

STRATEGIES OF POLITENESS FOUND IN “RICH TEEN SHAME GIRL AT THRIFT STORE” SHORT FILM: PRAGMATICS APPROACH

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ABSTRACT

This study aimed to identify politeness strategies in Rich Teen Shame Girl at Thrift Store. The research design of this research is qualitative descriptive. The data were collected by using an observational method and a non-participatory technique. The data were analyzed using the practical identity method and pragmatic competence-in equalizing. The data source in this study is Rich Teen Shame Girl at Thrift Store short films. This study showed that there were 15 data of politeness by the characters in the short film. There were 2 data on record found in the short film, 9 data of positive politeness, 2 data of negative politeness, and 1 data showed off-record. Rich Teen Shame Girl's positive politeness strategy was more dominant in Thrift Store short film. In conclusion, politeness strategies, namely bald on record, positive politeness, negative politeness and off-record. Positive politeness was the most frequently used strategy of politeness.

Keywords: Pragmatics, Politeness, Short film

INTRODUCTION

People interact with one another using a language as a tool of communication. Language is a sign system to express human ideas, signs, and formula's polite. Throughout various activities and certain circumstances, language is a way of conveying a message in the form of expression (Jurafsky & Martin, 2020). Language is an extremely important role in establishing and maintaining personal connections within society. Humans have strategies for creating and maintaining relationships within a society. The strategies are known as politeness strategies, politeness is one of the fields in pragmatics. The study of pragmatics examines meanings that depend on or are influenced by how words

and sentences are used (Kroeger, 2019). Huang (2017) politeness is a concept that refers to 'proper' social behaviour, to speak and behaviour that generally comes from individual or group. Politeness is developed by society to reduce conflict in interpersonal interactions. In other words, politeness is the way people save the face and feelings of others in their communication.

According Cutting (2020), Politeness is a psychological state that is expressed emotionally, it can be lost, maintained, or enhanced in interactions. Politeness strategies help people to reduce face threatening act (FTA). Face threatening act is an action that damage the face of the interlocutor or speaker by acting against of the interlocutor. In face-threatening act, the people threaten others' faces through a look, expression, or non-verbal communication. Cutting (2020) stated that there are four strategies in politeness. Those four strategies are bald on record, negative politeness, positive politeness, and off -record.

Politeness often reflected in everyday life such as at school, in shopping centre and others. For example, in teaching and learning activities at campus. The lecturer explains the course and after that the lecturer says "Question please". The utterance "Question please" defines politeness. Through this utterance, the lecturer asks students to ask questions.

Short films also display the phenomenon strategies of politeness. The short film can be seen as a reflection of politeness strategies in society. In the short movie, the conditions of daily life are reflected. Short film refers to films with a short duration or less than 60 minutes (Artisna et al., 2020). In the short film there are conversations from the characters which are so many words that contained of strategies politeness. In this research, the short film being discussed is the short film by Dhar Mann entitled "Rich Teen Shame Girl at Thrift Store". "Rich Teen Shame Girl at Thrift Store" is short film which tells of some rich girls bully their classmate named Laura just because Laura buys things from the thrift store. Laura buys cloth from the thrift store to customize it into a unique. It was created by Dhar Mann, entrepreneur with millions of subscribers on his YouTube channel and founder of Live Glam and Dhar Mann Studio. He makes motivational short films and his videos can be found on Facebook, Tiktok, and YouTube.

There are many dialogues that related to strategies of politeness in Dhar Mann's short films. The example politeness can be found in "Rich Teen Shame Girl at Thrift Store". "Wow that's so creative" in minute 03:55-03:58. "Wow that's so creative" uttered by Laura's friend is politeness. The expression said by Laura's is kind of positive strategies of politeness. Laura's friend uses this strategy to show her good intentions to Laura so that she should not be afraid to show her work. Laura's friend shows that she is interested in Laura's work.

In order to provide the evidence of the validity, the researchers cited two previous research with the same topic as this research. Meiratnasari et al., (2019)

analysed strategies of politeness in Indonesia English Textbook. The researchers applied Brown and Levinson's theory. There are four types of politeness strategies namely, bald on record, positive politeness, negative politeness, and off record. Based on their journal, positive and negative politeness strategies were most dominant strategies that reflected in the textbooks.

Fitria et al., (2020) analyzed the politeness strategies reflected by the main character in "Bridge to Terabithia" movie. The researchers used Brown and Levinson (1987) theory. As the results of this research, there are four types of politeness strategies namely bald on record, positive politeness, negative politeness, and off record. The dominant type that used is bald on record strategy and positive politeness strategy.

This research and previous studies discussed the same topics, the difference lies in theory and data sources. This study uses data from the short film Rich Teen Shame Girl at Thrift Store as a data source. The character of the story utters various strategies of politeness. In summary, this research was focused on studying the strategies of politeness employed by the characters in the Rich Teen Shame Girl at Thrift Store short film. The researcher also analysed four strategies politeness in the whole conversations by characters of "Rich Teen Shame Girl at Thrift Store".

LITERATURE REVIEW

Pragmatics

Pragmatics is the field to involve human interaction. In interaction, respect among people is necessary for good communication. Politeness is essential to respecting others. Politeness is one of the units studied in pragmatics. Huang, (2017) stated that pragmatics is a systematic study of meaning based on language usage. In other word, pragmatics study examines how language is used in context. The study of pragmatics refers to the correlation between word and meaning between speakers and listeners (Cummins, 2019).

Politeness

Cutting (2020) stated that politeness means paying attention to both the positive and negative aspects, that is, to the desire to be recognized and not disturbed. During an interaction, politeness is the manner of showing awareness of another person's face (Rahardi, 2019). The need face is considered valid in all cultural levels where face is defined as something that can be lost. The face is constantly risk because all forms of language action called face threatening act - FTA (face threatening act) which has the function of connecting the speaker with the interlocutor is seen as a threat to the interlocutor. Therefore, all actions that threaten the face must be neutralized by using strategies of politeness. Precisely,

politeness is understood as the basis in producing social order. And it is a tool to facilitate interaction. According to Erlinda (2019) politeness is based on speaking and listening behaviours, cultural etiquette, and etiquette. In conversation, politeness can smooth utterances in several contexts. The qualities of being politeness are tact, generosity, modesty, and empathy.

Strategies of Politeness

Bald on Record

Typically, bald on-record strategies do not try to minimize the damage to the interlocutor's face. By using this strategy, the interlocutor may feel surprised, embarrassed, or uncomfortable. Bald on record is a strategy to do FTA to state something clearly and directly.

Mark : **“Give me the mailing list”**
Eduardo : “jabberwock12.listserv@harvard.edu”
(Umayah et al., 2018)

Positive Politeness

The strategy is used to show the intimacy of the interlocutor who is not someone close to the speech. In interaction, people try to share their interest in the same fate and seem to have the same desires as the other person and are considered as mutual desires. Specifically, the goal of this strategy is to reach the interlocutor who wants to be spoken directly as a mutual desire between the interlocutors. Positive politeness strategy is a strategy to do FTA by giving the positive face to the interlocutor. The speaker gives the impression to the interlocutor, and the speakers have the same desire for the interlocutor to show the relationship between them.

Anne : **“You shouldn't** have twitted her about her looks Rachel”
Rachel : “why” (Lestari & Nababan, 2020).

Negative Politeness

Negative politeness involves concealing the negative face of the interlocutor and the speaker's desire to be free of responsibilities. Positive politeness strategies also involve this action, which is the basis of appreciative behaviour. The difference between this strategy and any others is that the speaker manages to minimize certain burdens as something that cannot be avoided by the interlocutor. Basically, this strategy assumes the speaker will cause the interlocutor inconvenience or bother because he has entered the territory of the interlocutor. Negative politeness used to show the social distance between the speaker and the speaker.

P : **“Excuse me? I hope you don’t mind but can I buy her whatever she wants?”**

A : **“We’re actually on a budget”** (Suyono & Andriyanti, 2021)

Off- Record

Strategy implemented in a disguised manner and without a clear communicative intent. Off record used in situations where the speaker want to do something face-threatening to the interlocutor but the speaker do not responsible for it. Moreover, it indicates that speakers can use the strategy in order to avoid having to do FTA. Off-record uses indirect language and protects the speaker from imposing their views.

Justin : **“It’s a camera obscurd”**

Olivia : **“Yeah, he’s ten”** (Ulfa, 2019)

RESEARCH METHOD

Descriptive qualitative was applied in this study. Qualitative is a type of research that explains and understands the meaning in a group of people stemming from a social activity. The entire of utterances in the Rich Teen Shame Girl at Thrift Store short film become the data source of the research. The observational method was applied to collect the data. Observational method is a data collection technique where the researcher is not involved in the dialogue. Additionally, this method also called non-participatory techniques. There are steps of collecting data. First, the researchers watched the short film entitled “Rich Teen Shame Girl at Thrift Store”. Second, the researchers read the script and screen shoot the utterances that conduct the strategies of politeness. This research used the pragmatics identity method. The pragmatics identity method contains participants who refer to the conversation. There are steps in analysing data. First, the researcher found the data. Then, analysed the utterances of the characters in the short film to find out the strategies of politeness by using Cutting (2020)’s theory.

FINDING

In this study, the politeness found was classified according to their strategies. They are bald on record, positive politeness, negative politeness and off-record. Bald on record found 2 data, positive politeness found 9 data, negative politeness found 2 data and off-record found 1 data. The number strategies of politeness finding data found from sentences in the dialog from the character “Rich Teen Shame Girl at Thrift Store” short film was analyzed and discussed in this study.

Table 1. Strategies of politeness in “Rich Teen Shame Girl at Thrift Store” short film

| No | Strategies Politeness | Amount |
|------------|-----------------------|--------|
| 1 | Bald on Record | 2 |
| 2 | Positive Politeness | 9 |
| 3 | Negative Politeness | 2 |
| 4 | Off-record | 1 |
| Total Data | | 15 |

Data 1

Laura : “**What do you want Kendra?** I’m not in the mood”
 Kendra: “Why do you seem so upset” (08:58-09:01)

The conversation happened when Laura and Kendra meet in front of thrift store. “What do you want Kendra” uttered by Laura is kind of bald on record strategy. Laura directly asked what Kendra wants. By saying “What do you want Kendra” the speaker wants to make the interlocutor feel uncomfortable and leave the conversation.

Data 2

Laura : “I don’t want to talk about it, **leave me alone!**”
 Kendra : “Let me guess that little dream of yours didn’t work out” (09:03-09:08)

The conversation above happened when Laura wants to return the cloth to the thrift store and Laura notices that Kendra is coming to talk to her. Laura said “leave me alone” directly to request Kendra to leave her immediately. “Leave me alone” uttered by Laura is bald on record strategy. The function of this strategy is to state something clearly and directly.

Data 3

Laura : “**What’s your problem Kendra?** I haven’t done anything o you”
 Kendra : “Why do you keep being so mean” (06:04-06:07)

The utterances above happened when Kendra met Laura after school. Kendra sees the cloth and item belongs to Laura. Without further ado, Laura immediately asked Kendra's purpose for coming to see her after school. “What’s your problem Kendra” is expression by Laura to ask the point of Kendra’s purpose. “What’s your problem Kendra” is Bald on record strategy. This strategy use to state something clearly and on point.

Data 4

Laura : “I made this necklace”
Laura’s friend : “**Wow that’s so creative**” (03:55-03:58)

The utterances above happened when Laura shows her works in front of the class. She also shows the necklace to her teacher. “Wow that’s so creative” uttered by Laura’s friend is strategy of positive politeness. Laura’s friend said “Wow that’s so creative” to shows her interest to Laura. Positive politeness uses to show interest to speaker or hearer.

Data 5

Laura’s friend : “**Personally, I love your idea**”
Laura : “Thanks” (05:07-05:11)

The conversation above happened between Laura and Laura’s friend. Laura’s friend interested with Laura’s idea by saying “Personally, I love your idea”. The utterance of Laura’s friend is strategy of positive politeness, because the speaker shows her interest and support to the interlocutor. Positive politeness uses to show interest to speaker or hearer.

Data 6

Miss Jacobs : “Just keep going and everything will fall into place”
Laura : “**You are right, thanks miss Jacobs**” (11:32-11:36)

The conversation above happened when Laura met with her teacher at the thrift store. The word “miss Jacobs” uttered by Laura is positive politeness strategy. Positive politeness is the strategy of the speaker to convey such in-group membership. Laura says “miss Jacobs” to respect her as a teacher.

Data 7

Cashier : “**Can I help you?**”
Laura : “I’d like to return all this stuff if possible” (09:43-09:45)

The utterances above happened when Laura wants to return the cloth at the thrift store. “Can I help you?” uttered by cashier defines positive politeness strategy. Positive politeness is a strategy of the speaker to offer something to the interlocutor. The cashier offering help to Laura by asking “Can I help you?”

Data 8

Laura's friend : "Hey **is everything okay?**"
Laura : "No, Kendra just threw all this stuff in the trash"
(06:35-06:41)

The conversation above happened when Laura's friend sees Laura is sad. "Is everything okay?" Uttered by Laura's friend defines positive of politeness strategy. Positive politeness is strategy to show the sympathy to the interlocutor. Laura's friend shows her sympathy to Laura by asking "Is everything okay?" The speaker saves the positive face of the interlocutor and by showing the sympathy.

Data 9

Kendra : "**Do you mind if I had**"
Laura : "Sure" (14:50-14:51)

The conversation above happened when Kendra meet Laura at Laura's company after so many years. "Do you mind if I had" uttered by Kendra defines positive politeness strategy. Positive politeness is strategy of the speaker to request something with save the positive face of the interlocutor. Kendra wants to hold Expensive bag by asking to Laura.

Data 10

Kendra : "I'll be shopping at your maze and buying birkin"
Laura : "**I'm really happy to you Kendra**" (04:49-04:54)

The conversation above happened when Kendra met Laura in the public area. "I'm really happy to you Kendra" defines positive politeness strategy. Positive politeness is strategy of the speaker to avoid agreement to the interlocutor without damage the positive face of speaker. Laura seems disagree but still shows polite to Kendra by saying "I'm really happy to you Kendra".

Data 11

Laura's Friend : "**I feel bad. I know you don't make much of these**"
Laura : "It's.. it's fine" (07:35-07:37)

The conversation happened when Laura's friend doesn't have enough money to buy all Kendra's items. "I feel bad. I know you don't make much of these" is positive politeness strategy. The strategy of positive politeness is strategy

of the speaker to show sympathy to the interlocutor. Laura's friend sympathy to Laura's hard work by saying "I feel bad. I know you don't make much of these"

Data 12

Laura : **"Oh no I'm sorry to hear that"**
Kendra : "Its fine" (14:12-14:14)

The conversation above happened when Laura knows Kendra's father was bankrupt. "Oh no I'm sorry to hear that" is kind of positive politeness strategy. Positive politeness is strategy of the speaker to show sympathy to the interlocutor. Laura shows sympathy to Kendra by saying "Oh no I'm sorry to hear that".

Data 13

Laura : "Hi miss Jacobs, **what are you doing here?**"
Miss Jacob : "I just came to look for something" (10:09-10:12)

The conversation happened when Laura met Miss Jacob at the thrift store. "What are you doing here?" is negative politeness strategy. Negative politeness is the strategy to indicate distant and be direct. With direct questions, the speaker can get information to the listener directly. It means that the speaker avoids obscurity.

Data 14

Miss Jacob : **"Sorry, you didn't get a chance to finish"**
Laura : "okay" (04:37-04:39)

The utterances above happened when the school bell is ringing. "Sorry, you did not get a chance to finish" is negative politeness strategy. Negative politeness is the strategy of the speaker to indicate social distancing between the speaker and the interlocutor. As a teacher, Miss Jacob orders Laura to stop her presentation by saying "Sorry, you didn't get a chance to finish".

Data 15

Miss Jacob : **"Whenever you are ready"**
Laura : "Okay" (03:01-03:02)

The utterances above happened when Miss Jacob calls Laura to present her work in front of class. "Whenever you are ready" is off record strategy. Off record is strategy if speaker want to take a face-threatening action but refuse the

responsible for the action. Miss Jacob wants Laura to present her work quickly. Based on Miss Jacob's utterance, Miss Jacob judge that Laura is very slow.

DISCUSSION

This research examined the politeness strategies in Rich Teen Shame Girl at Thrift Store as seen in the short movie. As a result of the research, all the strategies of politeness were applied in the study. There are 15 data of politeness in Rich Teen Shame Girl at Thrift Store include the strategies of politeness. Those are bald on record, positive politeness, negative politeness and off -record. The most dominant strategy of politeness is positive politeness. Positive politeness is a politeness strategy that really pays attention to the reaction of the interlocutor. Positive politeness was found to be the most common form of politeness.

In the Rich Teen Shame Girl at Thrift Store short movie, the study of courtesy strategies consists largely of observing how people use language during interactions or communication. It teaches how to properly use the language so you can have a smooth conversation. Nevertheless, in terms of communication, everyone wants to be understood and not annoyed by others. people also do not want to look ridiculous as they communicate.

Politeness strategies should be used by both speakers and recipients in order to ensure mutual understanding and clarity, self-esteem, and respect. The above factors are crucial for the appearance of comfortable circumstances in a conversation. Politeness is a topic on which many theorists have built their ideas and principles in relation to this goal (Andi, 2018). In a bald on record, the speaker does nothing to minimize threats to the face of the listener. The main reason it is used is that whenever a speaker is aspiring to do the FTA as efficiently as possible, more than it is aiming to satisfy the hearer's face whatsoever. The positive politeness strategy is meant to minimize distance between them by expressing friendliness and respect for their needs. A system of negative politeness is the most elaborate and conventionalized strategies for redressing FTA grievances; it dominates etiquette books, although some attention is also paid to positive politeness. Off-record strategy refers to a communicative act in which it is impossible to assign one clear communication intention to it (Aditiawarman & Elba, 2018).

The researcher found that positive politeness strategy was the most common politeness found. The same result was also found by Hardjanto (2020) in refusal to higher status by English and Indonesian speaker, Rahmi (2020) in student's texting in lecturer, and Probosini (2020) in the Main Characters of The Devil Wears Prada Movie.

CONCLUSION

The characters in Rich Teen Shame Girl at Thrift Store used politeness strategies as seen in the movie. There were bald on record, positive politeness, negative politeness, and off-record strategies. Laura, Laura's friend, and Miss Jacob used positive and negative politeness. In positive politeness, the characters motivate the speaker by rewarding or reinforcing them. Miss Jacob used negative politeness when there was no response from Laura. Kendra and Laura used bald on record as a way to directly address the interlocutor. Off-record used by Miss Jacob to directly say something to the interlocutor. The researcher found four strategies of politeness namely bald on record, positive politeness, negative politeness and off-record. The most dominant strategy in this research is positive politeness strategies

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