



POLITENESS STRATEGIES USED BY THE MAIN CHARACTER IN *THE KARATE KID* MOVIE (A PRAGMATIC STUDY)

Sekar Rizky Putri Krisdiana¹

¹UNIVERSITAS PGRI JOMBANG / PENDIDIKAN BAHASA INGGRIS
Jl. Pattimura III/20, Jombang, 61418, Jawa Timur, Indonesia
Email: sekarputri1405@gmail.com¹

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Abstract

This research is a pragmatics study which focuses on the study of Politeness strategies the aim of the study is finding out the types politeness strategies used by the main character and describing how politeness strategies are used by the main character. The method used in this research is descriptive qualitative because the data taken by researchers is in the form of dialogue in *The Karate Kid* movie. The data collection used by researchers is by data observation, while for data analysis from this research is by using identification, classification, coding using Nvivo-12. The research results found there are several types of Politeness Strategies and politeness strategies in the film *The Karate Kid* Movie.

Keywords: *Politeness Strategies in The karate Kid movie*

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Abstrak

Penelitian ini menggunakan metode pragmatik yang memfokuskan penelitian pada kajian strategi kesantunan dengan tujuan untuk mengetahui jenis-jenis strategi kesantunan yang digunakan oleh tokoh utama dan mendeskripsikan bagaimana strategi kesantunan yang digunakan oleh tokoh utama. Metode yang digunakan dalam penelitian ini adalah deskriptif kualitatif karena data yang diambil peneliti berupa dialog dalam film *The Karate Kid*. Pengumpulan data yang digunakan peneliti adalah dengan observasi data, sedangkan untuk analisis data dari penelitian ini adalah dengan menggunakan identifikasi, klasifikasi, pengkodean menggunakan Nvivo-12. Hasil penelitian yang diperoleh adalah Ada beberapa jenis Strategi Kesopanan dan strategi kesopanan dalam film *The Karate Kid*.

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INTRODUCTION

In communicatin, sometimes people make mistakes in how to say something. Something people feel the expression they convey feels quite appropriate in their opinion but not for other people either because the context is different or may be influence by the situation. Knowing how to convey the right intentions base on context and situation, is one way for us tocommunicate well. In linguistics, this is discuss in the study of pragmatic science. Brown and Levinson (1987) states that Pragmatics is the study of relations between language and context that a basic to an account of language understanding. While Crystal (1987) define that Pragmatic is one of the study that discuss focus on analyzing meaning and how certain situations affect the meaning of one's speech.

Based on Arsyad (2011) The Karate Kid movie is the right film as a learning medium, because this film can tell the story of the formation of disciplined character and hard work. A good film is a film that is able to influence someone in any condition. This film very clearly depicts a boy named

Dre Parker (Jaden Smith), 12 years old who has just moved from the United States to Beijing, China.

By analyzing politeness strategies in the film *The Karate Kid*, researchers can identify and analyze utterances that tend to be polite strategies in different cultures. That is the reason researchers use speech act theory and politeness strategies in different cultures to analyze speech. Based on that, the aim of this research is none other than 1) To find out the types of politeness strategies used by the main character and 2) To describe how politeness strategies are used by the main character.

RESEARCH METHOD

The research method is a method that includes research materials or materials, tools, research methods, and data provided and data analysis. Materials or materials can be in the form of a description of the population and research sample. The way of research, which means a detailed description of how to carry out a study. This research path is the stages that will be carried out per week if the research is carried out in several weeks (Mahsun, 2014).

Qualitative methods have a more diverse approach to academic research than quantitative methods. Even though the process is the same, qualitative procedures still rely on data in the form of text and images, have unique steps in data analysis, and originate from different research strategies. Writing the methods section for a qualitative research proposal requires that the reader be educated according to the purpose of the research, mention the specific design, carefully reflect on the researcher's role in the research, and use an endless list of types of data sources. Using specific protocols to record data, analyzing information through various analysis steps, and specifying approaches to document the accuracy or validation of the data collected, (Creswell, 2014). So, it can be concluded that the qualitative descriptive method is a method or technique chosen by researchers in research to collect data in the form of words. The use of qualitative descriptive research in the research entitled "Politeness Strategies Used by Characters in the Film *The Karate Kid* (Pragmatic Study)" is expected to describe the use of Politeness Strategies in the dialogue of the film *The Karate Kid*.

Data collection instruments are tools that are selected and used by researchers in their activities to collect data so that these activities become systematic and made easier by them. In qualitative research, the main

instrument is the researcher. However, after the research focus becomes clear, it will be developed with other research instruments (Creswell, 2008). The research instruments used by research are:

Nvivo12

To obtain maximum results, researchers used the Nvivo 12 Plus for Windows application. The qualitative data management process in NVivo is very important to be able to analyze qualitative data efficiently and effectively (Bandur, 2019). When using NVivo, the most important thing to pay attention to is coding and nodes. Coding is the process of filling nodes with information related to concept categories (codes) that have been formed in the node system. So a node is a container for storing information that is relevant to the concepts contained in each category of the node system (Bandur, 2019).

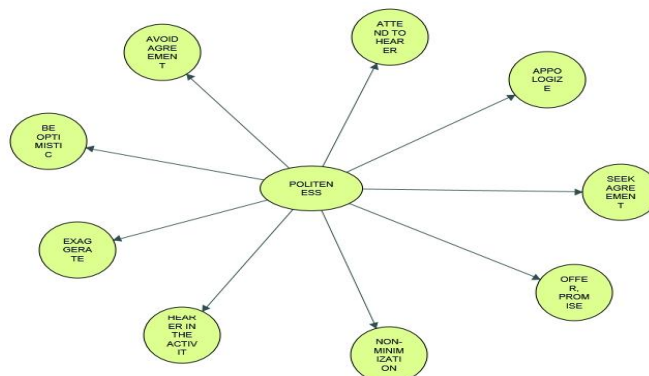
The data analysis techniques for this research will be carried out based on the following steps:

1. Data Reading
2. Data Identification
3. Data Clasification
4. Data Coding

RESULT AND DISCUSSION

RESULT

From the research object, the data obtained consisted of 23 data from 17 types of politeness strategies and 6 politeness strategies applied



Picture 3.1 Kinds of Politeness Strategies

1. Kinds of Politeness Strategies by the Main Character in The Karate Kid Movie

The researcher finds the utterances that have tendency to politeness strategies, those are Bold On Record, Bold Off Record, Positive Politeness Strategy, negative politeness strategy.

A. Bold-On Record

Strategy 1 : Cases of non-Minimization of the threat

Dre : What up Mr. Han?
Mr. Han : Did I say come in?

(TKK/BOR/CONMOTT)

Notes :

TKK : The Karate Kid

BOR : Bold-on Record

CONMOTT : Cases of non-Minimization of the threat.

The conversation happened between Mr. Han and Dre which was still took place in Mr. Han's house. The dialogue happened when Dre came to Mr. Han's house without permission. Mr. Han then gave a question about it by saying "Did I say come in?". Based on types of illocutionary acts by (Searle, 1976), the utterance in dialogue 3 "Did I say come in?" contains an intended meaning. That utterance contains kinds of illocutionary act of directive. "Did I say come in?" is an interrogative, but in this utterance, it contains imperative which Mr. Han says and shows what he wants clearly. It means that he asks Dre to come to his house by saying permission to him.

According to Brown and Levinson (1987), Mr. Han uses Bald on record, strategy 1 which is "cases of non-minimization of the threat". By choosing that utterance "did I say come in?" as an interrogative, it can be stated that it contains imperative. In the conversation, he said clearly to Dre, it means that he wanted to say and show what he wants. He wanted Dre come to his house by saying permission utterance without caring of Dre's face and did not minimize the threat. Gamsriegler (2005) said that China is one of the model examples of highcontext cultures. It could be possible that Mr. Han thinks Dre's attitude was not good for Asia person, exactly for Chinese, who mostly include in high-context cultures. In China, it will be impolite if there is someone who comes to a place without permission. In the conversation, the speaker also gave an advice and warning to the hearer and thought that his utterance was more important than the hearer's face.

B. Bold-Off Record

Strategy 3: Presuppose

Mr. Han : Take it down. Put in on, take it off.
Dre : I already did all of this.

(TKK/BOFR/PR)

Notes :

TKK : The Karate Kid

BOFR : Bold-off Record

PR : Presuppose

The dialogue was done between Mr. Han and Dre that took place in Mr. Han's house. The dialogue happened when Dre got a training from Mr. Han at the

first time. Mr. Han only asked Dre to do same activities for many times. So, Dre said to Mr. Han that he had already done that activities by saying "I already did all of this".

The speaker as an American who include in low-context culture, is a person who likes giving a criticism if there is a something disturb him, although his utterance contains implicature. As an American who include in low-context culture who certainly also uses lowcontext communication, it is possible to show a meaning of his utterance directly to the hearer, so the hearer understand what he means.

C. Positive Politeness

Using Strategy 1 : Notice, Attend to Hearer (his Interst, want, needs, goods)

Mr. Han : Win or lose, doesn't matter. Fight hard, earn respect. The boys leave you alone. I have a present for you.

Dre : Oh! Mr. Han. This is the one Bruce Lee Had. Great, thank you.

Mr. Han : You have taught me a very important lesson, Shao Dre. Life will knock us down, but we can choose. Weather or not, to get back up.

Dre : You're the best friend I've ever had, Mr. Han

(TKK/POP/NATH)

Notes :

TKK : The Karate Kid

POP : Positive Politeness

NATH : Notice, Attend, to Hearer

Based on Brown and Levinson's statement (1987), the utterance which is said by speaker contains positive politeness strategy 1 which is "notice, attend to hearer interests, wants, needs, and goods". In the conversation above, Mr. Han uses this strategy to give Dre interest and needs. Besides, Mr. Han also give an intended meaning that means an imperative. By using that utterance, the speaker shows a closeness between both of them and satisfies the hearer face. He knows the hearer's condition and takes notice and approves of anything which is wanted by the hearer. The speaker chooses an imperative "fight hard, earn respect" to show that Chinese as Asia people who is mostly include in high-context cultures that always give a respect to each other in their life. By using the utterance "the boys leave you alone", it means that Mr. Han gave a good news which could make Dre felt good. Meanwhile, by saying "I have a present for you", it means, in possible way, as a suggestion which Dre is asked to always keep his spirit like a real Kung Fu fighter and shows that China as one of the contries in Asia which is included in high-context cultures that thinks gift-giving may mean something quite different and also wants to appreciate Dre's effort. it can be stated that Mr. Han and Dre have a closeness of partnership or bestfriend.

D. Negative Politeness

Strategy 6: Apologize

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Dre : What if I wanna avoid getting my ass kicked?

Mr. Han : Stop saying “ass”!

Dre : Sorry.

(TKK/NEP/AP)

Notes :

TKK : The Karate Kid

NEP : Negative Politeness

AP : Apologize

According to politeness strategies theory by Brown and Levinson (1987), the utterance is called negative politeness strategy 6 which is “apologize” in admitting impingement. In the dialogue, Dre expressed an admitting of the guilty. Dre used statement which shows that he wanted to redress his guilty by saying “sorry” to Mr. Han. That utterance is used by him after Mr. Han gave a warning to Dre about saying of “ass”. Dre said “ass” which did not mean to mention a part of the body which has tendency into bad words, but in the possible he wanted to say that adress to himself. In the dialogue, Dre says “sorry” to admit his guilty of saying “ass” because he realized that he is in China which immadiately include in high-context cultures. Mr. Han as Asian person who is included in high-context cultures thinks that it is a taboo word. Mr. Han shown that he did not like Dre to say “ass”, because according to Mr. Han that it is a part of the body which is not suitable to be said as American who sensitive about sex. Mr. Han wanted to give an advice to Dre there. Then, Dre simplies that he is impinging on hearer’s face, it means that he gave a respect to Mr. Han who had helped him. Paltridge (2006) said that American responsible for what has been done and actually said “I’m sorry”. So, Dre as an American shows his responsibility for what has been done by saying “sorry” to rectify the situation and more helpful rather than “yes” or “no”.

2. Politeness strategies applied in each of The Karate Kid movie

Politeness strategies are pragmatic elements that involve the speaker and the speaker's partner. In its application, politeness strategies are used by several scientific disciplines. Politeness strategy activities are not only limited to speaking, but carry out politeness strategies based on these politeness strategies

A. Maxim of Wisdom

Dialogue 1

Mr Han : Come on Dre

Good Job. Next Time, no face

Im Sorry, I Can't help it

Dre : OK, OK, OK

(TKK/D1/MOW)

Notes :

TKK : The Karate Kid

D1 : Dialogue 1

MOW : Maxim of Wisdom

This dialogue is included in the maxims of wisdom based on Leech theory. In this dialogue, Dre's friend really maximizes profits for Dre by saying "Good Job. Next time no face".

B. Maxim of Generosity

Mr Han : Is everything okay?

Dre : Yes, thank you

Notes :

(TKK/D3/MOG)

TKK : The Karate Kid

D3 : Dialogue 3

MOG : Maxim of Generosity

The dialogue above is included in the maxim of generosity because in the dialogue Mr Han says "Is everything okay?" This means a profit for Dre and also a loss for Mr Han. From the dialogue, Mr Han maximized his losses for himself because he had lived in that area for a long time and was familiar with those places.

C. Maxim of Consent

Mr Han : You've taught me a very important lesson, Shao Dre. Life will knock us down, but we can choose, whether or not to get back up.

Dre : You're the best friend I've ever had, Mr. Han

Mr Han : Okay

(TKK/D4/MOC)

TKK : The Karate Kid

D4 : Dialogue 4

MOC : Maxim of Consent

The dialogue falls into the category of maxim agreement because Dre praises Mr. Han "You are the best friend I have ever had Mr. Han" This is related to the theory of the maxim of consent.

D. Maxim of Agreement

Dre : Mr Han. May I come in?

Mr Han : You may come in

(TKK/D5/MOG)

TKK : The Karate Kid

D5 : Dialogue 5

MOA : Maxim of Agreement

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Based on this dialogue, Mr Han agreed to Dre entering his house. So, he echoed Dre's opinion. "You may come in"

E. Sympathy Maxim

Mr Han : Where's your jacket?

Dre : I thought, I was warm enough without it

(TKK/D6/SM)

TKK : The Karate Kid

D6 : Dialogue 6

SM : Sympathy Maxim

From the results of this dialogue, Mr Han said "Where's your jacket?" He tried to maximize sympathy for Dre because he cared about Dre and he tried to ask Dre.

DISCUSSION

Referring to previous research, can show that the results of this research are in accordance with the results of previous research, namely research conducted by Safitri (2015) which states that Kind politeness strategies have types, namely Bold-on Record, Bold-off Record, Positive Politeness, Negative Politeness. Safitri's research (2015) has similarities to Positive Politeness, the first has similarities to Notice, attend to hearer's. Safitri's research (2015) discusses how to calm friends who have problems, while this study discusses advice for friends. the second has similarities to Exaggerate in Safitri's (2015) research and this research both discusses the feeling of joy. the third has similarities to the Seek Agreement in Safitri's (2015) research discussing the agreement said by Missy. this study discusses the agreement between Dre and Mr. Han to take Dre to school. and the last one has similarities to Be Optimistic in Safitri's (2015) research discussing Ellie's belief that her friendship will not dissolve, and in this research discussing Dre's belief that Mr. Han does what Dre wants. Research conducted by Ester (2022) which states that in films and the function of the principle of politeness there are 5 principles, namely the maxim of wisdom which functions to minimize harm to other people and maximizing benefits for others, the maxim of generosity which functions to reduce criticism for others and increase the losses of others, the maxim of agreement functions as giving space to the speaker to get out of the conversation situation with the speaker, the maxim of agreement functions as increasing agreement between oneself and others , and the sympathy maxim functions as reducing sympathy between oneself and others, increasing sympathy between oneself and others. The principle of politeness is used in knowing the important roles in the film, this is used by other people as a strategy to make it interesting to know what the author is talking about by involving the characters in the film. Mundiarti (2022) also reinforces the same thing that politeness in films is important for human behavior, including in terms of communication. In communicating, politeness is also needed to have good relationships with each other.

CONCLUSION

Researchers concluded after analyzing the data. The researcher collected data in the form of dialogue, namely finding that in the politeness strategies politeness strategies used by the main characters of the movie "The Karate Kid". Based on the identification and classification, the researcher can collect information related to the types of unusual actions and politeness strategies. The researcher finds phrases that tend to be politeness strategies, namely Bold On Record, Bold Off Record, Positive Politeness Strategy and Negative Politeness Strategy. The researcher finds three statements that use strategy 1 of the short-term recording strategy. Wisdom maxims or wisdom maxims have the basic idea of the principle of politeness. This means that story participants should follow the principle of reducing their interests and maximizing the interests of other speakers in politeness strategy activities. Simply put, it is a word that one speaker communicates to another speaker to minimize harm to the other speaker and maximize benefit to the other speaker.

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