AN ANALYSIS OF POSITIVE POLITENESS STRATEGY EMPLOYED
BY THE CHARACTERS
IN THE MOVIE ENTITLED “BIG FISH”
(A Pragmatics Study)

THESIS
Submitted as a Partial Fulfillment of Requirement
For the Sarjana Sastra Degree at English Department

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SEBELAS MARET UNIVERSITY
SURAKARTA
2010
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Stated a whole-heartedly that the thesis entitled “An Analysis of Positive Politeness Strategy by the Characters in the Movie Entitled Big Fish (A Pragmatics Study)” is originally made by the researcher. The things related to other people’s work are written in quotation and included within the bibliography.

If it is then proven that the researcher cheats, the researcher is positively ready to take the responsibility.

Anggita Sari Pramiardhani
MOTTO

*If Somebody Else Can Do It, so Can I*
DEDICATION

1. ALLAH SWT

2. My beloved “mama” and “papa”

3. My lovely husband “masCip” and daughter “Iput”

4. My brother “mas NopHa”

5. My beloved grandmother “eyang Djumilah”

6. My spirit “mbak cHenit” and “mas eRik”
ACKNOWLEDGMENT

All my praises and honors for Allah SWT for the blessing and mercy so that I can finish my thesis completely.

In finishing the thesis, I got the supports and helps from others. Therefore, in this chance I would like to deliver my deep gratitude to:

1. Drs. Sudarno, MA, the Dean of Faculty of Letters and Fine Arts, for his approval on this thesis

2. Dr. Djatmika, MA, the head of English Department and also my thesis consultant, for his time, guidance, advise and concern on my thesis, and also for his approval on this thesis.

3. Yuyun Kusdianto, S.S., my academic advisor, for his attention and support on my study

4. All English Department lecturers, for sharing their knowledge

5. My father and mother, my grandma, my parents in law, my brother and all my big family, for all the best moments in my life with you all.

6. Mas Cip, for the love and patience in facing my spoiled. I also thank you for Iput for always saying “Ngek” to say everything.

7. All my best friends, mbak Chen, mas R, Teplok, Inaz, Arin, Sari, Ratih gedhe, ratih cilek, Imeh, Ardin, Wiwin and Oni

8. My lovely friends in English Department, Vian, Fera, Chemit, Maya, Dini, Yuni, Melon, Iren, Elis, Hesti, Windut, Napis, Eva for accompanying me in our Linguistics class; Ebsi, Yogi, Nurin, Nunik, Kiki, Us, Endro,
Adwin, Alwi, Jo, Ongko, Sony, and all ED '05 for the wonderful moments we ever had.

I realize that this thesis is still far from being perfect. Hence, I will be very thankful for all suggestion and advises for this thesis, but I do hope this thesis will be useful for those who read it, especially those who are interested in Pragmatics Study,

Surakarta,

Anggita Sari Pramiardhani
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ABSTRACT


The research study is used to analyze the positive politeness strategy in the film entitled “Big Fish”. The objectives of the research are to find the positive politeness strategies in relation to Brown and Levinson politeness strategy in a film written by John August.

This research deals with pragmatic approach. It is a descriptive qualitative study. It employed purposive sampling as the sampling technique. The data of the research were the dialogues in a film from Tim Burton. Here, only the types of positive politeness strategies were analyzed. The researcher uses Brown and Levinson’s politeness strategy.

Finally the researcher find out of the kind positive politeness strategy, they are 15 strategies of positive politeness strategy. From the result, the researcher has found 26 data which content of positive politeness strategies. Then the researcher also find payoff and circumstances as some factors which influencing positive politeness strategies.

The other finding of the research is that the reasons of employing the factors that influence the positive politeness strategy. Payoff is fulfilled because in employing positive politeness strategy, the speaker can get some advantages. The speaker can minimize the FTA by assuring the hearer that the speaker considers himself to be the same kind that he agrees the hearer and intends to fulfil the hearer wants. Another possible payoff is that the speaker can avoid or minimize the debt implications of FTA such as requesting and offering. It is found in the entire data. The second is circumstances which include social distance (D), power rating (P), and the size of imposition (R).
Chapter I

A. Background Research

To be polite is very important in interactions because politeness is fixed with the concept, as the idea of polite social behaviour or etiquette, within a culture. It is also possible to specify a number of different general principles for being polite in social interaction within a particular culture. Some of these might include being tactful, generous, modest and sympathetic towards others. It also assumes that participants in an interaction are generally aware that such norms and principles exist in the society at large. Therefore, people generally behave in accordance with their expectation concerning their public self-image or face wants to be respected. Face means public self-image of a person; it refers to the emotional and social sense of self that everyone has and expects everyone to recognize (Yule, 1996:60). Face actually has two aspects, positive and negative. An individual’s positive face reflected in his or her desires to be liked, approved of, respected of and appreciated by others. While an individual’s negative face is reflected in the desire not to be impeded or put upon, to have the freedom to act as one chooses (Thomas, 1995:169). Therefore, people in their relationship need to preserve both kinds of faces for themselves and the people they interact with the politeness utterance.

According to Brown and Levinson (1987:65), certain kinds of acts intrinsically threaten face, namely those act that by their nature run contrary to the face want of the hearer and of the speaker. For example, the hearer’s positive face
will damage when the speaker insulting the hearer. It also could damage the speaker’s own positive and negative face. For example, when the speaker admits that he has failed in his job and when the speaker offers help to the esteem and be respected, [http://en.wikipedia.org/wiki/pragmatics](http://en.wikipedia.org/wiki/pragmatics). In order to avoid or minimize to reduce the possibility of damage to the hearer’s face or to the speaker’s own face, he or she may adopt certain strategies.

Brown and Levinson sum up human politeness behaviour in four strategies among them are the bald on record strategy, the positive politeness strategy, negative politeness strategy and the last is bald off record strategy. Considering that phenomena, the speaker should be able to produce the appropriate politeness strategy for being considered as a polite person. Furthermore, the researcher is interested to analyze the politeness strategies based on Brown and Levinson’s politeness strategy in a film. The film entitled “Big Fish” has a good story of the fantastic and unbelievable stories of the life of Edward Bloom. Edward has been a storyteller his whole life and he has told and retold these colourful stories to his son, Will with embellishments. The son doesn't know who his father really is, and he hasn't spoken to his father for years. His mother calls him in Paris that his father is dying. Will, with his new wife, flies home to his father's deathbed to make things right. Edward does the one thing he loves, and tells his tall-tales about a big cat-fish, a giant, a witch, conjoined-twins, the circus, how he met his wife, and the birth of Will. Will doesn't know when his father was telling the truth or crossing into fantasy, and in the end, Will becomes the storyteller. The story
puts the situation most in many places, where the different statues such as friend, master, or the superior interact as the result there are many politeness strategy employed in the movie.

Since there are many employed of positive politeness strategy found in the dialogs in the film entitled “Big Fish”. The researcher tries to analyse them. To clarify the research background, the following example will give clear understanding about it.

WILL : I don’t know if you’ve seen it, but Josephine has some photo in the most recent newsweek.

SANDRA : *Really! That’s wonderful* 

(“Big Fish”: 21)

It is a kind of positive politeness strategy 2 which exaggerate intonation, stress and other aspects of prosodic, as well as with intensifying modifiers. It shows that Sandra is really interested to Will’s story. Although in the first time she doesn’t believe but next she is so interested to see the picture. The word wonderful indicates the exaggerate. It also shows that Sandra has saved Will’s positive face, because Sandra really appreciates Will’s story.

In order to understand more about positive politeness strategy, the factors influence the characters to employ the positive politeness strategy and the reasons of the factors to influence the characters in employing positive politeness strategy. It is interesting to conduct a research entitled An Analysis of Positive Politeness Strategy Employed by the Characters in the Movie Entitled “Big Fish”.

B. Problem Statement

Based on the research background above, the researcher proposed the main problem as follows:

1. What kinds of positive politeness strategies are employed by the characters in the film entitled “Big Fish” based on Brown and Levinson’s strategy?
2. Why can positive politeness strategy be influenced by some factors?
3. How can those factors influence the characters to employ those strategies?

C. Research Limitation

There are four politeness strategies proposed by Brown and Levinson among them are bald on record, positive politeness, negative politeness and the last is bald off record. In this study, the researcher will limit the analysis, it only focus in the positive politeness strategies.

D. Research objectives

In line with the problem statement, the research objectives are:

1. To describe kinds of positive politeness strategies are employed by the characters in the film entitled “Big Fish” based on Brown and Levinson’s strategy?
2. To explain some factors which influence the characters to employ those strategies?
3. To describe some factors which influence the characters to employ those strategies?

**E. Research benefits**

The result of this study is expected to give some benefits as follows:

1. It is expected to give further information for students who want to learn about positive politeness strategy based on Brown and Levinson.
2. It is expected that this research might becomes the reference for other researchers who want to conduct similarly research.
3. It is also expected to make the readers understand about the positive politeness strategy and they can apply the strategy.

**F. Research Methodology**

In this research, the researcher uses a descriptive method because the collected data are in the form of the sentences. It aims by collecting the data, classifying the data, analyzing the data, and then drawing the conclusion.

In this research, the source of data is a film entitled “Big Fish”. The sampling technique applied in this research is purposive sampling technique. The data in this research are dialogs containing positive politeness strategy. For more details, the research methodology will be discussed in chapter III
G. Thesis Organization

The thesis organization is systematically arranged as follows:

CHAPTER I: INTRODUCTION which is consists of research background, problem statement, Research Limitation, Research objectives, Research Benefits, Research Methodology and Thesis Organization


CHAPTER III: RESEARCH METHODOLOGY, covering Type of Research, Data and Source of Data, Sample and Sampling Technique, Instrument of the Research, Research Procedures, Technique of Analyzing Data, Technique of Coding Data.

CHAPTER IV: DATA ANALYSIS which consists of Introduction to Data Analysis, Data Analysis, and Discussion.

CHAPTER V: CONCLUSION AND SUGGESTIONS
CHAPTER II

LITERATURE REVIEW

Chapter II contains some theories and references, which are related to the research. The researcher takes politeness strategy to carry out this research. Thus, Pragmatics approach is taken as the way of analysis. The references related to pragmatics are necessary to guide the researcher to interpret and to describe the meaning of data.

A. Pragmatics

According to Leech (1983) pragmatics can be usefully defined as the study of how utterances have meanings in situations. It means that pragmatics is concerned with the meaning of utterance, in which the meaning depends on the situation where the utterance occurs.

In addition, Yule defines pragmatics as the study of contextual meaning (1996:3). This type of study necessarily involves the interpretation of what people mean in the particular context and how the context influences what is said. It also requires a consideration of how the speaker organizes what they want to say in accordance with who they are talking to, where, when and under what circumstances. Similarly Leech (1983), gives a definition that pragmatics can be usefully defined as the study of how utterances have meanings in situations. It means that pragmatics is concerned with the meaning of utterance, in which the meaning depends on the situation where the utterance occurs.

Thus based on definition above, it can be concluded that pragmatics is a study that discusses a meaning of language by regarding the relation between
language and context. It means that the interactions between the context and language become the main study in pragmatics.

B. Context

Language cannot be separated from its context. The role of context surrounding the happening of conversation or utterance is an important thing in order to understand the meaning of utterance.

The importance of context in language can be seen from the opinion of Leech (1999:13). He says that context is a relevant aspect of the physical or social setting of an utterance. Context is a background knowledge which is shared by the speaker and hearer in understanding their utterance.

Meanwhile, Levinson points out the importance of context which is included in the definition of pragmatics, as the study of the ability of language user to pair sentences with the context in which it would be appropriate (1985:24). It means that the role of context in language is studied in pragmatics. It is necessary to pay attention to the context that is surrounding the happening of the conversation.

Malinowsky (in Halliday and Hasan, 1985:6) states that there are two notions of context, namely context of situation and context of culture. Context of situation is the situation in which the text is uttered. Meanwhile, context of culture is the cultural background or history behind the participants.
From the statement above, it can be concluded that speech context of linguistics research is a context in all physical aspects or social background related to the speech, time, place, social environment, political condition, etc.

C. Speech Acts

1. The Definitions of Speech Acts

The idea of speech act was stated firstly by an English philosopher John I Austin (Levinson, 1985:236). Austin notices the fact that when a speaker says something, he is doing something. In every utterance, the speaker performs an act such as stating a fact of opinion, confirming or denying something, giving advice, asking a question, thanking, greeting, etc. The condition of doing something in saying something is what the experts call as speech acts.

Meanwhile, according to Yule (1996:47) people do not only produce utterances containing grammatical structures and words when they attempt to express themselves, but they also perform actions through utterances. Actions performed through utterances are generally called speech acts.

Based on the opinions above, it can be concluded that speech act is the actions performed by producing and utterancing.

Austin (in Levinson, 1985:236) finds that issuing an utterance, a speaker can perform three acts simultaneously, namely locutionary act, illocutionary act and the last is perlocutionary act.
A. Locutionary act (producing and utterance)

Locutionary act is the utterance of a sentence with determines sense and reference. It is performing the act in saying something.

B. Illocutionary act (doing something in the utterance)

Illocutionary act is the making of statement, offer, promise, etc. in uttering a sentence by virtue of conventional force associated with it.

C. Perlocutionary act (doing something to the hearer by producing the utterance)

Perlocutionary act is the bringing about of effects on the audience by means of uttering the sentence, such effects being special to the circumstances of utterance.

In short, locutionary act is the actual words uttered. Meanwhile, illocutionary act is the force or intention behind the words. Finally, perlocutionary act is the effect of the illocution on the hearer. In order to make the definitions above more clear, the example below may help to clarify:

Will : *Mom, would you say you understand dad?*

Sandra : of course.

(“Big Fish”: 21)

The act of saying “*Mom, would you say you understand dad?*” is the locutionary act. Will is requesting Sandra to explain that she really understands his father is the illocutionary act. While the act of explaining
the understanding of his dad is the perlocutionary act as a consequence of the locutionary and perlocutionary acts.

Hymes (in Fasold, 1999:43) states that the level of speech act mediates immediately between the usual levels of grammar and the rest of speech event or situation in that it implicates both linguistic form and social norms. A speech act may have variation in forms depending on social context. Within the right context, the utterances such as ‘sit down!’, ‘you’d better sit down.’, ‘could you sit down?’ are interpreted as commands. Moreover, the status of speech act is not only seen from the social context and grammatical form, but also from the intonation and tone of voice. A gentle ‘Sit Down’, for instance, may be more polite than a thundered ‘I want you all sitting’

2. **Direct and Indirect Speech Acts**

   a. Direct Speech Act

   Direct speech act occurs when there is a direct relationship between a structure and a function. Hurford and heasley (1996,p.256) state that the direct illocution of an utterance is the illocution most directly indicated by literal reading of grammatical form and vocabulary of the sentence uttered.

   The examples may clarify the explanation:

   a) Did you eat the food? (interrogative)

   b) Eat the food! (imperative)
c) You eat the food, (declarative)

In (a) the speaker asks a question to the hearer, that is, whether or not the speaker eat the food. In (b) the speaker request the hearer to eat the food. In (c) the speaker states that the hearer eats the food.

Thus, declarative is used to make a statement, an interrogative is used to make a question and an imperative is used to make a command or request is a direct speech act.

b. Indirect Speech Act

An indirect speech act occurs when there is an indirect relationship between a structure and a function. For instance, a declarative and an interrogative used to make a request is an indirect speech act. In addition, Allan (1986) states, "In indirect speech acts the speaker communicates to the hearer more than he actually says..." (p. 204). It means that the speaker expresses his intonation implicitly. Example:

a) Move out the TV! (imperative)
b) Do you have to stand in front of the TV? (interrogative)

c) You are standing in front of the TV. (declarative)

The sentences above have different structure (imperative, interrogative, and declarative), but the different structure can be used to accomplish the same basic function. Thus the function of all utterance above is a command/request, where the speaker wants the hearer not to stand in front of the TV. Based on the basic example above only the imperative structure in (a) represents a direct speech act. The interrogative structure in (b) is not being used only as a question: hence it is an indirect speech act. The declarative structure in (c) is also an indirect request.

3. the Classification of Speech Act

In attempting to further development to further analysis of speech act, Searle in Levinson (1985, p. 240) proposes that there are basic kinds of action that one can perform in speaking, by means of five types of utterance:
a. Representatives: utterances which commit the speaker to the truth of the expressed proposition (paradigm cases: asserting, concluding, etc.)

b. Directives: utterances which are attempted the speaker to get the addressee to do something (paradigm cases: requesting, questioning, etc.)

c. Commissives: utterances which commit the speaker to some future Course of action (paradigm cases: promising, threatening, offering, etc.)

d. Expressives: utterances which express a psychological state (paradigm cases: thanking, apologizing, welcoming, congratulating, etc.)

e. Declarations: utterances which effect immediate changes in the institutional state of affairs and which tend to rely elaborate extra linguistics institutions (paradigm cases: excommunicating, declaring war, christening, etc.)

The following explanation may help to clarify the quotation above:

A. Representatives
It is a kind of speech acts that commit the speaker to the truth of the expressed proposition. Representatives function to describe state or event. In using a representative, the speaker makes words fit the world of belief. The speaker is representing world, as she or he believes it is. Representatives include conclusion, assertion, and descriptions.

Example:
Will : After that night. I didn’t speak to my father for three years.

(“Big Fish: 3)

Will states that he never speaks again with his father after that night. Will is really angry to his father after what his father did that night. The utterance above belongs to representatives since it is used Will’s conclusion.

B. Directives

Directives are kinds of speech acts that speaker uses to get someone else to do something. Directives express the speaker’s want. In using a directive, the speaker attempts to
make the world fit the words through the hearer. Directives cover commands, orders, requests, questions, etc.

For example:

Will : (low but insistent) *Make him stop.*

("Big Fish: 2")

Will command his mother to stop what his father did. The utterance above shows that it belongs to directives since it is a kind of command.

C. Commisive

Commissives are kinds of speech act that the speaker uses to commit himself or herself to do some future action. Commissives express what the speaker intends. In using a commissive, the speaker undertakes to make the world fit the words through the speaker. Commissives include promises, threats, refusals, etc.

For example:

Josephine : *I’m going with you*

("Big Fish: 5")

Josephine offers to Will that she will go with him. Josephine’s utterance above belongs to commisive because
Josephine commits to do future action that is Josephine will go together with Will.

D. Expressives

Expressives are kinds of speech acts that express psychological state (feeling and attitude). In using an expressive, the speaker makes the word fit the world of feeling. Expressives cover thanking, apologizing, welcoming and congratulating. It can also be statements of pleasure, pain, joy, sorrow, etc.

Example:

Sandra : Thank you. I’ll bet you need to—

(“Big Fish: 3)

The speech act of Sandra is thanking. Sandra says thanks to Josephine since she has come to visit his husband. Thanking belongs to expressive since it is used to express the psychological state of the speaker.

E. Declarations

Declarations are kinds of speech acts that declare something. Declarations function to change the status of the person or object by performing the act successfully. In order to perform a declaration appropriately, the speaker has to have special institutional role, in specific context. Thus the speaker changes the world through words, in using a
declaration. Declarations cover declaring war, christening and etc.

Example:

Priest : *I now pronounce you husband and wife.*

(Yule 1996:53)

The utterance above belongs to declaration. The declaration changes the state of affairs in the world with respect to the couple. After the priest says the declaration, the ordinary pair of people becomes a married couple.

**D. Politeness Strategy**

According to Yule (1996:60) politeness can be defined as showing awareness of another person’s public self-image. It is stated that face is something that is emotionally invested and that can be lost, maintained or enhanced and must be constantly attended to interaction (Brown and Levinson, 1978:66)

Politeness is a system of interpersonal relations designed to facilitate interaction by human interaction by minimizing potential conflict and confrontation inherent in all human interchanges (Yule, 1996:106). In communication, politeness can be defined as the means employed to show awareness of another person’s face. Meanwhile, Holmes (1992:306) states that a polite person makes others feel comfortable.
While discussing about polite, we deal with “face”. Face means a person’s public self-image. It refers to that emotional and social sense of a person, so that every person has and experts everyone else to recognize (Yule, 1996:60). Face is something that emotionally invested, and that can be lost, maintained, or enhanced, and must be constantly attended to in interaction. According to Brown and Levinson (in Fasold, 1996:160), face actually has two aspects, namely ‘positive’ and ‘negative’

A. Negative face or the rights to territories, freedom of action and freedom from imposition - wanting your actions not to be constrained or inhibited by others.

B. Positive face, the positive face is the need to be appreciated and accepted, to be treated as the member of the same group, and to know that his or her wants are shared by others.

In simple terms, negative face is needed to be independent and positive face is the need to be connected. Positive face will save if the conversations employ positive politeness well.

According to Brown and Levinson in Thomas state that speech act is liable to damage or threaten another person’s face; such acts known as ‘Face Threatening Acts’ (FTAs). Such act has the potential to damage the hearer’s positive face of hearer’s negative face; or it may potentially damage the speaker’s own positive face or speaker’s negative face. In order to reduce the possibility of damage another person’s face, one may adopt certain strategy. Politeness
strategies are the means by which interactants fend off and redress such risks to face. There are four strategies proposed by Brown and Levinson (1987:92)

1. Bald on record strategy does nothing to minimize threats to the hearer’s “face”

   For example:

   WILL : *Make him stop.*
   WILL’S DATE : What do you do?

   ("Big Fish": 1)

   The example above employs bald on record strategy from Brown and Levinson. It shows that Will really wants to ask her girl friend to stop the fish, but his girl friend doesn’t understand what the want of Will is. The conversation represents that Will orders someone directly, so it also shows that the speaker doesn’t try to minimize threats to the hearer’s face.

2. Positive politeness strategy shows you recognize that your hearer has a desire to be respected. It also confirms that the relationship is friendly and expresses group reciprocity.

   For example:

   YOUNG DR BENNET : *Now, Mrs. Bloom, I’ll need you to give me one push. On three one…*
It is a kind of positive politeness strategy, it shows that the speaker asks the hearer but the ask of the speaker is really soft, so it is like the speaker request to the hearer. In this situation the speaker recognizes that the hearer has a desire to be respected. It also confirms that the relationship is friendly and expresses positive politeness strategies.

3. Negative politeness strategy also recognizes the hearer's face. But it also recognizes that you are in some way imposing on them.

For example:

DON PRICE : You’re so sure, why don’t you go in and get that eye? I heard she keeps it in a box on her nighttable.

The example also shows the negative politeness. The speaker wants to make the hearer come to the wicth to get the eye, so all of them can know the future. The speaker recognizes that Don Price wants to be respected but he also assumes that you are in some way imposing on them. So, the speaker actually has saved negative face to the hearer.

4. Bald off record take some of the pressure off of you. You are trying to avoid the direct FTA of asking for a beer. Instead you would rather it be offered to you once your hearer sees that you want one.
For example:

EDWARD : Who is he? Where does she lives?

AMOS : *Kid. Don’t waste your time. She’s out of your league.*

(“Big Fish”: 27)

The example above represents as bald off record strategy. It also shows that the speaker here tries to tease the hearer. Amos as the speaker actually wants to make Edward as the hearer to realize his condition. In other way, Amos wants to say that Edward doesn’t suit for Sandra, because Sandra is beautiful and rich girl and Edward is just nothing.

Based on the theories above, the researcher used the second strategy, positive politeness strategy. The story’s background is the daily life in a family and their society. Beside that the film tells about the relationship between his environment, his friends and especially his son. Edwards and his friends often employ positive politeness strategy. The strategy is used especially when Will is forced to respect his father, despite of his hatred toward his father. When the story ends, Will’s regrets can be seen because Edward is the best father. Thus, positive politeness strategy is employed as well. Moreover, the situation is mostly informal situation. As the result there are many positive politeness strategies employed in this movie.
E. Positive Politeness Strategy

According to Brown and Levinson, positive politeness strategy is oriented toward the positive face of the hearer, the positive self-image that he claims for himself and his perennial desire that his wants (or the action/ acquisition/ values/ resulting from them) should be thought of as desirable (1987:101). Positive politeness strategy utterances are not used by the participants who have known each other fairly well, but it is used as a kind of metaphorical extension of intimacy to imply common ground or to share of wants or to limit extend between the strangers, for the some reasons, positive politeness techniques are usable not only for FTA redress, but also in general as a kind of social accelerator for the speaker in using them. It indicates that he (the speaker) wants to “come closer” to the hearer.

Positive politeness strategy involves fifteen strategies, namely: notice, attend to hearer (his interest, wants, needs, goods); exaggerate (interest, approval, sympathy with hearer); intensify interest to the hearer; use in-group identity markers; seek agreement; avoid disagreement; presuppose/rise/assert common ground; joke; assert or presuppose speaker’s knowledge and concern for the hearer’s wants and willingness to fit one’s own wants with them; offer, promise; be optimistic; include both the speaker and the hearer in the activity; give (or ask for) reason; assume or assert reciprocity; give gift to the hearer (goods, sympathy, understanding, cooperation)
**Strategy 1: Notice; attend to hearer (his interest, wants, needs, goods).**

It suggests that the speaker should take notice of the hearer’s condition (noticeable changes, remarkable possession, anything which looks as though the hearer would want the speaker to notice and approve of it.)

For example:

**EDWARD**: I suppose I should….

He takes his hat off the rack.

**JENNY** : *You can leave it there.*

(“Big Fish”: 48)

It is positive politeness strategy 1. The condition describes that Edward actually wants to know where he has to put his hat. Moreover Jenny asks him to put his hat in the rack. It represents that Jenny notices to Edward and knows well what Edward wants.

**Strategy 2: Exaggerate (interest, approval, sympathy with hearer).**

This strategy is often conducted with exaggerated intonation, stress, and other aspects of prosodic, as well as by intensifying modifier.

For example:

**WILL** : Can I see him?

**DR. BENNETT** : *Absolutely.* Be good for you to talk to him.

(“Big Fish”: 9)

The example employs positive politeness strategy 2. DR. Bennett says strategy 2 by saying ‘absolutely’. DR. Bennett respects what Will’s
wants. Thus, DR. Bennett answers Will’s question. DR. Bennett also shows that he has a great spirit to face the speaker. In the other way, DR. Bennett actually really wants Will come and see his father.

**Strategy 3: Intensify interest to the hearer.**

Here, there is another way for the speaker to communicate to the hearer that he shares some of his wants to intensify the interest of his own (the speaker) contribution to the conversation, by making a good story. The speaker uses the vivid explanation or description. Therefore it can pull the hearer’s right into the middle of the events being discussed, even by using metaphorically at any rate. Thereby it can be increasing their intrinsic interest to him.

For example:

Edward: *You don’t know me, but my name is Edward Bloom and I am in love with you. I’ve spent the last three years working to find who you are. I’ve been shot and stabbed and trampled a few times, had my ribs broken twice, but it’s all worth it to see you here, now, and to finally get to talk to you. Because I am destined to marry you. I knew that from the first moment I saw you at the circus. And I know it more that ever.*

(“Big Fish”: 31)

It is the third positive politeness; it shows that the speaker intensifies interest to the hearer. Edward wants to get Sandra’s attention. Moreover, he succeeds in getting Sandra’s attention because he describes his experiences to look for everything about Sandra. He also tells that he has a firm belief that they are true couple. Edward does it to make Sandra
interested in Edward and accepts him. In another way, Edward also appreciates Sandra, so he saves positive face.

**Strategy 4: Use in-group identity markers.**

The strategy uses any of the innumerable ways of convey in-group membership. The speaker can implicitly claim the common ground with the hearer that is carried by that definition of the group. This strategy also includes in-group usages of address forms, use of in-group language or dialect, and use of jargon or slang.

For example:

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SANDRA : Honey, it’s still your night
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(“Big Fish: 2)

It shows that the speaker (Sandra) employs positive politeness strategy 4 by saying “honey it’s still your night”. Actually Sandra just wants to make Will calm down and relax because at that time Will is so furious. Sandra uses word *honey* to show that their relationship is close.

**Strategy 5: Seek agreement.**

Another characteristic of claiming common ground with the hearer is to seek a way in which it is possible to agree with him. There are two ways: safe topics and repetition (Brown and Levinson, 1987:112)

a. The raising of ‘safe topics’ allows the speaker to stress his agreement with the hearer that the hearer’s opinion is right. The speaker is corroborated by his opinions and therefore to satisfy the hearer’s positive face. For example, if your neighbour comes home with a new
car and you think that it is hideously huge and pollution producing, you might still be able to say sincerely “Isn’t your new car a beautiful colour.” Hence, your neighbour’s positive face is safe because we do not tell him about his dreadfull car.

b. Agreement may also be stressed by repeating a part or what the entire preceding the speaker has said in a conversation. It is not only used to demonstrate that one has heard correctly what was said but also to stress emotional agreement with the utterance (or to stress and surprise)

For example:
BEAMAN: Now tell me if that isn’t the best pie you ever ate
EDWARD: It truly is.

(“Big Fish”: 17)

It also shows the positive politeness strategy 5 with the raising “safe topic”. Edward, as the speaker, says ‘it is truly’ because he really agrees with Beaman. Therefore, Edward also thinks that the pie is the best pie that he ever eats. It also means that Edward has praised with the maker of the pie.

Strategy 6: Avoid disagreement.

There are four ways to avoid disagreement namely by means of token agreement, pseudo agreement, white lies, hedging opinion.

a. For instances of “token” agreement are the desire to agree or appear to agree with the hearer leads also to mechanism for pretending to agree
(Brown and Levinson, 1987:113). The remarkable degree to which speakers may go in twisting their utterances so as to appear to agree or to hide disagreement-to respond to a preceding utterance with ‘yes, but…’ in affect, rather than a blatant ‘No’ (1987:114)

For example:

SANDRA : Would you say you understand Josephine?
WILL : *Yes. But that’s a different…*  

(“Big Fish”: 21)

The example above shows that the speaker actually just appears to agree with the hearer. In this case, Will actually disagrees with Sandra’s opinion. In order to minimize FTA Will chooses to say ‘yes’ rather than ‘no. Will thinks that his relationship with his wife is different from his parents. Thus, he thinks that he knows his wife well. Will may not really understand his wife but he thinks that his relationship with his wife is better than his parents. However, Will’s positive face is fulfilled because he feels that his opinion is not wrong.

b. Pseudo agreement is found in English in the use of then as conclusory marker, an indication that the speaker is drawing a conclusion to a line of reasoning carried out cooperatively with the addressee (Brown and Levinson, 1987:115)

For example:

Ana : I’ll meet you in front of the theatre just before 8.0, then.

(Brown and Levinson, 1987:115)
The example above shows that Ana avoids disagreement. Ana actually wants to end the conversation with her partner. She says “I’ll meet you in front of the theatre just before 8.0, then.” it means that she doesn’t want to talk with her partner anymore. However, she doesn’t want to threat her partner’s positive face. The word ‘then’ points to a conclusion of an actual agreement between the speaker and also the hearer. Therefore, their conversation ends well.

c. White lies ways happen when the speaker is confronted with the necessity to state an opinion. The speaker wants to lie rather than to damage the hearer’s positive face. It is also used to avoid confrontation when refusing a request by lying, pretending there are reasons why one cannot comply (Taken from Brown and Levinson, 1987:115).

For example:

Nick : Carter, can you call your lecturer with your mobile phone?
Carter : Oh I can’t. The batteries are dead.

The example shows that both the speaker and the hearer may know that Carter’s answer is not true, but the hearer’s face is saved when the speaker’s question is answered by the speaker with lie. In this case, the speaker may know that the batteries of Carter’s mobile are not dead. Carter lies because he doesn’t want his mobile is borrowed. In order to save the speaker’s positive face, he answers it by lying.

d. Hedging opinion occurs when the speaker may choose to be vague about his opinions, so as not to be seen to disagree (Brown and Levinson,
Normally hedges are feature of negative politeness, but some hedges are feature of positive politeness function as well. For example:

Annie : What do you think of the picture?
Lisa : It's really beautiful, in a way.

(Brown and Levinson, 1987:116)

The example above means that the expression like sort of in FTAs may mark the word that modify as being a metaphor of some sort, leaving it up to the addressee to figure out how to interpret it. Thus, the use of these hedges assumes some degree of common ground between speaker and hearer, in that speaker calls upon hearer to use his common knowledge to interpret speaker’s attitude.

**Strategy 7: Presuppose/rise/assert common ground.**

This strategy has three ways; there are gossip or small talk, point of view operations and presupposition manipulation

a. Gossip or small talk, the value of speaker’s spending time and effort on being with the hearer, as a mark of friendship or interest him. It gives rise to the strategy of redressing FTAs by talking for a while about unrelated topic before leading to the real topic (Brown and Levinson, 1987:117). For example, when the speaker wants to request something to the hearer, thereby he can stress his general interest with the hearer and indicate that he has not come to see the hearer simply to do it even though his intention might be obvious by his having brought gift to the hearer.
b. Point of view operations by means of deixis. It is used for reducing the distance between the speaker and the hearer’s point of view.

- Personal-centre switch: the speaker to the hearer. It means that the speaker speaks as if the hearer were the speaker, or the hearer’s knowledge were equal to the speaker’s knowledge (Brown and Levinson, 1987:119)

For example is the use of tag questions with falling intonation in some local dialects of British English “I had a really hard time learning to drive, didn’t I”

- Time switch, the use of ‘vivid present’, a tense shift from past to present tense (Brown and Levinson, 1987:120). The function of vivid present is to increase the immediacy and therefore the interest of the story.

For example

EDWARD : Your mom says I can’t tell you that one anymore.
You get nightmare

WILL : I’m not scared

(“Big Fish”: 40)

This is the example of positive politeness strategy 7 that talks about point of view (time switch). It describes vivid present depicted a tense shift from past to present tense. The example is really clear because Edward copies the mother’s sentence and the sentence actually has happened. Thus, Edward actually has
changed the past tense to the present. It happens because Edward actually really cares to Will’s condition.

- Place switch, the use proximal rather than distal demonstrative (*here, this*, rather than *that, there*), where either proximal or distance would be acceptable, seems to convey increased involvement or empathy. (Brown and Levinson, 1987:121). For example: “Here! You must come in and have some tea”

c. Presupposition manipulation means that the speaker presupposes something that is mutually taken for granted (Brown and Levinson, 1987:122). There are four types of presupposition:

- Presuppose knowledge of the hearer’s wants and attitudes
  Negative questions, which presume ‘yes’ as an answer, are widely used as a way to indicate that the speaker knows the hearer’s wants, taste, habits, etc., and thus partially to redress the imposition of FTA’s. For example “Don’t you want some dinner now?”

- Presuppose the hearer’s values being the same as the speaker’s values. For example, the use of scalar prediction such as ‘tall’ assumes that the speaker and the hearer share the criteria for placing people (or things) on this scale.

- Presuppose familiarity in speaker-hearer relationship. The use of familiar address forms like *honey* or *darling* presuppose that the addressee is ‘familiar’

For example:
SANDRA : *Honey, it’s still your night.*

(“Big Fish”: 2)

It is positive politeness strategy 7 which is using presupposition (familiarity). It means that the speaker and the hearer have a good relationship. Sandra as the speaker uses the word honey to calm Will down because Will is angry. Honey also represents that they have a good relationship. In the other way, the word ‘honey’ presupposes that Will is familiar.

- Presuppose the hearer’s knowledge. The use of any term presupposes that the referents are known to the addressee. For example “*Harry took me to the movies the other day*’. The speaker assumes that the hearer indeed doesn’t know that the speaker has a boy friend called Harry. However, it may operate as an expression of good intensions, indicating that the speaker assumes that the speaker and the hearer share common grounds.

**Strategy 8: Joke.**

Jokes may be used as an exploitation of politeness strategies as well, in attempting to reduce the size of FTA. For instance the speaker may joke in order to minimize an FTA of requesting. Jokes are also used as a basic positive politeness technique for putting the hearer ‘at case’, for example in responses to a faux pass of hearer’s

For example:

JOSEPHINE : Can I take your picture?
EDWARD : You don’t need a picture. Just look up handsome in the dictionary.

(“Big Fish”: 24)

It represents the positive politeness strategy 8 (joke). Here Josephine wishes to have the picture as remembrance from Edward. However Edward doesn’t want to give the picture to Josephine, so he makes a joke and says you don’t need a picture, just look up handsome in the dictionary. However, Josephine still wants to have the remembrance so she doesn’t give up and forces Edward to take his picture. Then Edward permits Josephine to take his picture.

**Strategy 9: Assert or presuppose speaker’s knowledge and concern for the hearer’s wants and willingness to fit one’s own wants with them.**

This strategy is done by asserting or implying knowledge of hearer’s wants and willingness to fit one’s own wants with them.

For examples:

KARL : You don’t like it?

EDWARD : I love every square inch of it. But I can feel the edges closing on me. A man’s life can only grow to a certain size in a place like this. So what do you say? Join me?

(“Big Fish”: 14)

It is a kind of positive politeness strategy 9. Edward explains about his love to Ashton but he also explains that he wants to look for many experiences, so he wants to go from Ashton, and then he also asks Karl to join
him. It emphasizes that Edward really loves Ashton, but he also explains that he won’t be able to live in Ashton forever. Moreover he asks Karl to join him. It means that Edward also fulfils his want to go from Ashton together with Karl.

**Strategy 10: Offer, promise.**

In order to redress the potential threat of some FTAs, a speaker may choose to stress his cooperation with the hearer in another way. The speaker may claim that whatever the hearer wants, the speaker will help to obtain the hearer’s wants. Offers and promises are naturally outcomes of choosing this strategy even if they are false. They just demonstrate the speaker’s good intentions in satisfying the hearer’s wants.

For examples

**SANDRA**: It’s Don. Promise me you won’t hurt him.

**EDWARD**: *if that’s what you want, I swear to it.*

(“Big Fish”: 32)

It is positive politeness strategy 10. In the conversation, Sandra asks Edward not to hurt Don, because Don is her boy friend. Edward replies “if that’s what you want, I swear to it.” The sentence represents that Edward promises to Sandra that he will not hurt Don although Don slugs Edward after that. Edward is still silent and doesn’t do anything to fight back because he has promised to Sandra.
Strategy 11: Be optimistic.

The speaker assumes that the hearer wants to do something for the speaker (or for the speaker and the hearer) and will help the speaker to obtain the goals because it will be in their mutual shared interest.

For examples:

DON PRICE : you’re so sure, why don’t you go in and get that eye? I heard she keeps it in box on her night table.

DON PRICE : Or are you too scared?

EDWARD : I’ll go right now and get that eye.

(“Big Fish”: 6)

It shows positive politeness strategy 11 (be optimistic). Edward and friends actually want to meet the witch. However all of them actually are not brave to meet her. Thus, they force Edward to meet the witch and take her eye. Moreover, Edward is challenged to fulfil his friend’s hope, so he says I’ll go now and get that eye. Edward here assumes that he wants to do something for his friends. It also represents that Edward is optimistic that he can do that.

Strategy 12: Include both the speaker and the hearer in the activity.

This strategy uses an inclusive ‘we’ form, when speaker really means ‘you’ or ‘me’, he can call upon the cooperative assumptions and thereby redress FTAs. Let’s in English is an inclusive ‘we’ form.

For example:

EDWARD : Let’s get out of here
It is also strategy 12. It represents that Edward wants to entice Will to go from the hospital, because he feels that his place to die is not in the hospital but in the river. Let’s here can be described as “we”. The request also represents that it is not only for Edward but also for Will.

**Strategy 13: Give (or ask for) reason.**

The speaker includes the hearer in the speaker’s practical reasoning and assumes reflexivity that the hearer wants to the speaker’s wants. This strategy can be used for complaining or criticizing by demanding reasons ‘why not’ and assuming that if there are no good reasons why the hearer can not cooperate or he can cooperate it, for example complaining past action. Thus, the indirect suggestion which demands rather than gives reasons is a conventionalized positive politeness form.

For examples:

SANDRA : I don’t suppose one of us could stay with him. In case he…(beat)

In case he wakes up, one of us should be there.

WILL : I’ll stay. Why don’t you go home with Josephine and I’ll stay tonight

(“Big Fish”: 50)

It is also strategy 13. Edward is at the hospital and one of them has to wait him, because Edward’s condition is really serious. Will wants to wait his father because he wants to have the last time with his father.
Therefore Will says “Why don’t you go home with Josephine and I’ll stay tonight”. Will realizes that he is wrong in appraising his father; he wants to do something to his father, so he asks his mom and wife to go home.

**Strategy 14: Assume or assert reciprocity.**

In this strategy, the speaker may say in effect. ‘I’ll do X for you if you do Y for me’, or ‘I did X for you last week, so you do Y for me this week’ (or *vise versa*). By this strategy, the speaker may soften his FTA by negating the debt aspect and/or the face threatening aspect of speech act such as criticism or complaints.

For examples:

AMOS: *every month you work for me, I’ll tell you one thing about her.*

That’s my final offer.

(“Big Fish”: 27)

It is positive politeness strategy 14. It shows that Amos, as the speaker, tries to make an agreement with Edward. Edward falls in love with a girl and wants to get the information about the girl so he wants to do anything to know about the girl. Amos here just tries to give him an agreement. It means that Amos will give information for him in every month.

**Strategy 15: Give gift to the hearer (goods, sympathy, understanding, cooperation).**

The last strategy, the speaker may satisfy the hearer’s positive face want (that the speaker wants to the hearer’s wants, to some degree) by actually
satisfying some of the hearer’s wants. Hence we have the classic positive politeness action of gift giving, not only tangible gifts but also human relation wants such as admired, listened, understood, etc

For example:

MAYOR : Edward Bloom, first son of Ashton, it’s with a heavy heart we see you go. But take with you this Key to the City, and know that any time you want to come back, all our doors are open to you.

(“Big Fish”: 15)

Positive politeness strategy 15 is shown in the example above. After Edward success’ to make Karl go away from Ashton, he gets an appreciation from the society of Ashton. Thus the mayor gives him the key as a proof that he can go to the city. Besides that the mayor also gives him the chance if he wants to come back in Ashton anytime he wants to come back.

F. Factors Influencing the Use of Positive Politeness Strategy

The employment of politeness strategy is influenced by several factors. According to Brown and Levinson (1987:71) there are two factors that influence the speaker to employ positive politeness strategy. The factors are:

1. Payoff

By employing positive politeness strategy, the speakers can get so many advantages such as: The speaker will be able to minimize the FTA by assuring the hearer that he agrees the hearer and wants to fulfil the hearer’s
wants. Thus, the hearer positive face is not threatened by the speaker because it can be seen of their mutual shares.

For example:

“Let’s get on for the dinner”

(Brown and Levinson, 1987:72)

The example above shows that the speaker minimizes the FTA (request) to the hearer by including the speaker himself equally as the participant.

2. Relevant Circumstances

The seriousness level of an FTA is also influenced by the circumstances, sociological variables, and thus to a determination of the level of politeness. According to Brown and Levinson in Rahardi (2005:68) there are three dimensions to determine the level of politeness. Among them are relative power (P), social distance (D) and size of imposition (R).

a. Relative Power

Power (P) is the general point that we tend to use a greater degree of politeness with people having some power or authority over us than to those who do not. It is based on the asymmetric relation between the speaker and the hearer. These types of power are mostly found in obviously hierarchical settings such as courts, the military, and workplace. For example, you would probably be more polite about conveying to your employer because of his coming late than conveying your brother. This is because your employer can influence your career in a positive way (reward power) or negative way (coercive way).
b. Social Distance

It can be seen as the composite of psychologically real factors (status, age, sex, degree of intimacy, etc) which together determine the overall degree of respectfulness within a given speech situation. It is based on the symmetric relation between the speaker and the hearer. For example, you feel close to someone or you know him well because he is similar in terms of age or sex, then you will get closer to him and distance rating will get smaller. As a result, you will not employ polite utterance when you ask him to do something. In contrast, you will employ polite utterance when you interact with person whom you have not known well, such as person who is older than you.

c. Size of Imposition

It can also be seen from the relative status between one-speech act to another in a context. For example, borrowing a car in the ordinary time will make us feel reluctant, but in urgent situations it will be natural. Thus, in the first context we will employ polite utterance. Meanwhile, in the second context, it is not necessary to employ polite utterance because the situation is urgent.

G. Theory of the Film

Film is a mass entertainment medium. It reflects the desires, needs, fears, and aspirations of a society (Allen and Gomery, 1993:154). As a social
representation, the film derives its images, sounds, themes and stories ultimately from their social environment (Ibid, p.158)

The study of film can not be separated from society as stated by Allen and Gomery (1993) as follows:

“Furthermore, however indirectly and obliquely, movies are social representations. That is they derive images and sounds, themes and stories ultimately from their social environment. In functional films, characters are given attitudes, gestures and sentiments, motivations, and appearance that are part at least, based on social roles, and on general, motions about how policeman, factory worker, debutante, mother, or husband is “supposed” to “act” (p.158)

Based on the opinion above, it can be concluded that film is a visual medium that is often used by people for the entertainment to escape from the daily routines. It also becomes the medium to communicate moral and social values to the society through an amusing situation. The success of a film is when the message of the story can be absorbed by its audiences

“Big Fish”, for example, presents a story of fantastic and unbelievable stories of the life of Edward Bloom. Edward is a very good storyteller. Almost the entire movie tells about his stories. He narrates it with hyperbole story, and it makes his son hate him, because his son thinks that Edward is a liar. Edward actually is a man who really loves an adventure. He moves from one place to the other places just want to look for some experiences. Until he met a very beautiful woman and he decides to know more about the woman. After he gets the woman he has to assign himself to the country because of draftee. However he passes it fraudulently. The last is when he has to become an enemy for his son, because he still loves an adventure although he has had a son.
In short, it can be concluded that film is assumed to be the reflection of real life. Besides, it also represents the social life in which the norms, values and phenomena of society.

**H. Synopsis of the Film**

Big Fish is a drama movie written by John August, based on the novel by Daniel Wallace and directed by Tim Burton. The main characters of the movie are Edward Bloom (Albert Finney), Will (Billy Crudup) and also Sandra (Jessica Lange). Edward is a man who really loves an adventure. He loves it in every single of his life, until his son hates him because Edward is never at home. The best adventure is when he tries to get his truly love, Sandra. Thus, Sandra really understands Edward.

Edward in this film actually has been a storyteller his whole life and he has told and retold these colourful stories to his son, Will with embellishments. The son doesn't know who his father really is, and he hasn't spoken -twins, the circus, how he met his wife, and the birth of Will. Will doesn't know to his father for years.

His mother calls him in Paris that his father is dying. Will, with his wife, flies home to his father's deathbed to make things right. Edward does the one thing he loves, and tells his tall-tales about a big cat-fish, a giant, a witch, conjoined when his father was telling the truth or crossing into fantasy. Moreover Will knows about his father and in the end, Will becomes the storyteller.
I. Review to the Related Study

A study having relationship to this present research is entitled The Use of Compliments as a Positive Politeness Strategy in Speeches of Men and Women’s characters in the Film “Notting Hill”. This research was conducted by Galih Endah Nurharjanti (2000). It describes the compliments of women and men, the topics of compliment expressions and the function of compliment as the positive politeness strategy.

The result of the study covered by finding that women receiving more compliments than men as their politeness strategy in language use. Therefore women are linguistically more polite than men.

Comparing with the study above, the aim of the study actually describes the positive politeness strategy, but it is not fusing in three issues: compliment, gender, and positive politeness strategy. It just focuses about the kinds of positive politeness strategy based on Brown and Levinson’s theories employed in the film through the conversations between the characters. The research also describes the factors influencing the characters to employ this strategy.
CHAPTER III
RESEARCH METHODOLOGY

A. Type of Research

The type of this research is descriptive qualitative. Sutopo (1992:6) states that descriptive qualitative method is the data which collected by words in a sentence/picture that not only talk about numbers. It also has some notes to describe the situation which can support the presentation.

Other definition about qualitative method is proposed by Bodgan and Talor in Moleong. They define qualitative method as a research procedure which results descriptive data in the form of words either written or spoken from the observable objects (2001: 3).

Beside that, Moleong also states that it called descriptive qualitative because the researcher merely collected the data, made an analysis and made conclusions (2001: 6). Based on those definitions, it can be concluded that qualitative method describes the object and results descriptive data.

B. Data and Source of Data

Data refer to the materials, which are used in some research. The data of this research were the conversations which happen in the film entitled “Big Fish”. While, the source of data was the subject from which data are obtained (Arikunto, 1986:162). The researcher used a film entitled “Big Fish” as the source of data. It was an interesting film and of course the characters of the film also employ many
kinds of positive politeness strategy. Data in this research contain the positive politeness strategy expression spoken by the characters in the film “Big Fish”.

C. Sample and Sampling

Sample was a part or representation of the population being observed (Arikunto, 1993:104). Beside that, Sutrisno Hadi also defined that technique of sampling is a technique of choosing samples (1983:75). The researcher used purposive sampling technique in the research. According to Sutopo (2002:36) in the purposive sampling, selection in the sample is directed to the data that have important relation with the problem being observed. Therefore the researcher only used the data by selecting them so that this kind of sampling will ease in analyzing the data related to the field of study. The criteria of choosing the data are based on Brown and Levinson’s classification of positive politeness strategy. The researcher takes the conversations which employ the positive politeness strategy in the film entitled “Big Fish” as the sample.

D. Equipments of the Research

In qualitative research, the researcher is the main instrument since he conducts the whole research process (Moleong, 1991:121). As the main instrument, the researcher plans the research, collects the data, classifies the data, analysis the data, makes the interpretation and finally reports the result of the
research. However, in conducting this research, the researcher needs some equipment. The use of those equipments will be explained as follows:

- a set of DVD player
  It is used to play the VCD of the movie, to rewind, to repeat and to focus a particular scene of the film entitled “Big Fish”
- television
  The researcher needs a television to display the movie entitled “”Big Fish”.
- VCD of the film.
  The researcher also needs the VCD of the film entitled “Big Fish” to know the movie well
- Transcript
  The transcript is taken from the internet. It is used to checks the dialogues of the film entitled “Big Fish”

E. The Research Procedure

Research procedure is a description of steps taken by researcher in conducting the research. The procedure of this research consists of several steps, which were set up as follows:

1. Choosing a film entitled “Big Fish”
2. Watching the film “Big Fish” in several times, in order to understand the whole story.
3. Finding the transcript of the movie entitled “Big Fish” from the internet
4. Comparing the transcript taken from internet with the dialogs of the movie

5. Collecting the data
   - Underlining the dialogues in the film entitled “Big Fish” into the form of dialogues list.
   - Identifying the listed dialogues that contain the positive politeness strategy
   - Identifying and coding the positive politeness strategy in the dialogues by giving numbers to each positive politeness strategy

6. Analyzing and interpreting the data to answer each of the problem statements.

7. Drawing conclusions from the results of the analysis and giving the suggestions.

F. Technique of Analyzing Data

The steps conducted in analyzing the data were as follows:

1. Identifying the data to observe the scope, classifying the data based on positive politeness strategy of Brown and Levinson.

2. Analyzing and interpreting the topics and the functions of positive politeness strategy’s Brown and Levinson.

3. Discussing the interpreted data of positive politeness strategy in the film entitled “Big Fish”.
4. Drawing the conclusions from the data analysis and giving some suggestions.

G. Technique of Coding Data

In order to make easier the classification and analysis of data in the research, each datum is marked by a code. The coding of data in this research can be seen through the following ways:

1. The number of each datum
2. The number of disk in the film entitled “Big Fish”
3. The title of the film entitled “Big Fish”
4. The type of the positive politeness strategy employed by the characters consists of 15 strategies.

To make clear the coding, an example will be presented,

\[(01 / 1 / IGC / 8)\]

It means the datum of number 01. It is found in the first disk of the film entitled “Big Fish”. The characters employed the strategy 8, namely Joke.
CHAPTER IV
DATA ANALYSIS

A. Introduction to Data Analysis

As it is mentioned in the previous chapter, the aims of the study are to show the kinds of positive politeness strategies employed by the characters and to describe the factors influencing the characters to employ those strategies in the film entitled “Big Fish”.

The researcher employs Brown and Levinson’s politeness strategy to describe the kinds of positive politeness strategies. It is used to describe how the characters in the film entitled “Big Fish” deliver those strategies to minimize or redress the FTAs. In order to describe the factors which are influencing the characters that employ positive politeness strategy, the researcher analyzes it by considering factors that influence the use of positive politeness strategy based on Brown and Levinson.

Context is very important matter in determining the appropriate linguistic form. By understanding the context in which an utterance is uttered, the situations influencing the use of each strategy could be identified.

B. Data Analysis

B.1. The types of positive politeness strategies in the film entitled “Big Fish” based on Brown and Levinson’s strategy

There are 15 kinds of positive politeness strategies
1. Notice; attend to the hearer (his interest, wants, needs, goods). It suggests that the speaker should take notice of the hearer’s condition (noticeable changes, remarkable possession, anything which looks as though the hearer would want the speaker to notice and approve it.)

For example:

- **EDWARD**: I suppose I should….

  He takes his hat off the rack.

  **JENNY**: *You can leave it there.*

  It is positive politeness strategy 1. The condition describes that Edward actually wants to know where he has to put his hat. Moreover Jenny asks him to put his hat in the rack. It represents that Jenny notices to Edward and knows well what Edward wants.

- **WILL**: *Dad! Do you want me to get a nurse?*

  Edward shakes his head unambiguously. Will already has his finger on the orange “nurse call” button, but doesn’t push it.


  All the conversations above also show the first positive politeness. In that case, Will who is waiting for his father in the hospital tries to get what his father wants. He offers everything to his father although all of his offers are rejected by his father. From Will’s utterance, it can be seen that Will is really care to Edward and want to help him.
2. Exaggerate (interest, approval, sympathy with hearer). This strategy is often conducted with exaggerating intonation, stress, and other aspects of prosodic, as well as with intensifying modifier.

For example:

- WILL : Can I see him?
  
  DR. BENNETT : Absolutely. Be good for you to talk to him.

  The example employs positive politeness strategy 2. DR. Bennett says strategy 2 by saying ‘absolutely’. DR. Bennett respects what Will’s wants. Thus, DR. Bennett answers Will’s question. DR. Bennett also shows that he has a great spirit to face the speaker. In the other way, DR. Bennett actually really wants Will come and see his father.

- WILL : I don’t know if you’ve seen it, but Josephine has some photo in the most recent newsweek.
  
  SANDRA : Really! That’s wonderful

  It is a kind of positive politeness strategy 2 by Sandra with saying “Really! That is wonderful!” It shows that Sandra is really interested to will’s story.

  At first, Sandra doesn’t believe of what Will says. However, she is finally interested in the pictures that Will shows her. Sandra’s sentence depicts her interests to the picture.

3. Intensify interest to the hearer. Here, there is another way for the speaker to communicate to the hearer that he shares some of his wants to intensify
the interest of his own (the speaker) contribution to the conversation, by making a good story.

For example:

- EDWARD: *You don’t know me, but my name is Edward Bloom and I am in love with you. I’ve spent the last three years working to find who you are. I’ve been shot and stabbed and trampled a few times, had my ribs broken twice, but it’s all worth it to see you here, now, and to finally get to talk to you. Because I am destined to marry you. I knew that from the first moment I saw you at the circus. And I know it more that ever.*

It is the third positive politeness; it shows that the speaker intensifies interest to the hearer. Edward wants to get Sandra’s attention. Moreover, he succeeds in getting Sandra’s attention because he describes his experiences to look for everything about Sandra. He also tells that he has a firm belief that they are true couple. Edward does it to make Sandra interested in Edward and accepts him. In another way, Edward also appreciates Sandra, so he saves positive face.

4. Use in-group identity markers. The strategy uses any of the innumerable ways of convey in-group membership. The speaker can implicitly claim the common ground with the hearer that is carried by that definition of the group.

For example:
• SANDRA : *Honey*, it’s still your night

It shows that the speaker (Sandra) employs positive politeness strategy 4 by saying “honey it’s still your night”. Actually Sandra just wants to make Will calm down and relax because at that time Will is so furious. Sandra uses word *honey* to show that their relationship is close.

• EDWARD : *What’s your name, Giant?*

KARL : Karl

The example above represents the positive politeness strategy 4. Edward, as the speaker, cares to the hearer and also really wants to help Karl. Edward uses word *Giant* to make Karl calmer and it also shows that Edward doesn’t want to disturb Karl. Therefore, he asks the hearer what his name is because according to Edward, knowing the Giant’s name will make their relationship closer.

• AMOS : *Hey kid!* Your friend just made himself a star.

EDWARD : That’s great.

Amos says strategy 4 “Hey kid!”. It means that Amos tries to approach Edward. Moreover the word *kid* can replace Edward’s name because Amos doesn’t know yet the name of Edward.

5. Seek agreement. Another characteristic of claiming common ground with the hearer is to seek a way in which it is possible to agree with him.

For example:
• **BEAMAN**: Mmm-hmm. Life’ll do that to you. And truthfully, the long way is easier, but it’s longer.

**MILDRED**: *Much longer*

The example is positive politeness strategy 5 (seek agreement), and it is a kind of the raising “safe topic”. Mildred says much longer because she wants to stress her agreement to Beaman. She agrees with what Beaman said because Mildred also thinks that if Edward takes the long way, he will get much longer to reach that place.

• **BEAMAN**: Now tell me if that isn’t the best pie you ever ate

**EDWARD**: *It truly is.*

It also shows the positive politeness strategy 5 with the raising “safe topic”. Edward, as the speaker, says ‘*it is truly*’ because he really agrees with Beaman. So, Edward also thinks that the pie is the best pie that he ever eats. It also means that Edward has praised with the maker of the pie.

6. Avoid disagreement. There are four ways to avoid disagreement namely by means of token agreement, pseudo agreement, white lies, hedging opinion.

For examples are

• **SANDRA**: Would you say you understand Josephine?

**WILL**: *Yes. But that’s a different...*
The example above shows the positive politeness strategy 6, especially token agreement because the speaker actually just appears to agree with the hearer. In this case, Will also does the token agreement because he actually just appears to agree with Sandra but he actually wants to disagree with her so he said *but that’s a different*. Will thinks that his relationship with his wife is different from his parents. Thus, he thinks that he knows his wife well. Will may not really understand his wife but he thinks that his relationship with his wife is better than his parents.

7. Presuppose/rise/assert common ground. This strategy has three ways; there are gossip or small talk, point of view operations and presupposition manipulation.

For examples are

- **EDWARD**: *Your mom says I can’t tell you that one anymore. You get nightmare*

  **WILL**: I’m not scared

  This is the example of positive politeness strategy 7 that talks about point of view (time switch). It describes vivid present depicted a tense shift from past to present tense. The example is really clear because Edward copies the mother’s sentence and the sentence actually has happened. Thus, Edward actually has changed the past tense to the
present. It happens because Edward actually really cares to Will’s condition.

- SANDRA : *Honey, it’s still your night.*

   It is positive politeness strategy 7 which is using presupposition (familiarity). It means that the speaker-hearer has a good relationship. Sandra as the speaker uses the word honey to calm Will down because Will is angry. Honey also represents that they have a good relationship. In the other way, the word ‘honey’ presupposes that Will is familiar.

8. Joke. Jokes may be used as an exploitation of politeness strategies as well, in attempts to reduce the size of FTA.

   For examples:

   - JOSEPHINE : Can I take your picture?

   EDWARD : *You don’t need a picture. Just look up handsome in the dictionary.*

   It represents the positive politeness strategy 8 (joke). Here Josephine wishes to have the picture as remembrance from Edward. However Edward doesn’t want to give the picture to Josephine, so he makes a joke and says *you don’t need a picture, just look up handsome in the dictionary.* However, Josephine still wants to have the remembrance so she doesn’t give up and forces Edward to take his picture. Then Edward permits Josephine to take his picture.
9. Assert or presuppose speaker’s knowledge and concern for the hearer’s wants and willingness to fit one’s own wants with them. This strategy is done by asserting or implying knowledge of hearer’s wants and willingness to fit one’s own wants with them.

For examples:

- **Karl** : You don’t like it?
  
  **Edward** : *I love every square inch of it. But I can feel the edges closing on me. A man’s life can only grow to a certain size in a place like this. So what do you say? Join me?*

It is a kind of positive politeness strategy. Edward explains about his love to Ashton but he also explains that he wants to look for many experiences, so he wants to go from Ashton, and then he also asks Karl to join him. It emphasizes that Edward really loves Ashton, but he also explains that he won’t be able to live in Ashton forever. Moreover he asks Karl to join him. It means that Edward also fulfils his want to go from Ashton together with Karl.

10. Offer, promise. The strategy uses a speaker to choose or to stress his cooperation with the hearer in another way.

For examples are

- **Edward** : I love every square inch of it. But I can feel the edges closing in on me. A man’s life can only grow to a certain size in a place like this. So what do you say? *Join me?*
KALR: Okay

It is a kind of positive politeness strategy 10 (offer, promise). Here, the speaker, Edward, tries to offer Karl to join him to go from Ashton because they need some wider places that can fulfil their wish. Therefore, Edward offers Karl to go together. Thus, Edward positive face is saved because actually Edward wants Karl to go away from Ashton.

SANDRA: It’s Don. Promise me you won’t hurt him.

EDWARD: *if that’s what you want, I swear to it.*

It is positive politeness strategy 10. In the conversation, Sandra asks Edward not to hurt Don, because Don is her boyfriend. Edward replies "if that’s what you want, I swear to it." The sentence represents that Edward promises to Sandra that he will not hurt Don although Don slugs Edward after that. Edward is still silent and doesn’t do anything to fight back because he has promised to Sandra.

11. Be optimistic. The speaker assumes that the hearer wants to do something for the speaker (or for the speaker and the hearer) and will help the speaker to obtain the goals because it will be in their mutual shared interest.

For examples:

- DON PRICE: you’re so sure, why don’t you go in and get that eye? I heard she keeps it in box on her night table.

  DON PRICE: Or are you too scared?
Edward: I'll go right now and get that eye.

It shows positive politeness strategy 11 (be optimistic). Edward and friends actually want to meet the witch. However all of them actually are not brave to meet her. Thus, they force Edward to meet the witch and take her eye. Moreover, Edward is challenged to fulfil his friend’s hope, so he says I’ll go now and get that eye. Edward here assumes that he wants to do something for his friends. It also represents that Edward is optimistic that he can do that.

- Edward: Now first, we gotta get you ready for the city.

The example also shows positive politeness strategy 11 (be optimistic). Edward asks Karl to join him to go to the city. However before they go together to the city, Karl needs to change his style, so he helps Karl to change Karl’s style. On the other way, Edward, as the speaker, helps Karl to be ready before they go to city. Edward actually is really optimistic to help Karl by changing him as common people.

12. Include both the speaker and the hearer in the activity. This strategy uses an inclusive ‘we’ form, when speaker really means ‘you’ or ‘me’.

For examples:

- Don Price: Let’s see it.

It is a kind of positive politeness strategy 12. It shows that the speaker wants the hearer to show the eye, because the speaker wants to see the eye. The speaker uses inclusive “we” from ‘let’s’ to make the
request more polite because it indicates the cooperation between the speaker and the hearer that the goal not only for the speaker but also for both speaker and the hearer.

- **EDWARD**: *Let’s get out of here*

  It is also strategy 12. It represents that Edward wants to entice Will to go from the hospital, because he feels that his place to die is not in the hospital but in the river. *Let’s here* can be describes as “we”. The request also represents that it is not only for Edward but also for Will.

13. Give (or ask for) reason. The speaker includes the hearer in the speaker’s practical reasoning and assumes reflexivity that the hearer wants to the speaker’s want.

For examples:

- **EDWARD**: That’s bull-s-h-i-t, that is. She’s not even a real witch

- **DON PRICE**: You’re so sure, *why don’t you go in and get that eye?* I heard she keeps it in box on her “nighttible.”

  It is a kind of positive politeness strategy 13. Edward and his friends want to meet the witch because they want to see their future via the eye. However Edward doesn’t believe that the witch can show the future. Then his friends challenge him to meet the witch to prove the issue. Thus Don Price says *why don’t you go and get that eye?* It’s the way from Don Price to get the eye and see his future.
• SANDRA : I don’t suppose one of us could stay with him. In case he…(beat)

In case he wakes up, one of us should be there.

WILL : I’ll stay. Why don’t you go home with Josephine and I’ll stay tonight

It is also strategy 13. Edward is in the hospital and one of them has to wait him, because Edward’s condition is really serious. Will wants to wait his father because he wants to have the last time with his father. Therefore Will says “Why don’t you go home with Josephine and I’ll stay tonight”. Will realizes that he is wrong in appraising his father; he wants to do something to his father, so he asks his mom and wife to go home.

14. Assume or assert reciprocity. The speaker may say, in effect. “I’ll do X for you if you also do Y for me.”

For examples:

• AMOS : every month you work for me. I’ll tell you one thing about her. That’s my final offer.

It is positive politeness strategy 14. It shows that Amos, as the speaker, tries to make an agreement with Edward. Edward falls in love with a girl and wants to get the information about the girl so he wants to do anything to know about the girl. Amos here just tries to give him an
agreement. It means that Amos will give information for him in every month.

15. Give gift to the hearer (goods, sympathy, understanding, cooperation). The speaker may satisfy the hearer’s positive face want.

For examples:

- **MAYOR**: *Edward Bloom, first son of Ashton, it’s with a heavy heart we see you go. But take with you this Key to the City, and know that any time you want to come back, all our doors are open to you.*

  Positive politeness strategy 15 is shown in the example above. After Edward successes to make Karl go away from Ashton, he gets an appreciation from the society of Ashton. Thus the mayor gives him the key as a proof that he can go to the city. Besides that the mayor also gives him the chance if he wants to come back in Ashton anytime he wants to come back.

- **BEAMAN**: *He’s still here. Let me buy you a drink. I’ll tell you all about it. Hell, I’ll have him to tell you*.

  EDWARD : No, I’ve gotta meet somebody. I’m already running late.

  It is also a kind of positive politeness strategy 15. Beaman wants to give Edward a drink and also gives him a story. It happens when Edward comes to Spectre unintentionally, and meets with the people who stay in the place. Actually Edward is not really interested in the place but Beaman still prevents him and blocks him to go from Spectre.
so he offers Edward to drink and promises a story for him. Edward who is a good man can’t refuse the offer.

B.2. The Factors Influencing the Use of Positive Politeness Strategy Employed in the Film Entitled “Big Fish”

The employment of politeness strategy is influenced by several factors. According to Brown and Levinson (1987:71) there are two factors influencing the speaker to employ positive politeness strategy. The factors are payoff and circumstances.

3. Payoff

By employing positive politeness strategy, the speakers can get so many advantages. The speaker will be able to minimize the FTA by assuring the hearer that he likes the hearer and wants to fulfil the hearer’s wants. Thus, the hearer positive face is not threatened by the speaker because it can be seen for their mutual shares.

For example:

DON PRICE : *Let’s see it.*

(“Big Fish”: 7)

The example above shows that the speaker minimizes the FTA (request) to the hearer by including the speaker him self equally as the participant.

4. Relevant Circumstances
The seriousness level of an FTA is also influenced by the circumstances, sociological variables, and thus to a determination of the level of politeness. According to Brown and Levinson in Rahardi (2005:68) there are three dimensions to determine the level of politeness. Among them are relative power (P), social distance (D) and size of imposition (R).

**a. Relative Power**

Power (P) is the general point that we tend to use a greater degree of politeness with people having some power or authority over us than to those who do not. It is based on the asymmetric relation between the speaker and the hearer. These types of power are mostly found in obviously hierarchical settings such as courts, the military, and workplace.

For example:

AMOS : *every month you work for me. I’ll tell you one thing about her. That’s my final offer.*

(“Big Fish”: 27)

**b. Social Distance**

It can be seen as the composite of psychologically real factors (status, age, sex, degree of intimacy, etc) which together determine the overall degree of respectfulness within a given speech situation. It is based on the symmetric relation between the speaker and the hearer.

For example:
SANDRA: *Honey,* it’s still your night

(“Big Fish”: 2)

It can be concluded, when someone feels close to someone else or the speaker knows the hearer well because the hearer is similar in terms of age or sex, then the speaker will get closer to him and distance rating will get smaller. As a result, the speaker will not employ polite utterance when the speaker asks him to do something. In contrast, someone will employ polite utterance when he interacts with person whom he has not known well, such as person who is older than the speaker.

c. **Size of Imposition**

It can also be seen from the relative status between one-speech act to another in a context. For example, borrowing a car in the ordinary time will make us feel reluctant, but in urgent situations it will be natural. Thus, in the first context we will employ polite utterance. Meanwhile, in the second context, it is not necessary to employ polite utterance because the situation is urgent.

For examples:

**Datum 1/ I /BF/ 1**

The conversation happens in the Jenny’s home. Edward comes to Jenny’s home actually just to visit Jenny after he repaired her house. In the first time Jenny refuses Edward’s offer to repair and also sale her home for Edward. However Edward still forces her to repair the home since Edward
thinks that Jenny’s home is really poor. Edward asks his friends to help fixing it. After finishing it, Edward comes to Jenny just for seeing the Jenny’s condition. Moreover, Jenny is really open to Edward, it is beyond Edward’s assumption and Edward feels the condition is so strange, and then he tries to break the condition by asking how if he takes his hat in the rack. Jenny answers it just to satisfy Edward because Jenny actually wants to do something else to Edward. However Edward rejects it directly.

EDWARD: I suppose I should…

He takes his hat off the rack.

JENNY: *You can leave it there.*

Data interpretation

The conversations above occur in the Jenny’s home, Edward here helps Jenny repair her home. After that Edward comes to Jenny just for visiting her. However the condition is different, Edward tries to break the condition, so he says “I suppose I should…” and Jenny answers “you can leave it there”. Jenny’s answer represents that she notices what Edward wants. However Edward’s question actually doesn’t need any answers. Jenny’s answer represents that she wants to do something. It is a kind of positive politeness strategy 1.

The strategy can be used because it is influenced by some factors that are payoff, circumstances: social distances. All factors influence what strategy will be used.
Datum 2/ II/ BF/ 1

Will wants to do something to his father. It shows that he cares of his father. Edward has to go to the hospital because he is ill. As a son, Will wants to do something before his father dies. He feels that he has wasted his time to compete against his father. Will asks his mother and also his wife to take a rest at home. He actually wants to pay his time to his father. He has realized that his father is the best father. Thus, when his father conscious, Will soon serves him. However, Edward refuses all of Will’s offers and he asks Will to tell him the way he dies.

WILL: *Dad! Do you want me to get a nurse?*

Edward shakes his head unambiguously. Will already has his finger on the orange “nurse call” button, but doesn’t push it.


Data interpretation

The conversation happens in the hospital, when Edward is ill and Will wants to do something for his father. Therefore Will says “*Dad! Do you want me to get a nurse?*” and since Edward refuses the offer, he tries to give different offers “*What can I do? Can I help you? Can I get something? Water?*” Here, Will shows that he notices his father. Thus, it also belongs to the first strategy of positive politeness.
It belongs to the first strategy because it is influenced by some factors that are payoff, and circumstances: social distance, power rating and also the size of imposition.

Datum 3/ I/ BF/ 2

Will comes back to his home just for visiting his ill father. It is the first time for Will to take care of his father after for long time he rebelled against Edward. Will worried Edward’s condition, but he tries to cover it from everyone. He looks so cool and calm to face Edward’s condition. When Will and Josephine want to see his father, they meet DR.Bennett. Will is really happy to see DR.Bennett because he will know the condition of his father clearly. If DR.Bennet calmly gives explanation, Edward does not have a serious illness. Thus, Will permits to see Edward.

WILL: Can I see him?

DR. BENNET: Absolutely. Be good for you to talk to him.

Data Interpretation

The conversation happens at Will’s home. Will comes back because he wants to visit his father. Will and Josephine meet DR.Bennett when they want to see Edward. When Will sees DR.Bennett, he sees that DR.Bennett is so calm so he thinks that Edward’s illness is not too serious. Therefore, Will says “Can I see him?”. DR. Bennett who knows Will
problem with his father is really impressed, so he answers *absolutely*, by exaggerating intonation. It also represents positive politeness strategy 2.

It belongs to the second strategy because it is also influenced by some factors. The factors are payoff, circumstances: social distance.

**Datum 4/ I/ BF/ 2**

Edward’s family has dinner together in the dining room. They have dinner in silence. Both Edward and Will are very awkward to another. However, Will tries to break the silence. Will tries to tell that his wife has some photos in the newsweek, and then Sandra replied it well.

**WILL** : I don’t know if you’ve seen it, but Josephine has some photo in the most recent newsweek.

**SANDRA** : *Really! That’s wonderful*

Data Interpretation

It happens in the dining room, when Edward’s family has dinner together. All of them choose to keep silent and busy with their mind. The condition is really awkward. However, Will tries to break that condition. Will tells about Josephine “I don’t know if you’ve seen it, but Josephine has some photo in the most recent newsweek”. Moreover, Sandra understands Will aim. Thus, she answers with full of her interest, she says “*Really! That’s wonderful*”. It also represents as second strategy which is exaggerating intonation.
The researcher found that the conversations uses this strategy regarding some factors, there are payoff, circumstances: social distance and also power rating.

**Datum 5/ I/ BF /3**

Edward comes to Sorority house, the place where Sandra lives. Edward brings a bouquet of daffodils to Sandra. Edward waits in front of the door until Sandra Kay Templeton whom he admires comes out from the house. After the woman comes, he laughs, nervous, then Edward tries to describe about himself. He just wants to get closer to Sandra. Beside that, he also describes his certainty that they actually are a couple.

**EDWARD**: *You don’t know me, but my name is Edward Bloom and I am in love with you. I’ve spent the last three years working to find who you are. I’ve been shot and stabbed and trampled a few times, had my ribs broken twice, but it’s all worth it to see you here, now, and to finally get to talk to you. Because I am destined to marry you. I knew that from the first moment I saw you at the circus. And I know it more that ever.*

Data Interpretation

The conversation happens in the Sorority house, the place where Sandra Kay Templeton lives with her friends. Edward comes directly and waits Sandra in front of the door until she comes. Suddenly he addresses Sandra and introduces himself to Sandra. He tells everything about
himself from the first time they meet, his efforts to know everything about Sandra until his firm belief that he is destined to marry Sandra. “You don’t know me, but my name is Edward Bloom and I am in love with you. I’ve spent the last three years working to find who you are. I’ve been shot and stabbed and trampled a few times, had my ribs broken twice, but it’s all worth it to see you here, now, and to finally get to talk to you. Because I am destined to marry you. I knew that from the first moment I saw you at the circus. And I know it more that ever.” He does it to make Sandra interested in Edward and willingly accept him. It also represents as third strategy that intensifies the interest to the hearer.

The strategy can be determined because it is actually influenced by payoff and circumstances: social distance. It is used to determine the strategy.

Datum 6/ I/ BF/ 4

The situation at that time is not really good because Will feels so offended to his father, Edward. In the wedding reception of Will and Josephine, in Tiny Paris restaurant, Edward is so impudent to tell about the way of Will born. Will is really furious to Edward. He leaves the restaurant and when he reaches the door; his mother tries to intercepts him. Sandra wants to calm Will down. However, Will still goes out from the party.
SANDRA: *Honey*, it’s still your night

Data Interpretation

Will and Josephine have their wedding celebrate in a tiny restaurant. The place is so crowded with their friends and family. All of them should be joyful, but Will feels furious. Will is angry to Edward just because Edward tells about the way of Will born. Will is so shame and also offended to Edward. Will thinks that Edward story is just empty words story so Will can not accept it when Edward tells it to everybody who comes to his party. Will want to leave the restaurant but Sandra tries to make him stay, so she says “*Honey*, it’s still your night” the word *honey* here is actually aimed to calm Will down and doesn’t leave his party. However Sandra’s effort is not success because Will still leaves his party.

The way to decide this strategy is also influenced by payoff and circumstances: power rating and social distance.

**Datum 7/ I/ BF/ 4**

Edward is delegated by people from Ashton to make a monster go away from the city. The monster has screamed all of the people. He has eaten everything. Edward goes to the cave, the place of the monster, to discuss with that monster. Edward comes to the monster because he is sure that the monster actually is not cruel. However the monster is not a real monster, he is just an ordinary person who has a big body. He eats
everything to make him full. Edward tries to have a discussion with the man. Edward asks his name to get them both closer.

EDWARD : What’s your name, Giant?

KARL : Karl

Data Interpretation:

Edward comes to the cave to calm all the people in Aston down, because they are afraid to a monster. They know that the monster live in a cave, so they send Edward to make the monster go away from Ashton. Edward is brave enough to come to the cave because he really believes that the monster actually is not cruel. He wants to know about the monster deeply. At the first time he meet the monster, he is really shocked because the monster actually just an ordinary person having a big body. Edward is really sure that he is actually a good person. He wants to approach and expel him softly. Edward calls the man “giant” to ask his name just because to make the man not offended. The word giant can make their relationship closer. Beside that the word “giant” also makes the man feel comfortable to Edward and also sure with Edward. The word giant here is also represented strategy 4.

It belongs to strategy 4 because it is influenced by payoff and also circumstances: social distances.
Datum 8/ I//BF/ 4

Edward delivers the giant “Karl” to look for a job. Karl gets a job in a circus. They watch the circus in the first time in order to make them relax. However, then, he knows that the owner of the circus needs a person who is like Karl. Edward asks the owner to accept Karl as his worker. Amos, the owner of the circus is really happy because Karl can make his circus more interesting. Amos wants to say thank you indirectly to Edward. However, because he doesn’t know the name of Edward so that he calls Edward “kid”. It also makes their relationship closer. Beside that Edward also feels happy because he has helped Karl to find his live.

AMOS : Hey kid! Your friend just made himself a star.

EDWARD : That’s great.

Data Interpretation:

Edward and Karl see the circus to have some fun. They do not have any plan to look for a job. However, the circus also shows a person having big body but Edward thinks that Karl is bigger than that man. Edward tries to deliver Karl to get the job. He speaks in the middle of the concert in order to make everyone hear him. He introduces Karl to Amos; he really wants Karl get the job. Amos is so shocked of his meeting Karl. Amos is really happy that he meets Karl, and he accepts Karl directly. Amos says thank you to Edward indirectly, and because he doesn’t know Edward’s name so that he calls Edward as “Kid”. Amos also makes Edward sure that
Karl will live well on the circus. The word of “kid” can get their relationship closer. Besides, Edward also feels appreciated by Amos. Edward is also happy because of Karl’s condition.

The strategy is influenced by payoff and circumstances: social distances, and also relative power.

**Datum 9/ I/ BF/ 5**

Edward takes a different way from Karl but they promise to meet in the far side. Edward chooses to take the mysterious road. He wants to know what will happen by his taking that road. After the long and difficult road, he finds a town, and he is sure that the town is not a ghost town. The town is located in the remote area. The town is really beautiful, clean and also well-arranged. All people in the town is barefoot. When Edward comes, he is welcomed by a man who checks his name in a list. Therefore, people who come in that place just people who are registered. The man tries to look for Edward’s name in the clipboard and he feels that it hasn’t been the right time for Edward to come in Spectre town. Thus, the citizens think that he must have taken a shortcut. Then Beaman tells Edward that actually he can get the easier road but it needs longer time. Moreover, Mildred confirms that the road is much longer.

**BEAMAN**: Mmm-hmm. Life’ll do that to you. And truthfully, the long way is easier, but it’s longer.
MILDRED : *Much longer*

Data Interpretation:

The conversations happen in the Spectre town, the beautiful, well-arranged and clean place. It is a dream place for everyman. He comes to the place unintentionally; he actually just wants to try a way which makes him angered. He doesn’t think that the way will lead him to Spectre town. The citizens come together just to meet Edward and they actually are also angered, who is the next person who will come to Spectre. The leader, Beaman, addresses himself to know Edward’s name, although he realizes that Edward actually will come for the next years again. Moreover they know that Edward must have taken the shortcut. Then Beaman tries to explain Edward that he can get Spectre with the easier way but it’s longer, and Mildred confirm it with says “*much longer*”. He wants to explain that Edward will get the easy way for long time again.

Here, Mildred uses the fifth strategy, seek agreement. The strategy is also influenced by some factors. The factors are payoff and circumstances: social distances, relative power and also the size of imposition.

**Datum 10/1/ BF/ 5**

Edward is accepted by the citizen although he takes the shortcut way. The leader wants to speak with Edward, so he asks him to join his
family. They drink tea and also eat the pie. Beaman as the owner asks him whether the pie is the best pie that Edward ever ate, then Edward can not oppose it. Edward also thinks that the pie is the most delicious pie he had ever eaten.

BEAMAN : Now tell me if that isn’t the best pie you ever ate

EDWARD : *It truly is.*

Data Interpretation:

Beaman invites Edward to joint his family. Edward comes to Beaman’s home to drink and also eat some foods. They give Edward a pie, and because Beaman wants to make Edward happy, and also wants to show that his wife is the best chief. Thus, Beaman asks Edward whether the pie is the best pie that ever Edward ate. Edward also agrees Beaman. He says “*It truly is*”, it means that Edward also thinks that the pie is very delicious one. Here, actually Beaman as a leader of the town wants to keep Edward stay in Spectre. However, Edward rejects his offer. Edward wants to explore the world more, go from one place to other places, to find new experiences.

The factors that influence this strategy are payoff and also circumstances, especially social distance, and the size of imposition.
Datum 11/ II/ BF/ 6

Will and Sandra go to the Grocery market. They rarely have a time together so that they decide to go shopping together. Will wants to know more about his father because Will is never close to his father. He actually wants to look for the reasons to hate his father. He wants Sandra accept his hatred towards Edward. Will tries to make Sandra also misunderstand Edward. However, Sandra still believes that she really understands Edward well. To make Will understand their relationship, Sandra asks Will whether he really understand Josephine well or not. However, Will still thinks that Josephine and Will are different from them. Thus, Will tries to keep his reasons. However, he can’t ignore the fact that he has lost his debate against his mother.

SANDRA : Would you say you understand Josephine?
WILL : Yes. But that’s a different…

Data Interpretation:

The conversations actually are a kind of debate between Will and his mother Sandra. They talks about Edward. Will thinks Edward is a liar, but Sandra opposes Will because Sandra thinks that Edward is a good person. They involves in great debate, they tries to defence their opinions. Will tries to describe that Sandra can not understand Edward although actually Will who can not understand his father. In Will’s mind, Edward is not a good person, so everything what Edward does is wrong for Will.
Here, Sandra tries to turn to Will. Thus, Sandra asks Will whether he really understands Josephine. Moreover, Will tries to tell the truth that he doesn’t really understand Josephine but he chooses to answer “yes, but that’s a different”. Will wants to cover his lack of being husband. Sandra wants to make Will understand that someone doesn’t always understand his partner in life. Trust is all they need.

The strategy can be determined because it is influenced by some factors. The factors that are influenced to use these factors are payoff and also circumstances, especially social distance, relative power.

**Datum 12/ 1/ BF/ 7**

Will is on his way back to his parent’s home. He has left the house for a long time because of his anger at Edward. For Will, Edward is a liar. In the plane, he can’t sleep although the entire passenger of the plain sleep. He remembers the time when he was a child. He has good relationship with his father when he was child. At that time, they played with their shadow, and in the middle of the play, Edward asked Will about his nightmare. However, Will didn’t want to admit that.

**Edward**: *Your mom says I can’t tell you that one anymore. You get nightmare*

**Will**: I’m not scared

Data Interpretation:
The conversation happens in Will’s room. It happens when Will was a child. They played together, they played the shadow. Edward taught Will how to make big shadow. Edward really loves his son, he always wants to know everything about his son, even when Will got nightmare. Edward would know Will’s nightmare from his wife. Edward wanted to know the truth, so he asked Will about his nightmare “Your mom says I can’t tell you that one anymore. You get nightmare” then Will answered that he was not scared. The answer actually shows that Will did not want Edward think that he was a coward.

It also shows that the conversation belongs to strategy 7. The researcher includes the conversation to strategy 7 because of some factors. The factors are payoff and circumstance: social distance, relative power.

**Datum 13/ I/ BF/ 7**

The situation at that time is not really good because Will feels so offended to his father, Edward. In Tiny Paris restaurant where Will and Josephine have their wedding celebrated, Edward is so impudent to tell about the way of Will born. Will is furious to Edward. He leaves the restaurant and when he reaches the door; his mother tries to intercepts him. Sandra wants to calm Will down, although Will still goes out from the party.

SANDRA : *Honey,* it’s still your night
Data Interpretation

In Tiny restaurant, Will and Josephine celebrate their wedding. The place is so crowded with their friends and family. All of them should be joyful, but Will feels furious. Will is angry towards Edward because Edward tells everyone about the way how Will born. Will feels so shame and also offended to Edward. Will thinks that Edward story is only empty words so that Will cannot accept it when Edward tells it to everybody who come to his party. Will wants to leave the restaurant but Sandra tries to make him stay. Thus, she says “Honey, it’s still your night” The word honey here is actually aimed to calm Will down and doesn’t leave his party. However Sandra’s effort is not success because Will leaves his party.

The sentence does not only belong to strategy 4 but also belongs to strategy 7 that is presupposition (familiarity). The way to decide this strategy is also influenced by payoff and circumstances: relative power, social distance.

Datum 14/ II/ BF/ 8

Edward and Josephine have interesting conversations. They are in the dining room. They eat together. Josephine likes to hear Edward’s story. They also talk about the dream when he was a child becoming real. In the conversation, Josephine feels that Edward is sad because he is in fight with
his son. Josephine also concerns of their bad relationship. Josephine starts to cry and she doesn’t want Edward know that she is crying. Josephine tries to interrupt Edward’s story. Josephine asks to take the picture of Edward. However, Edward answers it with funny sentence that Josephine doesn’t need a picture, she can look for the word handsome in dictionary. Josephine still forces Edward to take his picture.

JOSEPHINE : Can I take your picture?

EDWARD : You don’t need a picture. Just look up handsome in the dictionary.

Data Interpretation:

The conversations happen in the dining room when Edward and Josephine have a dinner. They talk about everything and even Edward also tells about his dream when he was a child. In his dream, he knew the future. Even knew when his father would die. Edward tells the dream without any expression, but from his voice Josephine understands that Edward is so sad. In his story, he also tells about his good relationship with his parents. Here, Josephine realizes that Edward is really sad because his bad relationship with Will. They are in fight for a long time. Josephine is also sad because of Edward’s story. She cries then she interrupts Edward’s story with silly question. She wants to take Edward’s picture because she wants a remembrance from Edward. Edward knows that Josephine wants to change the topic of their conversation because he knows that Josephine
also feels awful to hear his story. Edward answers the request in funny sentence "You don’t need a picture. Just look up handsome in the dictionary." Edward tries to joke because he wants to make Josephine laugh again. However, Josephine knows it so that she still forces Edward to take a picture with her.

To decide the strategy, the researcher needs some factors. This strategy is also influenced by some factors before the researcher decide what strategy which is used. The strategies are payoff and circumstances: power rating, social distance.

Datum 15/1/ BF/9

Edward is trying to persuade Karl to go away from Ashton because Karl has made the society afraid. Karl has eaten everything from cornfield until dog in Ashton. It makes the society worry that one day they will be the victim. The mayor of Ashton tries to calm the society down, but the society still forces the mayor to chase away Karl from Ashton. Since Edward offers himself to talk with the monster, the society is really happy and hopes Edward can drive the monster out of Ashton. Edward meets Karl and offers him to go out of the city. Karl is confused and uncertain of Edward’s offer. Therefore, he asks Edward whether he likes Ashton or not. Edward explains that he loves Ashton very much but he needs more
experiences. He asks him to go out of Ashton to get the better life for them.

KARL : You don’t like it?

EDWARD : *I love every square inch of it. But I can feel the edges closing on me. A man’s life can only grow to a certain size in a place like this. So what do you say? Join me?*

Data Interpretation:

The conversations happen in the where Karl live that is in a cave. Edward asks Karl to follow him, leaves Ashton to get into the better place since Edward thinks that what Karl actually needs is a bigger place. Edward thinks what Karl needs cannot be found in Ashton. However, Karl is uncertain about Edward so that he asks to Edward whether he likes Ashton or not. Edward says that he really loves the place but he needs more experiences. He thinks life in Ashton cannot give him more challenges so that he wants to look for other places that can fulfil his wants. He also asks Karl to join him. Actually Edward’s offer also fulfils Karl’s want because Karl really needs bigger place to get the better life.

The strategy can be decided because it is influenced by some factors. The factors are payoff and also circumstances: social distance and also the size of imposition.
Datum 16/ I/ BF/ 10

Edward is trying to persuade Karl to go away from Ashton because Karl has made the society afraid. Karl has eaten everything from cornfield until dog in Ashton. It makes the society worry that one day they will be the victim. The mayor of Ashton tries to calm the society down, but the society still forces the mayor to chase away Karl from Ashton. Since Edward offers himself to talk with the monster, the society is really happy and hopes Edward can drive the monster out of Ashton. Edward meets Karl and offers him to go out of the city. Karl is confused and uncertain of Edward’s offer. So he asks Edward whether he likes Ashton or not. Edward explains that he loves Ashton very much but he needs more experiences. He asks him to go out of Ashton to get the better life for them.

KARL: You don’t like it?

EDWARD: I love every square inch of it. But I can feel the edges closing on me. A man’s life can only grow to a certain size in a place like this. So what do you say? Join me?

Data Interpretation:

The conversations happen in a cave where Karl lives. Edward asks Karl to follow him, go away from Ashton, to get the better place, because Edward thinks that Karl actually needs a bigger place. Edward thinks what Karl needs cannot be found in Ashton. However, Karl is uncertain towards
Edward so he asks Edward whether like Ashton or not and Edward explains that he really loves the place but he needs more experiences. He thinks life in Ashton cannot give him more challenges so he wants to look for other places where he can fulfil his wants. He also asks Karl to join him. Actually Edwards took this way to provoke Karl to go away from Ashton. However Edward doesn’t tell directly that he wants Karl leave for Ashton, he uses smooth way to make Karl leave, and he even go together with Karl.

To decide the strategy, the research uses some factors. The factors are payoff and also circumstances: social distance and also the size of imposition.

**Datum 17/ I/ BF/ 10**

Edward still tries to get Sandra’s love. He doesn’t give up, although Sandra has rejected him. However, Edward still tries. He does everything to get Sandra’s attention, from small thing until big thing. He does it to make Sandra happy and intended to meet him again. Sandra feels uncomfortable because of Edward. She finally decides to meet him. Sandra wants to know want Edwards wants and the reason beyond what he has done. Truthfully, she is afraid to see him because Edward looks like a crazy person. Sandra is startled to know that Edward knows everything about her. Suddenly Don, Sandra’s boyfriend comes and meets them.
Sandra really worries that Edward will hurt him. Therefore, Sandra asks Edward not to harm Don. Edward swears to do nothing to Don.

SANDRA: It’s Don. Promise me you won’t hurt him.

EDWARD: * if that’s what you want, I swear to it *

Data Interpretation:

The conversation happens in the Sorority house where Sandra lives with her friend. Edward finally meets Sandra after a long struggle to know more about Sandra. He has spent almost three years to get the information about Sandra. He doesn’t waste his time. He meets Sandra soon and introduces himself. Then he proposes Sandra. Sandra is really startled, she cannot believe it. She is angry and also rejects Edward’s proposal. She also tells Edward to leave because she is afraid of what Edward has done. However Edward doesn’t want to give up. He still tries to do everything to win Sandra’s heart. Edward always looks for Sandra’s attention. Finally Sandra feels uncomfortable with Edward and she decides to meet him. At least it will calm Edward down and he will listen to what Sandra wants. In the middle of the conversations, suddenly Sandra’s boyfriend comes. She is afraid that Edward will hurt Don. She says “It’s Don. Promise me you won’t hurt him.” And Edward also swears “* if that’s what you want, I swear to it *”. Edward does it because he wants to fulfil what Sandra wants, although Don really beat him up and hurt him. Because of this incident, Edward finally can win Sandra’s heart.
This strategy is influenced by some factors; pay off and circumstances: social distance, and also the size of imposition.

Datum 18/ I/ BF/ 10

Edward and his friends go together to the witch’s house because they are so anxious with the ability of the witch. They want to confirm the ability and also try it to them self. The witch is so famous because she knows when and how a person will die. Edward and his friends want to proof that. They actually are really afraid to come in to the house. However, they still want to know their future. Don Price forces Edward to come in to the house and take the eye of the witch, because the rumour the eye is not in the witch’s body. Moreover the source of the witch’s power comes from the eye. Therefore, they only need the eye to know their future. Don Price challenges Edward because Edward is the bravest person, and Don Price is really afraid to come to the house. Don Price challenges Edward to take the eyes and Edward is challenged. Edward comes to the house. Finally he comes out of the house by not only bringing the eyes but also bringing the witch.

DON PRICE : you’re so sure, why don’t you go in and get that eye? I heard she keeps it in box on her night table.

DON PRICE : Or are you too scared?

EDWARD : *I’ll go right now and get that eye.*
Data Interpretation:

It happens in the yard of the witch’s home. They really want to come in but they are afraid to meet the witch. They just need the witch’s eye because the eye is where the witch gets her ability from. Don Price, the oldest person, wants to show his power but he is so afraid to come into the home. So, he challenges and also forces Edward to come into the house and take the eye. He still wants to show his power with forcing Edward to obedient with him. Moreover, Edward is challenged with Don’s offer, Edward wants to show that there is nothing can frighten him. Thus, he says “I’ll go right now and get that eye”. Then Edward comes back from the house by not only bringing the eye but also bringing the witch. The witch is happy to show the way they will die. However, when they see their death, they become more afraid. It is really different to Edward who has such a good death.

The strategy is influenced by some factors. The factors are payoff and also circumstance which consist of social distance, power rating and also the size of imposition.

Datum 19/ I/ BF/ 11

Edward is trying to persuade Karl to go away from Ashton because Karl has made the society afraid. Karl has eaten everything from cornfield until dog in Ashton. It makes the society worry that one day they will be
the victim. The mayor of Ashton tries to calm the society down, but the society still forces the mayor to chase away Karl from Ashton. Since Edward offers himself to talk with the monster, the society is really happy and hopes Edward can drive the monster out of Ashton. Edward meets Karl and offers him to go out of the city. Karl is confused and uncertain of Edward’s offer. Thus he asks Edward whether he likes Ashton or not. Edward explains that he loves Ashton very much but he needs more experiences. He asks him to go out of Ashton to get the better life for them.

EDWARD : *Now first, we gotta get you ready for the city.*

Data Interpretation:

The conversations happen in a cave where Karl lives. Edward asks Karl to follow him, go away from Ashton, to get the better place, because Edward thinks that Karl actually needs a bigger place. Edward thinks what Karl needs cannot be found in Ashton. In the first time Karl feels uncertain towards Edward but then he is really sure to Edward and even when Edward proposes some conditions to Karl. Edward says “*Now first, we gotta get you ready for the city.*” Karl agrees and wants to do everything because the most important thing is that Karl can go together with Edward. Edward’s request also shows that he is really certain that he will make Karl common people.
The strategy can be decided because it is influenced by some factors. The factors are payoff and circumstances: social distance.

Datum 20/ I/ BF/ 12

Edward and his friends go together into the witch’s home. They want to get the witch’s eye because there’s a rumor saying the eye can show them how they will die. They want to know their future especially how their life will end. Get to the house they feel so afraid to come in to the house. However Don Price, the most arrogant person there, doesn’t want to show his fear, so he asks Edward to get in to the house. He forces Edward. Edward is also anxious, so he accepts Don’s offer to come in to the home. Don and the other wait in the gate of the house. They are so afraid and also worry if something bad will happen to Edward. However, suddenly Edward is back at the gate. They are really anxious and also want to see the eye. Thus, Don asks to Edward to show the eye, but Edward not only brings the eye but also brings the witch.

DON PRICE  : Let’s see it.

Data Interpretation:

It happens when Edward go together with his friends to go to the witch’s home. They are in the gate of the home. They really want to come in, but they are really afraid. Moreover Don Price the oldest person there asks to Edward to come in the house and get the eye. Truthfully, Edward is
also afraid to come in to the house but his anxiety makes him brave enough to come in to the house. Edward’s friends are waiting in the gate of the house. They wait for a long time and they are actually really afraid if Edward is already dead. However, suddenly Edward comes to the gate. They are really happy to see Edward again. They also really want to see the eye so Don Price asks “Let’s see it.” Suddenly the old woman comes in front of them. They all are afraid, they try to run away. However the old woman doesn’t do anything. She takes her left eye to show their future one by one. Edward as the last person is also shown about how he will die.

The strategy can be decided because it is influenced by some factors. The factor such as payoff and also circumstances: social distance and power rating.

Datum 21/ II/ BF/ 12

Edward’s condition is really dropped, so he has to get serious care in the hospital. It happens when his son also realizes that his father is the best father in the world. Therefore, he doesn’t want to lose his best time with his father again. He has passed half of his life just for hating his father. Now, he is going to do everything for his father. He doesn’t want to miss every single moment with his father. He asks his mother and his wife to go home and let him take care of Edward. Will doesn’t want to make his father disappointed again. When Edward is conscious, Will really
perceptive to his father. Will offers everything just to make Edward feel better. However, suddenly Edward asks Will to get out from the hospital and go to another place. Edward knows that he will not die in the hospital. Edwards wants Will to take him to the river, the place where he should die in.

EDWARD: *Let’s get out of here*

Data Interpretation:

Edward is in the hospital because of his bad condition. Edward is coma. Will really wants to stay beside Edward until his condition gets better. Will feels that he has made his father disappointed to Will. Will realizes that his father is the best father in the world. Will wants to do everything to have his father forgive him. When Edward is conscious, Will is going to do everything to make his father better. However, Edward doesn’t accept Will’s entire offer. Instead, Edward tells Will the way he will die. Will is really confused because Edward never tells him the story. However, Edward still tries to tell him. In that story, Edward says “*Let’s get out of here*”. It means that Will has to take Edward go out from the hospital and get to the river. According to what the witch had seen, Edward will die in the river and he will live together with his favourite fish.
The strategy is really influenced by some factors, they are payoff and circumstances: social distance, power rating and also the size of imposition.

Datum 22/ I/ BF 13

Edward and his friends go together in the witch’s house, because they are so anxious with the ability of the witch. They want to confirm the ability and also try it themselves. The witch is so famous because she has an ability to predict when and how someone will die. Edward and his friends want to proof that. They actually are really afraid to come in to the house, but they still want to proof the rumour. Don Price, the oldest person there, forces Edward to come in to the house and take the witch’s eye because he doesn’t want someone know that he is so afraid. Don Price challenges Edward because he feels that he is the master so he can command somebody else include Edward. Actually Edward is not sure that the witch is real, so, Don Price uses it to challenges Edward to take the eye. Beside that Edward actually is the bravest person. Moreover Don Price knows that Edward will accept his challenge.

EDWARD : That’s bull-s-h-i-t, that is. She’s not even a real witch

DON PRICE : You’re so sure, why don’t you go in and get that eye? I heard she keeps it in box on her nighttible.
Data Interpretation:

It happens in the yard of the witch’s home. They really want to come in but they are afraid to meet the witch. They just need the eyes of the witch because the eye is the source of the witch’s ability. Don Price wants to show his power although actually he is so afraid to come in to the house. Thus, he challenges and also forces Edward to come in and take the eye. He asks Edward to get in because Edward is the only one who doesn’t believe that the witch really exists. Don uses that chance to challenge Edward to come in and take the eye. Here, he still wants to show his power with forcing Edward to obedient with him. Therefore, when Edward shows his uncertain feeling, Don says “You’re so sure, why don’t you go in and get that eye? I heard she keeps it in box on her nighttable.” It means that Don asks Edward in order to show his power to the other. It can also cover his fear, then Edward also accepts Don’s offer.

The strategy is influenced by some factors. The factors are payoff and also circumstances: social distance, and also power rating.

Datum 23/ II/ BF/ 13

Will is so startled when he knows that his father’s condition is dropped. It happens when Will realizes that his father is the best father in the world. However, he has to be ready to lose his father. Edward actually has been ill for few weeks, and Will’s reason to come back to Edward’s home actually to forgive his father. However, Will has been at home for
few days and it makes him hate his father more. Thus, he decides to look for the fact of Edward’s story and he finds that his father actually never lies to him. Moreover he knows that his father actually is the best father, even in the world. He wants to apologize to his father and makes him happy. However, Edward’s condition is dropped and he needs serious care in hospital. It really makes Will depressed. He worries that he will not have enough time to apologize and does something for his father. He decides to stay in the hospital and accompanies him until he awakes from his coma. Moreover he also asks his mother and his wife to go home and wait news from him.

SANDRA : I don’t suppose one of us could stay with him. In case he...(beat)

In case he wakes up, one of us should be there.

WILL : I’ll stay. Why don’t you go home with Josephine and I’ll stay tonight

Data Interpretation:

The conversation actually happens in the hospital. They are waiting for Edward. Edward’s condition is drop and it makes his family startled, especially Will. Will is Edward’s son who hates him so much even in the half of his life. Will is the most startled person because he thinks that it is the best time for him to apologize to his father. He has found that Edward’s story actually is a real fact not only a dream. He is looking for
the fact of Edward’s story because he doesn’t want to hate his father more. When he got the answer he regrets his hatred towards Edward because Edward actually has told the true story. Will doesn’t waste his time again; he wants to do the best for the best father. He doesn’t want to make Edward disappointed in him for more. He will do everything for his father. Moreover, he decides to accompany his father in the hospital. Thus, he says “I’ll stay. Why don’t you go home with Josephine and I’ll stay tonight”. It means that he really wants to do something for his father even it will be the last time for Will to do something. He will do the best.

The factors which influence to decide this strategy are payoff and circumstances: social distance, power rating and also the size of imposition.

**Datum 24/ I/ BF 14**

Edward has fulfilled his promise to Karl to find his life. Karl now is working in a circus. Beside that Edward also falls in love with a woman whom he met in the circus. Edward falls in love in the first sight. He is also sure that the woman will be his wife, so he wants to do everything to know deeply about the woman. Amos, the owner of the circus is a friend of her father. Edward is really happy because of that. However Amos asks Edward to forget the woman because Edward is out of her type. Edward doesn’t want to obey the advice; he chooses to look for more information
about the woman. Edward promises Amos that he will do everything for him if Amos wants to tell him something about the woman. Amos doesn’t want to loss so he makes a silly agreement that he will give Edward one thing after working for Amos in one month. Edward agrees that agreement without he retracts the offer.

AMOS: *every month you work for me, I’ll tell you one thing about her.*

That’s my final offer.

Data Interpretation:

Edward has promised Karl that he will help Karl to find his life. One day, they go to watch the circus show. Edward tries to introduce Karl to the owner of the circus because Karl has very big body. Edward thinks that Karl will be fit to work in a circus. Amos as the owner is also interested to Karl. In the middle of the conversations, Edward meets a very beautiful woman. He is falling in love in the first sight. He is also sure that she is the one who can be his wife. However he knows nothing about the woman, he wants to know more about the woman. He will do everything to get information about the woman. Suddenly Amos says that he knows about the woman because the father of the woman is his friend. However he doesn’t want to give Edward the information. Amos thinks that Edward is not compatible for the woman. The woman is really beautiful and also smart. It is not similar to Edward who has nothing. Amos asks to Edward to go away and forget the woman. However Edward doesn’t do that. He
hopes that Amos will give the information about the woman, and he also promises that he will do everything for Amos. Amos as a business man wants to get some benefits from Edward, so he agrees and he makes an agreement. The agreement is Amos will tell him one thing after Edward works for Amos for one month. It means one thing about the woman every one month.

To decide the strategy, the researcher needs some factors. The factors are payoff and circumstances that depends on social distance and also power rating.

**Datum 25/ I/ BF/ 15**

Edward is success bring the monster (Karl) to go from Ashton. The Ashton’s people are happy and they celebrate that. They make a big farewell for Edward. They are sad because they lost one of the best men in Ashton. However they still let Edward to go from Ashton and get more experiences in other cities. The mayor opens the farewell with an amazing speech. He lets Edward goes from Ashton but Edward has a key to come back every time he wants.

**MAYOR**: *Edward Bloom, first son of Ashton, it’s with a heavy heart we see you go. But take with you this Key to the City, and know that any time you want to come back, all our doors are open to you.*

Data interpretation:
The conversation above happens in Dirt Road. Ashton’s societies make a big farewell to Edward. Edward will go from Ashton together with Karl. He has promised to Karl. Karl is like a monster for Ashton’s people, they want Karl to go away from their city. Edward offers himself to throw away the monster. However he has to make an agreement with Karl in order to make Karl go away from Ashton. Karl agrees with that agreement. Thus, Ashton’s people make a farewell party to Edward. They also think that Edward will be better to go from Ashton because he will get more experiences. The farewell party is started with an amazing speech from the mayor. He says “Edward Bloom, first son of Ashton, it’s with a heavy heart we see you go. But take with you this Key to the City, and know that any time you want to come back, all our doors are open to you.” It means that every time Edward wants to come back here they will still open the door for him.

The factors which influence to decide this strategy are payoff and circumstances: social distance, power rating and also the size of imposition.

Datum 26/ I/ BF/ 15

Edward is going with Karl, they go together and they are really happy. Edward remembers that there are 2 roads to go out of Ashton, Edward want to get the old road and let Karl to go the new road. First time
Kark doubt that Edward will leave him but next he allows Edward because he knows that Edward really loves an adventure. Edward passes the hard road until he finds a town. He is really happy, and he is welcomed by a strange man who is friendly. From the man he knows that the town is a secret town and just some people who can get that place. Edward actually wants to go directly but Beaman blocks him, he offers Edward to stay and enjoy a drink. Edward agrees that offers.

BEAMAN: *He’s still here. Let me buy you a drink. I’ll tell you all about it. Hell, I’ll have him to tell you*

Data Interpretation:

The conversations happen in Spectre. It starts when Edward is going with Karl. He remembers that there are 2 roads to go from Ashton. The new one was paved and also the older wasn’t. People don’t use the old road and it makes the road is mysteriously. Edward wants to get the old because he wants to know what happen there. Karl doubts in the first time but next he allows Edward. Karl knows that Edward really loves an adventure. Edward finds a really hard road but he doesn’t give up, until he finds a town. He welcomed by a strange man. The strange man is really friendly. From the man he knows that the city is a secret town and just some people who can get the town. Edward also knows that one man also from Ashton. Edward wants to go directly but Beaman blocks him. He says ‘He’s still here. Let me buy you a drink. I’ll tell you all about it. Hell,
I’ll have him to tell you”. Edward actually also tired so he accepts that offers. He lives in Spectre for one day. He goes but he promises to come back again one day.

The strategy is influenced by payoff and circumstances: social distances.

**B.3. How the Factors can Influence the Use of Positive Politeness Strategies**

**Datum 1/ I /BF/ 1**

This strategy is influenced by payoff and circumstances: social distance. Payoff represents that Jenny wants to satisfy Edward. She can minimize the threat when she answers Edward’s question. His question actually doesn’t need any answer. Moreover, Jenny’s answer itself also shows that she wants to do ‘something’ for Edward but she is afraid to ask directly. The second is circumstances. The participants have a close social distance, because they are actually old friends.

**Datum 2/ II/ BF/**

This strategy is influenced by payoff and circumstances (social distance, power rating and also size of imposition). Concerning with the payoff, Will wants to minimize FTA’s by assuring Edward’s want. Will really wants to do something for his father, so he gives Edward many questions. He does it because he wants to make sure that Edward is in a good condition. The second is circumstances. The social distance between the
participants actually is not close. However, what Will does can minimize their distance. The power rating also influences the strategy, they have different status. Edward is the father and Will is the son. Will, as a son, has made their relationship closer than before. The size of imposition is really great, because Will can make their relationship better.

**Datum 3/ I/ BF/ 2**

Payoff and circumstances: social distance influence this strategy. Payoff explains about DR.Bennet who wants to satisfy Will’s want. He could minimize the threat by assuring Will that he considers himself to be ‘of the same kind’, that he likes Will’s want. In order to convince Will, he exaggerates his answer. The second is circumstances. The social distance between the participants is close. DR. Bennet gives Will an exaggerate answer because DR.Bennet doesn’t want to disappoint Will. Besides that, they actually have very good relationship.

**Datum 4/ I/ BF/ 2**

Payoff and circumstances: social distance and power rating influence the strategy. Concerning with payoff, Sandra wants to satisfy her son. She wants to minimize the FTA by assuring Will. She considers her self to be of same kind that she likes him and wants to fulfill his wants. The second is circumstances. Concerning with the social distance, it shows that they have close relationship. Sandra doesn’t want to hurt Will so she tries to break the cooled situation. Power rating between them shows that they
have different status. As a result, Sandra as a mother wants to make their distance smaller. She wants to get closer to her son although their relationship before actually is close.

**Datum 5/ I/ BF /3**

This strategy is influenced by payoff and circumstances. Concerning with payoff, Edward wants to satisfy Sandra’s positive face. He considers himself to be of same kind that he likes Sandra and wants to fulfill Sandra’s want. It also can minimize the FTA to Sandra so that he feels satisfied. Thus, Edward goals succeed to convince Sandra. Concerning with circumstances, the social distance between participants at the time is not close. At that time Edward is a strange person for Sandra. However, Edward’s offer can make their relationship closer.

**Datum 6/ I/ BF /4**

Payoff and circumstances: power rating influence the strategy well. Payoff represents that Sandra could minimize the threat by assuring Will that she considers herself to be of same kind that she likes Will and wants to fulfill Will’s want. Sandra wants to satisfy Will’s positive face. Thus she is not seen that she gives command and actually wants to calm Will down. The second is circumstances. Concerning with power status between the participants, it shows that they have different status. Their status is a mother and a son. Actually, mother has a power to give command to her children. In this case, Sandra asks Will to not leave the party and also calm
her son down. However, she uses the word “honey” so that she can soften the FTA. She prefers to request rather than command him. It indicates that her status as a mother becomes small and her son will feel comfortable with her. Meanwhile, social distance and size of imposition are not influenced. Their relationship is still close and the context situation is informal.

**Datum 7/ I/ BF /4**

This strategy is influenced by payoff and circumstances (social distance). Payoff tells about Edward who can minimize the threat by assuring Karl that he considers himself to be ‘of the same kind’, that he likes him. Thus, he also wants to make their relationship closer. Beside that, he can avoid tension that might happen between them. The second is circumstance that is only including social distance. Concerning with social distance between them, the address form used by Edward can minimize their distance since their relationship is not close.

**Datum 8/ I/ BF /4**

This strategy is influence by payoff and circumstances. Concerning with payoff, Amos wants to satisfy Edward’s positive face. He considers himself to be of same kind that he likes Edward and wants to fulfill Edward’s want. Thus he can avoid tension that might happen between them. Amos uses address form ‘kid’ in order to make their distance smaller. Thus, Edward will do his order easily. The second is
circumstances. It includes social distance and power rating. Social distance between the participants shows that their relationship is not close enough since they are new partners. The last is power rating. Amos and Edward have different status. Amos is the employee and Edward is the employer. Besides, the situation is informal, it can minimize their distance. As a result, their relationship will get more intimate.

**Datum 9/ I/ BF /5**

Payoff and circumstances: the social distance, power rating and size of imposition influence the strategy. Payoff represents that he wants to satisfy Beaman’s positive face. He considers himself to be same kind that he likes Beaman and wants Beaman’s wants. Mildred agrees with Beaman. The second is circumstances. The social distance between the participants shows that they know each other. The power rating between the participants is different. In order to respect him as the major of Spectre town, Mildred seeks agreement by stressing his utterance. It can minimize their distance. The size of imposition influences this employment because at the time they are in serious conversations so that Mildred should agree with Beaman as a major of Spectre.

**Datum 10/ I/ BF /5**

Payoff and circumstances (social distance and the size of imposition) influence this strategy. Payoff means that Edward wants to satisfy Beaman’s positive face. He considers himself to be same kind that he likes
Beaman and wants Beaman’s wants. Edward agrees with Beaman. The second is circumstances that include social distance and also the size of imposition. The social distance between the participant shows that they actually not to close because they are strangers. The size of imposition at the time is good because they are included in the chit-chat condition.

**Datum 11/ II/ BF /6**

This strategy is influenced by payoff and also circumstances. Concerning with payoff, Will wants to minimize the FTA, by hedging his opinion, Will positive face is saved. He could minimize the threat by assuring Sandra that he considers himself to be ‘of the same kind’, and he also likes her wants. Thus, actually it can minimize tension between them, because Sandra realizes that Will does not understand them. The second is absolutely circumstances. Even though their relationship is close, the power rating between mother and son can cause social distance. The size of imposition, at the time is great because he really wants to make his mother understand his feeling. However Sandra still tries to make Will not to hate his father again.

**Datum 12/ I/ BF /7**

This strategy is influenced by payoff and circumstances. Payoff here explains that Will wants to minimize FTA by assuring his father that he considers himself. Will shows that he is a brave son and he is not afraid with his nightmare. Will also considers himself to be ‘of the same kind’
and also wants to fulfill Edward’s wants. Will’s statement can satisfy Edward. The second is circumstances that include power rating and also social distance. Concerning with power rating, they have different status because Edward is the father and Will is a son. Although their status is different but at that time their relationship is close enough. The social distance between the participants is very good and also close.

Datum 13/ I/ BF /7

Payoff and circumstances: social distance and also power rating employ the strategy. Payoff as the first factor explains that Sandra wants to satisfy her son. She wants to minimize the FTA by assuring Will. She considers herself to be of same kind that she likes him and wants to fulfill Will’s wants. The second is circumstances. Concerning with the social distance, it shows that they have close relationship. Sandra doesn’t want to hurt Will so she tries to break the cooled situation. Power rating between them shows that they have different statues. As a result Sandra as a mother wants to make their distance smaller. She wants to get closer to her son although their relationship actually is close.

Datum 14/ II/ BF /8

This strategy is influenced by payoff and circumstances. Concerning with payoff, Edward wants to minimize the FTA by assuring Josephine. He also considers himself to be ‘of the same kind’ that he likes and wants to fulfill Josephine’s wants. The second is circumstances. The social distance
between the participants is close, although they seldom meet. The power rating between the participants absolutely different because Edward is father in law of Josephine and Josephine herself is a wife of his son.

Datum 15/ I/ BF /9

Payoff and circumstances influence this strategy. Payoff means that Edward can avoid or minimize the doubt of FTA’s because he asks Karl to go with him. Edward is success to make Karl belief in his request. The second is circumstances. The social distance between the participants shows that they have good relationship even though they are new partner. The size of imposition of Edward’s request is great enough that he asks Karl to go with him.

Datum 16/ I/ BF /10

Payoff and circumstances (social distance and the size of imposition) influence this strategy. Payoff explains that Edward could minimize the threat by assuring Karl that he considers himself to be ‘of the same kind’, that he likes him. Edward uses this strategy because he really hopes that Karl will join him to go from Ashton. The second is circumstances that include social distance and also the size of imposition. The social distance between the participants here shows that they have good relationship although they are new friends. The size of imposition itself is really great because Edward’s request can make Karl go together with Edward.

Datum 17/ I/ BF /10
The strategy is influenced by payoff and circumstances: social distance and the size of imposition. Payoff, Edward can minimize the FTA by assuring Sandra. He considers himself to be of the same kind that he likes her and also wants her wants. Edward actually employs this strategy because he appreciates Sandra. Thus, she is not angry with him. The second is circumstances. The social distance between the participant shows that they actually not too close because they are strangers. The size of imposition is great because at that time Sandra really worries that Edward will hurt Don. However, Edward can fulfill his promise.

Datum 18/ I/ BF/10

Payoff and circumstances influence the strategy. Payoff shows that he wants to satisfy Don’s positive face. He considers himself to be same kind that he likes Don and wants Don’s wants. Edward chooses this strategy because he wants to appreciate Don. The second is circumstances that include social distance and size of imposition. Concerning the social distance, the relationship between the participants is not close although they are old friends and live in the same town. The size of imposition is really great because Edward can fulfill his promise and it also makes Don keep silent.

Datum 19/ I/ BF/11

The strategy is influenced by payoff and circumstances (the social distance). Payoff here means Edward employs this strategy to show his
respect to Karl. Thus, it indicates that Edward appreciates Karl and Karl will follow him to go from Ashton. The second is circumstances. The social distance between the participants is close even though they are new couple as friends.

**Datum 20/ I/ BF /12**

This strategy is influenced by payoff and circumstances: power rating and social distance. Payoff describes that Don wants to minimize FTA by assuring Edward that he considers himself to be ‘of the same kind’, and he also likes what Edward likes. It also shows that Don really wants to see the eyes. Besides that, it is actually covered that Don has commanded Edward. The second is circumstances that include power rating and social distance. The power rating shows that they are different. Don as the older person shows that he is the major and Edward is just member in his group. The social distance between the participants also shows that they are close even though they are old friends.

**Datum 21/ II/ BF /12**

This strategy is influenced by payoff and circumstances. Concerning with payoff, Edward wants to minimize FTA’s by assuring Will’s want. Besides that Edward actually covers that he asks Will to bring him go out from the hospital. The second is circumstances that include the social distance, power rating and also the size of imposition. The social distance shows that they have close relationship and even they know each other.
The power rating between the participants also shows that they are different. Edward is a father and Will is a son. The last is size of imposition showing that it works well because Edward can succeed in making Will follows what Edward’s wants.

Datum 22/ I/ BF /13

This strategy is influenced by payoff and circumstances. Payoff shows that he wants to satisfy Edward’s positive face. He also considers himself to be of same kind that he likes Edward and wants Edward’s wants. The second is circumstances that include power rating and the social distance. The power rating between the participants is different. Don is the major and Edward is just one of the members of his group. The social distance can show that they have just known.

Datum 23/ II/ BF /13

Payoff and also circumstances: power rating and social distance. Influence the strategy well. Concerning with payoff, Will employs this strategy to respect his mother. He can minimize the FTA by assuring Sandra. He also considers himself to be of same kind that he likes Sandra and wants to fulfill Sandra’s wants. It can indicate that Will appreciates Sandra. Thus, Sandra will consider Will’s opinion. The second is circumstances. The power rating between the participants is different. Sandra is higher because she is a mother and Will is a son. The social distance shows that
they are so close. Moreover, the size of imposition is also great because Sandra wants to fulfill Will’s wants.

**Datum 24/ I/ BF /14**

Payoff and circumstances (power rating and also social distance) influence the strategy. Payoff shows that Amos wants to minimize FTA’s by assuring Edward’s want. He also considers himself to be of same kind that he likes Edward and wants to fulfill Edward’s wants. It can indicate that Amos appreciates Edward. The second is circumstances. The power rating between the participants is different. Amos is the employee and Edward is just the employer. Amos employs this strategy because he wants to help Edward. The social distance shows that they have good relationship although their cooperation is not longer anymore

**Datum 25/ I/ BF/ 15**

This strategy is influenced by payoff and circumstances. Concerning with payoff, he wants to satisfy Edward’s positive face. He also considers himself to be of same kind that he likes Edward and wants Edward’s wants. The second is circumstances that include social distance, power rating and also the size of imposition. The social distance between the participants actually is not too close, they just know. The power rating also shows that they are different; the mayor is a man who leads the city and Edward is just the citizen. The sizes of impositions are great because the Mayor can influence the society.
Datum 26/ I/ BF/ 15

This strategy is influenced by payoff and circumstances (social distance). Payoff here means Beaman wants to minimize the FTA by assuring Edward. He also considers himself to be ‘of the same kind’ that he likes and wants to fulfill Edward’s wants. The second is circumstances. The social distance between the participants shows that they are not close because they are not know each other. Beaman is just strange person for Edward.

C. DISCUSSION

In this subchapter, the result of the data analysis will be discussed comprehensively to find out the whole results of the analysis. This will include the employment of positive politeness strategy covering 15 strategies and the factors influencing the characters to employ this strategy of the 26 data which have been previously analyzed in the data analysis.

1. the Kinds of Positive Politeness Strategy

- Strategy 1: Notice, attend to the hearer (his interest, wants, needs, good).

   Based on the data analysis above, there are 2 dialogues that use strategy 1. They are able to be seen in the examples of strategy 2. The fulfillment of the first strategy is oriented to the notice of the speaker to the hearer. The speaker should notice and approve the hearer’s condition. Hence, the
hearer’s positive face is fulfilled because he feels that the speaker has paid attention to him.

- **Strategy 2: Exaggerates (interest, approval, sympathy with hearer)**.

  Based on the data analysis above, there are 2 dialogues that employ this strategy. They can be found in the examples of this strategy. The fulfillment of this strategy is often conducted with exaggerate prosodic sympathy by the speaker, for example, fantastic. Hence, the hearer’s positive face is fulfilled because it shows that the speaker is interested.

- **Strategy 3: Intensifies interest to the hearer**.

  Based on the data analysis above, there is only one dialogue that employs this strategy. It can be seen in the example of this strategy. The fulfillment of this strategy is used to intensify the hearer so that he wants to be involved in the conversation. In order to make the hearer interest to the discussion for instance, the speaker feels a good or vivid explanation. Hence, the hearer’s positive face is fulfilled because he feels that he is welcomed.

- **Strategy 4: Use in-group identity markers**.

  Based on the data analysis above, there are 3 dialogues that are suitable with strategy 4. it can be seen in the examples of this strategy. The fulfillment of the strategy uses address form, such as “honey”, “giant” and also “kids”. It can be used to intimate the participants.

- **Strategy 5: Seek agreement**
Based on the data above there are 2 dialogues are suitable with strategy 5. They can be seen in the examples of strategy 5. It is indicated by the repeating the part or the whole previous utterance spoken by the addressee. The repetition of the previous utterance shows that the speaker pays attention to the hearer. Hence, the hearer’s positive face is fulfilled because the speaker appreciates him.

♦ Strategy 6: Avoid disagreement

Based on the data analysis above, there are two dialogues that use this strategy. They can be found in the example of this strategy. The fulfillment of this strategy is used to avoid disagreement in order to satisfy the hearer so that she feels approved. This could be done by token agreement.

♦ Strategy 7: Presuppose/ rise/ assert common ground

Based on the data analysis above, there is only one dialog that uses this strategy. It is found in the example of the strategy. The fulfillment of this strategy is required when the speaker speaks to the hearer as if it gives benefit them, the people involve in the conversation.

♦ Strategy 8: Jokes

Based on the data, there is one dialog that can be found in this strategy. It is located in the example of the data. The fulfillment of this strategy is required when the speaker saves the hearer’s faux pass so that the hearer is not embarrassed because he can hide it.
Strategy 9: Assert or presuppose speaker’s knowledge and concern for the hearer’s wants and willingness to fit one’s own wants with them.

Based on the data above, there is one dialogue that is suitable strategy 9. It can be seen in the example of strategy 9. The fulfilment of this strategy required when speaker knows the hearer’s wants but he also assert the hearer’s willingness to be suitable with him or sometimes to make force the hearer cooperate with the speaker in soften way.

Strategy 10: Offer, promise

Based on the data above, there are 3 dialogues that are suitable with strategy 10. They are found in the examples of strategy 10. The fulfillment of this strategy is required when the speaker may chose to stress his cooperation with the hearer in another way. Whatever the hearer’s wants, the speaker wants to fulfill for the hearer and will help to obtain.

Strategy 11: Be Optimistic

Based on the data above, there is only one dialog that employs strategy 11. It can be seen in the example of strategy 11. The fulfillment of this strategy is required when the speaker assumes that the hearer wants to fulfill the speaker’s wants and help him to obtain because it will be their mutual shared interest.

Strategy 12: Include both the speaker and the hearer in the activity

Based on the data analysis, there are 2 dialogues that are suitable strategy 12. They are found in the examples of strategy 12. The fulfillment of this
strategy uses inclusive “we” form, when the speaker really means ‘you’ or ‘me’ so that he can call upon the cooperative assumptions and thereby redress the FTA.

♦ Strategy 13: Give or (ask for) reason

Based on the data analysis above, there are only 2 dialogues that are suitable with strategy 13. They can be seen in the example of strategy 13. The fulfillment of this strategy is required when the speaker gives reason why he asks someone to do what he wants but by including the hearer in his practical reasoning. Then, it can be seen as indirect suggestion which demands rather than gives reason.

♦ Strategy 14: Assumes or asserts reciprocity

Based on the data, there is one dialog that can be found in this strategy. It is located in the example of the data. The fulfillment of this strategy is required when the speaker claims by giving evidence of reciprocal right or obligation obtaining between them. Thus, by pointing to the reciprocal right each other, the speaker may soften his FTA.

♦ Strategy 15: Give gift to the hearer (goods, sympathy, understanding, cooperation). The speaker may satisfy the hearer’s positive face want.

Based on the data analysis above, there are 2 dialogs that employ this strategy. They can be found in the examples of this strategy. The fulfilment of this strategy is required when the speaker redresses the hearer
directly by fulfilling the hearer’s want. Thereby, it indicates that the speaker wants to fulfill the hearer’s wants.

The fifteen strategies above can be divided into three groups, they are:

a. The first is the speaker claims common ground with the hearer by indicating that both the speaker and the hearer belong to some set of people who share some specific wants, including goals and values. The fifteen strategies have some ways of making claim common ground. The first, the speaker conveys that some wants (goals or desired object) of the hearer’s is admirable or interesting to the speaker too. It includes strategy 1-3 (5 data). The second, the speaker may stress common membership in a group or category. Hence, it emphasizes that both the speaker and the hearer belong to some set person who shares some wants. It includes strategy 4 (3 data). The last, the speaker can claim common perspective with the hearer necessarily referring to in-group membership. It can be done by claiming common the perspective of point of view, opinions, attitudes, knowledge and empathy. It includes strategy 5-8 (5 data).

b. The second group is conveyed that the speakers and the hearers are cooperators. It derives from the speaker’s want to convey that the speaker and the hearer are cooperatively involved in the relevant activity. If they are cooperating, they will share their goals. Thus, it can serve to redress the hearer’s positive face-want. There are three
ways to convey the speaker and the hearer’s wants and to take them into account. It includes strategy 9 (1 datum). The second indicates some reflexivities between the speaker’s and the hearer’s wants, either the speaker wants for himself. It includes strategy 10-13 (8 data). The last indicates that the speaker believes reciprocity between the hearer and himself or mutual helping. It includes strategy 14 (1 datum).

c. The last group, the speaker fulfills the hearer’s wants for some X. The speaker redresses the hearer’s positive face directly by fulfilling some of the hearer’s wants directly. It includes strategy 15 (2 data).

Based on the data analysis above, the employment of positive politeness strategy by characters in the film entitled “Big Fish” has been fulfilled. The data analyzed consist of 26 dialogues employing positive politeness covering 15 strategies.

In the family or society people not only has their own position such as father, mother, son, superior (boss, major), etc, but also must face people with different characters too. For examples, Edward as father gives command to Will, his son. He uses strategy 12 (second example) to minimize his command; because it is like that they will be together although the fact Edward commands Will. Thus, Edward’s family whose family is harmonious and has close relationship to each other still need to employ the strategy.

As a result it can be concluded that this strategy is redressed directly to the hearer’s positive face. People try to increase familiarity, narrow
the power gap, and use more informal language. It is usually seen in groups of friends, or where people in the given social situation know each other fairly well. It usually tries to minimize the distance between them by expressing friendliness and solid interest in the hearer’s need to be respected (minimize by the FTA).

2. **The factors influencing the use of positive politeness strategy**

From the result of the analysis above, there are two main factors, payoff and the relevant circumstances.

1. **Payoff**

   By employing positive politeness strategy the speaker can get some advantages. The speaker considers himself to be the same kind that he likes the hearer and also wants to fulfill the hearer wants. Another possible payoff is that the speaker can avoid or minimize the debt implications of FTA such as request and offer. It can be found in the entire the data.

2. **Relevant circumstances**

   There are three politeness scales proposed by Brown and Levinson, social distance (D), power rating (P) and the last is the size of imposition (R). From the result of the analysis above, the three factors influence the characters employing the positive politeness strategy. Positive politeness strategy is formed for minimizing the social distance between the participants. Most of the data is found when the participants have known
each other well so that they have close relationship. However, there are some data (datum 5, 9, 22, 26) from the participants who have not known each other well or even between the strangers. Likewise, power rating is not only found when the speaker has power than the hearer but also found when the speaker has power higher than the hearer. It is because positive politeness strategy is not only used as a FTA redresses but also as the social accelerator which indicates speaker wants to get closer to the hearer. Concerning with the size of imposition, it depends on the situation that potentially lead to the threat of the hearer’s positive face and the second factors above. It can be seen in datum 2.
CHAPTER V

CONCLUSION AND SUGGESTION

A. Conclusion

This last chapter deals with the results of the discussion and analysis in the previous chapter constituting the employment of positive politeness strategy based on Brown and Levinson in the film entitled “Big Fish” and some findings obtained from all the data analyzed. This will include the employment of positive politeness strategy covering 15 strategies by the characters and factors influencing the characters to employ the strategies in 26 data which have been analyzed in the data analysis.

Based on the result of the data analysis, the following conclusions are drawn:

1. From the analysis of the data, the types of positive politeness strategy that are employed by the characters in the movie “Big Fish” are: strategy 1 namely notice, attend to the hearer (his interest, wants, needs, good). Strategy 2 namely exaggerates (interest, approval, sympathy with hearer). Strategy 3 intensifies interest to the hearer. Strategy 4, Use in-group identity markers. Strategy 5 Seek agreement. Strategy 6, Avoid disagreement. Strategy 7, Presuppose/ rise/ assert common ground. Strategy 8 namely jokes. Strategy 9 namely assert or presuppose speaker’s knowledge and concern for the hearer’s wants and willingness to fit one’s
own wants with them. Next is strategy 10 namely offer, promise. Strategy 11 namely be optimistic. Strategy 12 includes both the speaker and the hearer in the activity. Strategy 13 namely give or (ask for) reason. Strategy 14 assumes or asserts reciprocity. The last strategy is strategy 15 namely give gift to the hearer (goods, sympathy, understanding, cooperation). The speaker may satisfy the hearer’s positive face want.

Beside that, it also can be concluded that this strategy is redirected to the hearer’s positive face. People try to increase familiarity increases, narrow the power gap, and use more informal language. It is usually seen in groups of friend, or where people in the given social situation know each other fairly well. It usually tries to minimize the distance between them by expressing friendliness and solid interest in the hearer’s need to be respected (minimize the FTA).

2. Based on the analysis of the factors influencing the use of the positive politeness in the film entitled “Big Fish”. It can show that to determine positive politeness strategies need some factors which will influence those strategies. The factors are payoff and circumstances.

The speakers have some reasons to employ those factors. Payoff is fulfilled because in employing positive politeness strategy the speaker can get some advantages. The speaker also
can minimize the FTA by assuring the hearer that the speaker considers himself to be the same kind that he likes the hearer and wants to fulfill the hearer wants. Another possible payoff is that the speaker can avoid or minimize the debt implications of FTA such as requesting and offering. It is found in the entire of the data.

The second is circumstances which include social distance (D), power rating (P), and the size of imposition (R). From the result of analysis above, the third factors influence the characters in employing the positive politeness strategy. Positive politeness strategies are formed for minimizing the social distance between the participants. Most data are found when the participants have known each other well so that they have close relationship. However there are some data (data 5, 9, 22, 29) found between participants who have known each other well or even between strangers. Likewise, power rating is not only found when the speaker has power rating lower than the hearer but also found when the speaker has power higher than the hearer. It happens because positive politeness strategy is not
only used as a FTA redress but also as the social accelerator which indicates speaker wants to get closer to the hearer. Concerning with the size of imposition, it depends on the situation that potentially leads to the threat of the hearer’s positive face and the second factor above. For example, the size of imposition will be great when the speaker asks the hearer to do something unusually. It can be seen in data 2.

3. The factors really influence positive politeness strategy well. It can be seen from the analysis above, the strategy can be employed if the factors also fulfilled. Beside that those factors also support the positive politeness strategies; payoff it self only can be used for positive politeness strategies. Moreover, circumstances will promote the positive politeness strategies. The use of positive politeness strategies it self actually can keep the positive face of the speakers. Beside that, positive politeness strategies can make the speakers more polite and it also fix with the concept, as the idea of polite social behaviour or etiquette, within a culture.
B. Suggestions

Based on the analysis and conclusion of the research, the researcher offers some suggestions that may be useful for the students and the other researchers who are interested in this kind of study.

It is recommended that the other researchers analyze the same point of view about positive politeness and its factors influencing the use of the strategy, but they may look at it from different kinds of angle, such as the analysis of Bald on Record, Negative Politeness or Bald off Record strategy.

Besides analyzing the same point of view about Politeness Strategy based on Brown and Levinson and its factors influencing the use of the strategy from a different kinds of angle, it is suggested that other researchers also pay attention in combining those politeness strategies above with other theories, for example the use of speech acts as positive politeness strategy in the characters.
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**Website References:**


[http://logos.uoregon.edu/explore/socioling/politeness.html](http://logos.uoregon.edu/explore/socioling/politeness.html) in April, 2009


[http://www.imsdb.com/scripts/Big-Fish.html](http://www.imsdb.com/scripts/Big-Fish.html), in March, 2009
APPENDIX
Location: in the Jenny’s home  
Datum 1/ I /BF/ 1

EDWARD : I suppose I should….
He takes his hat off the rack.
JENNY : You can leave it there.

Location: in the Hospital  
Datum 2/ II/ BF/ 1

WILL : Dad! Do you want me to get a nurse?
Edward shakes his head unambiguously. Will already has his finger on the orange “nurse call” button, but doesn’t push it.

Location: in the Will’s home  
Datum 3/ I/ BF/ 2

WILL : Can I see him?
DR. BENNET : Absolutely. Be good for you to talk to him.

Location: in the dining room  
Datum 4/ I/ BF/ 2

WILL : I don’t know if you’ve seen it, but Josephine has some photo in the most recent newsweek.
SANDRA : Really! That’s wonderful

Location: in the Sorority house  
Datum 5/ I/ BF /3

EDWARD : You don’t know me, but my name is Edward Bloom and I am in love with you. I’ve spent the last three years working to find who you are. I’ve been shot and stabbed and trampled a few times, had my ribs broken twice, but it’s all worth it to see you here, now, and to finally get to talk to you. Because I am destined to marry you, I knew that from the first moment I saw you at the circus. And I know it more that ever.

Location: in a tiny restaurant  
Datum 6/ I/ BF/ 4
SANDRA : *Honey*, it’s still your night

**Location: in a cave**  
**Datum 7/ I/ BF/ 4**

EDWARD : *What’s your name, Giant?*  
KARL : Karl

**Location: in a circus**  
**Datum 8/ I/ BF/ 4**

AMOS : *Hey kid!* Your friend just made himself a star.  
EDWARD : That’s great.

**Location: in the Spectre town**  
**Datum 9/ I/ BF/ 5**

BEAMAN : Mmm-hmm. Life’ll do that to you. And truthfully, the long way is easier, but it’s longer.  
MILDRED : *Much longer*

**Location: in the Beaman’s house**  
**Datum 10/ I/ BF/ 5**

BEAMAN : Now tell me if that isn’t the best pie you ever ate  
EDWARD : *It truly is.*

**Location: in the Grocery market**  
**Datum 11/ II/ BF/ 6**

SANDRA : Would you say you understand Josephine?  
WILL : *Yes. But that’s a different...*

**Location: in the will’s room**  
**Datum 12/ I/ BF/ 7**

EDWARD : *Your mom says I can’t tell you that one anymore. You get nightmare*  
WILL : I’m not scared
Location: in a tiny restaurant
Datum 13/ I/ BF/ 7

SANDRA : *Honey*, it’s still your night

Location: in the dining room
Datum 14/ II/ BF/ 8

JOSEPHINE : Can I take your picture?
EDWARD : *You don’t need a picture. Just look up handsome in the dictionary.*

Location: in a cave
Datum 15/ I/ BF/ 9

KARL : You don’t like it?
EDWARD : *I love every square inch of it. But I can feel the edges closing on me. A man’s life can only grow to a certain size in a place like this. So what do you say? Join me?*

Location: in a cave
Datum 16/ I/ BF/ 10

KARL : You don’t like it?
EDWARD : I love every square inch of it. But I can feel the edges closing on me. A man’s life can only grow to a certain size in a place like this. So what do you say? *Join me?*

Location: in the Sorority house
Datum 17/ I/ BF/ 10

SANDRA : It’s Don. Promise me you won’t hurt him.
EDWARD : *if that’s what you want, I swear to it.*

Location: in the witch’s home
Datum 18/ I/ BF/ 10

DON PRICE : you’re so sure, why don’t you go in and get that eye? I heard she keeps it in box on her night table.
DON PRICE : Or are you too scared?
EDWARD : *I’ll go right now and get that eye.*
Location: in a cave  
Datum 19/ I/ BF/ 11  

EDWARD : Now first, we gotta get you ready for the city.

Location: in the Witch’s home  
Datum 20/ I/ BF/ 12  

DON PRICE : Let’s see it.

Location: in a hospital  
Datum 21/ II/ BF/ 12  

EDWARD : Let’s get out of here

Location: in the Witch’s home  
Datum 22/ I/ BF 13  

EDWARD : That’s bull-s-h-i-t, that is. She’s not even a real witch  
DON PRICE : You’re so sure, why don’t you go in and get that eye? I heard she keeps it in box on her nightible.

Location: in the Hospital  
Datum 23/ II/ BF/ 13  

SANDRA : I don’t suppose one of us could stay with him. In case he...(beat) In case he wakes up, one of us should be there.  
WILL : I’ll stay. Why don’t you go home with Josephine and I’ll stay tonight

Location: in the circus  
Datum 24/ I/ BF 14  

AMOS : every month you work for me. I’ll tell you one thing about her. That’s my final offer.
Location: in the Dirt road  
Datum 25/1/ BF/15

MAYOR : Edward Bloom, first son of Ashton, it’s with a heavy heart we see you go. But take with you this Key to the City, and know that any time you want to come back, all our doors are open to you.

Location: in Spectre town  
Datum 26/1/ BF/15

BEAMAN : He’s still here. Let me buy you a drink. I’ll tell you all about it. Hell, I’ll have him to tell you