

POLITENESS STRATEGIES USED BY LIAM PAGE AND JOSIE IN FOREVER MY GIRL MOVIE

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Abstract

This research analyzed "Forever My Girl" movie with focuses on the main character's strategies for being politeness. This research focuses on characters Liam Page as male character and Josie as female character in "Forever My Girl" movie. This research aimed to identify politeness strategies and factors influenced them used certain strategies in the movie "Forever My Girl". The researcher utilized the Brown and Levinson approach (1987) to the data analysis. The research applied the descriptive qualitative research design. The data analysis used interactive model analysis which includes data reduction, data display and conclusion (Miles, Huberman & Saldana, 2014). The results of this research indicated that the characters in Forever My Girl movie employed all the strategies those are bald-on record, positive politeness, negative politeness, and off-record. The factors which influenced the main characters in choosing certain strategies were payoff and sociological variables. Furthermore, the male, and the female character in "Forever My Girl" movie is more commonly employed positive politeness because they want to highlight the solidarity and intimacy toward the interlocutors.

Keywords: Politeness, Politeness Strategies, gender, Forever My Girl,

INTRODUCTION

Communication is important in our daily lives because humans are social being where to relate to each other requires interaction. When having interaction, participants of communication want to have the communication run smoothly so that can maintain a good relationship with others. In other words, to maintain good communication, the people involved in that communication must respect and appreciate each other.

One of the important aspects to respect and appreciate each other in communication, the concept of politeness is very important. It is also same with the statement from Atmowardoyo et al., (2020, pp. 221) that one of the keys to achieving effective communication is through politeness. It is also related to Mahmud (2020, p. 254) who said in human interaction, politeness as a social phenomenon plays an important role because has a significant impact to help to avoid conflict which may happen in communication. Applying politeness strategies is one approach to building effective communication. In line with it, Nurmawati et al., argue that Politeness strategies can also encourage effective interactions (2019, pp. 171). This means that making interlocutors feel comfortable when interacting is important for not hurting other people's feelings with creating solidarity.

As a social phenomenon, politeness is closely related to language in society. Therefore, the way people speaking politely or impolitely when interact involves social position, social distance or solidarity, and the degree of formality of the communication (Holmes, 2013, p. 290). In line with it, Arif et al in their journal article (2018, p. 29) stated that, closeness, age, gender, social rank, and the situation can also affect someone's decision to be courteous. In the aspect of gender, the use of polite language that is determined by gender occurs because men and women speak differently when they want to express a language. As stated by Holmes (1995, p. 1) emphasizing male are less polite than female. Since how people speak and behave determines both men's and women's

social status (Trudgill, 1974). Therefore, politeness can be observed by looking at the ways that men and women utilize language differently.

Politeness phenomena as a way of smoothing social interaction can be found through in real life, online communication (chatting application) or through a movie. The researcher selected this movie as the research's topic because the main character of the movie gives illustrations about how to be polite in society. Due to the aforementioned reason, the researcher will conduct research titled "Politeness Strategies used by Liam Page and Josie in Forever My Girl Movie". Therefore, this research examines the questions below:

1. What are the politeness strategies that are used by Liam Page and Josie in Forever My Girl movie?
2. What are the factors influencing politeness strategies used by Liam Page and Josie in Forever My Girl movie?

Review of Literature

Politeness

The concept of politeness in human interaction seeks to make communication between speakers and hearers effective and to create comfortable communication. In other word, the application of politeness is aimed at creating solidarity, respect, and intimacy when communicating with others. Yule (1996) states that politeness is about how the speaker used their words to demonstrate awareness of the face of another. In line with Yule, Brown, and Levinson affirm that politeness is a desire to protect self-image or face (1987). The term 'face' is defined as a self-image that must be maintained and respected. In addition, Holmes (1995, p. 4) interprets politeness as concern for the feeling of other with showing respect and avoiding offending them. This is to say being polite means speaking appropriately and tactfully to create good interactions with others.

Politeness Strategies

Politeness strategies can be divided into four categories to minimize the threat, specifically bald-on record, negative politeness, positive politeness and off record (Brown & Levinson, 1987).

Bald on Record

Bald on record is a technique used by speaker in order to maximally efficient communications to hearer. The way speaker speaks is in a direct way of saying things, straightforward, and concise way. Using this strategy, the speaker doing face-threatening act does not reduce the threats to hearer's face because some of the reason if there is an urgency or something important. Moreover, this strategy also typically found between those that have a close relationship and comfortable to communicate such as close friends, family or workmates.

Positive Politeness

This strategy used by the speaker to minimize the threat to the hearer's positive face (1987, pp. 101). In this strategy, the speaker conveys an utterance by highlighting friendliness, solidarity, and intimacy with the hearer to minimize the distance between them. It also shows a desire to be closer to the hearer and makes the hearer feel good.

Negative Politeness

This strategy employed by the speaker to fulfill negative face without interfering with the hearer's want to have freedom and action unimpeded (Brown & Levinson, 1987, pp. 129). Based on this definition, This strategy is employed to reduce the risk of negative face hearer so as not to burden or interfere the hearer's privacy and give the hearer freedom.

Off-Record

Here the speaker says something using indirect language or sometime using a hint. It means that this approach, the speaker performs the FTA by using indirect language in which precise meaning has to be interpreted. Brown and Levinson (1978, pp. 211) defined off-record a speaker can utilize an off record strategy to conduct an FTA but want to keep away from the responsibility and leave it up to the hearer to decide how to interpret it.

Factors Influencing Politeness Strategies

There are two factors that influence the speaker to use of politeness strategies according to Brown and Levinson (1987, pp. 71) namely The Payoffs or advantages and also Sociological Variable.

The Payoffs

The payoffs are certain advantages of the particular strategies. In bald-on record payoff, helped the speaker to keep away from the potential for misunderstanding, get credit for honesty, and also speaker can get credit for outspokenness. While, in positive politeness payoff, they can get some advantages such as maintaining the friendship, fostering solidarity, and being more intimate with others. In negative politeness payoff, allowed the speaker to get some benefits like minimizing imposition to the hearer, showing the speaker's respect, and can prevent the threat. The last is the off-record payoff, the speaker can get profits such as can avoid responsibility for potentially face damaging interpretations by allowing the hearer to interpret utterances.

Sociological Variable

The sociological variable is one of the strategies that influence the choice of politeness strategies. There are three parts of sociological those were, social distance, relative power, and also absolute ranking. Social distance, it's related to the distance between the speaker and listener. The more intimate or close between them, the least politeness strategy will choose by the speaker. While the relative power is related to the status or position of the speaker and listener. So, when communicating, the speaker will be less polite if they are in a position of greater power than the listener, and vice versa. Meanwhile, the rank of imposition is related to the content of utterance as imposing to the listener. Here, the speaker will perform a more polite utterance when she/he has a bigger request or wants something.

Gender and Language

In language study, gender makes for an exciting topic to explore the differences in language use between men and women. Man and women use language differently when they want to express a language. Holmes (1995, pp. 2) stated that most women like talking to their friends to keep in touch and using language to develop intimate connections. Meanwhile, men obtain and communicate information using language. Furthermore, Holmes also added that women rather emphasize the feeling of others when they are talking and give compliments to others than men do. Women apologize more frequently than men do.

In line with it, when conversing, women typically use more colorful language and use more adjectives like "sweet, beloved, and so forth" to describe their feeling which men rarely use, and she also expressed her emotions more (Wahyuningsih, 2018, pp. 79). Regarding this, it's likely that men and women use language differently in some ways because of how they were raised and the roles they play in society.

Movie

The movie refers to viewing scenes, events, and narratives presented in edited moving images which involves sensory and cognitive processes (Smith, 2010). These media

become part of our everyday lives because the movie can give an impact such as providing entertainment, inspiration, etc. The movie is the implementation of human life that can give benefits from watching it such as can increase motivation, stimulating thought, discussion and also can provide information on other cultures (Bray, 2019). In the movie, provide some kinds of movie genres

namely: horror, romance, drama, comedy, science-fiction, action, thriller, fantasy, etc. People can learn about other cultures' or communities' languages via movies by observing the characters' use of their languages. Through this research, the researcher wants to give a clear understanding of politeness which happened in the "Forever My Girl" movie.

METHOD

Research Design

To analyze the politeness strategies and factors affecting Liam Page and Josie used certain strategies of politeness in the movie Forever My Girl, the researcher used a qualitative descriptive method. This research used the descriptive method because aimed to give a clear description of politeness strategies in the movie. Descriptive qualitative method is data is collected in the form of words or images rather than numerical data (Bogdan & Biklen, 1997).

Source of Data

In this research, the primary data were taken from Forever My Girl movie released in 2018 and Bethany Ashton Wolf as producer of the movie with duration 104 minutes. The researcher will focus on Liam Page's and Josie's utterances that contains politeness in the movie Meanwhile, the secondary data is other data that will support this research such as the script of the movie retrieved from the internet, books, journal articles and theses that talk about politeness strategies that have related topic with this research.

Data Collection

Several procedures were employed in this research to gather the data:

- a. Watching the movie "Forever My Girl"
- b. While watching the movie, the researcher also re-check the accuracy of the script that gets from the internet.
- c. The researcher collected Liam Page and Josie's utterances from the movie which contain politeness strategies.
- d. After that, the researcher classifies and analyze the data to determine the various types and factors of politeness strategies used by Liam Page and Josie to find the differences in politeness strategies each gender

Data Analysis

The technique of data analysis in this research might be used to find out about politeness strategies contained in the movie according to Miles, Huberman and Saldana (Miles et al., 2014) which are:

- a. In data condensation, the researcher draws up the data containing politeness strategies in the movie. The researcher only focused on the utterances of the main characters.
- b. Data display, the researcher presented a set of data containing Liam Page and Josie's utterances that contain politeness strategies that are already collected from the previous step.
- c. Drawing and verifying the conclusion. The researcher made conclusions from the data that had been contained based on the data display to answer the research questions.

FINDINGS AND DISCUSSION

The purpose of this chapter is to present the research results of the research. The researcher analyzed the types of politeness strategies and factors influencing the main characters, Liam Page and Josie used politeness strategies in Forever My Girl movie.

Findings

The researcher found 147 data of politeness strategies employed by Liam Page and Josie from the movie Forever My Girl. Both main characters employed all the strategies. The detailed explanation is shown below:

1. Politeness Strategies in Forever My Girl Movie

The researcher has found 4 types of politeness strategies used by Liam Page and Josie in the movie "Forever My Girl".

Bald on Record

Extract 2:

(00:07:34)

Liam : *"Just have a bottle of vodka sent up to my room and a streak. I'm starving"*

Sam : "All right"

The extract above was considered as bald-on record strategy. Here, Liam was hungry after the concert and then asked his manager, Sam, to send a drink and food to his room. Liam used bald on record by direct language to make Sam do his desire. This strategy is widely used by close people. Here, Liam has higher power than Sam and they had spent time as singers and managers. Since they are coworkers, the FTA wasn't threatening Sam's face. Instead, he carried out Liam's instructions.

Extract 14:

(00:50:12)

Liam : "I'll beg for you"

Josie : "Liam, stop. Get up."

In the extract above, Liam begs Josie to allow him to know his child, Billy. Josie told him to stop doing that with use bald on record strategy by saying "Liam, stop. Get up". Using the "bald on record" strategy, Josie wants to maximize communication efficiency with the hearer (Liam) rather than to satisfy Liam's face. In this case, Josie directly asks Liam to stop what he does a clearly and directly.

Positive Politeness

Extract 4:

(00:57:24)

Dad : ow.. oww.. ow..

Liam : *"You all right there?"*

Dad : "yeah but grab that towel there".

In the extract above, Liam's father got burnt on his hand when he tried to lift a hot pot. Liam pays attention to his father's condition by asking "You all right there?". By attempting to pay attention to his father's condition by inquiring how he is, Liam's remark is regarded as positive politeness (noticing the hearer sub-strategy).

Extract 16:

(1:16:24)

Josie : *"that's smells amazing, Johnny"*

Johnny : "thank you, Josie"

In the extract above, Liam's family has a barbeque party in the house's backyard. One of their friends named Johnny also join the part. At that time, Johnny tried to grill a steak and hotdog. Josie then expresses attention by giving a compliment to him by saying "that's smells amazing, Johnny". In this case, Josie uses positive politeness by noticing the hearer's good and satisfies Johnny's positive face.

Extract 19:

(00:27:44)

Josie: "okay, sweet pea, why don't you get going with Laura, okay"

When Josie talking with his child, Billy, he used in group identity marker "sweet pea". At this moment, Josie expresses his intimacy with his child. These in-group identity markers are used by Josie many times in the movie to show his closeness to other characters like "sweet pea", "sweetie", "honey", "my girl", "baby" and "sweetheart".

Negative Politeness

Extract 9:

(00:59:24)

Liam : "I'm sorry, I told her I was going to get her a guitar. Is it okay if we go guitar shopping tomorrow after school?"

In the extract above, Liam apologized to Josie because he makes a promise to Billy to take her to the guitar shop before asking Josie's permission. His apology in extract above is one of characteristic of negative politeness. Liam used this strategy since he didn't want to infringe on Josie's face. Liam expressing regrets by apologizing in order to be polite over his request.

Extract 20:

(1:11:44)

Josie : "*Excuse me, sir? Do you have any idea where you're taking me?*"

The Driver : "Mr. Page wants it to be a surprise for you"

In the extract above, Josie asks the driver where they are going. Here, Josie asks politely by using negative politeness indicating that she was aware of the interlocutor's face and wants to maintain social distance. In this strategy, Josie gives a specific honorable address to satisfy the driver's negative face "*sir*" to show her respect. Josie also said "*excuse me...*" as a polite way of starting to say something. By using deference gave the hint that the relationship between Josie and the interlocutor was quite far and there is a distance.

Off Record

Extract 22:

(00:24:28)

Liam : "Hi"

Josie : "*I'm with a customer*"

From the extract above, Liam goes to Josie's workplace, and he greets her after a long time by saying "Hi", but Josie is very busy with a customer and didn't want to be disturbed. Josie then responds to him by saying "*I am with a customer*". Josie's utterance is implicit with "I don't want to be disturb or I am busy". Josie's utterance is considered as off-record because she saying something indirect form. Josie says something indirect form and lets the hearer (Liam) to interpret/understand the real meaning of what she said before.

2. Factors Influencing Politeness Strategies used by Liam Page and Josie in Forever My Girl Movie

After the researcher found the types of politeness strategies used by Liam Page and Josie, the researcher analyzed the factors influencing politeness strategies used by Liam Page

and Josie in “Forever My Girl” movie. There are 2 factors influencing the choice of certain strategies, those were the Payoffs and Sociological Variables.

The Payoffs

Bald on Record Payoff

The speaker was able to avoid the potential of being misunderstood, get credit for honesty, avoid being a manipulator, and speaker can get credit for outspokenness. The example of bald-on record strategy based on the payoff in extract 2. Liam asked his manager to send a drink and food to his room in direct utterance to make Sam do his desire. In this extract, Liam avoids the danger of being misunderstood by speaking directly about what he wants.

Positive Politeness Payoff

By employing this strategy of positive politeness, the speaker stands to gain several benefits. The speaker can tone down the face-threatening by assuring the addressee that the speaker wants the hearer’s wants and maintain a friendship. In extract 16, Josie gives a compliment to friend, by saying “*that’s smells amazing, Johnny*”. By doing that, Josie gets the advantage to maintain a friendship and creating intimacy between them.

Negative Politeness Payoff

The speaker gets some benefits like minimizing particular imposition to the interlocutors, showing the speaker’s respect, and can prevent the threat. The example of negative politeness strategy based on the payoff was exemplified in extract 20. In extract 20, Josie asks the driver by saying “*Excuse me, sir? Do you have any idea where you’re taking me?*” using a particular addressing form which is “*sir*” and also a polite apology “*excuse me...*” to start the conversation is considered satisfying the driver’s face. By doing that, Josie gets the benefit to minimize imposition on the driver and maintaining social distance. Josie also gets credit as a respectful person.

Off Record Payoff

Here, the speaker can keep away from responsibility for potentially face damaging interpretations by allowing the hearer to interpret the utterance. The example of off record payoff was exemplified in extract 22, between Liam and Josie. Liam goes to Josie’s workplace, and he greets her and then Josie responds him by saying “*I am with a customer*” which means she is very busy and doesn’t want to be disturbed. Josie’s action is considered as off record. She let the hearer (Liam) interpret/understand the real meaning of what she said before. By doing that, Josie can keep away from the responsibility from damaging Liam’s face and also get credit for being tactful.

Sociological Variables

In this factor are divided into three categories: “social distance, relative power, and absolute ranking”. The data are shown below:

Social Distance

The application of polite utterance can be influenced the social gap or distance between the speaker and the listener. In “Forever My Girl” movie, conversation between Josie and his family reveals significant social distance. In extract 19 when Josie calls her child by using “sweet pea”. Josie applies positive politeness because she wants to show their closeness and maintain intimacy. It is different when Josie has a conversation with the interlocutor (a stranger) that have a high degree of social distance. For example, in extract 20, when Jose asks something to a driver where there is a quiet distance between them by saying “excuse me, sir.”. Josie applies negative politeness because she wants to maintain the distance and show higher politeness.

A great example also shows in extract 3 when Liam greets his boss, Doris. Even though Doris is the boss, but they have a close relationship like friends. That's the way he greets his boss like a friend and without using an honorific like "Miss or Ma'am" just her nickname. The closer or intimate their relations are, the least politeness strategy will be used.

Relative Power

When interacting with other people, the polite utterance will be different if he/she speaking to an audience with lower power than him/her, the speaker will be less polite. Meanwhile, when speaking to someone with more power or status than they are, the speaker will use a high degree of politeness to express his respect. In "Forever My Girl" movie, it is shown in extract 2 when Liam talks to his manager, Sam to bring him a drink and food to his room directly. Liam employed bald on record strategy to Sam by saying "Just have a bottle of vodka sent up to my room and a streak. I'm starving". Here, Liam has higher power than Sam and they had spent time as singers and manager, they are a workmate. So that way Liam talks to Sam is less polite because Liam has higher power than Sam.

Absolute Ranking

In this factor of politeness strategy, the speaker selects the appropriate language strategies to perform a request. Here, speaker will perform a more polite utterance when she/he has a bigger request or wants something. In "Forever My Girl" movie, it is shown in extract 11 when Liam asks Josie to allowed him to get to know Billy as a father. He said *"I have no right to ask for much here at all. I know that, but I'm here now and I wanna be here, Josie. I wanna get to know Billy so please, just give me the opportunity to do that"*. In this extract, Liam adopted more polite strategy known as negative politeness because of his very high wishes, and he wants Josie to grant his request.

Discussion

In this discussion, the researcher would discuss the extract which was displayed within the findings. The discussions cover the various politeness strategies Liam Page and Josie employ, as well as factors influencing them to use those strategies.

1. Politeness Strategies in Forever My Girl Movie

According to the findings previously indicated, both the male and the female characters in the movie "Forever My Girl", apply all forms of politeness strategies (Brown & Levinson, 1987). However, in the movie Forever My Girl, Liam and Josie employ several different politeness strategies. In bald-on record, Liam most used this strategy when he has conversation with someone who have lower power than him like in extract 2, he wants to show his power to his workmates. Meanwhile, the female character employed this strategy in situations where the speaker needs immediate attention, like in extract 14. In this movie, the male character speaks more speak directly (bald on record) to show his power or position toward interlocutors and wants the hearer to satisfy the speaker's desire rather than the female character. The result of this research is similar to Nirhayati's result research (2018) that male prefer to choose bald on record when having a conversation in the workplace.

The male and female characters in Forever My Girl mostly used positive politeness because they want to build a closer relationship with other characters. Furthermore, the researcher observes that Josie most used positive politeness toward the interlocutors by using address form baby, my girl, sweet pea, sweetie, sweetheart, and honey rather than a male character. It is also the same with Wahyuningsih's research (2018, pp. 79) that female is more expressive and typically use more colorful language and use more

adjectives like "sweet, beloved, and so forth" to describe their feeling which men rarely use.

In the findings also found, Liam most used apologizing as one of characteristics of negative strategies to show his regrets, while female character, Josie used negative politeness when delivering something with an unfamiliar person to show her respect and distance. It is apposite to Holmes (1995) who stated that female apologize more than male do. It is also apposite with the result of Firmansyah's research (2018) that he found male are more direct in conveying their apologies. In the findings also found, in *Forever My Girl* movie, the main character uses off record to conceal their real motive. Both characters used off-record strategy to keep away from responsibility for doing face threatening acts.

2. Factors Influencing Politeness Strategies used by Liam Page and Josie in Forever My Girl Movie

The factors that affect the main characters employed certain strategies of politeness. Both characters, Liam Page and Josie employed certain strategies of politeness because the payoffs and also the sociological variables. In the payoffs, Liam Page and Josie get certain advantages or benefit from doing the strategies such as get credit for tactful, misunderstanding, honesty, maintain friendship/intimacy, show respect and so on.

In the sociological variables, it is found that Liam Page and Josie are influenced by the degree of distance between them and other characters. The more intimate between main characters and interlocutors, the less politeness will choose by Liam Page and Josie, and vice versa. While relative power is found by finding that the main character is influenced by the status or position in the society between Liam page and Josie toward other characters in the movie. Different from rank imposition, the main characters are influenced by the content of utterance or the level of difficulty in the situation to employ certain strategies. Liam Page and Josie will perform a more polite utterance when she/he has a bigger request or wants something, and vice versa.

CONCLUSION

Through research conducted in *Forever My Girl* movie by applying Brown and Levinson's idea (1987), it can be concluded that Liam as the male character, and Josie as the female main character, both used various strategies of politeness. Those were bald on-record, positive politeness, negative politeness, and off-record. It is also found that, in the movie *Forever My Girl*, positive politeness is more commonly employed in both genders because they want to highlight the solidarity and intimacy toward the interlocutors.

The factors influencing Liam Page and Josie as the main characters employed certain strategies of politeness in the movie *Forever My Girl*, which were examined using Brown and Levinson's (1987). It can be concluded that Liam Page and Josie, are both influenced by the payoffs and sociological variables. Where, the social distance is related to the speaker's and hearer's degree of intimacy, status, and position related to power in the society, and absolute ranking on the content of an utterance is imposed on the hearer.

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