

Politeness Strategies The Use of Bald-On Record in The “Moana” Cartoon Movie

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ABSTRACT

This research in title “Politeness strategies the use Bald-on Record in the MOANA movie. The problems of this research are: What kinds of Politeness Strategies used Bald-on record by the character in “Moana” & What are the functions of Politeness Strategies Bald-on Record used by the main character in “Moana” movie. The researcher used descriptive qualitative method. The purpose of this research is to identify, classify, analyze the function and types of politeness strategies in used that can be shown in the conversation in the animation movie. In collecting data, the writer concentrates the utterance”s which contains the politeness strategies produced by the main character in the movie. The result of the research, there are 4 strategies that are used by these 2 characters; bald-on record, positive politeness, negative politeness, and off record. This research foccus in politeness strategies use bald-on record.

Keywords; *Politeness strategy, moana*

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INTRODUCTION

In social life, every person uses a language as a way to communication. Language influences human life as the bridge to have relationship with other people or society. Sometimes, people are not aware when they use the language, they make unstructured utterance in communication. But it is not a problem, because the most important point of using the language is that their speech could be accepted and make sure that there is no misunderstanding between the speaker and the hearer when they have conversation or communication. Yule (1996 :47), in his book,

said that in the effort to expressing and asserting himself, people not only produce grammatical structure sentences but they also produce or show actions in that language.

Language is used for communication to convey one’s intention to each other in social interactions. It conveys meaning and makes other people know what other people say and express. Gamble (2005) stated that language has an important role of the behavior and culture in society. Language is a system of behavior and we have many different tools at our disposal in this system: voice, facial expressions, gestures and other elements of an individual’s conversational

style, give each of us clues as to how the other feels about what they are saying. In daily conversation, however, this ideal communication does not always occur for some reasons. For politeness reason, for example, some people choose to break the rule of being informative as is required. Instead, they tend to give as much as information they had. Politeness plays an important role in human communication. The choice of different politeness strategies more or less can throw great impact upon the success of the communication.

Communication is purely an act of exchanging or transmitting ideas, information, thoughts or feelings to others as well as receiving any feedback from them by recognizing what has expressed by others. Being able to be in touch effectively is the most important of all life skills. As a social human being, developing communication skills can help people in making a good relationship. There is various way of communication, for instance verbal and non-verbal communication, face to face, or even by media (letter, telephone, radio, television, etc).

In addition, when we speak to other people in a communication or a conversation, the speaker does not only speak the source language but the speaker must interpret the speaker's meaning to the hearer. And the speaker can make hearer to understand the meaning of that utterance by what the speaker

said. Communication just perform in conversation or dialogue which performed by speaker and hearer in the movie.

In this society, every human faces many differences such as gender, age, social hierarchy, as well as ethnic background. Hence, this can be a challenge for people to alter their language when expressing their feeling or transferring messages. This is aimed to keep away from face threatening acts or to minimize threat from audiences. This action, as revealed by Brown and Levinson, is called as politeness strategies, the strategies to minimize the threat. In other word, applying politeness in conversation is necessary. When talking about politeness, it can be dissimilar in every language and culture. This means that appropriate action can be polite in one place, but can also be rude in another place. For example, when receiving instead of saying "thank you" or giving something with left hand can be acceptable in western culture but it is not tolerable in Indonesian culture.

Politeness can also be found in a film such as Moana cartoon movie. It can be seen in the example of Moana and Maui's utterance that contains politeness strategy.

Maui: Cheeeehooooo. Gonna miss you, drumstick.

Moana: You could come with us, you know. My people are going to need a Masterwayfinder.

Maui: They already have one.

This conversation takes place on the seashore near Moana's canoe. When talking about the point of situation, serious situation does not exist in this scene. Peaceful, instead, does exist in this scene. This scene tells that Moana offers Maui whether he would like to join her to go to Motunui since Motunui needs a great way finder. This example actually has two strategies. The first one is applied by Moana and the other one is applied by Maui. However, when talking about the off record strategies, Maui's utterance is more precise for the off record strategy. His expression implies that he rejects the offer by answering in indirect way.

Based the case above, in this analysis, the researcher is interested in analyzing the use of politeness strategies, specifically bald-on record; positive politeness; negative politeness; and off record, that is intended by Brown and Levinson.. Nevertheless, the researcher will only focus on the utterance between Moana and Maui in the "Moana" cartoon movie. This movie is chosen as the data source because it is awarded as the top five best cartoon movies of Walt Disney Animation Studios in Oscar 2017 that was held at Dolby Theatre in Los Angeles, California. The writer carries out this research entitled "The Analysis of Politeness Strategy between Moana and Maui in the "Moana" Cartoon Movie."

RESEARCH METHOD

Method is the way that is used to get the data, Bull (2011:227). On the other hand, method is the way in doing something to understand a subject or an object of a research. Therefore, based on the problem of this research, the researcher uses descriptive-qualitative method. This is aimed to describe the object of this research, in which qualitative method emphasizes on field observation, and the research methods and the data are analyzed in non-statistical. The explanations will be developed by the researcher who is still referring to sources that is related to the fact.

According to Sudaryanto (1993), "qualitative method is a method that uses the data in the form of words, not as numbers". The data gained in this research are not in the form of the numbers but they are in the form of spoken, words, including notes, report, and photographs. Source of the data is where the data is derived from. It is divided into two types. They are source of substantive data and source of locational data (Sudaryanto, 1993:40). Substantial data is the source of the materials that will be analyzed, and locational data is source of the data that directly have collecting. Locational data of this research is "Moana" Movie and substantial data of this research is politeness strategies use bald-on record the Moana and Maui.

FINDINGS AND DISCUSSION

1. Findings

In this research, the findings show the politeness strategies of Moana and Maui as a woman and a man based on the request expressions they use in reaching their goal. In Moana's case, she uses all types of politeness strategies such as bald-on record (15), positive politeness (6), negative politeness (3) and off record (6). On the other hand, Maui only uses three politeness strategies which are bald-on record (25), positive politeness (1) and off record (4). Based on the results, it can be considered that Moana and Maui's speech differ significantly in relation to politeness use but they have something in common that the dominant politeness strategy they use is bald on record in which they speak what they want directly and have no intention to minimize the threat to the hearer's face.

From the request strategies and politeness strategies both Moana and Maui use, it is found that the dominant impact of communication process between them when Moana request Maui to do as she wishes is that the communication is successful. Although Maui is reluctant at first, Moana keeps on convincing him with all her might until Maui does what she wants him to do. It shows, for example, in data 30 that Moana tries to persuade him to

return the heart with her and after some negotiations he agrees.

Data 30

Page : 88 –89

Line : 439 –447

Moana gets the stone back and with the help of Maui they are able to escape from Kakamoras. However, Maui still refuses to return the heart because they'll have to go through a whole ocean of bad and most importantly a monster named Te Ka. In the end, Moana tries to convince Maui.

Maui : I'm not going on a suicide mission with some mortal. You can't restore that heart without me and me says no.

Maui : I'm getting my hook. End of discussion.

Moana : You'd be a hero. That's what you're all about, right?

Maui : Little girl, I am a hero.

Moana : Maybe you were. But now, now you're just the guy who stole the heart of Te Fiti. The guy who cursed the world. You're no one's hero.

Maui : No one?

Moana : But...put this back, save

In the context, Moana tries to make Maui do what he has to do which is to return the heart to Te Fiti and save the world. At first Maui refuses but when Moana tells him that he is no longer a hero, Maui begins to quiver. Moana's utterance "But... put this back, save the world, you'd be everyone's hero" is perceived as a direct request in the form of

imperative statement as the request strategy. This kind of request is at the highest level of directness and signals as an order. It demands an increase of compliance meaning that it must be obeyed by the hearer. The politeness strategy that Maui uses in making the request is bald-on-record added with reason. She orders Maui directly and has no intention of minimizing the threat to Maui's face. Added with a reason that he'll be a hero if he put the heart back and save the world, Moana succeeds in persuading him and making him to return the heart. The communication was successful seen from the deal they make later. In order to make a successful journey to the goddess, they have to beat Te Ka first. Moana and Maui have a deal that they have to get his hook first. Maui is thrilled to have his magic hook back and beating up Te Ka to restore the heart. Seeing that, Moana is content.

On the other hand, the communication often does not go well when Maui wants the Moana to perform an act. She always says no firmly to any of his commands that are opposed to their goal. In data 51 and 52, he wants her to stop the boat and then turn around but she shouts 'No!' and keeps sailing.

Data 51 and 52

Page : 96

Line : 683 -690

To get to Te Fiti, Moana and Maui have to get past Te Ka first. Te Ka is too strong

and they cannot get past him. Moana keeps on sailing to get past Te Ka but Maui thinks it is dangerous that the monster can kill them both, so Maui tries to stop her.

Maui : What are you doing?

Moana : Finding you a better way in!

Maui : We won't make it!

Moana : Yes, we will!

Maui : Turn around!

Moana : No!

Maui : Moana, stop!

Moana : No!

Maui's utterances in data 51 and 52 are direct requests in the form of imperative statements. The imperative is the grammatical form directly signalling that the utterance is an order (Trosborg, 1997:204). In the conversation, Maui as a demigod expected to have power over Moana, a daughter of a chief, issues her to turn the boat around and stop sailing. Moana is obliged to carry out the order but her response to the orders shows otherwise. She strongly says no and keeps on sailing the boat. Those utterances are included in the bald-on-record politeness strategy. In using this strategy, Maui directly orders Moana to turn the canoe around and stop it without minimization of doing face-threatening act but he does it for the sake of their lives because it is dangerous that Te Ka can kill them both. The conversation shows that they have different opinions about obeying his request

to stop sailing. She is determined by strongly saying no to him and do what she wants.

In relation to hidden power existing in close connection to request, one participant can drive other participant(s) to do something. It can be examined by focusing on the hidden meaning of the speech function in the utterances produced by the participants whether they mean as controlling and constraining the participants including who is powerful and no-(less)powerful participants (Fairclough, 1996:46). The factor determining the power which the participants have are what is said or done, the social relation the participant has in particular situation and the 'subject position' the participant can occupy. Based on the findings, power in this movie are reinforced through the portrayal of Moana and Maui's requesting speech act and the impact of communication process whether it is successful or not. Moana and Maui's speech portray that this movie does not apply the traditional views about the gender traits that men are still portrayed to be stronger, dominant, and powerful rather than women. In these conversations, Moana is portrayed as a powerful character who can control Maui to do what she demanded. Moana's strength of character is in her unselfish rebellion to prove her independence to her overprotective father. Unlike other Disney princesses who rebelled for love or simply for the sake of being free, Moana rebels

so that she can save her people, despite the great danger she faces by doing so. For example, it can be noticed when Moana dominantly used imperative request strategy and bald-on record politeness strategy, Maui always did what she ordered and only interrupts Moana a few times in the rising action when they first met with different request and politeness strategies. This is opposing what gender and politeness studies mostly claim so far. That women's language is stereotyped as deficit, dominated, and interrupted by men does not significantly present in Moana movie. On the contrary, Maui's requests are often opposed to their goal in restoring Te Fiti's heart in her quest to end a spreading blight. For example, this portrayal can be seen in the data 36 when Maui wants to use his power by using imperative request strategy and bald-on record to control Moana to stay instead following him to the realm of monsters, his power still can be opposed by Moana proving that she isn't weak and be able to catch up with him.

Data 36

Page : 91 -92

Line : 525 -535

In the realms of monster, Maui tells Moana to stay outside Tamatoa's lair but she says that she refuses. Maui then interrupts her by saying that he doesn't want Moana to screw up his plan.

Moana : Maui's fishhook!

Maui : Yeah! Moana : Sorry! I thought you were a monster... But I found your hook. And, you're right, this Tamatoa guy really likes his treasure.

Maui : Stay.

Moana : What? No. I'm the one who found...

Maui : Listen. For a thousand years, I've only been thinking of keeping this hair silky, getting my hook and being awesome again. And it's not getting screwed up by a mortal who has no business inside of a monster cave, except... Except maybe as bait.

Moana : Huh?

Furthermore, in the data 56, 57 and 58, both Moana and Maui obey to each other request since they are in an emergency situation. There is one time that Maui has a power to oppose Moana's power in the denouement act/resolution part of the script. In the last act, Maui is finally able to refuse to Moana's request for him to come with her to her village since her people need a master of way finding. Because Maui succeeds in returning the greenstone to Te Fiti and has his new hook, in this act he regains his confidence to be a hero to all and Moana acknowledges him as one. However, there is one fact that that cannot be forgotten that Maui will not be able to restore the heart and get his new hook if Moana does not help her.

Data : 56

Page : 98

Line : 749 -753

In the middle of beating Te Ka alone, Maui comes back to Moana to help her.

Moana : Maui! You came back. But your hook. One more hit and...

Maui : Te Kâ's gotta catch me first. I got your back, Chosen One. Go save the world.

Moana: Maui. Thank you.

Maui: You're welcome. Cheeeehoooo!

Data 57

Page : 98 -99

Line : 758 -759

Moana gets to past Te Ka and goes to Te Fiti. Maui helps her to distract TeKa and tell her to restore the heart to the spiral but she then realizes that there is no one there.

Maui : Get the heart to the spiral!

Moana : Te Fiti, it's gone.

Data 58

Page : 99

Line : 760 -761

Moana keeps on thinking why Te Fiti is not there and then she turns back to see that the spiral is on Te Ka's chest. She then realizes that Te Ka is Te Fiti in the form of lava monster because the goddess is angry that she lost her heart. After that, Moana tells the Ocean to let Te Ka come to her to restore the heart so Te Ka can change back to Te Fiti. Maui : Te Kâ!

Moana : Let her come to me.

In one particular circumstance where both characters need to cooperate for the same goal, the bald-on record strategy are used with similar degree of imposition. The

politeness strategy that Maui and Moana use is direct request exposing explicitly what he wants and has no intention of minimizing the threat to their facewants, which is considered as common to use in such emergency situation (Brown and Levinson, 1987: 95). The overall results of this study conclude that Moana and Maui have their own power to control other participant to do as they desire based on particular situations and refuse to do the request based on Moana's speech trying to show gender neutrality examined from the request strategies and politeness strategy used in the movie script. The main conclusion drawn from the findings of this study when the success of the impact of Communication process is used to determine the powerful participant in every conversation and the ending of the movie script is that eventhough Maui as a demigod is more powerful in the term of rank, Moana succeeds in reaching her goal to make Maui restore the 'heart' of Te Fiti.

CONCLUSION AND IMPLICATION

This research analyze about "Politeness Strategies the use Bald-on Record in "Moana" Cartoon Movie". In this research, the findings show the politeness strateggies of Moana and Maui as a woman and a man based on the request expressions they use in reaching their goal. In Moana's case, she uses all types of politeness

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