

POSITIVE POLITENESS STRATEGIES USED BY THE MAIN CHARACTER IN THE ANIMATION MOVIE “ENCANTO”

Ni Wayan Anjeli Rupeani Chandra Dewi
Mahasaraswati Denpasar University
wayananjelirupeani25@gmail.com

Putu Nur Ayomi
Mahasaraswati Denpasar University
putu.nur.a@unmas.ac.id

ABSTRACT

Studying the phenomenon of politeness can provide an in-depth understanding of issues related to human communication. This study focuses on analyzing the positive politeness strategy used by the main character in the animation movie “Encanto”. This study uses the theory presented by Brown and Levinson. For the data analysis process, this research uses a qualitative descriptive method, while for the data collection process, the observation method is used. There were twenty data of positive politeness strategies used by the main character in the animation movie “Encanto”. The twenty data were divided into nine strategies. The most dominant positive politeness strategy used was Give or Ask for the Reason with the proportion of 35%. The least used strategies were Exaggeration, Avoid Disagreement, Offer/Promise, Be Optimist, and Give Gifts to Hearer that was just found one data per strategy.

Keywords: Encanto; movie; politeness strategy; pragmatic

INTRODUCTION

Linguistics is the science of studying language. Pragmatics is one of the many branches of linguistics. In general, pragmatic is the study of meaning based on context (Yule, 1996). The science of pragmatics also studied many things. One of them is politeness strategy. According to Lakoff (1975), politeness as a method intended to facilitate interpersonal relationship interactions through reduced potential divergence and arguments inherent in all human exchanges (see also Ayomi, 2021). While (Leech, 1983) stated that politeness is the oratory framework that connects interactant. Brown and Levinson (1987) stated that Politeness is the main source of deviance that exists in rationality and it well communicated because of that, there is nothing that causes deviance. This study uses the theory presented by Brown and Levinson (1987). Here were the types of politeness strategies: The Bald on Record Strategies, Positive Politeness Strategies, Negative Politeness Strategies, and Off Record-Indirect Strategies.

When discussing about politeness strategy, we also talk about FTA or Face Threatening Acts. According to Brown and Levinson (1987), intuitively some behaviors can contain face-threatening actions, these actions are contrary to the wishes of the hearer or speaker's face. By ‘act’ we think about what we want to do through a verbal or non-verbal communication. People do ‘speech act’ only if it can properly be interpreted from an utterance. The ‘face’ in this section represents the public self-perception that every individual seeks to project for himself/herself. The FTA itself can be divided into two interconnected components, these are; negative face and positive face. The negative face asserts personal territory, personal protection, and non-interference rights such as independence of action and independence from threats and compulsion. (Brown and Levinson, 1987). Whereas, a positive face is a consistent and unchanging self-image or ‘personality’ that needs to be valued and acknowledged by others (Brown and Levinson, 1987).

This paper focuses on analyzing the positive politeness strategy used by the main

character in the animation movie entitled “Encanto” because studying the phenomenon of politeness can provide an in-depth understanding of issues that need to be negotiated in communication. Politeness includes many things, such as; investigating the chronological progress of politeness in normal reactions, studying pragmatic cross-cultural and misinterpretation, face and politeness speaking ethnography in various situations & cultures, courtesy strategies as providing force consistency of certain types of reactions in a context. This may include some image repair strategies on the part of the person getting the FTA (Ayomi, et.al., 2022). This movie was directed by Byron Howard and Jared Bush. In Indonesia, this movie was released on November 24th, 2021. “Encanto” is a story about the Madrigal family with magic power. They live behind Colombia Mountain. The place is spectacular and extraordinary and is called “Encanto.” When Mirabel learns their magic is dying, she tries to get to the bottom of what is happening to save her family and the house. The main character in this movie is Mirabel.

Several studies have discussed politeness strategy. The first study was done by Pradnyani and Budiarsa (2017), the title was “Positive Politeness Strategies in the Animation Movie ‘Home’ directed by Tim Johnson”. This research found nineteen data and ten realization of positive politeness strategies used. The most frequent strategy used by the animated people in the movie is using group identity markers strategy.

The second study about politeness strategy was written by Widyaswari (2020) with the title “An Analysis of Politeness Strategies used in Webtoon Conversation Entitled *Bastard*” this study concerned in conversation that uttered by the character in webtoon *Bastard*. This study’s purpose to find out the types of politeness strategies used in conversation between the characters and analyze the reason for applying the politeness strategies in the webtoon entitled *Bastard*. According to the result of this study, the characters in this film employ all of the major categories of politeness strategies. All of the politeness techniques employed by the characters in the webtoon entitled *Bastard*, the most frequent was Positive politeness strategies.

Another previous study was done by Rizki (2020), entitled “An Analysis of Politeness Strategies in Ratatouille Movie: Pragmatics Approach.” The purpose of this study is to discuss the many forms and uses of Politeness Strategies utilized by characters in Ratatouille when conversing with one another. The results showed that there were thirty-two Politeness Strategy data contained in Ratatouille, it was divided into 4 types, which were six data of Positive Politeness Strategy, seven data of Negative Politeness Strategy, nine data explain Bald-on Record Strategy and ten data contain Off Record Indirect Strategy. The author also discusses the reason that influenced the kind of Politeness Strategy so the readers understand the impact they will obtain when they use the correct and wrong strategy.

All of the previous studies discussing the similar topic of positive politeness strategies and used the main idea from Brown & Levinson (1987). However, the data sources used were distinct and the nature of the conversation that influenced the strategies was different. The understanding about impoliteness is also needed in data interpretation (Mahayana, et.al., 2022). This study is different from the previous study because this study focuses only on the main character and also discusses more deeply about the FTAs that possibly happen and w mitigated.

In addition, the politeness strategy in movie especially in “Encanto” movie is important to be analyzed because we can learn about the characterization of Encanto’s main character. Mirabel as the main character does not have the same gift as the rest of her family. Because of that, she was always underestimated and ignored by her grandmother. It made Mirabel sad but she was very cheerful to live the day. Therefore, it is very good to have more attention to the details of the main character dialogue or characterization. This movie is fascinating to watch because it has very unexpected storyline. This study also informs the reader to save people’s ‘face’ and avoid the FTA’s and be more polite when interacting with each other. This study was also expected to be useful for everyone who wants to learn more about pragmatics and politeness in English speaking culture.

METHOD

The data of this study was collected using the observation method. According to Sugiyono (2018), observation is a distinctive data collection method compared to other methods. Observation is not limited to people, but also extends to other natural objects. This method was done by observing the use of positive politeness techniques in dialogue of the animation movie that was produced by the main character. The technique involved marking and note-taking technique to collect the data by making a list of conversation uttered by the main character in animation movie “Encanto”

Qualitative descriptive method was used to analyze the data in this study. According to Moleong (1989), qualitative research is a sort of research that collects descriptive data in the form of writing or verbally from people who observe their behavior of other people or objects. This study's data was derived from a movie especially from the conversation of the main character in the “Encanto” movie. This data source was taken because these are various realization of positive politeness strategies found in this movie “Encanto”. The main character was observed because the main character is the character that build the plot of a movie. Besides that, the movie itself was a popular movie. It has good moral value and good characterization which can inspire the viewers to do the same things based on the scene in the movie. That is way, this data is important to be analysed.

DISCUSSION

After finishing the analysis, the author found several parts of positive politeness strategies used by the primary character in the “Encanto” movie. The detailed information about the data is shown in the table below.

Table 1. Positive Politeness Strategies

No	Realization of Positive Politeness Strategies	Amount	Percentage
1	Exaggerate	1	5%
2	Intensity interest to the hearer	2	10%
3	Use in group Identity Markers	4	20%

4	Avoid Disagreement	1	5%
5	Offer, Promise	1	5%
6	Be Optimistic	1	5%
7	Include Both Speaker and Hearer in the activity	2	10%
8	Give or Ask for the Reason	7	35%
9	Give Gifts to Hearer (Goods, Sympathy, Understanding, Cooperation)	1	5%
Total		20	100%

Based on the table above, there are twenty data of positive politeness strategies found in the animation film “Encanto”. Those data were found in the main character’s dialogue in the movie “Encanto”. All of the data covered realization of the nine positive politeness strategies. The nine strategies of positive politeness used by the primary character in the animation movie “Encanto” can be discussed in detail as follows.

Exaggerated

The exaggerated strategies such as Interest, Approval, and Sympathy with the hearer is the first strategy of positive politeness found in “Encanto” movie. This data was done in the conversation between Mirabel as the main charater and the Town Kids. The example of exaggerated (interest, approval, sympathy with the hearer) can be seen below.

MIRABEL: Well, “us,” I can’t just talk about myself. I’m only part of the amazing Madrigals.

This data contains positive politeness strategy which was exaggerated. This strategy was applying when Mirabel was answering the question from Town Kids, she said “Well, “us,” I can’t just talk about myself. I’m only part of the amazing Madrigals.” Mirabel answer that and added stress when she said “Us”. From that conversation Mirabel put the interest to the hearer (Town Kids) that always asked her about her gift, which actually she does not get it.

Intensify Interest to the Hearer

The Intensify interest to the hearer is the second strategy of positive politeness that found in “Encanto” movie. It appears twice in the dialogue by the main character. Based on the phenomenon the author only explains one data that contain intensify interest to the hearer, the detailed information about this data can be seen from explanation below.

ABUELA: When my children came of age, the miracle blessed each with a magic Gift to help us. And when their children came of age...

MIRABEL: They got magic too

The dialogue above contains positive politeness strategy which is kind of intensity interest to the hearer. This strategy can be done because Mirabel showed her interested to Abuela when they talked about their miracle history. Mirabel said “They got magic too.” To express her interested to the topic that Abuela explain.

Use in Group Identity Markers

This strategy is the third strategy found in the movie “Encanto”. The strategy is called Use in Group Identity Markers was a strategy that used the identity of something or someone. This strategy appeared four times in the movie and was performed by the main character. One example of data from this strategy can be seen from the explanation below.

JULIETA: Mi vida, you okay? You don't have to overdo it.

MIRABEL: *I know, Mamá. I just wanna do my part like the rest of the family.*

The data above occurs when Julieta looked at Mirabel with a messy face while carrying decorations in the preparation for the ceremony that would be held that night. The use of politeness strategies with positive politeness can be seen through Mirabel's response when her mother asked her how she was. In response, she said “I know, Mama. I just wanna do my part like the rest of the family.” The use of the nickname “mama” in the quote signifies a symbol of family intimacy between mother and child. Through this explanation, it can be concluded that Mirabel used the calling

“mama” before giving an explanation aimed at intensifying attention to the interlocutor so that when her mother hears the word “mama” she will focus more on listening to Mirabel's words. And it is included in the positive politeness strategy because Mirabel tried to minimize the distance between herself and the interlocutor (Julieta) by expressing the closeness and kinship of their relationship.

Avoid Disagreement

The strategy of avoiding disagreement is the fourth strategy that was found in the movie. This strategy appears only once and it was uttered by the main character when communicating with her speech partner that was Abuela. The example included with an explanation of this strategy shown in the data below.

ABUELA: Look at our home! Look at your sister!

MIRABEL: *Please just... Isabela wasn't happy.*

Shortly after Isabel and Mirabel had fun, Abuela finally came and looked at them in surprise. The existence of a politeness strategy can be seen in the quote said by Mirabel to abuela “Please just... Isabela wasn't happy.” Through the word “please” indicating that Mirabel used pleading sentences to show her politeness towards Abuela, she knew Abuela would not believe what she said. Therefore, a positive politeness strategy was used so that Abuela could understand and believe her words by giving an honest confession to her interlocutor.

Offer or Promise

The fifth strategy found in the “Encanto” movie was Offer or Promise. When the speaker gives or promises something to the listener, this strategy is used. Usually, this strategy is marked by the presence of the word ‘will’. This is another way of addressing the threat from the FTA. This strategy occurred only once, when Mirabel and his uncle Bruno talked about the magic power of the family. When Mirabel could protect the miracle of the Madrigal family, Bruno told her to visit his hidden room. However, Mirabel answered him by promising that after she could successfully save the

family's magic, she would bring Bruno back to his home. The data on this strategy can be viewed from the data below.

BRUNO: Hey, after you save the miracle, come visit.

MIRABEL: *After I save the miracle, I'm bringing you home.*

The data above is a form of positive politeness strategy that was promising. This strategy was applied when Mirabel said "After I save the miracle, I'm bringing you home" That statement was done by creating mutual advantages between Mirabel and Bruno, her uncle. The promise performed by Mirabel also showed her affection toward her uncle, and therefore maintain his positive face. By promising to bring her uncle back home, Mirabel had asserted the importance of her uncle for the family.

Be Optimistic

The strategy of being optimistic is the sixth strategy in the "Encanto" movie. This strategy is a strategy used by the speaker to maintained positive thinking and be confident, therefore this strategy is used to reduce the threat from the FTA. This strategy appeared, only once in this movie. This can be seen from the data below.

BRUNO: It's just the same thing. I gotta stop!

MIRABEL: *No. I need to know which way it goes. There's gotta be an answer.*

Mirabel tries to persuade Bruno to predict her future once again because their family was in a critical period. At first Bruno continued to refuse because he was traumatized by what had happened. However, because of the persuasion of Mirabel and for the sake of family, he finally agreed to continued his work. In short, when the ritual took place Bruno was not strong enough to give his strength to show her prophecy, but Mirabel insisted on continuing to hold it because she was so sure there must be an answer behind it all. In one of the quotes, there is a politeness strategy with a type of positive politeness which can be seen in the "There's gotta be an answer" section. Through this sentence, it is shown that Mirabel believed in

his prophecy that there must be a way out, and through this sentence, she also shows her optimism in refuting her uncle's statement.

Include Both Speaker and Hearer in the Activity

The seventh approach used in the movie "Encanto" both the speaker and the hearer were participating in the activity. This approach was featured in the film "Encanto" twice. When the both interlocutors did something together, belonging them in the activity is an approach used. The strategy is characterized by the word "we" describing I and You. The following is an example of data on including both speakers and hearer in the activity can be seen from the explanation below.

TOWN KIDS: What's his Gift?

MIRABEL: *We're gonna find out!*

The data above contained the application of Positive politeness strategies. This realization is used to show familiarity to the other person which is not close to the speaker. To facilitate communication, speakers try gives the impression of being in the same situation and as if it has the same goal as the hearer who are considered to have the same desires that are indeed owned too. In the quote above, the children in the village asked about each of the gifts the Madrigal family had. In the quote, they say "What's his Gift?" Mirabel answered, "we're gonna find out". In this sentence, Mirabel showed the Town Kids that they had the same curiosity and would find the answer together. Mirabel used the word "we" to assert that they were on the same side.

Give or Ask for the Reason

The eighth approach is the combination of the last two strategies described in the "Encanto" movie. Give or ask for the reason strategy is the most common strategy in the dialogues used by main character. This strategy appeared seven times in this movie. Give or ask for the reason strategy is a strategy used when speaker asks or gives an explanation of something that the hearer wants to know. Here is an example of the author's data that contains positive politeness, which is giving or asking for the reason strategy.

MIRABEL: *But if I should stop, if I'm hurting my family, just tell me.*

BRUNO: I can't tell you.....

The conversation above was done by Mirabel and Bruno, which contains positive politeness strategy. Mirabel asked her uncle, Bruno to tell her about their family especially about the miracle. She said "But if I should stop, if I'm hurting my family, just tell me." She wanted Bruno to tell her everything about the miracle but Bruno did not want to tell her because he was afraid to be blamed because when Bruno used his power to see the future, he would see bad thing that might hurt a lot of people.

Give Gifts to Hearer (Goods, Sympathy, Understanding, Cooperation)

The ninth realization and also the last strategy found in the "Encanto" movie was Give Gift to the Hearer. It appeared only once in Mirabel's conversation with Abuela. Give Gift to the hearer is a strategy used when speaker wanted to give something but not something that can be seen or touched but a sympathetic expression of desire to be liked, listened to, cared for, and many more. An example of the strategy of giving gift to the hearer can be seen in the explanation below.

ABUELA: Where are you coming from in such a hurry?

MIRABEL: *I'm sorry, I was...*

ABUELA: What is in your hair?

The dialogue on the data above occurred when Mirabel had just come out of Bruno's room, Abuela saw it and felt strange because Mirabel looked in hurry and worried. The application of politeness strategies with positive politeness can be seen through the response given by Mirabel when Abuela asked about her whereabouts. In her response she only said "I'm sorry, I was" because her words were immediately cut off by Abuela when she saw the grains of sand in her hair. The use of expression of apologizing in the quote indicates that Mirabel uses her politeness to speak to an older interlocutor. Through this explanation, it can be concluded that Mirabel used the expression of sorry before giving an

explanation as Mirabel had indeed admitted that she was wrong to enter Bruno's forbidden door.

CONCLUSION

The goal of this study is to discover the main character's positive politeness strategies in animated flicks entitled "Encanto". There are 20 data containing positive politeness strategies found in Mirabel's dialogue when communicating with her partner. By using positive politeness, Mirabel is trying to keep solidarity and emphasizing common interest with the partner of speaking. The most dominant positive politeness strategy data is Give or Ask for the Reason, which occurred when Mirabel had to convince her uncle to tell about the family secret. Other positive politeness strategies used with people with the same purpose were Offer, Promise, Be Optimistic, and Gives Gifts to Hearer (Goods, Sympathy, Understanding, and Cooperation). When faced with confrontation Mirabel used Exeggration Strategy (Interest, Approval, and Sympathy to the hearer) and Avoid Disagreement to avoid disharmony.

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