

ABSTRACT

Rosari, Miwita. (2016). *Politeness Strategies Applied by the Characters in The Great Debaters Movie*. Yogyakarta: Sanata Dharma University.

Politeness, in both verbal and non-verbal communication, has been a major aspect in people's life. Politeness plays an important role in keeping a conversation run well and go smoothly. However, English second language speakers still find difficulties in speaking English properly and politely.

This research aims to answer two research questions. The research questions were formulated as follows: 1) which types of politeness strategies are used by the characters in *The Great Debaters* movie? And 2) what factors affect the characters' politeness in speaking?

The writer conducted a pragmatic study to answer the two research questions. Data used in this research were collected from 166 pages of *The Great Debaters* movie transcription.

The research results showed that the characters in *The Great Debaters* movie applied the types of politeness strategies, namely off-record, bald-on-record, positive politeness, and negative politeness. Moreover, the characters also revealed the factors affecting the characters' politeness in speaking, namely language style, register and domain, and slang and solidarity. However, the characters did not show language and gender factor in their conversation since they were mostly engaged in the same topic, namely a debate competition.

Keywords: *politeness strategies, character, The Great Debaters*

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Kesantunan, baik dalam berkomunikasi secara lisan dan tidak lisan, telah menjadi aspek utama dalam kehidupan sehari-hari. Kesantunan memiliki peran yang penting guna menjaga komunikasi agar berjalan baik dan lancar. Namun, para pembicara Bahasa Inggris masih menemukan kesulitan dalam berbicara Bahasa Inggris secara benar dan sopan.

Penelitian ini bertujuan untuk menjawab dua rumusan masalah. Pertanyaan penelitian diformulasikan sebagai berikut: 1) tipe strategi kesantunan manakah yang digunakan oleh para karakter di film The Great Debaters? dan 2) faktor apakah yang mempengaruhi kesantunan para karakter dalam berbicara?

Penulis melaksanakan penelitian pragmatik untuk menjawab dua rumusan masalah. Data yang digunakan dalam penelitian diperoleh dari transkrip film The Great Debaters yang berjumlah 166 lembar.

Hasil penelitian menunjukkan bahwa para karakter dalam film The Great Debaters menerapkan tipe strategi kesantunan, yaitu off-record, bald-on-record, positive politeness, dan negative politeness. Peneliti juga menemukan faktor-faktor yang mempengaruhi kesantunan para karakter dalam berbicara, yaitu language style, register and domain, dan slang and solidarity. Namun, para karakter tidak menunjukkan faktor language and gender dalam percakapan karena para karakter kerap terlibat dalam topik yang sama, yaitu kompetisi debat.

Kata kunci: politeness strategies, character, The Great Debaters