



The Use of Politeness Strategies In "Split (2016)" Movie: A Pragmatic Study

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Abstract: This research entitled "The Use Of Politeness Strategies In "Split (2016)" Movie: A Pragmatic Study" which focuses on the type of politeness strategies that is used by the character and what factors led them to use those types of politeness strategies in the movie "Split". The aims of this research are: (1) to identify and describe the type of politeness strategies used by the characters in the movie "Split", and (2) to analyze what factors cause the use of politeness strategies by characters in the movie "Split". Descriptive qualitative as the method to analyze the research. The source of data obtained for this research was taken from a movie entitled "Split" that was released in 2016. There are 31 data of politeness strategies found in the movie "Split", which in results and findings this research finds 12 Bald on Record, 11 Positive Politeness, 6 Negative Politeness and 2 Off Record. This research also found the factors that led characters in the movie "Split" to use politeness strategies in their utterances. In Bald on Record, characters mostly have Sociological Variables as the factor, in Positive Politeness, characters have Payoffs as the factor why they use its strategies, in Negative Politeness, both Sociological Variables and Payoffs are balanced with each other, while in Off Record there is only Payoffs as its factor. The conclusion from this research is: the most widely used type of politeness strategies is Bald on Record and the factors that most cause the selection of the type of politeness strategies are Sociological Variables.

Keywords: *Politeness Strategies; Bald on Record; Positive Politeness; Negative Politeness; Off Record.*

1. Introduction

Humans are born as individual beings, but by nature, humans are formed as social beings which means that each needs an interaction to be able to live a life, both in real life or in a movie. Language is an essential instrument for social communication [1]. An interaction can arise if communication occurs between each individual, while communication can run between individuals, of course, there must be such a thing as a support, the tool used to help build communication can be called language. *Language is what the members of a particular society speak* [2]. Humans are part of what is called society, this means that the use of language is certainly needed to help humans in social activities which require a lot of communication. The use of language as a tool to communicate and build a relationship with others still requires a strategy, the strategy here is called as politeness strategy. Effective communication transcends simple information exchange, fosters meaningful relationships, and cultivates soft skills essential for hotel daily operations [3]. Politeness strategies were developed to save the face of speech partners [4]. The meaning of 'face' here means a person's self-image, which refers to the emotional and social feelings that each individual has and works in a way that expects everyone to recognize him or her.

2. Literature Review

2.1 Pragmatics

Pragmatics is the area of language that studies discourse, and examines a conversational discourse about the speaker's intent and interpretation by the speaker's opponent [5]. Pragmatics is a linguistic science that in its use in everyday life is required to speak according to social rules and according to its context.

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Language politeness also needs to be considered because using language is not only in accordance with our own rules or as we like, but also pays attention to the environment and existing rules. Learning language through pragmatics can help a person talk about the speaker's intended meaning, their assumptions, their goals, and the types of actions they perform when they speak.

2.2 Politeness

Politeness is a linguistic theory that links linguistic actions or behaviors with social behavior. In pragmatic studies, politeness is seen as a strategy used by speakers to achieve various goals. *Politeness is a concept of polite social behavior in a particular context in society to show good manners toward others.* [6]

Politeness as a complex system for softening facial threats; they base their definition of politeness on the 'face theory' [7]. The meaning of face in politeness is best understood as a form of self-worth or self-image of each individual, which can be undermined, maintained or enhanced through interaction with others.

2.3 Politeness Strategies

Politeness strategies are usually used by speakers to avoid vagueness, make the speech partner feel comfortable and reduce the occurrence of miscommunication. Classified civility strategies into four: Bald on Record, Positive Politeness, Negative Politeness, and Off Record. [8]

2.4 Bald on Record Strategy

The Bald on Record strategy can refer to saving the listener's face [9]. In addition, this strategy is also related to the [10] where the maxim serves to get maximum benefits in the occurrence of communication. The form of Bald on Record strategy into two, namely cases of non-minimization of the face threat and cases of FTA-oriented bald-on-record usage [11].

1. Cases of Non-minimization of the Face Threat

Cases of Non-minimization of the Face Threat are used in Bald on Record's civility strategy when the maximum efficiency of the speech partner's face is critical, leading to inaction minimizing the threat to the speech partner's face or overriding the face. Here are some example:

- a. Great urgency or desperation
e.g. "Watch out!"
- b. Maximum efficiency was very important
e.g. "Listen, I've got an idea."
- c. Task-oriented
e.g. "Come here right now!"
- d. S's want to satisfy H's face is small
e.g. "Bring me wine, Jeeves."
- e. Sympathetic advice or warnings
e.g. "Careful! He's a dangerous man."

2. Cases of Non-minimization of the Face Threat

The form of this case into three areas, namely (1) Welcome, for examples such as "Come in, don't hesitate, I'm not busy." (2) Farewell, such as "See you next week!" (3) Offers, such as "(You must) have some more cake [12].

2.5 Positive Politeness Strategy

Positive politeness is redress directed to the addressee's positive face, his perennial desire that his wants (or the actions/acquisitions/values resulting from them) should be thought of as

desirable. Redress consists in partially satisfying that desire by communicating that one’s own wants (or some of them) are in some respects similar to the addressee’s wants [13].

Brown and Levinson also divide positive politeness into three strategies, including (1) Claim Common Ground, (2) Conveying that S (Speaker) and H (Hearer) are Cooperators, (3) Fulfill H's (Hearer's) Wants. Those three strategies are divided into more concepts within it.

1. Claim Common Ground

Claim common ground is a concept that shows that speakers and speech partners belong to the same person, specific desires, including values and goals that involve three common mechanisms between speakers and speech partners.

a. Strategy 1: Notice, and attend to Hearer (his interests, wants, needs, goods)

In general, the strategy suggests that the speaker should pay attention to the aspects of the speech partner's condition (noticeable changes, extraordinary possessions, everything that seems as if the speech partner wants the speaker to notice and approve of it).

e.g. “*What a beautiful vase this is! Where did it come from?*”

b. Strategy 2: Exaggerate (interest, approval, sympathy with H)

This strategy is often carried out by exaggerating intonation, emphasis, and other aspects of speech elements, as well as by increasing alteration.

e.g. “*What a fantastic garden you have!*”

c. Strategy 3: Intensify interest to H

Another way for speakers to communicate with speech partners is to intensify interest in their speech partners.

e.g. “*I come down the stairs, and what do you think I see? — a huge mess all over the place, the phone’s off the hook, and clothes are scattered all over...*”

d. Strategy 4: Use in-group identity markers

Speakers can implicitly claim similarity with speech partners by using markers of group identity primacy such as address forms, dialects, jargon or slang, and ellipsis

e.g. “*Come here, buddy.*”

e. Strategy 5: Seek Agreement

To use this strategy speakers can use two ways, first, use safe topics. Second, bring up 'safe topics' and use repetition.

f. Strategy 6: Avoid disagreement

In this form there are things called hedges, where hedges here is the expression that is useful for limiting sentences that are too exaggerated so that the speaker's opinion can be seen vaguely safely.

e.g. “*It’s really picturesque, in a way.*”

g. Strategy 7: Presuppose/raise/assert common ground

This strategy can be used as a marker of the speaker's friendship or interest in speech partners.

e.g. “*Look, you’re a pal of mine, so how about...*”

h. Strategy 8: Joke

Doing jokes is the base of positive politeness techniques. “*jokes are based on mutual shared background knowledge and values, and jokes may be used to stress that shared background or those shared values* [14].

2. Convey that S and H are cooperators

“*If S (Speaker) and H (Hearer) are cooperating, then they share goals in some domain, and thus to convey that they are cooperators can serve to redress H’s (Hearer’s) positive-face want.*” [15]. This final strategy in positive politeness involves the speaker deciding to improve the face of the speech partner by directly fulfilling some of the speech partner's wishes, thus

showing that the speaker wants the speech partner's wishes for the speech partner, in some particular way.

i. Strategy 15: Give gifts to H (goods, sympathy, understanding, cooperation)

Not only tangible gifts (which demonstrate that S knows some of H's wants and wants them to be fulfilled), but human-relations wants such as those illustrated in many of the outputs considered above — the wants to be liked, admired, cared about, understood, listened to, and so on [15].

2.6 Negative Politeness Strategy

Negative politeness is a strategy that occurs when the speaker does not exert pressure and coercion on his speech partner to realize his goals. [16] divide this strategy into five mechanisms.

1. Be direct

When the speaker chooses a negative civility strategy, then the speaker will strive to achieve it. The use of negative civility is actually more or less a combination with the way of on-record bald delivery and FTA compensation of speech partners.

e.g. *"Can you pass the fork?"*

2. Do not presume/assume

The way to be able to compensate the negative face of the speech partner is to be careful when assuming anything related to what the speech partner wants or believes, it also includes avoiding the speech partner's assumptions, such as his wishes, what is relevant or interesting or worthy of his attention, through maintaining distance from the speech partner and in this strategy, there is one sub-strategy in it [17].

e.g. *"The novel is sort of a fantasy."*

3. Do not force H

To fix the negative face of the speech partner, the speaker can avoid forcing a response from the speech partner and on the other hand this may be done by explicitly giving the speech partner the option not to perform an action.

a. Strategy 1: Be pessimistic

This strategy compensates the negative face of the speech partner by explicitly expressing doubt about a condition for the appropriateness of the speech act obtained by the speaker.

e.g. *"Perhaps, you'd care to help me."*

b. Strategy 2: Minimize the imposition

This strategy makes the speaker use words such as just, a little, and a bit to minimize FTA towards the Hearer.

e.g. *"I just want to ask you if you could lend me a little sticky note."*

c. Strategy 3: Give deference

The realization of paying homage is divided into two, namely (1) the speaker is humble and humbles himself and (2) the speaker exalts the speech partner.

e.g. *"I look forward very much to dining with you."*

4. Communicate S's want to not impinge on H

To meet some of the demands of the negative face of the speech partner is to show that the speaker is aware of and considers the speech partner in his decision to communicate the FTA, thus when the speaker acknowledges a violation of the speech partner's territory, the speaker will not communicate something to his speech partner lightly.

d. Strategy 4: Apologize

By saying an apology for doing an FTA to the speech partner, the speaker can show his reluctance to disturb the negative face of the speech partner and thus the speaker can compensate for the thing that disturbed the speech partner.

- e.g. “*I hope this isn't going to bother you too much*”
- e. **Strategy 5: Impersonalize S and H**
The way to show that the speaker does not want to force his speech partner is to say a sentence that makes the speech partner not feel objectionable to the FTA carried out by the speaker.
e.g. “*I ask you to do this for me.*”
- f. **Strategy 6: State the FTA as a general rule**
This strategy works when speakers express FTAs as a form of social or general rules and obligations, which form of strategy also avoids the use of the pronouns 'I' and 'you'.
e.g. “*Passengers will please refrain from flushing toilets on the train.*”
- g. **Strategy 7: Nominalize**
The nominalization strategy is that speakers distinguish something that is associated with a form of formality.

The final high-level strategy of negative civility consists of offering partial compensation for facial threats to the speech partner's FTA by fixing some of the speech partner's other wishes. In addition, the more the speaker owes the speech partner, the more careful the speaker is to avoid falling further into debt [18].

e.g. “*I could easily do it for you.*”

2.7 Factors for Using Politeness Strategies

This research study will analyze the factors that influence the selection of the use of politeness strategies by the main characters in the movie Split which they are stated there are two factors behind why people can use politeness strategies in their speech, they are called as payoffs and sociological variables. In sociological variables breaks it down again into three types, social distance, relative power, and ranking of imposition [19].

3. Methods

The study employs a qualitative descriptive method because it aims to provide a detailed, straightforward description of the phenomenon being studied. Unlike other qualitative approaches, such as phenomenology or grounded theory, qualitative descriptive research focuses on summarizing events, experiences, or processes in a way that remains close to the data without extensive interpretation. In the process of this research study, descriptive qualitative methods are used. The descriptive research method is a method used to examine objects that are natural, do not require experimentation and where researchers work as key instruments [20]. Data collection techniques can be done by observation, interviews, documentation or a combination of all three and in this research study observation is the technique used. Selected dialogues were the dialogues. Finally, the data were re-examined to be analyzed based on the theory used.

3.1 Data Collection

The first step in conducting this research study is to determine the research topic, namely the use of politeness strategies. After determining the topic, proceed with formulating the problem or identifying the problem to be studied, which is the type of strategy and the causative factors for its use. Then, the step in collecting data to start research is to observe the object to be analyzed, namely a movie. The object taken in this research study is politeness strategies that are associated with what factors cause or influence the use of politeness strategies in the main characters in a

film. The film titled "Split" which was released in 2016 along with the script was used as the data for this research study.

4. Finding

The data that has already been collected will be observed and examined. These data will be examined related to politeness strategies and factors that cause the use of politeness strategies. The data obtained came from dialogue that had been collected from the film titled "Split" and grouped according to the types of politeness strategies; namely Bald on Record, Positive Politeness, Negative Politeness, and Off Record. The data on each type of politeness strategies will have an explanation of the context of the situation that occurs in the dialogue.

4.1 Result

Accumulatively, the data obtained and analyzed taken from the Split movie script in this research were 31 data. It founded from 31 data collected, 12 data are Bald on Record Strategy, 11 data are Positive Politeness Strategy, 6 data are Negative Politeness Strategy, and 2 data are Off Record Strategy used by the main character in the Split movie as shown in a bar chart below.

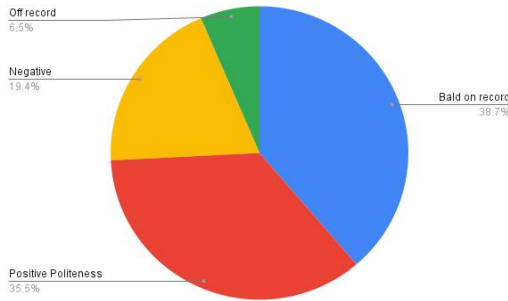


Chart 1. Types of Politeness Strategies

Moreover, it is also found that led characters in the Split movie to use politeness strategies in their utterances. In Bald on Record, characters mostly have Sociological Variables as the factor, in Positive Politeness, characters have Payoffs as the factor why they use its strategies, in Negative Politeness, both Sociological Variables and Payoffs are balance with each other, while in Off Record there is only Payoffs as its factor as shown in a pie chart below.

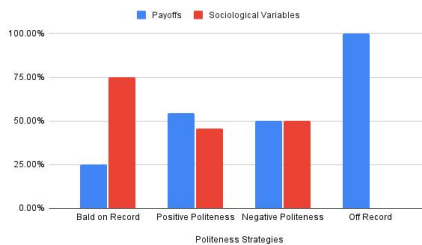


Chart 2. Factors of Politeness Strategies

Data 1

Claire : *“He’s gonna come in here again any second and we’re not letting him take one of us out again.”*

(BoR/04/00:11:19-00:11:24)

The dialogue takes place after Marcia tells Claire that opening the door is futile, Claire stops and says "He's going to come in here again any second" which means that she believes that at some time Dennis will return to their room.

Analysis:

The sentence delivered by Claire shows the form of the on-record bald strategy which refers to the form of Warnings. Claire's words meant that if they didn't immediately try to get out of the room, Dennis would come back to them again and she didn't want Dennis to take one of them like what happened to Marcia before, it can be clearly seen from the continuation of Claire's words, namely "we're not letting him take one of us out again." This means that Claire cares about both Marcia and Casey. The factor that occurs in the above dialogue is the Payoffs.

Data 2

Dr. Fletcher : *“I’m a simple blouse and skirt person, but these...These are very artistic, Barry. Just the kind of thing Hamptons ladies would spend \$15,000 on to wear once at a charity ball.”*

Barry : *“(laughing) Shut up!”*

(PP/13/00:14:43-00:14:59)

The above dialogue occurred when Barry was on a visit to the doctor's house who helped Kevin in dealing with the personalities in Kevin's body including Barry, namely Dr. Karen Fletcher. Barry himself is one of Kevin's personalities who is a man who likes to design clothes and looks a little feminine, in that situation Barry comes to visit Dr. Fletcher and brings the results of his clothes designs to show to Dr. Fletcher.

Analysis:

After seeing all the designs that Barry had made, Dr. Fletcher uttered a speech that showed how the positive politeness strategy that refers to exaggerate worked, because Dr. Fletcher gave praise to Barry by exaggerating it which can be seen in the sentence "Just the kind of thing Hamptons ladies would spend \$15,000 on to wear once at a charity ball." Dr. Fletcher attempts to establish an interaction with Barry by conveying that all of Barry's designs are clothes that only Hamptons women will wear for \$15,000 and wear only once at a charity event. The sentence that Dr. Fletcher said is certainly an exaggerated form of praise, because Dr. Fletcher describes the clothing design that Barry made is a clothing design that looks casual, but still has an expensive impression. The factor that occurs in the above dialogue is payoffs.

Data 3

Casey : *“Uh, the car broke down. I’m just gonna take the bus.”*

Claire Father : *“You’re not taking a bus. I’ll drive you home.”*

(NP/24/00:01:46-00:01:53)

The above dialogue occurred after Claire's birthday celebration was over and Claire's remaining classmates had not returned home was Casey, because when she called to be picked up so she could go home, it turned out that the car that was going to pick her up broke down and this caused Claire, Claire's father, and Marcia to wait for Casey for a long time, but it turned out that Casey ended up not coming home.

Analysis:

Seeing that she has made others wait, Casey gave a speech in the form of a negative politeness type strategy that refers to minimizing the imposition or minimizing the burden that has been done by himself to his speech partner by saying "I'm just going to take the bus." The sentence means that Claire, Claire, and Marcia's father does not need to wait anymore and he can go home by bus, in addition to the use of the word just in Casey's speech also shows how the negative politeness strategy works, because the word has a function to minimize facial disorders of speech partners, in accordance with the theory proposed by [4]. The factor that occurs in the use of the negative politeness strategy is payoffs.

Data 4

Patricia : *"Mmm...I've heard that Asian people's music aids digestion."*

(OR/31/00:45:17-00:45:26)

The dialogue occurred when Patricia, who was making Casey and Marcia sandwiches, felt safer. In the middle of the activity, Patricia delivered a speech to make the atmosphere not feel awkward.

Analysis:

Patricia's remarks include the use of an off-record strategy that refers to overgeneralizing, which is shown in the phrase "I've heard that Asian people's music aids digestion." In this case, Patricia generalizes that Asian music can help to cure digestive problems, but the fact is that Asian music is not necessarily true can cure digestive problems and digestive problems also cannot be cured just by listening to music. The factor that occurs in the dialogue above is payoffs.

5. Conclusion

From all of the characters analyzed in the film, Bald on Record strategy is a type of strategy that is widely used by characters in this film. This was followed by Positive Politeness, Negative Politeness, and Off Record strategies. With each data and percentage, namely Bald on-record Strategy 38.71%, Positive Politeness Strategy 35.48%, Negative Politeness Strategy 19.35% and Off record Strategy 6.45%. Furthermore, The factors causing the use of politeness strategies by characters in the film "Split" found results that Bald on on-record strategy speech was caused by the majority of Sociological Variables, namely as many as 17 data and Payoffs as many as 14 data.

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The authors declare no conflicts of interest related to this study. This research was conducted independently, and no financial or personal relationships influenced the findings or interpretations presented in this manuscript.

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