AN ANALYSIS OF POLITENESS IN *"THE CURIOUS CASE OF BENJAMIN BUTTON" MOVIE*

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Abstract

This research is aimed to find out what kind of politeness used in "The Curious Case of Benjamin Button" movie and what kind of politeness is mostly used in "The Curious Case of Benjamin Button" movie. This research is conducted using descriptive qualitative method. The results of the study show that there are four kinds of politeness strategy used in "The Curious Case of Benjamin Button" movie. It is found 8 data of bald on-record or 23% because the speaker are higher status than the hearer, 8 data of positive politeness or 23% because it makes the hearer feel good about himself, 16 data of negative politeness or 46% because the speaker will be imposing on the hearer , and 3 data of off-record or 8% because it removes the speaker from the potential to be imposing. Among those kinds of politeness strategy, the most dominant politeness strategy that used by the characters of "The Curious Case of Benjamin Button" movie is negative politeness because it makes the relationship between the speaker and the hearer more distant.

Key words*: Analysis, Politeness, The Curious Case of Benjamin Button, Movie*

A. Introduction

Movie can be used as a media to learn many things, especially language. We know that movie is one of interesting media that can entertain and educate the viewers. Conversation in a movie can help the viewers know the language that used by the characters. The movie entitled "The Curious Case of Benjamin Button" contains conversation using politeness strategies, so by analyzing it will gradually contribute to our understanding about human beings, including politeness language, behavior, feelings, etc.

B. Method

The researcher, in this study uses a qualitative research. It is called a descriptive because the researcher merely collected the data, made analysis and made conclusions (Moleong, 2001: 6). According to Arikunto (2006: 129), data source is subject in where the data can be obtained. The data source of this research is "The Curious Case of Benjamin Button" movie and it is validated through its transcript. The data are the utterances of the characters in "The Curious Case of Benjamin Button" movie that contain the politeness

strategy. After obtaining the data, the researcher classifies them into different strategies of politeness. The next are analyzing them and making general conclusion based on the theory.

C. Findings and Discussion

This part explains the research findings through a table. The researcher found 35 data of the politeness strategy in "The Curious Case of Benjamin Button" movie. The characters of the movie use difference utterance in making politeness based on context of situation, relationship, and status. The summary of the politeness strategy used by the characters is shown in the table below.

No	Politeness Strategy	Frequency	Percentages
1.	Bald on-record	8 times	23 %
2.	Positive politeness	8 times	23 %
3.	Negative politeness	16 times	46 %
4.	Off-record	3 times	8 %
	Total	35 times	100 %

This part explains the analysis of the data using Brown and Levinson's theory. The data are the utterances of the characters found in "The Curious Case of Benjamin Button" movie. The characters consist of Benjamin Button, Daisy Fuller, Queenie, Caroline Fuller, Thomas Button, Tizzy Weathers, Captain Mike Clark, Dorothy Baker, Monsieur Gateau, Grandma Fuller, Ngunda Oti, Elizabeth Abbott, etc.

The context of the conversation is firstly explained to give description of the conversation. This context is important to be explained because the message of the utterances cannot be known literally. The message that is not told literally in the conversation is explained in the context. Then, the researcher quotes the conversation that includes politeness strategy. For the last, she makes an analysis based on Brown and Levinson's theory.

Bald on-record strategies usually do not attempt to minimize the threat to the hearer's face. It is used 8 times or 23% because the speaker are higher status than the hearer. For example the utterance *Stop bangin' that fork*. The researcher finds 8 data of bald on-record. It is found 3 data that use great urgency, 3 data use using great efficiency, 1 datum uses direct command, and 1 datum uses task-oriented.

Positive politeness strategies seek to minimize the threat to the hearer's positive face. It is used 8 times or 23% it makes the hearer feel good about himself. For example the

utterance *What can I do for you, Sister?.* The researcher finds 8 data of positive politeness. It is found 4 data that use attending to the hearer's need, 2 data use a question containing a modal verb, 1 datum uses optimistic, and 1 datum uses promise.

Negative politeness strategies are oriented towards the hearer's negative face and emphasize avoidance of imposition on the hearer. It is used 16 times or 46% because the speaker will be imposing on the hearer. For example the utterance *Would you like to stop and have a drink, Benjamin?.* The researcher finds 16 data of negative politeness. It is found 12 data that use a question containing a modal verb, 3 data use an expression of apology, and 1 datum uses hedge.

Off-record uses indirect language and removes the speaker from the potential to be imposing. It is used 3 times or 8% because it removes the speaker from the potential to be imposing. For example the utterance *Somebody stole my necklace*. The researcher finds 3 data of off-record. All of them use indirect language.

D. Conclusions and Suggestion

After conducting research and discussing the research problems about politeness strategy, it is concluded:

1. The characters of "The Curious Case of Benjamin Button" movie use all of the four politeness strategies: (a) Bald on-record is used 8 times or 23% because the speaker are higher status than the hearer. (b) Positive politeness is used 8 times or 23% it makes the hearer feel good about himself. (c) Negative politeness is used 16 times or 46% because the speaker will be imposing on the hearer. (d) Off-record is used 3 times or 8% because it removes the speaker from the potential to be imposing. The researcher finds 3 data of off-record.

2. The most dominant politeness strategy that is used by the characters of "The Curious Case of Benjamin Button" movie is negative politeness. It can be shown that is used 16 times or 46 % because it makes the relationship between the speaker and the hearer more distant.

The researcher suggests that the findings of this research gives contribution to English teacher. Hopefully, they could use the movie script to teach politeness.

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