cruella came closer, then Baroness opened the lid of the food). Baroness : Oh. Finally, someone competent. Cruella : (Smile)	Positive Politeness - Exaggerating	Baroness gives compliment to Cruella for having her request so well fulfilled. In this case, Baroness as the speaker used a positive politeness exaggerating interest in hearer. Also by saying "Oh. Finally, someone competent", that will satisfy the hearer face.	T
37.	37/ORS-g /Baroness/ 00:37:25	Baroness introduces Roger as a lawyer to Cruella.	Baroness : This is my lawyer, Roger. Although he spends most of his time playing piano in a dingy little bar, actually, he's a good lawyer.	Off record strategy - Using contradiction	Baroness as the speaker use off record strategy by delivering contradictions by saying that George is a good lawyer but he spent all the time playing the piano. The speaker leaves the hearer to interpret by himself what the speaker's real opinion about George.	T
38.	38/PP-b/ Cruella/ 00:37:33	Previously, Baroness introduced Roger as a lawyer. Then Cruella greets Roger and notices the activities that Roger often does as Baroness	Cruella : Hi! Roger : Hi. Cruella : Piano is nice! Roger : Yes.	Positive Politeness - Exaggerating	In this conversation is the first meeting between Cruella and Roger. Cruella greets Roger and tries to save the hearer's positive face by saying "Piano is nice". So, this time the speaker uses a positive politeness strategy by	T

NO	CODE	CONTEXT	TEXTUAL DATA	STRATEGY	ANALYSIS	T/F
		said, which is playing the piano.			exaggerating interest in hearer's hobby.	
39.	39/BOR/ Baroness/ 00:37:40	Cruella brings food for the Baroness, but it coincides with Baroness' nap time. So, she asks Cruella to pack her lunch.	Baroness : Time for my nine-minute power nap. Box up my lunch, Cruella. Cruella : (nodding)	Bald on record	Here, the speakers use Bald on record strategy by being to the point by "Box up my lunch..". She chose to be directly without having to minimize threats to the hearer's face.	T
40.	40/BOR/ Baroness/ 00:38:15	Baroness and Cruella walked towards the changing room. They seemed to be in a hurry. Then Baroness told Cruella to follow her faster.	Baroness : Keep up, Cruella!	Bald on record	Here, the Baroness as the speaker uses Bald on record strategy by being to the point when she asks the hearer to be faster so as not to be left behind without having effort to minimize threats to the hearer's face.	T
41.	41/BOR/ Baroness/ 00:38:45	Baroness is getting ready. She changed clothes, wearing jewelry, and tidying her hair.	Baroness : Jewels. And, Estella, make this corset fit to me! Cruella : Okay.	Bald on record	Baroness asks Cruella to help her put on the corset. In this case, the Baroness uses the Bald on record strategy. Instead of saying "can you help me wear the corset?" The Baroness prefers to use the utterance "Make this corset fit to me!" to the point and without minimizing threats to the hearer face.	T
42.	42/PP-b/ Baroness/ 00:38:45	Baroness asks Cruella to show her the design drawings. Then after seeing the results, Baroness confesses that	Baroness : Show me. How would you have done it? Cruella : (Show her design) Baroness : Hmm. I think you	Positive Politeness - Exaggerating	The Baroness confesses to Cruella that she is talented in drawing designs by saying "I think you are...something". In this conversation the strategy used by the Baroness is positive	T

NO	CODE	CONTEXT	TEXTUAL DATA	STRATEGY	ANALYSIS	T/F
		Cruella is talented.	are...something.		politeness by exaggerating interest in hearer's design. Thus, it will satisfy the hearer positive face.	
43.	43/PP-f/ Cruella/ 00:40:51	Cruella looks at the Baroness necklace. Then she asked where the Baroness got it from. When the Baroness tells a story, Cruella accidentally answers something that contradicts the Baroness' story. Cruella immediately apologized and explained what she meant to avoid a disagreement.	Baroness : A family heirloom. The story is funny. An employee once stole it. Cruella : No, she didn't! Baroness : (silence, stares and frowns) Cruella : So-sorry. Pronunciation problem. I mean—No she didn't no. Did she work for you?	Positive politeness - Avoiding Disagreement	In this case, Cruella chose to agree with the Baroness' words even though she knew the facts that actually happened. She chose to support the Baroness' statement to satisfy the Baroness's positive face. The strategy used is positive politeness by avoiding disagreement, which is proven when Cruella corrects her words and gives a better explanation to the Baroness.	T
44.	44/ORS-a/ Baroness 00:42:19	While Baroness was taking a nap in her office, Jeffrey and Roger came in and informed her that they had a meeting to attend. Baroness woke up and immediately prepared herself. She enlisted the help of Roger and Jeffrey to put on her	Baroness : (Staring to Jeffrey) Necklace. Roger shoes.	Off record strategy - Giving hints	Baroness as the speaker did an indirect request to Jeffrey and Roger by saying "Necklace. Roger Shoes". Baroness gave hints of "necklace" and "shoes" with the intention of asking Jeffrey and Roger to help her put on the necklace and shoes.	T

NO	CODE	CONTEXT	TEXTUAL DATA	STRATEGY	ANALYSIS	T/F
		necklace and shoes.				
45.	45/PP-d/ Jasper/ 00:43:40	While Cruella is explaining the plan for the heist, Horace is not paying attention and is busy playing with matches. Jasper then admonishes him to get Horace to pay attention to Cruella.	Jasper : It's our biggest job ever. Oi, Horace, attention. Horace : okay.	Positive politeness - Use solidarity in-group identity markers	Here, Japer asks Horace to pay attention to Cruella's explanation by saying "Oi, Horace, attention" indicating that Horace should pay attention. The way Jasper make a request by calling "Oi, Horace" show that strategy used by Jasper is positive politeness by Use solidarity in-group identity markers to save positive face of the hearer.	T
46.	46/PP-e/ Jasper/ 00:46:12	Jasper, Horace, is listening to Cruella's plan to steal the Baroness' necklace. But Jasper tries to get Cruella to think about that again, considering her work.	Jasper : Well, I don't know about that. But here's a problem... Won't she recognize you? And when that happens, won't you lose your job? A job I think you love. I mean, she sees you're talented, right? Maybe you don't need the necklace. It's just a necklace. Cruella : I want it back! But, you right. You right, she will recognize me.	Positive politeness - Seek agreement	Here, Jasper tries to seek agreement from Cruella by asking "Won't she recognize you?,... won't you lose your job?,... I mean, she sees you're talented, right?" Thus, Jasper as the speaker lets the hearer to think without having to disagree or damage the hearer's positive face. So, the strategy used is positive politeness by seeking agreement.	T
47.	47/PP-a/ Baroness/	Cruella comes to Baroness' party wearing a beautiful and	Baroness : What is your name? Cruella : Cruella	Positive Politeness - Noticing and	Baroness as the speaker uses the positive politenes strategy by noticing the hearer's	T

NO	CODE	CONTEXT	TEXTUAL DATA	STRATEGY	ANALYSIS	T/F
	00:52:56	attractive dress. Then the Baroness greeted Cruella.	Baroness : Ouw, that's quite fabulous , and you designed this?	attending to the hearer.	name. In this case the speaker says "Ouw, that's quite fabulous" which aims to satisfy the hearer's positive face.	
48.	48/ORS-e/ Baroness/ 00:53:09	Baroness asks Cruella to sit down because she is attracted to Cruella, and wants to have a chat with her.	Baroness : Sit, do, I insist. I'm Interest, and that never happens.	Off record strategy - Overstating	Baroness orders Cruella to sit down, and she pushes a bit because she is attracted to Cruella. By saying "I'm interested, and that never happens" shows that the Baroness gave reasons why she asked Cruella to sit down like that overstating her behaviour so that the hearer would fulfill her request. So, the strategy used is off record strategy by overstating.	T
49.	49/ORS-g /Baroness/ 00:53:27	Cruella saw the Baroness' Dalmatians' dogs, then the Baroness introduced them to Cruella as her amazing and ferocious favorite dog.	(Cruella menatap anjing Baroness) Baroness : Yes. Aren't they gorgeous ? And vicious . It's my favorite combination.	Off record strategy - Using contradictions	Baroness as the speaker uses the Off record strategy by using contradiction. In the conversation, Baroness utters the words "Gorgeous" and "Vicious" at the same time to describe her dogs. It shows that the speaker lets the hearer to search the implicature by herself.	T
50.	50/PP-a/ Cruella/ 00:53:53	Cruella is asked by the Baroness what she wants. Then Cruella chooses to answer that she wants to be like Baroness who is a strong	Baroness : What do you want? I mean, you clearly wanted to get my attention. Cruella : I want to be like you. You're a very powerful woman.	Positive Politeness - Noticing and attending to the hearer.	Cruella said "You're a very powerful woman" to satisfy the hearer's positive face. In this case, the strategy used is the Positive politeness strategy by noticing to the hearer's power.	T

NO	CODE	CONTEXT	TEXTUAL DATA	STRATEGY	ANALYSIS	T/F
		woman.				
51.	51/ORS-k /Cruella/ 00:54:47	Baroness asks Cruella where she is from. Cruella not wanting her cover to be exposed and the Baroness knowing where she came from, Cruella then responds with an ambiguous answer.	Baroness : Where are you from? Cruella : Oh. Well, um...Up...north. Well, sort of. It's a bit south, really, of north, which is basically west.	Off record strategy - Being ambiguous	In this case, Cruella responds to Baroness' question by expressing the possibility of the implicature in question or being ambiguous. Cruella says “Oh. Well, um...Up...north. Well, sort of. It's a bit south, really, of north, which is basically west.” thus the speaker lets the hearer to get his own implicatures. The strategy used by Cruella is Cald off record by being ambiguous.	T
52.	52/NP-f/ Baroness/ 00:55:02	Baroness enjoys chatting with Cruella, but doesn't let go of the fact that Cruella infiltrated her presence at the party. Then the Baroness tries to protect Cruella.	Baroness : All right, that's enough. I've loved our little chat, but I'm afraid that now I'm going to have you arrested, um, for trespassing.	Negative Politeness - Apologizing	The speaker shows that she tries to save the hearer's negative face by showing reluctance. It can be seen when the speaker says “I've loved our little chat, but I'm afraid that...”. So, in this case Baroness as the speaker use negative politeness strategy by apologizing (Give reluctance).	T
53.	53/BOR/ Cruella/ 00:56:58	Cruella, Horace, and Jasper are in hot pursuit of party security. Cruella quickly takes a car and approaches Jasper and Horace to escape together.	Cruella : Get in! Horrace : Yes.	Bald on record	In this case, because of an urgency, the speaker use bald on record strategy by saying “Get in!”. Aims to give the order to the hearer to get into the car and run away. Thus, Cruella as the speaker must maximize the efficiency of her	T

NO	CODE	CONTEXT	TEXTUAL DATA	STRATEGY	ANALYSIS	T/F
					speech by using a bald on record strategy.	
54.	54/BOR/ Jasper/ 00:57:30	Cruella, Horace and Jasper are on their way to escape. Cruella drives the car recklessly because she doesn't know how to drive. Because it was very dangerous, Jasper immediately asked Cruella to stop the car.	Jasper : Didn't know you knew how to drive. Cruella : I don't Jasper : Alright, stop the car!	Bald on record	Jasper as the speaker use bald on record strategy, because of the situation, he must maximize the efficiency of his speech without trying to save the hearer's face. Jasper said "Alright, stop the car!" for Cruella as the hearer to immediately fulfill Jasper's request.	T
55.	53/PP-g/ Cruella/ 01:01:57	Cruella comes to work where Anita was a friend at school before. Cruella develops interesting small talks so that Anita wants to work with Cruella.	Cruella : I'd like to start my own label. Why don't we work together to create some buzz for this old rag that you continually fill with that old hag? Anita : You have that glint in your eye.	Positive politeness - Presuppose/raise/assert common ground	Here, Cruella as the speaker tries to get Anita interested in her invitation to cooperate by making small talks about her work. Cruella said "Why don't we work together to create some buzz for this.." to give Anita an interesting job description. So, the strategy used is the Positive Politeness strategy by presupposing common ground.	T
56.	56/NP-d/ Jasper/ 01:02:00	Horace and Jasper are on a mission to kidnap the Baroness' dog. Jasper tried to focus on looking around but Horace instead asked him to joke around. Then Jasper	Horace : You notice how some dog owners look a lot like their dogs? Jasper : No. I've never noticed that. Horace : (menutup matanya dengan satu tangan) What about now? Jasper : All right, let's have a bit	Negative politeness - Minimizing imposition	Jasper as the speaker uses the strategy of negative politeness by minimizing the imposition. It can be seen that when Jasper rebuked Horace for being professional, he said "Let's have a bit of professionalism, please, Horace". So that the negative face of the hearer	T

NO	CODE	CONTEXT	TEXTUAL DATA	STRATEGY	ANALYSIS	T/F
		admonishes Horace for staying professional and focused.	of professionalism, please, Horace. We got a job to do, all right?		will be maintained and will also minimize coercion.	
57.	57/PP-a/ Artie/ 01:03:12	Cruella comes to Artie's shop in a new look. Cruella's appearance amazed Artie.	Cruella : (opened the door) Artie : It's you. Cruella : It is. And you're reading about me. Artie : And you're in my shop. Cruella : Yeah. It's me, Cruella. Artie : Oh, my. My, my, my. You look amazing. You certainly made a splash.	Positive politeness - Noticing and attending to the hearer	Artie sees Cruella's new look and says "Oh, my. My, my, my. You look amazing". It shows that Artie as the speaker uses a strategy of positive politeness by noticing to the hearer's looks. So that will satisfy the hearer's positive face.	T
58.	58/PP-b/ Artie/ 01:03:16	Cruella comes to Artie's shop in a new look. Cruella's appearance amazed Artie.	Cruella : (opened the door) Artie : It's you. Cruella : It is. And you're reading about me. Artie : And you're in my shop. Cruella : Yeah. It's me, Cruella. Artie : Oh, my. My, my, my. You look amazing. You certainly made a splash.	Positive politeness - Exaggerating	After giving Cruella a compliment. Artie said a utterance that exaggerated Cruella's appearance by "You certainly made a splash" which aims to satisfy the hearer's positive face and make the hearer feel supported.	T

NO	CODE	CONTEXT	TEXTUAL DATA	STRATEGY	ANALYSIS	T/F
59.	59/PP-c/ Cruella/ 01:03:22	Cruella comes to Artie's shop to ask for help in getting Artie to become her fashion partner.	Cruella : I want to make art, Artie... and I want to make trouble. You in? Artie : I do love trouble.	Positive politeness - Intensifying to the hearer	Here, Cruella wants help from Artie. Cruella knows that Artie is skilled in the arts and she knows what Artie likes. Then Cruella say “I want to make art, Artie... and I want to make trouble...”. it shows that Cruella tries to draw Artie into the conversation by sharing what she wants and making good stories about things that Artie will like. Thus, speakers do not need to force themselves to get what they want and still save the hearer's positive face.	T
60.	60/ORS-h /John/ 01:04:48	Baroness reads the newspaper story about herself and what happened the night of the party.	Baroness : Everyone is laughing at me. John : Well, they say all press is good press, Baroness. Although they have focused rather on the rats.	Off record strategy - Being ironic	Here, John uses the negative politeness strategy of being ironic by saying “Well, they say all press is good press, Baroness” to divert the fact that the news is embarrassing Baroness. This strategy is used to keep the hearer's face.	T
61.	61/PP-b/ Baroness/ 01:04:55	John tried to comfort Baroness who was embarrassed because the news spread through the newspapers. Then John gave the information asked by the Baroness.	Baroness : Did you happen to notice her hair? John : Coincidence. Apparently all the young people are doing it now. Baroness : Thank you, John. You're such an enormous...help. John : I do my best	Positive politeness - Exaggerating	Baroness praised John because the information he provided was always helpful. By saying "You're such an enormous...help", Baroness tried to save John's positive face. So, the strategy used is positive politeness by noticing the hearer's help.	T

NO	CODE	CONTEXT	TEXTUAL DATA	STRATEGY	ANALYSIS	T/F
62.	62/BOR/ Jeffrey/ 01:05:11	Cruella arrives late to work. When opening the door, Jeffrey approached Cruella and asked Cruella to immediately meet Baroness.	Cruella : (Opening the door) Jeffrey : She wants you, hurry up! Come on! Cruella : (immediately follows Jeffrey)	Bald on record	Jeffrey asks Cruella to hurry up to meet Baroness who is looking for her. Due to the urgent situation Jeffrey maximized his speech to Cruella by saying “She wants you, hurry up! Come on!” so that Cruella immediately follows his orders without trying to minimize threats to Cruella. The strategy used by Jeffrey is Bald on record.	T
63.	63/BOR/ Baroness/ 01:05:26	The Baroness' designers are already lined up for the presentation. Then Cruella arrives, and she's late. Baroness asks Cruella to take her pad immediately.	Baroness : Here she is. Late. Grab a pad!	Bald on record	Here, the speaker use Bald on record strategy by being directly without having effort to minimize threats to the hearer's face. This can be seen when Baroness makes a request to Cruella by saying "Grab a pad!".	T
64.	64/BOR/ Baroness/ 01:06:29	Baroness gets a call from the pet salon saying her dog is missing. Then, Baroness requested them to immediately find for her dog.	Baroness : Hmm..three the dogs gone. Find it!	Bald on record	Baroness uses the bald on record strategy, can be seen in her utterance "Find it!" which indicates an order to immediately search for her dogs.	T
65.	65/BOR/ Baroness/ 01:08:05	Baroness is annoyed with Cruella's figure who is her competitor in the fashion	Baroness : Okay. A proper competitor. I'll just have to destroy her as we have so many before.	Bald on record	Baroness asks Roger to gather information about Cruella. She said “Find her! And, Roger, find out everything about her!”, which shows	T

NO	CODE	CONTEXT	TEXTUAL DATA	STRATEGY	ANALYSIS	T/F
		world. Then she asked his personal lawyer to collect all data about Cruella.	Find her! And, Roger, find out everything about her! Roger : Yes, I'll doing it.		that Baroness uses the bald on record strategy. She directly made a request to Roger without minimizing threats to Roger.	
66.	66/PP-a/ Cruella/ 01:09:27	Cruella noticed that Baroness seem so mad. Then she offered Baroness a cucumber to make her more relaxed.	Cruella : You seem upset, Baroness : My dogs are missing, my necklace has been stolen and this Cruella creature is... Cruella : Can I get you some cucumber? Thinly sliced. Baroness : it's good. Then, go.	Positive politeness - Noticing and attending to the hearer	Cruella uses the strategy of positive politeness by noticing to the hearer's mood. Because of Baroness seem upset, Cruella offers her something she will like. This strategy was carried out by Cruella so that it would satisfy the hearer's positive face	T
67.	67/BOR/B aroness/ 01:12:04	Baroness and Roger were in the car on their way to a meeting. Then Roger spoke continuously and it annoyed Baroness. Therefore, Baroness asked Roger to be quiet.	Baroness : I need you to stop talking, Roger. Roger : Right.	Bald on record	Here, Baroness expresses her wish directly by saying "I need you to stop talking, Roger". The strategy used by Baroness is bald on record, which the speaker does not try to save the hearer's face.	T
68.	68/PP-b/ Cruella/ 01:13:55	Horace delivered the beads ordered by Baroness. Then, it received by Cruella and she thanked Horace and flattered him.	Horace : Oh, good day to you, missy. Got some fashion items that are most fashionable. Cruella : Thank you, most handsome delivery man.	Positive politeness - Exaggerating	Cruella uses the Positive politeness strategy by exaggerating interest to the hearer. That was proven when Cruella said "Thank you, most handsome delivery man.", thus the speaker could meet the positive face of the hearer.	T

NO	CODE	CONTEXT	TEXTUAL DATA	STRATEGY	ANALYSIS	T/F
69.	69/PP-b/ Baroness/ 01:14:43	Cruella had finished beading the clothes she had made. Baroness came closer and saw the beauty of the dress that Cruella had made. Cruella was beside her, smiling and feeling satisfied at the Baroness' compliment.	Cruella : (standing in front of the manequin) Baroness : (staring at the dress Cruella had made for her) It's...Stunning.. Hmm. I've done it again. Let's go make history.	Positive politeness - Exaggerating	Baroness noticing to the dress made by Cruella complimenting its beauty. Baroness said "It's stunning". It shows that Baroness uses a strategy of positive politeness by exaggerating interest, so that the face of the hearer is saved.	T
70.	70/BOR/ Baroness/ 01:14:56	Baroness is satisfied with the dress Cruella made. Then she invites Cruella to have a drink with her	Baroness : I need a drink. Estella, come!	Bald on record	Baroness asks Cruella to follow her by saying "Come!". The word used by the Baroness shows that he is using a bald on record strategy to make Cruella do what he orders.	T
71.	71/PP-l/ Baroness/ 01:16:55	Baroness is drinking with Cruella. Then he invites Cruella to come up with a plan to exterminate his competitors.	Baroness : Well done. We just have to get rid of this person, don't you think? Cruella : Hmm. I guess you must hate her.	Positive politeness - Including Both Speaker and Hearer in the Activity	Baroness uses negative politeness strategy. It can be seen when Baroness uses the word "we" with the intention of including both Baroness as the speaker and hearer in the activity. So this will reduce the imposition of the hearer and the positive face of the hearer is still fulfilled.	T
72.	72/BOR/B aroness/ 01:21:30	Baroness organizes a fashion show at her workplace to attract Cruella. Then, the Baroness asked John to protect	Baroness : When Estella arrives, escort her to my office and hold her there! John : very good.	Bald on record	Baroness made a request to John without trying to minimize the threats to the hearer's face. So, the strategy used by Baroness is Bald on record.	T

NO	CODE	CONTEXT	TEXTUAL DATA	STRATEGY	ANALYSIS	T/F
		Estella when the show started.				
73.	73/NP-e/ Jeffrey/ 01:22:09	Jeffrey told Baroness that the dress safe was jammed and could not be opened. The Baroness panicked because the event was about to start. Then, Baroness asked Jeffrey to do everything he could to open the door.	Baroness : What do you mean, it's stuck? The guests are already arriving. Jeffrey : There's something wrong with the lock, Your Ladyship.	Negative politeness - Give deference	In this case, Jeffrey uses the strategy of negative politeness by giving deference. It can be seen that when Jeffrey says "Your Ladyship", it means that Jeffrey is trying to give deference to Baroness to keep her negative face.	T
74.	74/NP-e/ John/ 01:31:03	Cruella wakes up from her sleep and John offers Cruella to drink the tea he made.	Cruella : Why i'm here. John : Tea? Mrs. Cruella	Negative politeness - Give deference	John tries to show respect to Cruella in order to save her negative face and John gets what he wants. It was proven when he used the word " Mrs. Cruella " in mentioning Cruella. The strategy used by John is negative politeness by giving deference.	T
75.	75/BOR/ Cruella/ 01:32:40	John explains the fact that Baroness is Cruella's real mother, but Cruella still finds it hard to understand John's words.	Cruella : Stop! You keep saying "you". John : You are her daughter.	Bald on record	Cruella said "Stop!" to John. Here, Cruella uses the bald on record strategy by being directly without having effort to minimize threats to the hearer's face.	T

NO	CODE	CONTEXT	TEXTUAL DATA	STRATEGY	ANALYSIS	T/F
76.	76/PP-I/ Jasper/ 01:38:50	Jasper and Horace are in prison. They both think about Cruella who was killed by Baroness. Horace is sad, and Jasper invites him to remember Cruella.	Horace : I still can't believe she's dead. Jasper : Pull it together, Horace. You can't cry in prison. Horace : Yeah. Jasper : Let's just remember Estella.	Positive Politeness - Including Both Speaker and Hearer in the Activity	Jasper tries to save the negative face of the hearer by including him and the hearer in the activity. In this case, the strategy used is the negative politeness strategy by including both speaker and hearer in the activity, which is indicated in the use of the word "Lets" by Jasper to Horace.	T
77.	77/PP-I/ Cruella/ 01:42:39	Cruella, Jasper and Horace meet again. Cruella tells him about what happened and tries to get Jasper and Horace to stop Baroness.	Cruella : She will find me, Jasper. You know she will. We need to stop her! I quite be mad. Im sorry. You are my family.	Positive Politeness - Including Both Speaker and Hearer in the Activity	Cruella uses the word "we" to indicate that she wants Jasper and Horace to come with her to stop the Baroness. The strategy used is negative politeness by including her and the hearer in the activity. Thus, the negative-face of the hearer will be saved.	T
78.	78/NP-e/ Cruella/ 01:42:47	Cruella, Jasper and Horace meet again. Cruella tells him about what happened and tries to get Jasper and Horace to stop Baroness.	Cruella : She will find me, Jasper. You know she will. We need to stop her! I quite be mad. Im sorry. You are my family.	Negative politeness - Apologizing	The speaker shows that she tries to minimize the face-threatening act by saying "I'm sorry" to express regret.	T
79.	79/PP-d/ Cruella/ 01:42:51	Cruella, Jasper and Horace meet again. Cruella tells him about what happened and tries to get Jasper and Horace to	Cruella : She will find me, Jasper. You know she will. We need to stop her! I quite be mad. Im sorry. You are my family.	Positive politeness - Using in group identity markers	By saying "You are my family" the speaker considers to minimize the relative power and status difference between her and hearer. So, the strategy used by Cruella is positive	T

NO	CODE	CONTEXT	TEXTUAL DATA	STRATEGY	ANALYSIS	T/F
		stop Baroness.			politeness strategy by using in group identity markers	
80.	80/ORS-a/ Cruella/ 01:43:57	Cruella comes to Artie's shop. He wanted to have a serious discussion without being disturbed by anyone. Therefore when a customer was about to enter Cruella's shop they said that they were closed.	Customer : (opening the door) Cruella : We closed. Customer : (closing the door, and go)	Off record strategy - Giving hints	Here, shows that the speaker does the indirect request by giving hint "we closed" to make the hearer leave the store. Cruella emphasizes cooperation with hearers by saying "I promise". Thus, it will satisfy the hearer positive face and the speaker will get what he wants.	T
81.	81/PP-k/ Cruella/ 01:44:33	Cruella meets Artie at her shop, Cruella has a new plan and asks Artie to help her.	Cruella : Now, Artie, I have a plan. Artie : Of course you do. Cruella : And you're going to help me with it. Artie : Mmm. What do I get?	Positive Politeness - Being optimistic	Cruella said "And you're going to help me with it". It shows that Cruella hopes for help from Artie and she is optimistic that Artie will help her. The strategy used is positive politeness by being optimistic. The speaker will get what she wants but still try to save the hearer's face.	T
82.	82/NP- h/Jasper/ 01:46:36	In the new house, Cruella sits alone on the balcony. Then Jasper comes and sits with Cruella while making sure that Cruella will not take revenge	Jasper : I know you are in pain, and I know she caused that. But, you know killing her is not gonna make that pain go away. Cruella : I wouldn't. I promise.	Negative politeness - Use general rules	Jasper asks Cruella not to kill Baroness by saying "killing her is not gonna make that pain go away". It shows that Jasper uses the negative politeness strategy by using that utterance as the general rule, "killing will not	T

NO	CODE	CONTEXT	TEXTUAL DATA	STRATEGY	ANALYSIS	T/F
		by killing the Baroness.			relieve the pain felt"	
83.	83/PP-j/ Cruella/ 01:46:43	In the new house, Cruella sits alone on the balcony. Then Jasper comes and sits with Cruella while making sure that Cruella will not take revenge by killing Baroness	Jasper : I know you are in pain, and I know she caused that. But, you know killing her is not gonna make that go away. Cruella : I wouldn't. I promise.	Positive politeness - Ofering and promising	Cruella emphasizes cooperation with hearers by saying "I promise". Thus, it will satisfy the hearer's positive face and the speaker will get what she wants.	T
84.	84/PP-i/ Cruella/ 01:46:59	While sitting together on the balcony, Cruella thanks Jasper for helping her so much.	Cruella : Thanks for helping me. Jasper : However, it's difficult to ignoring you sometimes.	Positive politenes - Concern to the hearer wants	In this case, Cruella as he speaker concern the hearer, so hearer will feel that the speaker does a good cooperation with him. Also, the hearer will feel that the speaker knows the hearer well.	T
85.	85/BOR/ Baroness/ 01:48:30	George was standing behind the Baroness, then Baroness asked George to come closer.	Baroness : George, come here!	Bald on record	The speaker use Bald on record strategy by being directly says "come here!" without having effort to minimize threats to the hearer's face.	T
86.	86/BOR/ Baroness/ 01:48:52	George shows to Baroness the weapon he will use to catch Cruella. Then, Baroness asked George to give the weapon to her.	George : I've got a special treat for her. It'll put a shock through her and leave her incapacitated. Baroness : Give it to me!	Bald on record	Baroness as the speaker use Bald on record strategy by being directly says "Give it to me!" so George give the goods to her without having effort to minimize threats to the hearer's face.	T

NO	CODE	CONTEXT	TEXTUAL DATA	STRATEGY	ANALYSIS	T/F
87.	87/NP-a/ Horace/ 01:51:21	Horace is at the Baroness' party. He looked for a toilet and asked one of the waiters to show him where is it.	Horace : I'm looking for the loo	Negative politeness - Being conventionally indirect	Horace says "I'm looking for the loo" indicating that he wants the hearer to show him where the loo is. Thus Horace made the request indirectly, he chose to use the utterance "I'm looking for the loo" instead of directly saying "Show me where the loo is."	T
88.	88/PP-b/ Baroness/ 01:49:23	Baronesses are preparing for the party. John helped her, and had a little chat with Baroness.	John : That's will be tiring, tobe make the memorable night tonight, Baroness. Baroness : Indeed, it should.	Positive politeness - Exagerrating	Here, the speaker use Positive Politeness (exaggerating) by delivers her feeling trough approval towards the hearer.	T
89.	89/BOR/ Baroness/ 01:54:33	At the party, Baroness looks for Cruella and tries to catch her. She asked John and the other bodyguards to stay on guard and join them in looking for Cruella.	Baroness : (talking to John) She's here. I can feel it. Find her!	Bald on record	The speaker use Bald on record strategy by being directly says "Find her!" without having effort to minimize threats to the hearer's face	T
90.	90/NP-f/ Cruella/ 01:56:39	Cruella shows up at the Baroness' party and stands at the edge of a cliff. Baroness saw her and approached Cruella.	Cruella : I hate to ruin your party, but I come to be with you.	Negative politeness - Apologizing	The speaker shows that the she tries to save the hearer's negative face by showing reluctance. It can be seen when the speaker says "I hate to ruin your party.."	T

NO	CODE	CONTEXT	TEXTUAL DATA	STRATEGY	ANALYSIS	T/F
91.	91/PP-b/ Baroness/ 01:57:11	Cruella explains to Baroness that she is the biological daughter of Baroness who has been missing for a long time and that makes the Baroness shocked.	Baroness : It will make sense now. Cruella : What? Baroness : That you are so extraordinary. Of course, you are mine.	Positive politeness - Exaggerating	The speaker's giving compliments to the hearer's personality, to satisfy the hearer's positive-face wants and to minimize the face threatening act and shows that the speaker is on the hearer's side. So, positive politeness by exaggerating is used.	T
92.	92/NP-f/ Baroness/ 01:57:11	Cruella explains to Baroness that she is the biological daughter of Baroness who has been missing for a long time and that makes the Baroness shocked.	Baroness : I've longed for someone in my life who was as good as me. Cruella : You left me to die. Baroness : I mistake. And one we can get past. I know it.	Negative politeness - Apologizing	Baroness as the hearer said "I mistake" to show his regret. Thus, the hearer's negative face will be saved. The strategy used by Baroness in this case is negative politeness by apologizing.	T
93.	93/PP-l/ Cruella/ 01:57:11	Baroness apologizes to Cruella for past mistakes. Then, she tries to ask Cruella to forget about it.	Baroness : I've longed for someone in my life who was as good as me. Cruella : You left me to die. Baroness : I mistake. And one we can get past. I know it.	Positive Politeness - Including Both Speaker and Hearer in the Activity	Baroness uses the word "we" to refer to herself and Cruella. This aims to make the distance between them closer by including the speaker and the hearer in the activity. In this case Baroness assures Cruella that they will be able to overcome the problems they are facing. The strategy used is positive politeness by including both speaker and hearer in the activity.	T

NO	CODE	CONTEXT	TEXTUAL DATA	STRATEGY	ANALYSIS	T/F
94.	94/NP-a/ Baroness/ 01:59:15	The Baroness wanted to hug Cruella.	Baroness : Can I hug you? Cruella : Yes	Negative politeness - Being conventionally indirect	Baroness asks permission to hug Cruella by saying "Can I hug you". It shows that the Baroness uses the Strategy negative politeness by Being conventionally indirect in asking something from the hearer so that the negative face of the hearer is still fulfilled. So it lets the hearer to accept or ignore it	T
95.	95/BOR/ Cruella/ 02:02:24	Cruella is at a funeral, the mood is so moving that she asks Jasper and Horace to put some music on to light the mood.	Cruella : (talking to Horrace and Jasper) Alright, put on of music or something! To light the mood.	Bald on record	The speaker use Bald on record strategy by being directly says “put on of music or something!” without having effort to minimize threats to the hearer’s face	T
96.	96/NP-e/ Horace/ 01:13:55	Horace delivered the beads ordered by Baroness. Then, it received by Cruella and she thanked Horace and flattered him.	Horace : Oh, good day to you, missy. Got some fashion items that are most fashionable. Cruella : Thank you, most handsome delivery man.	Negative politeness - Give difference	Horace emphasized the social distance between him and Cruella by using the word “missy”. Thus it will satisfy the hearer’s negative-face wants.	T
97.	97/NP-a/ Baroness/ 01:14:56	Baroness is satisfied with the dress Cruella made. Then she invites Cruella to have a drink with her	Baroness : I need a drink. Estella, come!	Negative politeness - Being conventionally indirect	Baroness says “I need a drink”, it’s indicating the indirect request to the hearer to bring her a drink. So, the strategy used is negative politeness by being conventionally indirect.	T

