

**ABSTRACT**

Gloria, S. (2016). *The use of Brown and Levinson's politeness strategies as seen in Elizabeth Gilbert's Eat Pray Love*. Yogyakarta: English Language Education Study Program, Sanata Dharma University.

This research explained politeness phenomena and answered two research questions: (1) How do the main characters of the novel *Eat Pray Love* use politeness strategies in their dialogues? and (2) Which factors affect the use of politeness strategies by the main characters of the novel *Eat Pray Love*?

*Eat Pray Love* is a best-selling novel written by Elizabeth Gilbert. It tells about a life journey of an American woman, who is Elizabeth Gilbert herself, when she goes to three countries – Italy, India, and Indonesia. She makes friends and communicates with people from different cultures. Dealing with various cultures and social contexts, this novel contains many politeness phenomena among the main characters' utterances which can help the readers, especially English teachers and English learners beware of speaking politely in a speech community. Being linguistically polite is a complicated business since each nation has its own degree of politeness regarding the context, society and culture.

The theory of Brown and Levinson about politeness strategies and the theory of Holmes about factors affecting the use of politeness strategies were employed in this research. In this qualitative research, document analysis was implemented as the method in which it was associated with discourse analysis since this research was a socio-pragmatic research of a novel. There were two research instruments used, namely the researcher as human instrument and the novel *Eat Pray Love* as the analyzed document.

Based on the result of the analysis, the five main characters in the novel *Eat Pray Love* applied all politeness strategies proposed by Brown and Levinson. Positive Politeness was applied 140 times, Negative Politeness 56 times, Off Record 53 times, and Bald-on Record 51 times. In addition, the researcher found there were four politeness factors suggested by Holmes: social distance, status, formality, and referential and affective functions which affected the main characters' utterances in speaking politely.

**Key Words:** novel *Eat Pray Love*, politeness strategies, politeness factors

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*Penelitian ini menjelaskan fenomena kesantunan dan menjawab dua rumusan masalah, yaitu: (1) Bagaimana tokoh utama novel Eat Pray Love menggunakan strategi kesantunan dalam dialog mereka? dan (2) Faktor-faktor mana saja yang mempengaruhi penggunaan strategi kesantunan oleh para tokoh utama novel Eat Pray Love?*

*Eat Pray Love adalah novel terkenal yang ditulis oleh Elizabeth Gilbert. Novel ini menceritakan perjalanan hidup seorang wanita Amerika yang adalah Elizabeth Gilbert sendiri ketika dia pergi ke Italia, India, dan Indonesia. Dia berkenalan dan berkomunikasi dengan orang-orang yang berasal dari budaya yang berbeda. Berhubungan dengan beragamnya budaya dan konteks sosial, novel ini mengandung banyak fenomena kesantunan di dalam ucapan-ucapan para tokoh utama yang diharapkan dapat membantu pembaca, khususnya para guru dan pelajar bahasa Inggris berhati-hati ketika berbicara santun dengan sesama pengguna bahasa. Berbicara santun adalah hal yang sulit karena setiap negara mempunyai tingkat kesantunan yang tergantung pada konteks, kalangan, dan budaya.*

*Teori Brown dan Levinson mengenai strategi kesantunan dan teori Holmes mengenai faktor-faktor yang mempengaruhi penggunaan strategi kesantunan yang digunakan dalam penelitian ini. Dalam penelitian kualitatif ini, metode yang digunakan adalah analisis dokumen yang juga dihubungkan dengan analisis wacana karena ini merupakan penelitian sosio-pragmatik dalam sebuah novel. Ada dua instrumen penelitian yang digunakan, yaitu, peneliti sebagai instrumen manusia dan novel Eat Pray Love sebagai dokumen yang dianalisis.*

*Berdasarkan hasil analisis, kelima tokoh utama menggunakan strategi kesantunan Brown and Levinson, yaitu Positive Politeness yang digunakan sebanyak 140 kali, Negative Politeness 56 kali, Off Record 53 kali, dan Bald-on Record 51 kali. Sebagai tambahan, peneliti menemukan keempat faktor kesantunannya Holmes, yaitu social distance, status, formality, dan referential dan affective functions mempengaruhi ucapan-ucapan para tokoh utama dalam berbicara santun.*

**Kata Kunci:** novel *Eat Pray Love*, politeness strategies, politeness factors