

An Analysis of Politeness and Cooperation Aspects in the "Lady Bird" Film Script

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Abstract: *In communicating, humans sometimes take politeness strategy is needed to compensate for actions that threaten that self-esteem. The purpose of this journal is to analysis the politeness and cooperation aspects in the "lady Bird" film Script. This research method is qualitative descriptive. The data in this research is the form of dialogue that occurs between characters in the film "Lady Bird". This research was carried out by watching movies directly and reading the script film. In collecting data, this study uses film scripts. Then, collect the words (text) from the dialog contained in the script. After analyzing the movie script, it was found that there were several aspects of politeness such as bald on record, positive politeness, negative politeness, and bald off record and then cooperation aspects which were marked by several maxim such as maxim of quantity, maxim of quality, maxim of relevance, and maxim of manner.*

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I. Introduction

Linguistics has various branches of disciplines. These branches include phonology, morphology, syntax, semantics, pragmatics etc. Different from phonology, morphology, syntax, and semantics who learns the language from an internal point of view, pragmatics is one the branch of linguistics is experiencing rapid development. Pragmatics is a branch of linguistics that studies linguistic languages learn languages externally, that is how the unity of the language used in communication (Wijana, 1996: 1). In addition, there are a number of definitions of pragmatics, which almost all lead to opinions that pragmatics assess language as used in context certain.

Leech (1983: 6), states that pragmatics are study of meaning in relation to speech situations. While Levinson (1983: 6), Pragmatics is the study of the meaning of the relationship between language and the basic context towards language responsibility. Yule (1996: 3) pragmatics is the study of meaning speaker. The study of meaning is communicated by a speaker (or author) and interpreted by listeners (or readers). Modesty is one aspect related to pragmatics. Modesty is best expressed as an application practically from manners or etiquette.

Researching pragmatic studies in a literary work is something that is worth doing, including also researching a film. According to KBBI (1989: 242), film can be interpreted in two senses. First, the film is a thin celluloid membrane used to store negative images of an object. Secondly, film is interpreted as a play or picture of life. In special contexts, films are interpreted as living plays or motion pictures which are usually also stored in thin celluloid media in the form of negative images. Even though film can now not only be stored in celluloid membrane media. Movies can also be saved and played back in digital media.

The reason for making this film as an object of research is because it tells the story of the lives of teenagers in general who are full of turmoil and conflict. In the dialogues in this film it is suspected that there are many phenomena of speech acts, especially the principle of cooperation and the principle of modesty. By examining these principles, we can know the meaning and purpose behind a conversation according to the context that develops in it. Sometimes the use of pragmatic principles can be useful for raises a conflict, where the conflict is an important part of the flow of a film.

II. Materials And Method

The method of this research is descriptive qualitative design. The research data is in the form of dialogue in 115 pages of "Lady Bird" script films that occur among the characters in the film Lady Bird. This research was conducted by watching, listening, and listening to the film directly. Thesis writing will be assisted with literature studies namely written sources and literature related to the topic.

a. POLITENESS STRATEGY

Politeness is a system of interpersonal relations designed to facilitate interaction by human interaction by minimizing, potential conflict and confrontation inherent in all human interchange (Yule, 1996:106). In communication, politeness can be defined as the means to show awareness of another person's face. Face means public self-image of person. It refers to that emotional and social sense of self that every person has and expects

everyone else to recognize (Yule, 1996:134). According to Fasold (1996:160), face means something that is emotionally invested. It can be lost, maintained, or enhanced, and must be constantly attended to in interaction. According to Brown and Levinson (in Fasold, 1996:160), face has two aspects, namely 'positive' and 'negative'.

a. Negative face

Negative face is the desire to have freedom of action, freedom of imposition, and not to be impeded by others.

b. Positive face

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. Brown and Levinson in Thomas (1995:169) state that certain speech acts are liable to damage or threaten another person's face; such as known as Face Threatening Acts.

(a) Bald on record strategy

Bald on record strategy does not attempt to minimize the threat to the hearer's face. This strategy is most often utilized by the speakers who closely know their audience. With the bald on record strategy there is a direct possibility that the audience will be shocked or embarrassed by the strategy.

For example, a bald on record strategy might be to tell your sister to clean the dishes "Do the dishes. It's your turn".

(b) Positive politeness strategy

The second strategy is positive politeness and this strategy attempts to minimize the threat to the hearer's face. This strategy is most commonly used in situations where the audience knows each other fairly well. Quite often hedging and attempts to avoid conflict are used.

(c) Negative politeness strategy

The third strategy is negative politeness, which presumes that the speaker will be imposing on the hearer. The potential for awkwardness is greater than in bald on record strategy and positive politeness strategy. Negative face is the desire to have freedom of action. Thus, a request without consideration of the hearer's negative face might be uncomfortable.

(d) Bald off record strategy

The final politeness strategy outlined by Brown and Levinson is the bald off record strategy. This strategy uses indirect language and removes the speaker from the potential of being imposing.

b. COOPERATION

Grice mengemukakan bahwa dalam melaksanakan prinsip kerjasama itu, setiap penutur harus mematuhi 4 maksim percakapan (conversational maxim), yakni maksim kuantitas (maxim of quantity), maksim kualitas (maxim of quality), maksim relevansi (maxim of relevance), dan maksim pelaksanaan (maxim of manner) (Grice, Parker, Wardaugh, Sperber & Wilson dalam Wijana & Rohmadi, 2009: 41-42).

a. Maxim of Quantity

The maximum quantity requires each participant to make an adequate contribution or as much as needed by the interlocutor. For more details, note the discourse below:

(1) A: 'What's your father's name?'

B: "Tomi."

A: "Where does it work now?"

B: "work in the sub-district office."

(2) A: 'What's your mother's name?'

B: "His name is Ann, now my mother doesn't work in the office anymore but only stays at home." If the two discourses are compared, it appears (B) in discourse (1) to be more cooperative, because (B) contributes in sufficient quantity, or sufficient at every stage of communication. Whereas (B) in discourse (2) is not cooperative because it gives excessive contributions in quantity, information about work is not yet needed by (A) at that stage

b. Maxim Quality

The maximum number of conversations requires that each conversation participant should be based on sufficient evidence. The following utterances (3) are cooperative or meet the quality maxim, while speech (4) is not cooperative or deviates from the quality maxim.

(3) Yogyakarta Special Region is located on Java Island. (4) JK stands for JalanKaliurang. Speech (3) is called obeying the compliance of quality maxims because speakers believe that the thing said is a truth and in fact DIY is located on Java. While speech (4) deviates from the quality maxim because the speech is not correct. As is well known in general, that the abbreviation for JalanKaliurang is not JK, but Jakal.

c. Maxim Relevance

Maximum relevance requires that each participant of the conversation contribute relevant to the problem being discussed. For more details, consider the following discourse (5):

A: "steffy, there is a call for you."

B: 'I'm in the bedroom, ma'am.'

The answer (B) in the above conversation is at first glance unrelated, but if examined, the implicational relationship can be explained. The answer (B) in the above discourse implies that at that time he could not receive the call directly.

d. Maxim Manner

Maximally the implementation requires that each participant of the conversation speak directly, not run away, not be forced, and not excessive, and coherent. In relation to this principle Parker (1986: 23) gives an example of discourse (6)the following:

A: "Hurry and go to the hospital!" The speaker in the utterance (6) tells a sentence that is reasonable, clear, and not ambiguous. This is based on the principle that ambiguity will not arise if the cooperation between the participants is always based on careful observations of the pragmatic criteria outlined by Leech with the concept of his speech situation. Order and order are also the principles of this maxim. So, if a speaker is able to fulfill this maxim principle, no utterances will be found with overlapping structures. For example, it can be seen in the following utterance (7):

A: "There we walked around enjoying the scenery, me, my father, mother and sister went to the scene, on Sundays."

c. SPEECH ACTS

Conceptually, Austin (1962) defines speech acts as speech uttered by people who are not intended to express information. This speech is also intended to take action. Austin affects three categories of speech acts called locutionary, illocutionary and perlocutionary actions. By category, Searle (1976) focuses on illocutionary actions which are divided into several types, namely: Assertive, Directive, Commissive, Expressive and Declarative. Thus, the focus of the research is examining the utterances of modesty in the film *Lady Bird* which cannot be separated from illocutionary actions because they are actions taken in the utterances spoken in the interaction of the film.

Searle's Classification for Types of Illocutions:

- 1) **Assertive:** an illocutionary act that *represents a state of affairs*. E.g. stating, claiming, hypothesizing, describing, telling, insisting, suggesting, asserting, or swearing that something is the case
- 2) **Directive:** an illocutionary act for getting the *addressee to do something*. E.g. ordering, commanding, daring, defying, challenging
- 3) **Commissive:** an illocutionary act for getting the *speaker (i.e. the one performing the speech act) to do something*. E.g. promising, threatening, intending, vowing to do or to refrain from doing something
- 4) **Expressive:** an illocutionary act that expresses the *mental state of the speaker about an event presumed to be true*. E.g. congratulating, thanking, deploring, condoling, welcoming, apologizing
- 5) **Declaration:** an illocutionary act that *brings into existence the state of affairs to which it refers*. E.g. blessing, firing, baptizing, bidding, passing sentence, excommunicating.

III. Result

Table Analysis of Politeness and Cooperation Aspects in the "Lady Bird" Film Script

No	Kinds of Politeness	Cooperation				Types of illocutions					Numbers
		MQN	MQL	MR	MM	A	D	C	E	Dec	
1	Bald On Record	6	10	6	10	12	11	-	-	1	56
2	Positive Politenes	3	7	3	6	7	6	-	5	2	39
3	Negative Politenes	2	8	2	7	10	1	2	-	5	37
4	Bald Off Record	4	10	6	9	11	4	1	3	-	48
Total		15	35	17	32	40	22	3	8	8	180

From the table above it can be concluded that the total number of cooperation and illocutions aspects in the utterances of modesty in the film *Lady Bird* 2017 is 180. Where the highest number is in the Bald On Record section which reaches 56. Furthermore, the bald off record reaches a total of 48. Then the position then it was occupied by negative politicians which reached a total of 39. And the last one was negative politics which reached a total of 37.

So from the data above can be concluded that there are several aspects of politeness such as balances on records, positive politeness, negative politeness, and bald off record and cooperation aspects which were marked by several maxim such as maxim of quantity, maxim of quality, maxim of relevance, and maxim of manner. The total of Politeness and Cooperation Aspects in The "*Lady Bird*" Film Script 2017 is 180.

IV. Conclusion

There are several aspects contained in the dialog in the "Lady Bird" film script after being analyzed, such as politeness such as bald on record, positive politeness, negative politeness, and bald off record and then aspects of cooperation which are marked by several maxims such as quantity maxim, quality maxim, maxim relevance, and manner maxim.

TERMS:

MNQ	: Maxim of Quantity	A	: Assertive
MQL	: Maxim of Quality	D	: Directive
MR	: Maxim of Relevance	C	: Commisive
MM	: Maxim of Manner	E	: Expressive
Dec	: Declarative		

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