Positive Politeness Strategies In Friends: The Last One

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Abstract.
This research aims to identify the types of positive politeness strategies and analyze the factors influencing their use in a sitcom Friends: The Last One. The descriptive qualitative method is employed with an observational approach that allows the researcher to collect and analyze data in detail. Data collection is done through observing the TV series, identifying dialogs containing positive politeness strategies and factors influencing the use of positive politeness, then, classifying them. Finally, the data is then analyzed to understand the patterns of strategy use in the TV series. Based on the theory of Brown and Levinson (1987), this study identifies 30 data with two types of positive politeness strategies that employed in the TV series. The first type, "Claim Common Ground," the following strategies were found: a) Notice, attend to H with 1 data (3%), b) Exaggerate with 3 data (10%), and c) Intensify interest to H with 11 data (37%). In the second type, "convey that s and h are cooperators," the following strategies were identified: a) assert or presuppose S's knowledge of and concern for H's wants with 3 data (10%), b) offer, promise with 9 data (30%), and c) be optimistic with 3 data (10%). The factors influencing the use of positive politeness strategies include payoff with 2 data (6%) and for relevant circumstances: social distance with 24 data (82%), size of imposition with 4 data (12%).

Keywords: Pragmatics, Politeness, Politeness Strategies, Positive Politeness Strategies.

I. Introduction

Communication is the process by which information is transferred from one person to another. This can be done in various ways, one of which is verbally using words. The context of communication affects every word used. Every day, people use language as a communication tool to convey ideas and arguments to others. Because language is used to symbolize a country and is closely related to the attitudes or behavior of groups of users of a particular language, it is not possible to separate language from culture in this regard.

As social beings with the need to communicate through language, humans convey their thoughts, feelings and desires by speaking. Sometimes when people express themselves, they lose sight of the possibility that what they do or say could upset other people. This can happen when we use a certain language or when we interact with other people in a certain way. People can act formally to reduce the possibility of hurting other people's feelings during a conversation. Sometimes, having good manners is referred to as politeness. Humility is a form of respect for the dignity of others.

Politeness can be defined as an act performed to show awareness of the other person's face in an engagement [1]. The face depicted in this illustration is not a person's physical face, but a face of pride or dignity. People want to maintain their self-esteem to make themselves look attractive because losing self-esteem is the same as losing self- esteem. In fact, looking offended usually goes unnoticed. A person's self-esteem or appearance may be threatened when they are offended. Face Threatening Act (FTA) is behavior that can harm others. FTA refers to actions that can threaten, annoy, or even harm a person's self-esteem rather than actions that can damage someone's face. Although there are times when the Face Threatening Act is unavoidable, Politeness Strategies can be used to protect a person's face from the act.

The series "FRIENDS" is one of the most popular and beloved TV series of all time. The series depicts the lives of a group of friends living in New York City. Along with these characters' social and emotional involvement, or sarcasm as part of their communicative interactions. Therefore, examining how the characters in "FRIENDS" use positive politeness strategies in its final episode, "The Last One", becomes very relevant. This episode marks the end of a long journey for the series' characters and provides a unique opportunity to analyze how language is used to strengthen social bonds and highlight positive traits in conversation.

Based on the description above, the topic chosen for this proposal is Positive Politeness Strategies with the title "Positive Politeness Strategies in "FRIENDS: The Last One" : Pragmatic Study". The reason for choosing this topic was to provide education and useful information for the community, especially people who watched sitcom. Besides that, there is also a personal interest in watching sitcom, especially "Friends".

1.1 Research Questions:
1. What kind of positive politeness strategies are used in the episode?
2. What factors influence the emergence of the Positive Politeness Strategies used in the episode?

1.2 Research Objectives & Benefits
1 To identify how many types of Positive Politeness strategies appeared in the episode.
2 To know the factors that influence the emergence of the *Positive Politeness Strategies* in the episode.

1.3 Problem Limitations
This research has the title 'Use of Positive Politeness Strategies in "FRIENDS: The Last One". Therefore the author will focus the research more on the types and factors causing the existence of Positive Politeness Strategies as a reference in researching objects. The research objects used are also limited by certain limitations. quite specifically based on the final episode of the sitcom 'Friends' entitled 'The Last One'.

II. Literature Review
Several research on politeness have been conducted [1] reveals the use of politeness and impoliteness strategies by the participants in courtrooms is one of the distinct ways of seeking the truth and pursuing justice in American reality TV shows. [2] High-context cultures, such as many Asian and African countries, conveyed politeness through indirect communication and non-verbal cues, while low-context cultures, like the United States and Western Europe, emphasized directness and clarity. These findings underscored the importance of cultural sensitivity and awareness in international business, education, and diplomacy, advocating for adaptive communication skills to bridge cultural gaps and enhance mutual understanding. Another research is in the field of hospitality [3] indicates that the presence of polite language towards customers will create a sense of comfort for the interlocutor. Likewise, when the politeness factor, the language used is not in accordance with the wishes of the visitor, discomfort often occurs in the service.

More research on politeness conducted by [4] who investigate politeness strategies of the comments toward trump's Instagram post on international women's Day. [5] analyzes the politeness strategy used by the characters The Main in "Gifted" Film. and

[6] investigates politeness strategies used in "Taylor Swift's songwriting process on Evermore" interview.

Linguists define pragmatics as the following: the study of language from a functional perspective, focusing on how linguistic structures are influenced by non- linguistic factors [7]. [8] highlights pragmatics as a crucial subdiscipline of linguistics, essential for understanding language use in communication. While [9] adds that pragmatics explores how meaning is conveyed by the speaker and interpreted by the listener, emphasizing the importance of context and conversational rules in effective communication.

In detailed elaboration [10] explains that pragmatics studies the relationship between the external context of language and the meaning of speech through the interpretation of the situation in which it is spoken. ates 4 definitions of pragmatics, firstly, the field that examines the speaker's meaning. Secondly, the field that examines the meaning according to the context; thirdly, a field that goes beyond the study of the meaning spoken, examines the meaning communicated or communicated by the speaker, and lastly, field that examines forms of expression according to social distance which limits the participants involved in certain conversations.

2.1 Politeness Strategies

[4] state that politeness is a strategy developed to save "face" from listeners. Face refers to the respect one has for oneself, and maintains "dignity" in public or private situations. In this case, the speaker is usually trying to avoid embarrassing the other person or making him feel uncomfortable.

2.2 Positive Politeness Strategies

Positive Politeness is a response to the positive face of the interlocutor, which is his ongoing desire for his wishes to be seen as desirable [4]. Positive Politeness

Strategies, in his opinion, reduces the threat to the positive face that listeners have. In situations where the speaker and listener are intimately acquainted, this strategy is used most often. The following are the Positive Politeness Strategies that will be analyzed:

2.2.1   Claim common ground

The speaker can claim ´similarity` with the listener, by showing that the speaker and listener belong to the same group of people, who have the same desires, including goals and values.

a.   **Notice, attend to H** (interests, desires, needs, goals). In general, these results suggest that S must be aware of certain aspects of H's condition (apparent changes, extraordinary possessions, something that looks as though H would note and approve).

Example: Gosh, you look cool in your new suit! By the way, am I able to borrow your hat?

b.   **Exaggerate** (interest, approval, sympathy with H). This is often done with exaggerated intonation, stress, and other prosodic aspects.

Example: what an incredible garden you have!

c.   **Intensify interest to H**, S to
communicate to H that he shares some of his desires is to intensify interest from his (S) contribution to the conversation, by 'making a good story' and drawing the hearer into the discourse with direct questions and expressions such as *'You, see?', 'Know what I mean?', 'Isn't it?'.*

Example: "It was you that stole the pen, isn't it?
The speaker is saying *"Isn't it?"* to hearer
means he/she drawing the hearer into the discourse with direct question and expression by piquing the hearer's interest in his/her contribution.

2.2.2   Convey that S (speaker) and H (hearer) are cooperators

The speaker can convey this strategy by asserting or presupposing the speaker's knowledge of the hearer's wants, offer or promise, being optimistic, including both speaker and hearer in the activity, giving or asking for the reason, and asserting reciprocity.

a.   **Strategy 1: Assert or presuppose S's knowledge of and concern for H's wants**

Affirming or demonstrating mastery of what "H" (the hearer) wants can be one way to show that both "S"(the speaker) and "H" (the hearer) are in agreement, with "H" (the hearer) possibly doing so in order to agree with "S" (the speaker). Here is an example of this strategy:

e.g., "I know you can't bear concert, but this one will really gonna be a good one do come!"

The speaker knows that the hearer can't bear concert, but the speaker still reassures the hearer by saying that the concert will be good so that the hearer agrees with the speaker.

2.2.3   Strategy 2: Offer, promise

The "S" (the speaker) may decide to emphasize its cooperation on the "H" (the hearer) in other ways as part of a strategy to lessen some of the potential threats from the FTA. The "S" (the speaker) may imply that he or she will assist in obtaining whatever the "H" (the hearer) desires. Offerings and promises are crucial when deciding on this strategy because, even if they are wrong, the "S" (the speaker) wants to demonstrate goodwill by satisfying the desire of the positive "H" s (the hearer) face.

e.g., "I will lend you some money."

The speaker is offering to lend the hearer some money.

e.g., "I will marry you someday."

The speaker is promising to marry the hearer someday.

2.2.4   Strategy 3: Be optimistic

Optimism in the "H" is the next positive politeness tactic (the hearer). S (the speaker) believes that H (the hearer) shares his or her

desires and will work with S (the speaker) to achieve them. As a result, the "S" (the speaker) gains the confidence to assume that the "H" (the hearer) will work with the "S" (the speaker), which leads to a commitment that the two parties will work together as a result of the shared interest. Additionally, by being optimistic, you'll maintain a positive face. Here is an example of this strategy:

e.g., "Hey look, if I borrow your eraser, I'm sure you won't mind, right?"

The speaker assumes that the hearer wants and will help the speaker, so he becomes bold enough to ask the hearer by saying "if I borrow your eraser, I'm sure you won't mind right?".

3.1   Methods

This study uses a descriptive qualitative method, a method that is conducted in natural conditions and the data collected and analyzed are more qualitative [13]. Qualitative methodology has a research procedure that produces descriptive data in the form of written or spoken words from people and observed behavior [14]. In this case, the observation process is carried out on the sitcom "Friends: The Last One".

3.2   Research Object

The object of research used in this study is the Positive Politeness Strategies in the final episode of the legendary American sitcom "FRIENDS" entitled "The Last One". The data used as the object of research was taken from the conversations in the video.

The data analysis in this research utilizes a qualitative method through the following steps. Firstly, the process involves determining the research topic and title by identifying compelling issues that lead to beneficial research outcomes. This is accomplished by conducting a comprehensive review of existing sources, including reading journals and online sources. Formulating research questions is essential to define the scope and limitations of this study.

Following these initial three stages, the researcher selects an appropriate research method for the chosen topic. Subsequently, data that aligns with the research method is sought and collected. The gathered data is then categorized and verified for accuracy to ensure the credibility of the research findings. Next, the analysis process is carried out on the classified data. Conclusions are drawn based on the results of the analysis, and recommendations are provided in accordance with the research findings.

Data Analysis

This chapter elucidates examples of data analysis as samples in this research. Two Positive Politeness Strategies along with their associated factors have been identified in the sitcom "Friends: The Last One." The following presents the results of the analysis:

Data 1

Monica: "You'll be fine… no you won't, but I'll be back in two minutes
[02.53]
Context: Monica wants to go to the bathroom which leaving Chandler alone with Erika who's going to give birth, and makes awkward situation.
Sample analysis: Monica says that Chandler not will be fine if she leave, but she make a promise that she will be back in a minutes. The positive politeness used in the utterance is Convey S and H are cooperators strategy
2: promise.

Data 2

Monica: "Oh, my God! That is the most beautiful top of a head I have ever seen!"
[07.42]
Context: Monica and Chandler are looking
to Erica while she's giving birth.

Sample analysis: Monica mentioned with intonation that It is the most beautiful top of a head that she ever seen with "!". The Positive politeness used in the utterance is Claim common ground strategy 2: Exaggerating.

Data 3

Monica: "I'm gonna love you so much that no woman is ever gonna be good enough for you"

[08.48]

Context: After Erica give birth a boy, Monica said to the baby that she gonna love the baby.

Sample analysis: Monica says to the baby that she is gonna love his so much. The positive politeness used in the utterance is Convey S and H are cooperators strategy 2: promise.

Data 4

Joey: "Hey, hey, hey. How did it go with you guys' last night?"

[04:59]

Context: Joey asks Ross how did they relationship going between Ross and Rachel.

Sample analysis: Joey asked Ross about how did they relationship going because Ross knew what is really going on between them. The positive politeness used in the utterance is claim common ground strategy

1: attending to hearer.

Data 5

Erica: "Oh, my God, that's just like my name!"

[15:02]

Context: Monica and Chandler as the adoptive parents of the babies that Erica gave birth to and they going to name one of the 'Erica' just like the babies real mother.

Sample analysis: After Erica knows that one of the babies is going to be named after her, she is very excited. The positive politeness that used in the utterance is Claim common ground strategy 2: Exaggerating.

Data 6

Ross: "The hospital knows you took two, right?"

[18.08]

Context: After all the "friends" knew that Monica and Chandler having a twin they got shocked and happy.

Sample analysis: After they got shocked by the surprise Ross asked them with a joke if the hospital knew they took two babies and followed by a direct question 'right?'. The positive politeness that used in the utterance is Claim common ground strategy 3: Intensifying interest to hearer.

Conclusions

Based on the research conducted, two types of positive politeness strategies were identified, along with the factors influencing their use, with the following details:

1) Claim Common Ground strategy:

a) Notice, attend to H had 1 instance (3%).

b) Exaggerate had 3 instances (10%).

c) Intensify interest to H had 11 instances (37%).

2) Convey that S and H are cooperators strategy:

a) Assert or presuppose S's knowledge of and concern for H's wants had 3 instances

(10%).

b) Offer, Promise had 9 instances (30%).

c) Be Optimistic had 3 instances (10%).

Therefore, it can be concluded that the majority of the dialogues in the TV series Friends: The Last One-use positive politeness strategies. This research also identified factors influencing the use of positive politeness strategies, including:

1) Pay off with 2 instances (6%),

2) Relevant Circumstances: Social Distance with 24 instances (78%),

3) Relevant Circumstances: Size of Imposition with 4 instances (12%).

However, in the factor of Relevant Circumstances, there was a subfactor that did not appear in the TV series Friends: The Last One, namely the factor of Relevant Circumstances: Relative Power.

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