

ABSTRACT

Arbella, Margaretha Geraldine. (2013). *A Study on the Use of Politeness by the Characters of The Devil Wears Prada Movie*. Yogyakarta: English Language Education Study Program, Sanata Dharma University.

This study analyzed *The Devil Wears Prada* movie, an American movie based on a novel of the same name by Lauren Weisberger. The movie revolved around Andrea Sachs as a struggling junior assistant at Runway Magazine - a job that “a million girls would kill for” since working for Miranda Priestly, the editor-in-chief, for a year opened a chance to get a job in any renowned magazine. Andrea regarded her job as an opportunity to be a journalist. However, she received cynical looks and insults about her outfits from her boss and colleagues. The movie depicted real examples of the use of politeness in the characters’ utterances. Thus, the writer intended to analyze the politeness phenomena found in *The Devil Wears Prada* movie. Two research problems were formulated in this study: (1) What are the politeness strategies shown in *The Devil Wears Prada* movie? (2) What are the factors affecting the characters’ politeness in speaking?

The writer employed Brown and Levinson’s (1987) theory to find out the politeness strategies by the characters of *The Devil Wears Prada* movie. Also, Spolsky’s (1998) theory of the politeness factors was included to find out the factors affecting the characters’ speaking politeness. The writer applied document analysis as the method of the study, in which *The Devil Wears Prada* movie’s script became the primary source of the study. The secondary source of this study contained theories of politeness strategies and politeness factors. The writer and *The Devil Wears Prada* movie’s script, further, was employed as the instruments.

Based on the analysis, the writer found that the characters of *The Devil Wears Prada* movie applied four politeness strategies, namely Bald-on Record, Positive, Negative, and Off-record or Indirect Politeness Strategies in their utterances. Additionally, Bald-on Record Politeness strategy was applied as many as twenty-nine times. Positive and Negative Politeness strategies each was employed eleven and nineteen times. Off-record or Indirect Politeness strategy was the most utilized strategy. The total number of the characters’ utterances on this strategy was forty-five. The use of politeness strategies were additionally corresponded with frequent use of idioms. The second finding, furthermore, revealed that the factors affecting the characters’ politeness in speaking were language styles, social situations, solidarity, and power relation.

Keywords: *The Devil Wears Prada* movie, bald-on politeness, positive politeness, negative politeness, off-record politeness

ABSTRAK

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Studi ini menganalisa sebuah film berjudul *The Devil Wears Prada* yang diadaptasi dari novel karya Lauren Weisberger. Film ini bercerita mengenai Andrea Sachs yang bekerja sebagai asisten di sebuah majalah ternama, *Runway*. Posisi sebagai asisten di *Runway* membuka peluang bagi siapapun yang mampu bekerja selama setahun untuk diterima bekerja di majalah manapun sehingga posisi tersebut dijuluki “pekerjaan yang diinginkan jutaan gadis.” Andrea menganggap pekerjaannya sebagai kesempatan untuk meniti karir sebagai jurnalis. Namun, ia justru mendapat pandangan sinis dan cemooh dari bos dan rekan-rekan kerjanya karena gaya busananya yang dianggap kuno. Film *The Devil Wears Prada* menggambarkan contoh nyata penggunaan kesopanan oleh para karakternya. Oleh karena itu, melalui studi ini penulis menganalisa fenomena kesopanan di film *The Devil Wears Prada*. Terdapat dua pokok permasalahan dalam studi ini, yaitu: (1) apa saja strategi kesopanan yang ditampilkan dalam *The Devil Wears Prada*? (2) faktor apa sajakah yang mempengaruhi kesopanan para karakter dalam berbicara?

Penulis menerapkan teori dari Brown dan Levinson (1987) untuk mengidentifikasi strategi-strategi kesopanan yang digunakan oleh para karakter. Teori dari Spolsky (1998) digunakan untuk mengetahui faktor-faktor yang mempengaruhi kesopanan para karakter dalam berbicara. Penulis menggunakan metode analisis dokumen dengan naskah film *The Devil Wears Prada* sebagai sumber utama. Sementara itu, sumber sekunder dalam penelitian ini meliputi teori-teori strategi kesopanan dan faktor-faktornya. Instrumen yang digunakan dalam penelitian ini adalah penulis dan naskah film *The Devil Wears Prada*.

Berdasarkan analisis, penulis menemukan bahwa para karakter menerapkan keempat strategi kesopanan dalam berbicara, antara lain *Bald-on*, *Positive*, *Negative*, dan *Off-record/Indirect Politeness*. Sebagai informasi tambahan, para karakter menerapkan *Bald-on Record* sebanyak dua puluh sembilan kali. *Positive* dan *Negative Politeness* digunakan sebanyak sebelas dan sembilan belas kali. Sedangkan *Off-record/Indirect Politeness* diterapkan paling banyak, yaitu empat puluh lima kali. Penggunaan strategi kesopanan juga berhubungan dengan penggunaan ungkapan oleh para karakter. Penemuan kedua menyatakan bahwa faktor-faktor yang mempengaruhi kesopanan para karakter dalam berbicara meliputi gaya bahasa, situasi sosial, solidaritas, dan kekuasaan.

Kata kunci: film *The Devil Wears Prada*, bald-on politeness, positive politeness, negative politeness, off-record politeness