CHAPTER I

INTRODUCTION

1.1.Background

Every culture has a very different standard of politeness. In certain cultures, what is considered polite could be viewed as rude or improper. Because of this cultural variation, maintaining cross-cultural encounters successfully requires a greater understanding of politeness strategy. "People usually try to speak politely to build harmony so the conversation can be maintained," according to Lakoff 1990, referenced by Musyafaah, et al (2022). This implies that speakers must focus not only on the content of their message but also on how it is conveyed. Understanding how people use politeness strategies can help us better navigate social interactions and build harmonious relationships. In addition to strengthening your relationship with other people, being courteous can also help you develop rapport and respect, increase your confidence and self-worth, and sharpen your communication abilities. Fridolini, et al (2021) also state politeness is a social behavior that reflects a speaker's deference to the wishes and concerns of the addressee. Similarly, Lakoff (1972), defines politeness as appropriate behavior in specific circumstances to maintain effective relationships in society. However, lay audiences frequently misunderstand politeness to mean merely being refined and courteous in their language.

Politeness is a one of the scope of pragmatics, the branch of linguistics that studies how context influences meaning interpretation. Pragmatic theory emphasizes how context affects communication, demonstrating how individuals

speak with one another to reduce conflict and ensure effective communication. "Politeness is a universal feature of language that helps to manage social relationships and mitigate face-threatening acts," argue Brown and Levinson (1987). The best way to describe politeness is as the application of excellent manners or etiquette in real life. According to Brown and Levinson (1987), politeness theory introduces the idea of "face", essential for understanding politeness strategies. A positive face is the desire to be loved and admired, while a negative face is the desire to be independent and free from imposition.

Politeness strategies are essential tools for navigating social interactions and maintaining harmony. Brown and Levinson (1987) state there are four primary categories of these strategies: bald-on-record, positive politeness, negative politeness, and off-record. Each category serves different purposes based on the social factors and the relationship between speakers. Besides that, Holmes (2013) states the importance of social factors not only affects language directly but also how language is used to express social meaning and relationships between individuals. Additionally, three previous studies support this research. The first study, entitled "Politeness Strategies of The Main Characters of Pride and Prejudice" was conducted by Musyafaah, Yuliastri, Pratama in 2022. The study demonstrates on how to apply politeness strategies to keep the harmony of the conversation. The study's findings indicated that, out of 149 data, positive politeness was the most often used strategy, occurring 98 times. The second previous study, entitled "A Pragmatic Analysis of Politeness Strategies in Mulan Movie" was conducted by Ziaul Fitri in 2022. Positive politeness was the most commonly employed strategy, according to the researchers' findings, and it appeared four times throughout the

film. Through pragmatic analysis, the researchers also demonstrated how the cultural background of the characters in the Mulan movie influenced and determined the employment of politeness methods. The last study entitled "Politeness Strategies Analysis Reflected in Little Women Movie by Greta Gervig" conducted by Fridolini, Arisena, Idawati in 2022. According to the study, being polite is part of social life that a speaker uses in order to meet the addressee's various requests and concerns. The study's findings indicated that the character most frequently employs positive politeness as a strategy.

The data source used is the movie Black Panther: Wakanda Forever. The data examined are words, phrases and sentences spoken by the main characters in the movie. This movie was chosen as the data source because Black Panther: Wakanda Forever is a superhero movie directed by Ryan Coogler and released in 2022. It is the sequel to the 2018 movie "Black Panther" and continues the story of the fictional African nation of Wakanda, which is known for its advanced technology and hidden wealth. The movie deals with the aftermath of the death of King T'Challa (Chadwick Boseman), who was the Black Panther. The movie opens with the nation of Wakanda mourning the loss of their beloved king, T'Challa, who was also the Black Panther. The focus then shifts to his sister, Shuri (Letittia Wright), who is grappling with the responsibility of stepping into her brother's shoes and leading her people. The movie explores themes of griefs, leadership, and resilience as Wakanda faces new threats from the underwater kingdom of Talokan, led by Namor (Tenoch Huerta). The narrative delves into the rich cultural traditions of Wakanda and their efforts to protect their nation while honoring T'Challa's legacy.

The method used in this research is descriptive qualitative, which describes the types of politeness strategies based on the Black Panther: Wakanda Forever movie Observation and note-taking are the methods of collecting data used in this research. The steps in this observation and note-taking technique include script data gathering, dialog transcription, and politeness strategy identification. In-depth understanding of the dynamics of politeness within the cultural and narrative framework of Black Panther: Wakanda Forever, as well as the ways in which language is employed to establish and preserve social interactions in the movie.

The data obtained will be analyzed in the division of politeness strategies, namely bald on record, positive politeness, negative politeness and off record. Not only that, in the division of types of politeness strategies it will be seen what patterns are used in the communication that occurs. In addition, the existing data will be seen in terms of social factors that influence social interactions between characters in the movie.

Since it demonstrates the ways in which politeness is practiced in both African and American cultures, I am interested in analyzing this film. What is deemed nice in one culture may not be acceptable to another since every culture has a different standard of politeness. According to social circumstances, I also want to see variations in the application of politeness strategies. This is founded on the chance to comprehend the social elements that underlie the contact in order to gain a better understanding of the language choices and strategies of politeness that people employ in their daily interactions. As a result, this study aims at what are the types of politeness strategies, what are the patterns of different types of strategies and social factors used in Black Panther: Wakanda Forever movie script.

1.2. Limitation of The Problem

The limitation of this research will only focus on what types of politeness strategies are used and what types of patterns are used by the main characters according to Brown and Levinson theory. In addition, it will also study the social factors that influence the use of politeness strategies according to Holmes theory.

1.3. Research Questions

1. What types of politeness strategies used by the main characters in "Black Panther: Wakanda Forever"?

2. What kind of pattern of different types of strategies used by the main characters in "Black Panther: Wakanda Forever"?

3. What social factors influence the use of politeness strategies used by the main character in the movie "Black Panther: Wakanda Forever"?

1.4 Objective of The Research

1. To find out the types of politeness strategies are used by the main characters in "Black Panther: Wakanda Forever".

2. To identify the pattern of different types of strategies used by the main characters in "Black panther: Wakanda Forever".

3. To analyze the social factors that influence the use of politeness strategies used by the main character in the movie "Black Panther: Wakanda Forever"