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Politeness Strategies Used By The Main Characters In The KKN di Desa Penari Movie

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Abstrak

Penelitian ini membahas tentang strategi kesantunan pada KKN di kampung penari film. Penelitian ini bertujuan untuk menganalisis jenis-jenis strategi kesantunan dan menentukan jenis-jenis strategi kesantunan yang paling dominan. Penelitian ini menggunakan teori Brown dan Levinson (1987). Metode penelitian yang digunakan adalah deskriptif kualitatif karena data dikumpulkan dari dokumen. Ada beberapa langkah dalam pengumpulan data: mencari, mengunduh, menonton, dan mencatat. Hasil penelitian menunjukkan terdapat 52 strategi kesantunan yang terdapat pada Strategi Kesantunan yang Digunakan Tokoh Utama Dalam Film KKN Di Desa Penari, seperti rekaman gundul 16 (30,76%), kesantunan positif 22 (42,30%), kesantunan negatif 7 (13,46%) , dan tidak tercatat 6 (11,53%). Jenis strategi kesantunan yang paling dominan terdapat pada Strategi Kesantunan yang Digunakan Tokoh Utama Film KKN Di Desa Penari adalah kesantunan positif. Kesimpulannya, dengan penelitian ini kita harus berhati-hati dalam menggunakan bahasa untuk berkomunikasi dengan orang lain agar pembicaraan dapat berjalan dengan baik.

Kata Kunci: *Pragmatis, Strategi Kesopanan, Film*

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Abstract

This research discusses politeness strategies at the KKN di desa penari movie. This study aims to analyze the types of politeness strategies and determine the most dominant types of politeness strategies. This research uses the theory by Brown and Levinson (1987). The research method is descriptive qualitative because the data are collected from documents. There are several steps in collecting data: searching, downloading, watching, and taking a note. The results showed 52 politeness strategies found in Politeness Strategies Used By The Main Characters In The KKN Di Desa Penari Movie, such as bald on-record 16 (30,76%), positive politeness 22 (42,30%), negative politeness 7 (13,46%), and off-record 6 (11,53%). The most dominant type of politeness strategy found in Politeness Strategies Used By The Main Characters In The KKN Di Desa Penari movie is positive politeness. In conclusion, with this research, we must be careful when using language to communicate with other people so that the conversation goes well.

Keyword: *Pragmatics, Politeness Strategies, Movie*

INTRODUCTION

Language is one of the important human needs in this world because language is used to communicate with other people to build a good relationship. Language is a collection of votes that are systemic, in the form of symbols, are arbitrary, significant, ordinary, unique, universal, productive, varied, dynamic, humane, and a social interaction tool that replaces the individual in stating something or expressing something to the collocutor in a social group as a tool for communication and the identification of the talker (Xafizovna, 2022). Meanwhile Sitorus (2019) state language is a tool that human used to communicate one each other. Communication can be done orally or written. Communication that human do orally is called speaking. Speaking is one of the skills in English. Through speaking, human can deliver their ideas, feeling or opinion to the listeners. The science that deals with language is called linguistics (Obidovna, 2022).

In the definition of linguistics, experts have come to different opinions about linguistics. SIL International (2021) states that Linguistics is the study of language, how it is constructed, and how it functions. Different building blocks of different types and sizes are combined into one language. The words are arranged in a specific order, and the beginnings and endings of words may be changed to adjust the meaning. The meaning itself, in turn, can be influenced by the placement of words and the speaker's knowledge of what the listener understands. Phonetics, Phonology, Morphology, Syntax, Semantics, Pragmatics, Sociolinguistics, Psycholinguistics, Historical Linguistics, and Computational Linguistics are key branches of linguistics (Nashruddin & Al-Obaydi, 2021).

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One of the subdisciplines of linguistics is Pragmatics. Pragmatics is the study of meaning as conveyed by a speaker and interpreted by a listener. Pragmatics is that area of linguistics concerned with the talker's meaning and the listener infers based on factors such as situational context, human psychology, previous conversations, and other factors (Hikmahwati et al., 2021). It requires deciphering what people say in a certain circumstance and determining what speakers mean when they speak so that people can use the most effective language and tone to convey their messages. Although it may refer to common and somewhat abstract principles, this capacity is independent of peculiar beliefs, feelings, and behaviors. This skill can be characterized as pragmatics because it functions in both specific and broad languages. There are tactics for conversational civility in pragmatics.

The purpose of politeness is to make other people feel at ease when we converse with them. For example, the phrase "Do you think you would mind shut up?" is not nice since it is disrespectful. Instead, we should use the phrase "keeping quiet," which is more polite than "shut up."According to Yule (2010) In general, politeness is associated with ideas such as being witty, humble, and kind to others. When learning linguistic politeness, the most relevant concept is the 'face'. In pragmatics, your face is your public self-image. The method through which people protect the feelings and faces of others when speaking.

It's important to understand civility well. The common misconception is that being courteous just entails using the words please, sorry, excuse me, and thank you. Being nice serves a purpose. Speaking to people appropriate time, place, and in the appropriate manner. People need to be aware of the situation in which they are speaking before choosing the style of politeness to use (Tenriuji et al., 2021).

Faliyanti and Arlin's (2018) movie is a moving picture taken by the camera for the cinema, and TV. This is an interesting one, and also as a projection onto a screen that combines a story, scenes, history, incident, and music. There are a lot of characters in the movie that might serve as the covert plot. The phrase refers to a conversation between characters that is implied by the plot. It shows how a speaker's ability to express oneself depends on how the language is used, in this case by the characters.

The politeness phenomenon occurs in society in real conversations. However, it is not required to observe genuine civilizations to analyze them because they are shown in a variety of media, including movies. The movie is a popular medium in society that can be used to explore civility. One of the movies that exemplifies how politeness is used in society is KKN di Desa Penari (Jewad et al., 2020).

KKN di Desa Penari tells the story of mystical events beyond logic that befell six students in a remote village in East Java. Six students from a university carry out KKN in a remote

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village. They are, Nur (Tissa Biani), Widya (Adinda Thomas), Ayu (Aghniny Haque), Bima (Achmad Megantara), Anton (Calvin Jeremy), and Wahyu (Fajar Nugraha). They are greeted by a village head named Pak Prabu (Kiki Narendra). They were also warned not to cross the forbidden gate.

The various politeness language phenomena used by the characters in this movie are intriguing to observe. Their backgrounds are varied. It means that this illness is having an impact on their speech and attitude. It's because a language's use in a culture has an impact on how it works (Widyastuti, 2019). There are many different communities in existence, and each one is unique in a variety of ways. Language has changed in numerous ways as a result. Language peculiarities affect politeness. The reason researcher researched this film is that the KKN di Desa Penari movie is one of the best horror films in Indonesia in 2022. This film is based on a true story, which is what makes this film the first rank in horror films that many people are interested in. Person (Eshreteh & Draweesh, 2018). This film inserts a lot of politeness in language. In this film, there are procedures for speaking to someone who is not polite and not by cultural norms, which is what causes the problems that occur in this film (Xafizovna & Boboqulovna, 2022). The researcher's study, "Politeness Strategies Used By The Characters In the KKN Di Desa Penari Movie," is conducted for these reasons.

METHOD

Research Design

This research concerns how seven characters from the KKN di Desa Penari used politeness strategies in their dialogue in the movie. This research thus examines how language is employed in a social context as represented in film. Researcher do descriptive qualitative research because it is about how people speak and modify their speech in conversation. This is descriptive qualitative research because the purpose is to grasp humane actions and what drives such behavior the way it is (Holyfield et al., 2018). Meanwhile, Creswell (2014) states qualitative research is an approach to exploring and understanding the meanings individuals or groups perceive as social or human issues. Emerging questions and procedures, data typically gathered from participants, and inductive data analysis that builds The research process include the interpretation of the meaning of the data by the researcher, which might range from particular to broad topics. The final written report's format is open-ended. Participants in this technique of inquiry are in favor of a research strategy that emphasizes an inductive approach, an emphasis on personal meaning, and the usefulness of providing examples of the complexity of a situation (Nurazizah et al., 2019).

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This research generates descriptive data in the form of people's written and spoken words and observable behavior. This is known as qualitative research. It does not involve statistical procedures or numerical measurement (Zaabalawi & Gould, 2017). The researcher employed descriptive qualitative research in this study. Qualitative research focuses on the big picture of a phenomenon rather than numerical data and data in the form of detailed descriptions. This research below describes the utterances of seven characters in the KKN Didesa Penali film, including politeness strategies. The researcher analyzes how seven characters use language to communicate and apply politeness strategies.

Data and Data Source

Data in any form or form collected, observed, generated, created, and obtained through a research project. This includes numerical, descriptive, acoustic, visual, or physical forms recorded by researchers, generated by instruments, and derived from model simulations (Bui, 2021). Good data is data that can be trusted (reliable), timely, and covers a broad scope or can provide an overview of a problem as a whole, and is relevant data.

The data source of the research is the movie script of the KKN di Desa Penari movie. A movie script is a necessary document for qualitative research. Documents are standardized artifacts, in so far as they typically occur in particular formats: as notes, case reports, contracts, drafts, death, certificates, remarks, diaries, statistics, annual reports, certificates, judgments, letters, or expert opinions . Documents can be information from questionnaires and surveys, photographs, videos, or statistical records (Ramasari, 2020).

In this research, the researcher analyzes politeness strategies in the screenplay of a film titled KKN di desa penari by Lele Laila and Simpleman. The data in this study consist of utterances composed of four types of politeness strategies based on Brown and Levinson's theory. Researcher use secondary data, that means that the data source is transcript of movie "KKN di Desa Penari" take from the internet by https://www.bantenraya.com/nasional/pr-1273346366/naskah-asli-cerita-film-kkn-di-desa-penari-yang-viral-di-twitter-2019-part-2-rentetan-hal-ganjil-terjadi.

Instrument of Collecting Data

In this research, the researcher uses the data collection instrument, namely observation. The tools used by the researcher in the observation of collection data are "Table of Politeness Strategies," and to obtain additional information the researcher uses telecommunications media such as a handphone, laptop, and the Disney+Hotsar application to view the KKN di desa penari movie (Setiakawanti & Susanti, 2018).

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Technique of Data Collection

The next step is to choose the data collection technique to use. Data collection techniques are the methods by which researchers collect data in their studies. In this research, there are several techniques for collecting data: search the movie, download the movie, watch the movie, take note of every single type of politeness strategy, and interpret.

RESULT AND DISCUSSION

In this chapter, the researcher presents the data, data analysis, research finding and a discussion that may help the reader understand the content of the research presented by the researcher below.

Data

The data gotten from the utterances of the dialogue movie KKN di Desa Penari directed by Awi Suryadi that released on April 2022. The data in this research is the utterances of the KKN di Desa Penari movie which contains politeness strategies. This movie taken from the internet by https://www.bantenraya.com/nasional/pr-1273346366/naskah-asli-cerita-film-kkn-di-desa-penari-yang-viral-di-twitter-2019-part-2-rentetan-hal-ganjil-terjadi.

The researcher collected the data of this study by reading the script of KKN di Desa Penari movie

From the data found by researchers in the KKN film Di Desa Penari, the actors in this film use a mixture of languages, namely Javanese and Indonesian.

Data Analysis

The utterances were transcribed into written text, the selected utterances containing politeness strategies in KKN di desa penari movie, the last one carefully classified the types of politeness strategy based on Levinson's theory. The researcher collected the data for this research by reading the script of the KKN di desa penari, movie. The researcher used qualitative data analysis techniques According to Saldana (2014).

Types of Politeness Strategy

In this section researcher has collected and transcribed all the dialogues of movie KKN di Desa Penari, with duration 2 hours 10 minute, based on the transcript of the KKN di Desa Penari dialogues, the researcher selected, focused, and simplified the data into the form of data analysis tables. In the KKN film Di Desa Penari, the main characters use two languages, namely Javanese and Indonesian, and then the researcher explains every utterance that contains a politeness strategy into English. The researcher found 52 data that used politeness strategies. To make think easier, the researcher change the four types of

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politeness strategies codes into short-codes, namely : Bald Of Record (BR), Positive Politeness (PP), Negative Politeness (NP), Off Record (OR) (Noerrofi'a & Bahri, 2019).

After analyzing the politeness strategies found in the main characters in the KKN di desa penari movie, the researcher found that there are four politeness strategies found in the KKN di desa penari movie. They were: bald on record (16), positive politeness (22), negative politeness (7), and off record (6).

The Dominant Types of Politeness Strategies

Based on the data analyzed it was found that the most used politeness strategy found in the KKN di desa penari movie was positive politeness with research result 22 data. Positive politeness is used by the main characters in the KKN di desa penari movie to create a pleasant situation, build good relationships, and have good interactions.

Data 4

Ayu : Berarti bisa di coba kan, Pak ? Kami gak akan menyusahkan. Program kerja kami akan membantu warga desa. Apapun masalah yang ada di desa ini kami akan bantu atasi. Yang penting kan bisa membantu warga. Karena ini sifatnya pengabdian masyarakat. Boleh ya, pak ? = 2:04:59

Data 4 shows two strategies in PP: number 11 which is optimism, and 14 where assumptions or claims of reciprocity are concerned. Ayu's optimism and assumptions to Pak Prabu were based on positive politeness. If they do community service programs in Desa Penari, Ayu will lead to joint participation in Pak Prabu.

Data 5

Ayu: Kami bisa bantu pak. Nanti kami buatkan skema untuk mengalirkan air sungai kembali. = 2:03:24

There is one strategy in data 5 and it's number 15 Gifts to listeners can be made from goods, sympathy, understanding or cooperation. For what had been happening at the penari village, Ayu used positive manners in his gesture of sympathy to Pak Prabu. It can minimize the face-threatening from Pak Prabu.

Data 6

Wahyu: Wis teneng ke Bali wae (Sekalian ke Bali aja) = 2:01:13

From data 6 there is only 1 strategy which is number 8 (jesting). Wahyu used a politeness strategy to reduce the FTA from his friend.

Data 8

Wahyu : Santai wae, Pak. Wes biasa aku koyo ngono nang kene listrik belum masuk, nang kostan ku belum bayar. Santai wae, Pak. (Santai saja, Pak. Udah biasa aku kaya gitu. Disini listrik belum masuk, di kosanku belum bayar. Santai saja Pak. = 1:58:34

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From data 8 there is only 1 strategy which is number 8 (jesting) Wahyu used the politeness strategy to reduce the FTA from Pak Prabu his friend.

Data 12

Wahyu : Tak kiro gawene wong setan, pak (Saya kira manggil setan, Pak.) = 1:51:19

From data 12 there is only 1 strategy which is number 8 (jesting) Wahyu used the politeness strategy to reduce the FTA from Pak Prabu and his friend.

Data 14

Wahyu : Wong goblok yo rupane iki kuburan. (Orang goblok juga tahu kalo ini kuburan. = 1:49:5. From data 14 there is only 1 strategy which is number 8 (jesting) Wahyu used the politeness strategy to reduce the FTA from Pak Prabu and his friend.

Data 17

Bima : Gak apa-apa, Pak. Biar saya aja yang nganter Nur Kembali ke rumah. Ayo, Nur. = 1:49:12. There's just a single strategy in number 15 that can be the gift of good, sympathy, understanding and cooperation to listeners according to data 17. Bima is trying to reduce the FTA aspects of his behavior through positive politeness. Bima's bringing Nur comfort by escorting him to rest at the command post.

Data 19

Bima : Gak dibagi jadi bertiga aja, Ayu ? Biar Widya ke kita. Wahyu ke Anton sama Nur. = 1:46:15. There is only one strategy, number 13 reasoning and questioning, in the 19 data. Bima, by asking Ayu the questions and giving reasons for what she had told him, was making a positive gesture of politeness.

Data 20

Ayu : Jangan, Bim. Biasanya kalo bertiga yang satu jadi nganggur. Biar kita bisa punya tiga proker, jadi lebih manfaat. = 1:46:08

From data 20 there is only 1 strategy which is number 6 (Avoiding disagreement). Ayu used positive politeness to show that non-consent can be avoided by showing false consent. Ayu doing this because she likes Bima.

Data 26

Wahyu : Iki kopi opo jamu sih, Mbah? Pahit rek. (Ini kopi apa jamu sih, Mbah? Pahit) =1:22:59. From data 26 there is only 1 strategy that is number 8 (jesting). By claiming coffee is as bitter as herbal medicine, Wahyu used a negative politeness tactic to diminish FTA Pak Prabhu, Mba Buyut, and his friend with the joke.

Data 28

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Anton : Nur, aku mau cerita. Bima kok aneh banget ya. Aku tuh malem-malem sering denger suara Bima ndesah. Anehnya, ada desahan suara perempuan juga dari kamarnya. = 1:19:32

From the 28 data it's a single strategy which is at number three in terms of engagement with listeners, telling good stories and engaging them to talk. Anton used positive politeness to tell Nur that he wanted a story about Bima to raise his interest in the anton.

Data 29

Anton : Sumpah aku, Nur. Aku tuh juga bingung banget. Bahkan lebih parahnya lagi aku pernah nemu sesajen dikamarnya. = 1:19:19. Only one strategy is listed in Data 29 as Number 3, which involves listening to your audience, telling good stories and interacting with them. Anton uses positive politeness to tell Nur that Anton wants to increase the anton's interest by telling a story about Bima and Anton tries to convince Nur of his information by taking Nur to Bima's room.

Research Findings

Based on the data analysis above, the researcher found several research results, namely:

1. In the table of the data analysis of types of politeness strategies, the researcher finds that all types of politeness strategies have been used in the KKN di desa Penari movie. Bald on record (16), positive politeness (24), negative politeness (7), and off record (6). In the data analysis table of the type of politeness strategies, all table columns are filled with checklist marks and explanations.
2. Based on the analysis table of politeness strategies types above, the researcher finds that the most dominant type of politeness strategy is positive politeness used more than all types of politeness strategies contained in the movie KKN di Desa Penari.

Table 1. Percentages of Politeness Strategies Found in KKN Di Desa Penari Movie

No.	Politenes Strategies		
	The Types	Frequency	Percentage
1.	Bald On Record	16	30,76%
2.	Positive Politeness	22	42,30%
3.	Negative Politeness	7	13,46%
4.	Off Record	6	11,53%
Total		52	100%

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Discussion

In this discussion, the researcher interprets it based on the problem formulation, the researcher's objectives, and the benefits that have been made by the researcher in Chapter I. Based on the data, the research was done to identify the types of politeness strategies used by the characters in the KKN di desa penari movie. Based on the theory used by the researcher, namely the theory of Brown and Levinson, which categorizes politeness strategies into four parts, namely bald on record, positive politeness, negative politeness, and finally off record, Based on research conducted by researcher on expressions in the KKN di desa penari movie, the researcher found that 52 data points could be identified. Of the 52 pieces of data, the researcher classified them one by one based on the type of politeness strategy (Sasmita et al., 2018).

Bald on record, this strategy ranks as the most direct strategy (Sari & Zakrimal, 2020). Refers to the most direct expression of behavior. Based on the data analysis, the researcher found that there were 16 data and 8 sub-strategies using the bald-on-record strategy, namely the first is Greeting and goodbye which can be seen from Data 2, data 7, data 10, data 11, data 13, data 21, and Data 35. The second is Sympathetic advice or warning it can be seen in data 18, data 22, data 32, data 46, and data 47. The third is to talk to attention-grabbing people as if they need a lot of efficiency can be seen in data 24 and data 51. The fourth is task-oriented/pragmatics from the guide can be seen in data 31. The last is welcoming can be seen in data 36.One of the most widely used sub-strategies is Greeting and Goodbye. One of them can be seen in data 2 on page 48.

Positive politeness, a positive politeness strategy is an attempt to minimize damage to the listener's face (Abdulameer & Suhair, 2019). This strategy shows that you are aware of your listener's needs, such as compliments or friendly speaking. Based on the data analysis, the researcher found that there were 22 data and 8 sub-strategies using the positive politeness strategy, namely The first is to be optimistic which can seen in data 4 and data 45. The second is assumptions or claims of reciprocity which can be seen from data 49, and data 50. The third is jesting which can be seen from data 6, data 8, data 12, data 14, data 26, data 38, data 39, data 40, data 41, and data 43. The fourth is gifts to listeners can take the form of goods, sympathy, understanding, and cooperation it can be seen from data 5 and data 17. The fifth is reasoning and questioning which can be seen from data 19. The sixth is avoiding disagreement which can be seen from data 20 and data 30. The seventh is to engage listeners, tell good stories, and engage listeners in the conversation it can be seen in data 28, data 29, and data 44. The eighth is the involvement of talkers and listeners in activities which can be seen in the data 44. One of the most widely used sub-strategies is

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Jesting. One of them can be seen in data 6 on page 49. This expression is a kind of joke. When Wahyu says, Sekalian ke Bali aja, he uses this utterance to make jokes about the journey that is still far away. Upon hearing this remark, his friends laughed. Wahyu used this joke because he wanted to create an interlude in the movie (Simanjuntak et al., 2021).

Negative politeness and negative courtesy focus on specific actions to minimize her FTA burden (Brown and Levinson, 1987). This strategy assumes that the speaker impresses the listener. Based on the data analysis, the researcher found that there were 7 data and 2 sub-strategies using the positive politeness strategy, namely the first is Apologize which can be seen from data 9, data 23, data 25, data 27, data 33, and data 34. The second is made difference 15. One of the most widely used sub-strategies is Apologize. One of them can be seen in data 9 from page 50. Widya conveyed maaf pak before continuing his expression. Apologizing can be categorized as a form of negative politeness, where we acknowledge the needs, and wishes of others, and show respect.

Off record, is a communicative act without a specific intention (Brown and Levinson, 1987). This means that the speaker's utterance contains multiple specific intentions. The listener then has to interpret the utterance to understand its true meaning. Based on the data analysis, the researcher found that there were 6 data and 3 sub-strategies using the positive politeness strategy, namely the first is understanding which can be seen in data 1 and data 3. The second is the use of tautology which can be seen in data 16 and data 48. The last is imperfect from data 24 and data 37. One of them can be seen in data 1 from page 48. In this scene, Nur saw something odd, but Nur said ngga ono to Ayu. Nur let Ayu interpret the intended meaning of Nur's words (Sitorus & Fukada, 2019).

The second question is the dominant type of politeness strategy used by the main characters in the KKN di desa penari movie. After the researcher identified the type of politeness strategy, the researcher investigated the most dominant type used by the main characters in the KKN di desa penari movie. The actual number of bald records is 16 data (30.76%), positive politeness is 22 data (42,30%), Negative politeness is 7 data (13.46%), and off record is 6 data (11.53%) it can be seen in Table 4.3 from page 70, where the table describes the percentage of each type of politeness strategy. In this study, the dominant type of politeness strategy used in the KKN di desa penari movie directed by Awi Suryadi is the positive politeness strategy because this type is always used in the KKN di Desa Penari movie. Most of the speakers and listeners in KKN di Desa Penari movie use positive politeness to create pleasant situations, build good relationships, and encourage good interaction between speakers and listeners so that the conversation goes well.

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Validity (Triangulation)

A data could be said in valid if it is could be measure and prove in all by others or resource data. comphare with chapter III the researcher use the triangulation data in this research so the researcher has carried out the analysis repeatedly competently to get the correct result by 52 data, bald records is 16 data (30.76%), positive politeness is 22 data (42,30%), Negative politeness is 7 data (13.46%), and off record is 6 data (11.53%).

CONCLUSION

Based on the data analysis in Chapter IV, the conclusions were drawn as follows:

1. The source of data is a transcript of the KKN di desa penari movie on the internet. There are 52 data in this research.
2. The type of politeness strategy in this research is bald record is 16 data (30,76%), positive politeness is 22 data (42,30%), negative politeness is 7 data (13,46%) and Off the record is 6 data (11,53%).
3. From the movie, the most dominant type is positive politeness.

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