

# POSITIVE POLITENESS STRATEGIES REFLECTED IN ANAK SASADA MOVIE

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## Abstract

This research was focused on the topic about positive politeness strategies reflected in *Anak Sasada* movie. This study was aimed to describe the types of positive politeness strategies employed by the characters in *Anak Sasada* movie. To describe the positive politeness strategies realized in the utterances employed by the characters in *Anak Sasada* movie. This study was conducted by descriptive qualitative method. The source of data was taken from *Anak Sasada* script movie. The data was collected by using documentary sheet. The technique for analyzing the data is descriptive qualitative research. The results of the study show the important points. There are ten types of positive politeness strategies employed by the characters in *Anak Sasada* movie when having conversation: Among all strategies, Notice is the most frequent strategy as the characters need to share notice with the others. Notice strategies (16 out of 77), Use Solidarity in Group Identity Markers (15), Offer or promise (3), Exaggerate (approval, sympathy with hearer) (6), Joke (5 out of 77), Assert or Presupposes Speaker's Knowledge Agreement (1), Give (Ask for) Reasons (11 out 77), Give gifts to Addressee (goods, sympathy, understanding, cooperation) (8 out of 77).

**Keywords :** *Politeness , Toba Batak, Positive Politeness*

## INTRODUCTION

Communication has an important role in our life. According to Gartside (1986:1) communication is the art of sharing anything. In its vital sense it means a sharing of ideas and feelings in a mood mutual understanding. Thus, people can cooperate with each other when they communicate just as they do in any other shared activity. Communication is usually defined as conversation, namely for sending and receiving message. If the message cannot be received it means that communication does not work well. In order to make communication run in harmony, the hearer should know the speaker's aim. Moreover, everyday we adapt our conversation to different situations. Among our friends for instance, we can easily say something that would be seen discourteous among strangers and we avoid over formally with our friends. In both situations above we try to avoid making the hearer embarrassed and uncomfortable.

People generally behave in accordance with their expectation concerning their public self-image or face wants to be respected. Face means public self image of a person; it refers to the emotional and social sense of self that everyone has and expects everyone to recognize

(Yule, 1996:60). Face has two aspects, positive and negative. An individual's positive face is reflected in his or her desires to be liked, approved of, respected of and appreciated by others. While an individual's negative face is reflected in the desire not be impeded or put upon, to have the freedom to act as one chooses (Thomas, 1995:169). Therefore, people in their relationship need to preserve both kinds of faces for themselves and the people they interact with the politeness utterances.

According to Brown and Levinson (1987:65), certain kinds of acts intrinsically threaten face, namely those acts that by their nature run contrary to the face wants of the hearer and / or of the speaker. For example, the hearer's positive face will damage when the speaker insulting the hearer, and also the hearer's negative face will damage when the speaker order the hearer. It also could damage the speaker's own positive and negative face for example, when the speaker admits that he has failed in his job and when the speaker offers help to the hearer. FTAs are acts that infringe on the hearer's need to maintain his or her self esteem and be respected. Brown and Levinson sum up human politeness behavior in four strategies among them are the bald on record strategy, the positive politeness strategy, the negative politeness strategy, and bald off record strategy.

Considering the phenomena above, the speaker should be able to produce the appropriate politeness strategy for being considered as a polite person. Furthermore, the researcher is interested to analyze the politeness strategies based on Brown and Levinson's politeness strategy in a film. The film entitled "Anak Sasada" tells about the poverty and education of people in the village who must wander to the city. The making of this film is inspired to preserve the culture of the region. This film tells the reality of everyday life that occurred in the community, and is a concern for the culture of Batak.

The film puts the situation most in workplace and house where they lived, where the different statuses such as parents, friends, boss or the superior interact as the result there are many politeness strategy employed in this movie. Since there are many employment of positive politeness strategy found in the dialogue in the film entitled "Anak Sasada". The researcher tries to analyse them. To clarify the research background, the following example will give clear understanding about it.

## **LITERATURE REVIEW**

### **Positive Politeness Strategies**

Brown and Levinson's concept of linguistic positive politeness is focused on the hearer's positive face. The possible face threat is reduced thanks to the fact that the speaker desires for at least some of the hearer's wants (Brown and Levinson 1987). Positive politeness is

repressive action directed at the positive aspect of the other's face. Yule (1996), a positive politeness strategy leads the requester to appeal to common goal, and even friendship, and via expression. In addition to hedging and attempts to avoid conflict, some strategies of positive politeness include statements, of friendship, solidarity, compliments, and the following examples from Brown and Levinson:

**1) Notice; Attend to H (his interests, needs, wants and good)**

Generally, this output suggests that S should take notice of aspect of H's condition.

Example: "You look sad. Can I help you?"

**2) Use solidarity in-group identity markers**

The using of address form such as: mate, honey, mom, darling and sweetheart are the way which can be used to show this strategy.

Example: "Ask away, dear boy, ask away?"

**3) Intensify interest to H**

Speaker to communicate to Hearer that he shares some of his wants is to intensify the interest of his own (S's) contributions to the conversation.

Example: "You know, isn't it?"

**4) Be optimistic**

Optimistic expression of FTA's seemed to work by minimizing the size FTA. This minimization may be literally stated with expression like *sure*. Example: "I'll just come, if you don't mind."

**5) Include both speaker (S) and hearer (H) in activity**

In this strategy the speaker uses an inclusive "we" form when the speaker really means "you" or "me". Example: "*If we help each other, I guess, we'll both sink or swim in this course.*"

**6) Offer or promise**

Offer and promise can indicate that S and H are cooperators. However, S may choose to stress his cooperation with H by claiming that whatever H wants, S wants for him and will help him to obtain. Example: "*If you wash the dishes, I'll vacuum the floor.*"

**7) Exaggerate (approval, sympathy with hearer)**

The use of "exaggerate" can be done with exaggerate intonation, stress, and intensifying modifiers. The expression like "for sure", "really", "exactly", and "absolutely" are used to indicate this strategy. Example: "*That's a nice haircut you got; where did you get it?*"

**8) Avoid Disagreement**

Avoid disagreement is claimed that people avoid disagreement to respond and a preceding utterance. It is simply observed that they are much more direct in expressing

agreement rather than disagreement. In this case the speaker tries to hide the disagreement by saying “yes, but...”

Example: “Yes, it’s rather long; not short certainly.”

#### **9) Joke**

In this strategy the speaker makes a joke to the hearer to show the positive politeness.

Example: “*Wow, that’s a whopper!*”

#### **10) Assert or Presuppose Speaker’s Knowledge of and Concern for Addressee’s Wants**

This strategy can be shown by asserting speaker’s knowledge and concerning for the hearer’s wants.

Example: “*I know you’re going to ask, Mike*”

#### **11) Presuppose / Raise / Assert Common Ground**

This strategy can be done by having gossip and small talks, here speaker talked something about an unrelated topic before talking about he wants. Personal centre switch is one part of this strategy. This is where the speaker speaks as if addresses or speaker’s knowledge is equal with hearer’s.

Example: “*You already are someone, aren’t you?*”

#### **12) Seek Agreement**

This strategy can be shown by choosing the safe topics. In this case the safe topics are chosen by the speaker in order to show this strategy . In this case repetition is used to stress emotional agreement with utterance.

#### **13) Give (Ask for) Reason**

Another way of indicating that S and H are cooperators is by including H in the activity, for S to give reasons as to why he wants. For example example , “*Why don’t we go to mall?*”

#### **14) Assume or Assert Reciprocity**

In this strategy the speaker does something for the hearer if the hearer does something for the speaker. Example : “If you don’t mind, I will be going now.”

#### **15) Give gifts to Addressee (goods, sympathy, understanding, cooperation)**

It is done by giving not only tangible gifts but also human relation needs such as the wants to be found agreeable, admired, cared for, and understood.

Example : “Good luck today, Tom.”

### **Anak Sasada Movie**

Anak Sasada or The Only Son is the Indonesian film, which is nuanced Batak culture, as well as the first film once using Batak Toba language in Indonesian film. This film uses Batak language and is equipped with a translation with Indonesian subtitle. The film tells about

the poverty and education of people in the village who must wander to the city. The making of this film is inspired to preserve the culture of the region. This film tells the reality of everyday life that occurred in the community, and is a concern for the culture of Batak.

"*Anak Sasada*" which is packed in the Batak Toba language dialogue, describes the reality of rural poverty in Tapanuli through the figure of Sabungan. Sabungan is a son of an old couple who lived in a village. In his daily activities, Sabungan went to coffee shop, got drunk, and had many debts to pay. He needed money and he asked money from his mother by selling *ulos* that was inheritance from his grandparents. Sabungan's sister named Tiur. Tiur had been expelled from her school because she did not pay the school fee for about 4 months as Sabungan took all the money. His uncle mad at him and Sabungan left his hometown to seek a better life. He came to Medan by using the money from selling *ulos* family and from his uncle. Apparently the overseas land was not as expected. Sabungan met Pastima and Patik who become his roommate. He works and gets salary, then Sabungan got into trouble with the bandits and encountered a tragic fate. Sabungan almost die in the battle with the bandits, fortunately Pastima come and save his life. Then in the hospital he meets his sister Tiur.

This research uses pragmatic approach since the researcher studies language use. The language used by the people consists of utterances that most of them mean more than what people say. This research also discusses how the people use language in their communication as determined by the condition of the society. Those are the reasons why the researcher applies pragmatic as the approach.

The researcher chooses *Anak Sasada* movie as the main source of data in the research. According to the research focus, the topic of the research is concerned with the kinds of positive politeness strategies to deliver the speaker's intention to the hearer using language. The researcher classifies all data based on Brown and Levinson's theory in analyzing the politeness strategies used by the characters. The classifications only focus on positive politeness strategies.

## **RESEARCH METHODOLOGY**

### **Research Design**

This study was a descriptive qualitative research. Creswell (2007:37) states that qualitative research is a research which begins with assumptions, a worldview, the possible use of a theoretical lens, and the study of research problems inquiring into the meaning individuals or groups ascribe to a social or human problem. The multiple data sources of this research are words or images (Creswell, 2007:38). The result of the analyzing process is also presented in the form of words, clauses and sentences instead of numerical data. This study used content analysis as the method to analyze the data. Mayring (2000:5) states that qualitative content

analysis is an approach of empirical, methodological controlled analysis of texts within their context of communication, following content analytical rules and step by step models, without rash quantification. The object of (qualitative) content analysis can be all sort of recorded communication (transcripts of interviews, discourses, protocols of observations, video tapes, documents).

### **Data and Source of the Data**

Vanderstoep and Johnston (2009:7) state that the data of qualitative research are described in a narrative fashion rather than in the forms of number. This research is qualitative, the source of data is a movie with title *AnakSasada*. The Data are all the utterances that use positive politeness strategies in *AnakSasada* movie.

### **Instrument of Data Collection**

The instrument of collecting the data is using the video recorder of movie with title *Anak Sasada*.

### **Research Procedures**

In order to approach the findings, this study will be analyzed based on descriptive qualitative. Descriptive is a term of describing findings based on logical explanation which is supported by related theory. Qualitative is concerned with the development of social phenomena explanation (Hancock 2009:7). In this study, after the data are collected, they were analyzed by these following stages :

1. Identifying the positive politeness strategies found in *AnakSasadamovie*, the actors' positive politeness toward it and the scene or statement that support the positive politeness in the movie.
2. Reducing the data which are not relevant toward positive politeness strategies in the *AnakSasadamovie*.
3. Classifying the positive politeness strategies as found in the movie with title *AnakSasada* and their positive politeness toward it.
4. Analyzing about actors' positive politeness toward gender discrimination in *AnakSasadamovie* which viewed from the positive politeness strategies that relate with the theory.
5. Concluding the actors' positive politeness based on the positive politeness strategies.

## DATA ANALYSIS

The representation of the positive politeness strategies realized in the utterances employed by the characters in *Anak Sasada* movie.

### Analyzing on the Types of Positive Politeness Strategies Used by the Characters in *Anak Sasada* Movie

After classifying the data on Brown and Levinson's theory, the researcher found ten types of positive politeness strategies the movie. The following are the table data analysis and data analysis of each type of positive politeness strategies used by the characters in *Anak Sasada* movie.

**Table 1. The Positive Politeness Strategies Found in *Anak Sasada***

No	Type of positive politeness strategy	Numbers of data	%
1.	Notice; attend to h's interests, needs, wants and good	16	20,78
2.	Use solidarity in Group Identity Markers	15	19,48
3.	Offer or Promise	3	3,90
4.	Exaggerate (approval, sympathy with hearer)	6	7,79
5.	Joke	5	6,49
6.	Assert/Presuppose Speaker's Knowledge of Addressee's Wants	8	10,39
7.	Presuppose/Raise/Assert Common Ground	4	5,19
8.	Seek Agreement	1	1,29
9.	Give (Ask) for Reasons	11	14,30
10.	Give Gifts to Addressee	8	10,39
<b>Total</b>		<b>77</b>	<b>100</b>

Based on the table above, the strategy of Notice ; attend to h's interests, needs, wants and good is found amount 16 data for all strategies. The strategy Use solidarity in group identity markers is found amount 15 data. The strategy of Offer or promise is found amount 3 data. The strategy of Exaggerate (approval, sympathy with hearer) is found amount 6 data. The strategy of Joke is found amount 5 data. The strategy of Assert/presuppose speaker's knowledge of addressee's wants is found amount 8 data. The strategy of Presuppose/raise/assert common ground is found amount 4 data. The strategy of Seek agreement is found amount 1 data. The strategy of Give (ask) for reasons is found amount 11 data and the strategy of Give gifts to addressee is found amount 8 data for all strategies. From description above, the data total which is analyzed is 77 data.

a. Notice; Attend to H (his interests, needs, wants and good)

**1. Nai Sabungan(mother): *Boasa ittor mulak ho boru? Boasa tung matangis ho? Why is it so fast you go home daughter? Why are you crying?***

**Rotua** : *Disuruh guru au mulak inong.*I was sent home by the teacher, Mom.

*(AnakSasada/13:00)*

It can be seen that NaiSabungantake notice to Rotua because she went home early and she was crying. NaiSabungan then hugged her and calmed her down. Naisabungan was crying with Rotua. It can be seen that S attend to H needs that is hugs.

**2. Amani Ramos(uncle):** *Ai boasa disuru mulak tole ho bere?*Why are you told to go home?

**Rotua** : *Nunga opat bulan uang sikola hu dang hona bayar.*It's been four months since my tuition has not been paid.

*(AnakSasada/13:23)*

It can be seen that Amani Ramos take notice to Rotua because she went home early. *Ai boasa disuru mulak tole ho bere?*Why are you told to go home?

**3. Rotua:** *Naeng tudia ho ito? Ito, unang lao ho ito. Ito sabungan naeng tudia ho ito, unang lao ho ito.* Where are you going?Don't go brother!Where are you going. Don't go brother.

**Sabungan:** *Ingkon hutinggalhon do huta on.* I have to leave this village

*(Sabungan pergi)*

**Amani Ramos(uncle):** *Unga ma ito, holan na mangarsakki do I, berekon si sabungan i. Nga sae be I, hipas ma hamu. Imana pe hipas ma di pangarantoanna. Unga be, unga unga . unga be inang, unga unga. Mulak ma au da ito da, unang pola sai pikir-pikiri be i.*Never mind girl, it just bothered my nephew Sabungan. Let him go. Hopefully he succeeded in overseas. I go home,sister. Do not think too much about his departure.

*(AnakSasada/14:16)*

It can be seen that Amani Ramos take notice to Rotua because she was sobbing because of Sabungan's departure. *Unga ma ito, holan na mangarsakki do i, berekon si*

*sabungan i. Nga sae be I, hipas ma hamu*, that means Never mind girl, it just bothered my nephew Sabungan. Let him go. Hopefully he succeeded in overseas. Amani Ramos gives supporting words to Rotua and NaiSabungan so that they would not stay in the grief.

b. Use solidarity in-group identity markers

The using of address form such as: mate, honey, mom, darling and sweetheart are the way which can be used to show this strategy.

**1. Parlapo Tuak(café's owner):** *Sabungan, dungo dungo ho! Ai dison do ho modom saborngin on? Oi, papette jo! Ai bayar hutangmu ba. Ai holan utangmu do dison, ai holan goarmu do dison ai ida jo bukku on ni . Sabungan, wake up, wake up*

Are you sleeping here all night?Wait ! pay your debt.Look at this book, it's all your name in it.

**Sabungan :***Tulang, jolo manggotil pe inangku asa hugarar da.*Uncle, as soon as my mother harvests I'll pay it all.

(AnakSasada/02:53)

From the dialogue, Sabunganusing of address form*tulang* in English means uncle.

**2. Nai Sabungan(mother):***Nga bottari inang, mulak ma hamu parjolo. Loppa ma gadong ta i.*It is afternoon, Daughter, go home first. Cook the cassava

**3. Rotua :***OloInong.*Yes, mother

(AnakSasada/03:32)

From the dialogue, Rotuausing of address form*Inong* in English means mother.

c. Offer or promise

Offer and promise can indicate that S and H are cooperators. However, S may choose to stress his cooperation with H by claiming that whatever H wants, S wants for him and will help him to obtain.

**1. Sabungan** : *Atik na boi au dohot nan ate?* Can I join with you?

**Si Doli Parjalang(a wanderer):** *Ho ma, molo lomo roham, bah rappak hita. Alai, unang ma jo dao ho sian natua-tuam. Ai hubege posi sahitni amongmu. Unang ma jo pittor borhat ho.* It's up to you,. But, don't go far from your parents. I hear that your father is ill. You should not leave.

*(AnakSasada/21:12)*

From this scene, It can be seen that Si DoliParjalang using strategies offer or promise to Sabungan*Ho ma, molo lomo roham, bah rappak hita* .means if you want, lets go together.

## **FINDINGS**

There are ten types of Positive politeness strategies employed by the characters of *Anak Sasada* movie when having conversation. The positive politeness strategies are a result of observational learning from their environment. positive politeness is focused on the hearer's positive face. The possible face threat is reduced thanks to the fact that the speaker desires for at least some of the hearer's wants. They are Notice strategies (16 out of 81), Use Solidarity in Group Identity Markers (15), Offer or promise (3), Exaggerate (approval, sympathy with hearer) (6), Joke(5 out of 81), Assert or Presupposes Speaker's Knowledge (8 out of 81), Presuppose / Raise / Assert Common Ground (4), Seek Agreement (1), Give (Ask for) Reasons(11 out of 81) Give gifts to Addressee (goods, sympathy, understanding, cooperation) (8 out of 81). From the each character, they got the different types of positive politeness strategies.

## **DISCUSSIONS**

Based on the data analysis, about the research question, the researchers objective to describe the positive politeness strategies employed by the characters in *Anak Sasada* movie. It was found ten types of positive politeness strategies employed by the characters in *Anak Sasada* movie, namely: Notice; Attend to H's interests, needs, wants and good, Use solidarity in Group Identity Markers, Offer or Promise, Exaggerate, Joke, Assert/Presuppose Speaker's Knowledge of Addressee's Wants, Presuppose / Raise / Assert Common Ground, Give (Ask for) Reasons, and Give Gifts to Addressee. From these ten types of positive politeness strategies dominantly used

was Notice; Attend to H's interests, needs, wants and good. It can make the relation closer and better between the characters in the movie. This findings is consistence with Brown and Levinson (1987), *they said that Notice is the strategy suggests that S (speaker) should take notice as aspects of hearer's condition of the listener (the changes can also note, common ownership, and everything that listeners want to be noticed and recognized by the speakers).*

In this discussion, there are differences in these findings with research that previously examined positive politeness strategies in variation literature: Josua (2016) is found that the types of Positive Politeness that are used in Batak Mandailing movie "Biola Na Mabugang" are Notice, Exaggerate, Use in-group identity markers in speech, seek disagreement, avoid disagreement, Joke to put the hearer at ease, Assert or presuppose knowledge of and concern for hearer's wants, Optimistic, Offer, Include both S (speaker) and H (hearer) in the activity, Give or ask for reasons, Give gifts to H, and consist of two types that are not used, they are intensify interest to the hearer in the speaker's contribution, presuppose common ground. The most dominant type of positive politeness is Give or ask for reasons or type 13 (thirteen) used in Batak Mandailing movie "Biola Na Mabugang". While the aim of Jeihan's research (2014) is to find the strategies of positive politeness expressed by the characters in *Carnage*. In fact, the strategy of noticing, attending to H (her/his interests, wants, needs, goods, etc.) ranks the highest for the category of the most often appearing strategy.

## **CONCLUSIONS**

There are ten types of Positive politeness strategies employed by the characters in *Anak Sasada* movie. The study focused on positive politeness that is divided into ten strategies. They are Notice, Attend to Addressee, Exaggerate, Intensify Interest to Addressee, Use Solidarity in Group Identity Markers, Seek Agreement, Avoid Disagreement, Presuppose/Raise/Assert, Joke, Assert or Presupposes Speaker's Knowledge, Offer, Promise, Be Optimistic, Include Both Speaker and Addressee, Give (Ask for) Reasons, Assume or Assert Reciprocity, and Give Gifts to Addressee. Among the ten strategies mostly main actors use Notice strategies (16 out of 81), Use Solidarity in Group Identity Markers (15 out of 81), Give (Ask for) Reasons (11 out of 81), Assert or Presupposes Speaker's Knowledge (8 out of 81).

## SUGGESTIONS

In accordance to the conclusion, the suggestions are proposed that the students who are interested in learning about positive politeness as, should know about the types of positive politeness strategies like Notice that S should take notice of aspect of H's condition, how the way we use this strategy in our society there are many things we need learn about this case. In analyzing the positive politeness strategies toward the women, it is suggested for the students to learn about their type deeper and understanding about their each definition. The readers should be more sensitive about the politeness strategies around them. There is still a lot of positive politeness strategies we can use and applicate in daily life especially in Batak culture and the readers should give an effort in making a better situation to make sure that the positive politeness strategies occurs. For further research, this research could be a reference while doing research that relates with this topic.

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