POSITIVE POLITENESS USED BY THE CHARACTERS IN THE MOVIE ENTITLED LUCK

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ABSTRACT

This study focuses on positive politeness strategy. The purpose of this study is to find out the used of positive politeness strategy by the main characters. The data are taken from movie entitled Luck. The analysis was using descriptive qualitative method and the theory from Brown and Levinson 1987 by watching, observing, and note taking the data. The result showed that Notice, Attend to H (his interest, wants needs, goods) There are four data, in Exaggerate (Interest, Approval, Sympathy with H) there is one data, in Intensify Interest to H there is one data, in Use In-group Identity Markers there are three data, in Seek Agreement there are five data, in Avoid Disagreement there are three data, in Presuppose/Raise/Assert Common Ground there are two data, in Joke there is one data, in Assert or Presuppose S's Knowledge of and Concern for H's Wants there is one data, in Offer, promise there is one data, in Be Optimistic there is one data, in Include Both S and H in the Activity there are two data, in Give or Ask Reason there are four data, in Assume or Assert Reciprocity there is one data, in Give Gifts to H Goods, Sympathy, Understanding, Cooperation there are four data.

Keywords: Movie; Positive Politeness Strategy; Luck

I. Introduction

Movie is a person's imagination that is developed into a moving work that has a function to entertain and convey a moral message to the audience. By capturing pre-recorded visuals, a movie simulates experiences that convey concepts, narratives, perceptions, emotions, beauty, or atmosphere (Windriani, 2021). So, in a movie the choice of words is very important to keep from offending the audience or certain parties. Thus, language serves as a means of communication to form interpersonal bonds (Wahyu Permadi et al., 2022). In addition, people utilize language to obtain knowledge about everything, and it may help us communicate with one another and share good or bad news (Zackham, 2015). Besides that, there is no logical explanation for how language is generated because it is a structured form of vocal or symbolic expression that is also

arbitrary because it is founded on societal consensus (Asih Arisena & Idawati, 2021). Communication is one way of organism to socialize. Humans usually communicate to convey information or just to seek entertainment, communication has become something that must or must be done by living things, especially humans, because in this world humans cannot live alone, they will always need other people for their survival, and one way to stay connected with other people is to keep in touch.

In communicating, humans also cannot do it carelessly. People interact with individuals of various ages, genders, and social classes throughout this time (Natanael & Putranti, 2019). There are ethics and manners that must be applied. Like when communicating with older people, humans must use polite words, besides when meeting new people. This is to prevent misunderstandings between them. Being polite is essential to maintaining the ease of social interactions (Rosari, 2016). Usually in communicating, it is not uncommon for one of the parties to misunderstand a sentence, therefore it is important to understand politeness strategies in communicating. Positive civility is crucial to us in everyday interactions, particularly when speaking (Saragih et al., n.d.). In this research will be focusing on Positive Politeness Strategy. This strategy is intended as reparation for the addressee's persistent desire for his needs to be seen as desirable (Brown & Levinson, 1987). Politeness strategies are linguistic actions that show consideration for others and lessen dangers to one's self-esteem in specific social situations ("face") (Indahsari & Surjowati, 2021). Applying Positive Politeness strategies can help reduce misunderstandings that will occur when communicating. Because, when we discuss politeness, we must pay close attention to someone's face in addition to their presence (Febrianto, 2019).

Many researchers conducted to use Positive Politeness Strategy in their study. The first is from Arianti (2022), This research's goal is to determine how Desi Anwar's interviewees responded to her questions about their cultural backgrounds in relation to Dewi Soekarno and Bill Gates. Her study used descriptive qualitative study. The result found that Dewi Soekarno used more positive politeness strategy than Bill Gates. The similarities between her study and recent study is both study used Positive Politeness Strategy. And the difference between this study and a recent study is that the latter employed a movie as its data source, but this study's data source was acquired from viewing the interview between Dewi Soekarno and Bill Gates.

The second study is conducted by Sukaton (2018), His study's objectives are to understand how teachers use positive politeness techniques and to assess how they affect the development of productive interactions. The study was using the theory from Brown and Levinson, 1987. This study showed that the used of positive politeness strategies was created effective interaction and was existed between the teacher and student. His research and a more recent study both employed Brown and Levinson's 1987 theory, which is the source of their similarities. And the difference of the studies are his study took the data by observe and record the learning process in the class, meanwhile the recent study used the data from Movie.

The third is the study from (Pradnyani et al., 2017). The purpose of her study is to know how many positive politeness strategies that applied in the conversation in "Home" movie. The research employed Brown and Levinson's (1987) theory. The findings revealed that of the 19 data and 10 different positive politeness strategies, method 4 was the most popular (use in group identity markers). The similarities between both studies is both study were using the theory from Brown and Levinson 1987, and the difference of this study is in the title of the Movie.

II. Methods
Data Source
The data for this study came from the *Skydance Animation* and *Peggy Holmes* film *Luck*, which was directed by *Peggy Holmes*. The plot for this film was co-written by *Jonathan Aibel*, *Glenn Berger*, and *Kiel Murray*; the film is based on an original idea by *Rebeca Carrasco, Juan De Dios*, and *Julián Romero*. The major characters in this movie employ a number of positive politeness techniques, and there is also a moral lesson that we can learn from this movie. This movie was chosen as the research's case study since it released in 2022 and there has not yet been a study that analyzes it. Because of this, the data for this research was chosen from the movie *Luck*.

Data Collection
The researcher used note-taking and observational techniques to gather the data for this analysis. The steps for gathering the data are listed below:
1. Watching the movie comprehensively.
   To fully grasp the movie and learn information relevant to the research objectives, the researcher first watched it.
2. Identifying the dialogue categories of Positive Politeness Strategy.
   After watching the movie, the researcher started to focus on the main characters' conversation and started to identify the dialogue.
3. Taking a note of the Positive Politeness Strategy.
   To make it easier, the researcher took a note of the dialogue and divided it into related positive politeness strategy sections.

Data Analysis
The data in this study using a descriptive qualitative technique. By gathering the data that has been collected and sorting and categorizing the data based on the types of politeness strategy, the data on the types of positive politeness strategies used by the main characters in the movie *Luck* were analyzed using the theory of politeness strategies proposed by (Brown and Levinson, 1987).

III. Findings and Discussion

According to Brown & Levinson (1987), Positive politeness, as opposed to negative politeness, does not always address the precise facet of the FTA that was violated. While in negative politeness the area of redress is limited to the imposition itself, in positive politeness the sphere of redress is enlarged to encompass acknowledging alter's wishes generally or emphasizing commonalities between ego's and alter's wants.

Brown and Levinson's Positive Politeness Strategy includes fifteen tactics. These are the conclusions drawn from the film *Luck*.

Table 1. Positive Politeness Strategy in the *Luck* movie.

No.	Positive Politeness Strategies	Total	Percentage
1.	Notice, Attend to Hearer	4	11,42%
2.	Exaggerate	1	2,85%
3.	Intensify Interest to Hearer	1	2,85%
4.	Use In-group Identity Markers	3	8,57%
5.	Seek Agreement	5	14,28%
6.	Avoid Disagreement	3	8,57%
7.	Presuppose/ Raise/ Assert Common Ground	2	5,71%
8.	Joke	1	2,85%
9.	Assert or Presuppose Speaker's Knowledge of and Concern for Hearer's Wants	1	2,85%
10.	Offer, Promise	1	2,85%
11.	Be Optimistic	1	2,85%
12.	Include Both Speaker and Hearer in the Activity	2	5,71%
13.	Give or Ask Reason	4	11,42%
14.	Assume or Assert Reciprocity	1	2,85%
15.	Give Gifts to Hearer Goods, Sympathy, Understanding, Cooperation	4	11,42%
	TOTAL	35	97,05%

The data source contains 15 positive politeness techniques, as indicated by the table above. Each types shows that, in Notice, Attend to Hearer there are four data (11,42%), in Exaggerate there is one data (2,85%), in Intensify Interest to Hearer there is one data (2,85%), in Use In-group Identity Markers there are three data (8,57%), in Seek Agreement there are five data (14,28%), in Avoid Disagreement there are three data (8,57%), in Presuppose/ Raise/ Assert Common Ground there are two data (5,71%), in Joke there is one data (2,85%), in Assert or

Presuppose Speaker's Knowledge of and Concern for Hearer's Wants there is one data (2,85%), in Offer, promise there is one data (2,85%), in Be Optimistic there is one data (2,85%), in Include Both Speaker and Hearer in the Activity there are two data (5,71%), in Give or Ask Reason there are four data (11,42%), in Assume or Assert Reciprocity there is one data (2,85%), in Give Gifts to Hearer Goods, Sympathy, Understanding, Cooperation there are four data (11,42%). The total data that found are 35 data which the strategy that common used by the main characters are Seek Agreement. The followings are the discussion of the data found.

Notice, Attend to Hearer

In this method, Speaker normally has to be aware of changes in Hearer (Brown & Levinson, 1987). The Hearer wants Speaker to take note of or pay attention to any changes that occur to the Hearer.

Data 1 :

    Hazel : "Yep, my lucky crane" (02:14)
    Sam   : "Nice" (02:15)

In that conversation Hazel (Hearer) try to show her lucky item to Sam (speaker). Sam responded to Hazel by saying "Nice". Based on the response given by Sam (speaker) to Hazel (Hearer), the speaker tries to pay attention to the hearer by showing interest in the item shown by the hearer to the speaker.

Exaggerate

In this technique, the speaker exaggerates their intonation to convey their enthusiasm for, approval of, or sympathy with the hearer regarding anything (Brown & Levinson, 1987).

Data 2 :

    Marv : "Sam! right on time, I love that!" (Times 09:19)

In that sentence Marv (speaker) trying to express his interest in Sam (Hearer) because she arrived on time on her first day of work, this was shown by the enthusiasm and intonation of the speaker's voice rising when he said that sentence.

Intensify Interest to Hearer

By contributing to the conversation he has with the hearer and expressing his own interests or desires, the speaker uses this technique to make the interaction more engaging (Brown & Levinson, 1987).

Data 3:

    Marv : "I got a pallet of glassware with your name on it" (16:30)
    Will : "Sounds great" (16:31)

The speaker in this conversation expresses his personal interest by bringing up amusing topics that advance the discourse for both the speaker and the listener.

Use In-group Identity Markers

By expressing their participation in the group in any of the myriad ways that are possible, Speaker can indicate that they have anything in common with the Hearer. These include ellipses, dialects, jargon, and in-group uses of address forms, language, and dialect (Brown & Levinson, 1987).

Data 4 :

Bob : "Yep, looks like Paulie's popcorn pop up is putting down roots" (23:14)

In the conversation, Bob uses the word "Yep" as a response to his friends. The word "Yep" is included in the In group Identity Markers where the word "Yep" in English is a slang word from the word "Yes".

Seek Agreement

Speaker's use of "safe topics" to achieve goals with Hearer is a way that supports Hearer agreeing with him and by suppressing all or part of the spoken word to prove the other person has heard correctly and agrees with what was said (Brown & Levinson, 1987).

Data 5 :

Sam : "Did you just say Land of Luck ?" (22:43)

In seeking agreement in the sentence using "repetition". In the conversation Bob mentioned about Land of Luck which is it is a place where people can avoid a bad luck. It makes Sam interest to know about it so she make sure it again that what she heard is true by repeating the sentence "Land of Luck" in a question to Bob to seek an Agreement.

Avoid Agreement

The research stated that the speaker can also agree with the other person by pretending to agree (Brown & Levinson, 1987). This can be done to maintain the feelings of the other person.

Data 6 :

Bob: "You need to leave now" (22:18)

Sam: "Oh, I'll leave, no problem, as soon as you give me another lucky penny" (22:20)

In that conversation Bob try to seek agreement to Sam, and Sam try to avoid the agreement by stating that she will after she got another lucky penny which mean that statement can involve into avoid agreement.

Presuppose/ Raise/ Assert Common Ground

In this tactic, Speaker tries to strike up a conversation with the hearer about irrelevant subjects or casual matters to show interest or camaraderie (Brown & Levinson, 1987).
Data 7 :

Sam : "I Love hugs" (04:03)

The sentence goes into presuppose, in the scene Hazel tries to make Sam feeling comfortable and forget her sadness by giving her a hug. Then Sam said that she loves hugs to show a sign of interest to hearer.

Joke

Jokes are used to make the other person feel comfortable and relaxed (Brown & Levinson, 1987). Beside that jokes can make people feel closer to each other.
Data 8 :

Marv : "Hey, Sam, you never mentioned that you had circus skills on your resume" (09:48)

In that scene Sam (hearer) try to do her job, but suddenly an accident happen, so Marv try to make a jokes to make Sam feel relaxed after making a mistakes.

Assert or Presuppose Speaker's Knowledge of and Concern for Hearer's Wants

One way to imply that Speaker and Hearer are collaborators and, therefore, to potentially put pressure on Hearer to collaborate with Speaker is to announce or imply awareness of Hearer's needs and a willingness to satisfy them (Brown & Levinson, 1987).
Data 9 :

The Lady : "I know you are nervous, but you are moving into your own place, it is gonna be great" (03:26)

In the scene of the film Sam (hearer) has to move from the house where she live because of her aging out. But it is hard for her because she already feel comfortable with her place there. But the lady wants Sam to cooperate with her and still has to move to a new place where Sam should be. That makes a pressure on Hearer but she still accepted.

Offer, Promise

In this tactic, Speaker aims to assist Listener in obtaining his goals, which makes collaborating with Hearer in other ways more difficult (Brown & Levinson, 1987).
Data 10 :

Bob : "even if you could masquerade as some freakishly big leprechaun I can't get past the captain without turning in the penny" (24:46)

Sam : "what if you turned in this (pointing the bottom on her bag)?" (24:48)

In the scene of the film Bob lost his lucky penny, meanwhile he has to turn in that penny if he wants to entry the lucky land. It makes Bob confused. So Sam try to offer his a hand to help him by giving an idea. This sentence above involve to offer, promise.

Be Optimistic

The cooperative strategy's flip side, or the point-of-view assumption, is for S to believe that H shares his interests and will work with him to fulfill them (Brown & Levinson, 1987).
Data 11 :

　　Hazel : "What if I never find a forever family?(10:58)

　　Sam　: " This was just a little bad luck, of course you will " (11.:01)

The last sentence that sound "of course you will" is kind of optimistic of Sam. Sam try to be optimistic that Hazel will find a forever family soon to make Hazel feel comfortable.

Include Both Speaker and Hearer in the Activity

When the speaker really means "you" or "me," he can employ the cooperative assumptions and fix FTAs by using an inclusive "we" form (Brown & Levinson, 1987).
Data 12 :

　　Sam : "Brilliant idea, let's go" (24:29)

The cooperation between them in that activity clearly show by the word "Let's" which means "us". Sam ask Bob to help her find a lucky penny, which in the conversation only involve she and Bobs. Sam and Bob are therefore included in the action.

Give or Ask Reason

Another element of involving Hearer in the activity is Speaker justifying his desires. By adding Hearer as a result of his practical reason and assuming reflexivity (Hearer wants Speaker's wishes or hopes), Hearer is subsequently made to grasp the reasonability of Speaker's FTA (Brown & Levinson,1987).
Data 13 :

　　Sam : "Why didn't you tell me that's where you'll be banished, Bob?" (37:04)

That sentence in kind of ask a reason improve by word "why" which mean kind of looking a reason from someone. Sam ask a reason to Bob why he didn't tell her about he place where he is going to be banished if he didn't get his penny back.

Assume or Assert Reciprocity

In this category, doing FTAs with each other between Speaker and Hearer can eliminate aspects of debt or face threatening such as complaints or criticisms from speech acts (Brown & Levinson, 1987). This strategy is used to perform reciprocal Actions.

Data 14 :

Sam : "if you're actually feeling guilty, you can help me" (1:07:47)

In that sentence show assume or assert reciprocity, the scene show that Bob is feeling guilty because he finally found his lucky penny by the help of Sam, but Sam couldn't get her own lucky penny. That is why Bob feeling guilty to her. Then same state that if he really feeling guilty he can help her to find hers. Sam will receive her lucky penny, and Bob won't feel guilty any more because to the reciprocal action made here, which is able to benefit both Speaker and Hearer.

Give Gifts to H Goods, Sympathy, Understanding, Cooperation

In this strategy, it states that the act of human decency can be from giving gifts where Speaker wants to fulfill Hearer's desires such as wanting to be liked, noticed, seen, heard and so on that can satisfy Hearer's desires (Brown & Levinson,1987).

Data 15 :

Sam : "Hazel is really lucky she found you guys" (1:35:32)

In the sentence above, Sam (Speaker) wants to fulfill Hazel's parents desires by saying the sentence above so that they feels to be liked.

IV. Conclusion

Movie is created from someone's imaginary to become and art that can entertaining the viewers. In a movie the choice of words is very important. There are ethics and manners that must be applied. In communication, more information regarding the Positive Politeness Strategy is required. By using a positive politness strategy, the speakers can communicate more clearly. The used of positive politeness strategy in the movie entitled *Luck* is existed such as Notice, Attend to H, in Exaggerate, in Intensify Interest to H, in Use In-group Identity Markers, in Seek Agreement, in Avoid Disagreement, in Presuppose/ Raise/ Assert Common Ground, in Joke, in Assert or Presuppose S's Knowledge of and Concern for H's Wants, in Offer, promise, in Be Optimistic, in Include Both S and H in the Activity, in Give or Ask Reason, in Assume or Assert Reciprocity, in Give Gifts to H Goods, Sympathy, Understanding, Cooperation. And the most types of politeness strategy that used in this movie is Seek of Agreement.

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