

**POLITENESS STRATEGIES REFLECTED BY THE MAIN
CHARACTER IN “BRIDGE TO TERABITHIA” MOVIE**

Strategi Kesantunan yang Tercermin dalam Karakter Utama Film “Bridge to Terabithia”

Naskah Dikirim: 29 Juni 2020; Direvisi: 25 Juli 2020; Diterima: 27 Juli 2020

Hidayatul Fitria^a

Dian Riesti Ningrum^b

Suhandoko^c

UIN Sunan Ampel Surabaya^{a,b,c}

Posel: fitriahidayatul21@gmail.com^a

How to cite (in APA style):

Fitria H., Ningrum, D.R., dan Suhandoko (2020). Politeness Strategies Reflected by The Main Character in “Bridge to Terabithia” Movie. *Etnolingual*, 4(1), 74—91. <https://doi/10.20473/etno.v4i2.20336>

Abstrak: Penelitian ini bertujuan untuk mengidentifikasi jenis-jenis strategi kesopanan yang tercermin dari karakter utama dalam film “Bridge to Terabithia”. Dalam melakukan penelitian ini, peneliti menggunakan metode kualitatif untuk menganalisis data. Dengan menggunakan teori kesopanan Brown dan Levinson (1987), peneliti menganalisis ujaran yang diutarakan oleh karakter utama sebagai subjek penelitian ini. Hasil penelitian menunjukkan bahwa terdapat empat jenis strategi kesopanan yang digunakan karakter utama dan dua diantaranya merupakan jenis yang paling banyak digunakan, yaitu *bald on record* dan *positive politeness strategy*. Kedua jenis strategi tersebut dipengaruhi oleh faktor *pay offs* dan *circumstances* (variabel sosial) seperti *social distance* (D), *power* (P), dan *ranking of imposition* (R).

Kata Kunci: Bridge to Terabithia, Strategi kesopanan

Abstract: This research aims to identify politeness strategies reflected by the main character in “Bridge to Terabithia” movie. Qualitative method is used by the researcher to analyze the data. The data are the utterances of the main character that include politeness strategies. In analyzing the data, the researcher uses theory by Brown and Levinson (1987) about politeness strategies. The results of this research show that there are four types of politeness strategies which used by the main character in this movie. The most type that used is *bald on record strategy* and *positive politeness strategy*. The factors in using politeness strategies by the main character in this movie are *payoffs* in each strategy and *circumstances* (sociological variables). The researcher hopes that this research could give the contribution toward the next researchers. Moreover, some recommendations are given to the next

researchers who will do the same research on politeness strategies either in the movie or in other forms.

Keywords: *Bridge to Terabithia, Politeness strategies*

INTRODUCTION

Language is an important part of people's life. Where people live, language exists. Language is a tool used by people to communicate with others. According to Chaer and Agustina (1995, p. 19), people can express their feelings, emotions, opinions, ideas, and so on through language. Someone cannot communicate with others without language. When someone communicates with others, they always want to have the communication running well. It is because someone wants to maintain a good or a close relationship with others. In case of communication, people should be able to decide a polite language which is appropriate to maintain communication.

Polite language is used to make a comfortable interaction with others while using impolite language may be rugged for others. Holmes (1996, p. 296) stated that polite or impolite utterances in public involve social interaction, distance, solidarity, and status. It means that many aspects can affect the speaker in using polite or impolite language. People often think that politeness is only by saying sorry, please, and thank you but actually politeness has its own rule. Yule (1996, p. 60) stated "politeness is respecting another person's face and it is related to social distance and closeness". In this case, politeness is needed to build a good relationship or social interaction with others. According to Wang (2010, p. 121), speakers have to be able to choose various communicative strategies to build a good relationship between both interlocutors. They also need to apply strategies to construct a good conversation. It means that these strategies have to be noticed to build a good conversation. These strategies are also called as politeness strategies. Considering others' feeling is important because it will make others feel comfortable with our existence. Brown and Levinson (1987) emphasize "politeness strategies are to save hearer's face". Face refers to respecting someone and

maintaining ‘self-esteem’ in public or private situations. It means that people must be aware of others’ face. When someone feels comfortable in the conversation, a good relationship is created. Many researchers on politeness strategies (Ningsih, 2012; Hastari, 2013; Hasmi, 2013; Archia, 2014; Safitri, 2015; Nailah, 2016; Dharmayanti, et al., 2018; Nihayati, 2018) have conducted the researches that focused on Brown and Levinson’s theory about politeness strategies but the source of data are various in the form of movie, short story, novel, TV show, and so on. There is also previous research that used Brown and Levinson’s theory and supported by Ronald Wardaugh’s theory (Norra, 2015).

In addition, the researcher found a similar study on “Bridge to Terabithia” using the novel written by Katherine Paterson (Dewi, 2016). She analyzed the types of politeness strategies that used by the main character and the hearer’s responds to the politeness strategies in terms of power, distance, and ranking. The hearer here was not the readers but the second speaker in the novel. She found that there were utterances used by the main character which contained politeness strategies. Thus, this present research tries to analyze the types of politeness strategies reflected by the main character in “Bridge to Terabithia” movie and the effects of the main character using these politeness strategies because it has not been researched yet by some previous researchers.

The researcher analyzes based on Brown and Levinson’s theory about politeness strategies which similar to the previous researches. The researcher uses a movie as the source of data because a movie can be a good medium to learn politeness strategies of communication. People can watch movies intensively so they can conclude which one is good and which one is bad for them to apply in their daily life. The researcher chooses “Bridge to Terabithia” movie because it contains formal and informal language which is used in daily conversation. Nowadays, people are so close to the digital device which they can watch movies everywhere and every time. Knowledge of politeness has a great importance and effects for daily communication of life so the researcher chooses

politeness strategies as a topic in this research. Politeness relates to how people use a language in communication with others.

REVIEW OF LITERATURE

Politeness is the concept of “polite social behavior or etiquette in a culture”, beginning with the concept of face. Face means the public self-image of a person. It refers to everyone’s emotional and social sense and it expects everyone else to respect it. The participants in the interaction have to determine the relative social distance between them and their ‘face wants’ (Yule, 1996, p. 60).

People generally act as their expectations regarding their public self-image. If a speaker says something that represents a threat to another individual’s expectations regarding self-image, it is called as a face-threatening act (FTA). Given the possibility that some actions might be interpreted as a threat to another’s face, the speaker can say something to minimize the possible threat, it is called as a face-saving act (FSA) (Yule, 1996, p. 61). According to Brown and Levinson (1987), when people try to respect another’s face, they can notice another’s negative or positive face wants. Negative face wants are the want of someone that his actions can be unconstrained by others while positive face wants is the want of someone that his wants can be accepted by others. In the interaction, people tend to avoid face-threatening acts and apply certain strategies to minimize the threat.

These strategies are also known as politeness strategies proposed by Brown and Levinson (1987) which are bald on record, off-record, positive politeness, and negative politeness strategy. Bald on Record Strategy Bald on record strategy is done by speaker when it is clear to hearer what communicative intention leads the speaker to do something (Brown and Levinson, 1987). The speaker uses this strategy is because he wants to do the face-threatening act with efficiency rather than to satisfy the hearer face. The utterances are spoken in a clear, direct, unambiguous, and concise way. It attempts the hearer to

perform some actions. This strategy is commonly used when speaker and hearer have known each other well.

So, this strategy will shock, embarrass, and made the hearer feels a bit uncomfortable. The speaker can ask the hearer to do something. Off Record Strategy Off-record strategy is used if there are many unambiguously intentions so that the speaker cannot be held to have committed himself to one particular intention (Brown and Levinson, 1987). It means that the speaker makes the utterance contains more than one particular intention or meaning so the hearer has to interpret the utterance to understand the real meaning. Positive Politeness Strategy Positive politeness strategy focuses on the positive face of hearer and the positive self-image that he claims for himself (Brown and Levinson, 1987). In general, the speaker wants the hearer's wants. It is an effort to minimize the damage to the hearer's face.

This strategy is commonly found to minimize the distance between the speaker and the hearer. Negative Politeness Strategy Negative politeness strategy is orientated to satisfy hearer's negative face. His wants are to maintain claims of territory and self-determination. The speaker recognizes and respects the hearer's negative face wants and he will not bother on the hearer's freedom of his action (Brown and Levinson, 1987). This strategy assumes that the hearer will impose the speaker. Factors that Affect in Using Politeness Strategies Brown and Levinson (1987) explained that there are two factors that affecting the usage of politeness strategies. The factors are payoffs and circumstances. The payoffs are the expected results of the strategies which when the speaker applies politeness strategies, the expected results underlying in the strategies give the advantages for the speaker. The circumstances variables are social distance (D), relative power (P), and the absolute ranking of imposition in the particular culture (R).

METHODOLOGY

In analyzing the politeness strategies in the movie, the researcher uses qualitative method. The researcher analyzes the data source about “Bridge to Terabithia” movie using Brown and Levinson’s theory about politeness strategies. The researcher analyzes the types of politeness strategies which are bald on record, off record, positive politeness, and negative politeness strategy. Finally, the researcher analyzes the factors that affect the main character using these politeness strategies which are payoffs and circumstances.

The data are the utterances from the script which are words, phrases, clauses, and sentences used by the main character in the movie. The data are taken during the conversation between the main character and the other characters which use politeness strategies.

The research instrument in collecting the data is the researcher herself who will be active and valid as a member. As the main instrument, the researcher planned, collected, analyzed, and reported the research findings by herself. There are some steps which done by the researcher in collecting the data. Initially, the researcher got the “Bridge to Terabithia” movie from her friend. Then she downloaded the script of the movie from the internet. After that, the researcher read the script when she watched the movie to check and match between the script and the movie. She did it again to get better understanding. Next, the researcher underlined the utterances which included politeness strategies. Then, the researcher analyzed the data. The result of the first research question leads the researcher in answering the second research question.

FINDINGS AND DISCUSSIONS

Types of Politeness Strategies Reflected by the Main Character in “Bridge to Terabithia” Movie

After analyzing the utterances of the main character in “Bridge to Terabithia” movie, the researcher found that there are 46 utterances of the main character which uses four types

of politeness strategies based on Brown and Levinson's theory which are bald on record, off record, positive politeness, and negative politeness strategy. The conversation is between Jess and other characters who are Leslie, May Belle, his mother, his father, and Miss Edmunds.

Bald on Record StrategyIn "Bridge to Terabithia" movie, the researcher found 19 utterances of the main character using bald on record strategy. This strategy is the first most dominant strategies which used by the main character.

Sympathetic Advice or Warnings

Datum Leslie : Seems to me she gives it out whether you ask for it or not. So might as well have some fun. Jess : Getting Janice all wound up is a weird way of having fun. Leslie : Well, what's your idea of having fun? This strategy is used by the main character once. The conversation takes place in bus school which the participants are Jess and Leslie. In this conversation, Leslie sits in Janice's seat who is the eight-grade girl in their school. Jess cares to Leslie that she is not allowed to sit in Janice's seat. Jess does it because he and Leslie have known each other. So, Jess applies sympathetic advice strategy toward Leslie in a direct and clear way.

Greetings and Farewells

Datum Leslie : Yes, ma'am. Mom : That's nice. Jess : Come on. See ya later. This strategy is used by the main character four times. The conversation takes place in Jess' house which the participants are Jess, Leslie, and Jess' mother. In this conversation, Leslie washes her face in Jess' house because her face is full of ketchup. Seeing Jess is with Leslie, Jess' mother is happy because finally Jess has a friend. After his mother says "That's nice", Jess says good bye to her mother by saying "See ya later" because he and Leslie want to go out. So in this case, Jess applies greetings strategy.

Invitations

Datum Jess : Come on! Squirrels! Leslie : Part squirrel, part Scott Hoager. This strategy is used by the main character six times. The conversation takes place in Terabithia land which the participants are Jess and Leslie. In this conversation, Jess and Leslie are attacked by squirrels so Jess asks Leslie to come inside in a wooden house which built by them. Jess applies invitations strategy by using “Come on”.

Speaking as If a Great Efficiency is Necessary

Datum Jess : Look. The squogre and the vulture. Gary : Hey, here he comes. This strategy is used by the main character twice. The conversation takes place in the school. In this conversation, Jess tells Leslie that there are their friends who are Scott Hoager and Gary Fulcher. The abbreviation of them is squogre and vulture which made by Jess and Leslie when they are in Terabithia land. Jess emphasizes his words by using “Look” to get Leslie’s attention. The word “Look” describes that Jess wants to be paid attention by Leslie. He wants to show that there are squogre and vulture so he speaks as if maximum efficiency is necessary.

Task-oriented

Datum Jess : You should go talk to her. Leslie : You kidding? This strategy is used by the main character six times. The conversation takes place in the school especially in front of the bathroom which the participants are Jess and Leslie. In this conversation, the students have freed to pee because Janice is crying in the bathroom so there is no one can force to pay for pee. Hearing Janice’s crying, Jess asks Leslie to talk to Janice what is going on with her. He says “You should go” to Leslie directly in order to get desired result. So, Jess applies task-oriented strategy and speaks in a direct and clear way. From those analyses above, the speaker applies bald on record strategy when he asks the hearers to do something directly. This strategy is also used when the speaker welcomes to the hearers, says good bye, and offers something to the hearers. It also can emphasize

something to get the hearers' attention for instance by saying "Look". The speaker also cares to the hearers' condition because they have known each other. Positive Politeness Strategy In "Bridge to Terabithia" movie, the researcher found 19 utterances of the main character using positive politeness strategy. This strategy is the second most dominant strategy which used by the main character.

Including both Speaker and Hearer in an Activity

Datum Jess : Now let's go before she changes her mind. Leslie : Race you to the end of the road. On your mark, get set, go! This strategy is used by the main character four times. The conversation takes place in the road to Terabithia land which the participants are Jess and Leslie. In this conversation, Jess asks Leslie to run to Terabithia Land soon before May Belle changes her mind by saying "Let's" to show that he wants to have an activity with Leslie. It is included to positive politeness strategy which is including both the speaker and the hearer in the activity strategy.

Giving and Asking for Reason

Datum Jess : We should go. Leslie : Wait, Jess, look. This strategy is used by the main character twice. The conversation takes place in Terabithia land which the participants are Jess and Leslie. In this conversation, Jess feels strange with that place so he asks Leslie to go out from that place. Jess shows that he and Leslie are cooperators by saying "we should go". It is included to positive politeness strategy which is asking for reason strategy. Jess says that they should do something together.

Noticing Hearer's Interests, Wants, Needs, and Goods

Datum Jess : What happened to you? Leslie : Janice Avery is a very talented person. She can shoot ketchup packets over four rows of seats. This strategy is used by the main character five times. The conversation takes place in the road which the participants are

Jess and Leslie. In this conversation, Leslie is waiting for Jess in the road with full of ketchup in her face because Janice shoots it in the bus school over four rows of seats. Jess pays attention to Leslie's condition by asking "What happened to you?". So, Jess applies noticing hearer's conditions strategy.

Exaggerating Interest, Approval, and Sympathy with Hearer

Datum Leslie : Under the seat. I heard it was your birthday yesterday. Like it?

Jess : Wow. It must've cost a fortune. Leslie : What's it matters what it costs? This strategy is used by the main character twice. The conversation takes place in the bus school which the participants are Jess and Leslie. In this conversation, Leslie gives Jess a gift for his birthday. Then Jess uses exaggerated adjective to express his happiness about what given by Leslie. Jess applies exaggerating interest with hearer strategy. The words "Wow. It must've cost a fortune." is used by Jess to appreciate towards Leslie's action in giving him a gift at his birthday.

Using in-group Identity Markers

Datum Jess : Hey, guys. Leslie : Oh, hi, boys. This strategy is used by the main character three times. The conversation takes place in the school which the participants are Jess and Leslie. In this conversation, Jess and Leslie meet their friends who are Scott Hoager and Gary Fulcher. They are using group identity markers strategy by saying "Guys" intended to their friends. So the hearers here are Scott Hoager and Gary Fulcher. They are silent when Jess and Leslie call them.

Presupposing Speaker's Knowledge of and Concern for Hearer's Want

Datum Jess : That is your very own, certified, purebred, giant troll hunter. Leslie : He's for me? This strategy is used by the main character once. The conversation takes place in Terabithia land which the participants are Jess and Leslie. In this conversation, Jess gives

Leslie a dog. It means that Jess knows about Leslie that wants a dog. In this case, Jess applies presupposing the speaker's knowledge and focusing on the hearer's wants strategy.

Promise

Datum Jess : I'll find them, Dad. I promise. Dad : Why don't you draw me some money to pay for it? How about that? Make yourself useful, draw me some money. Jess : I said I'll find them. This strategy is used by the main character once. The conversation takes place in Jess' greenhouse which the participants are Jess and his father. In this conversation, Jess loses his father's keys so his father is so angry to him. Then he promises to his father that he will find the keys. Jess applies promise strategy which is he has to fulfill it to satisfy his father's wants

Giving Gifts to Hearer can be in the Form of Goods, Sympathy, Understanding, and Cooperation

Datum May Belle : Are you gonna tell Dad it was me? Jess : Don't worry. It's my job to get Dad's keys back. See you later. This strategy is used by the main character once. The conversation takes place in the road which the participants are Jess and May Belle. In this conversation, Jess is surprised that May Belle is the one who loses his father's keys. But here, Jess satisfies May Belle's want to not tell their father what actually happens. In this case, Jess applies giving gifts to hearer in the form of understanding strategy. From those analyses above, the speaker applies positive politeness strategy to minimize the distance between he and the hearers through having the activity with the hearers, exaggerating the utterances to make the hearers feel comfort, giving something that the hearers want, and using identity markers. He also makes a promise to the hearers which it will satisfy the hearers' wants.

Impersonalizing Speaker and Hearer in a Conversation

Datum Jess : Uh, girls can't wear pants. Leslie : I've got dresses, Jess. This strategy is used by the main character twice. The conversation takes place in the road to the Terabithia land which the participants are Jess and Leslie. In this dialogue, Jess avoids the pronoun "you" or "I" by using plural pronoun "girls" when he answers Leslie's question about coming to the church together. In this conversation, Jess applies impersonalizing the speaker and the hearer in a conversation strategy.

Giving Difference

Datum Jess : Ms. Edmunds? Ms. Edmunds : He speaks. This strategy is used by the main character twice. The conversation takes place in the school which the participants are Jess and Miss Edmunds. In this conversation, Jess calls Miss Edmunds and uses particular address for her who is superior by saying the word "Miss". He uses formal language to communicate with the superior one, which is his teacher. Jess applies giving difference strategy in this conversation. From the above analyses, the speaker applies negative politeness strategy to satisfy the hearers' wants in having a freedom. The speaker tends to use particular address and choose the vocabularies carefully to minimize the imposition.

Understating

Datum Dad : What's a matter with you? Jess : There's a big race today. Dad : And? Jess : My sneakers. This strategy is used by the main character once. The conversation takes place in Jess' house which the participants are Jess and his father. In this conversation, Jess' father asks what is going on but Jess answers his father's question by saying less than what is required which is understating strategy. His father asks what happen with him but Jess only answers "My sneakers" without giving the explanation of it.

Using Metaphors

Datum Leslie : Are we slaying the giant troll after school today? Jess : You've got your head in the clouds, Leslie. Leslie : Huh? This strategy is used by the main character once. The conversation takes place in bus school which the participants are Jess and Leslie. In this conversation, Leslie asks Jess about slaying the giant troll like the days before but Jess answers Leslie's question by using metaphor which is included to off record strategy. Jess says "You've got your head in the clouds, Leslie" which means it is only the imagination of Leslie about slaying the giant troll. By saying these metaphors, Jess wants Leslie to find out the meaning by herself.

Being Incomplete

Datum Mom : Where have you been? Jess : Mom... I asked you. It wasn't like I... This strategy is used by the main character twice. The conversation takes place in Jess' house which the participants are Jess and his mother. In this conversation, Jess' mother asks him where he has been because his family had looked for him. Jess answers his mother's question by not finishing his utterances. In this case, Jess applies being incomplete strategy. From the analysis above, the speaker applies off record strategy in indirect way. He tends to speak the utterances which contain more than one meaning for instance by using metaphors or by saying less than what is required. He wants the hearers to interpret the meaning by themselves. The speaker also tends to speak in incomplete utterances.

Factors Affecting the Using of Politeness Strategies by the Main Character in 'Bridge to Terabithia' Movie.

There are two factors that affect the main character in using politeness strategies which are payoffs and circumstances. Payoffs are the expected results of the strategies. When the speaker applies politeness strategies, the expected results underlying in strategies give the advantages for the speaker. While the circumstances variables are

social distance (D), relative power (P), and absolute ranking of imposition in the particular culture (R).

1. Payoffs Every politeness strategy has its own advantages for the speaker who uses the strategy.
 - a. Bald on Record Payoffs in “Bridge to Terabithia” Movie In this strategy, both the speaker and the hearer avoid the danger of being misunderstood. The speaker also avoids to be seen as a manipulator, misunderstood, and he has the opportunity to payback for the face that threatened by the face-threatening act. In datum 6, Jess says to Leslie that there are the squogre and the vulture. By saying the word “Look”, Jess avoids the danger of being misunderstood by emphasizing his word to get Leslie’s attention and to point out directly what he wants to say.
 - b. Off Record Payoffs in “Bridge to Terabithia” Movie In this strategy, the speaker obtains a credit for being wise and non-forced. He avoids the responsibility for the potentially face-damaging interpretation. Furthermore, he gives the hearer an opportunity to be seen as someone who cares for the speaker. In datum 22, Leslie asks Jess about slaying the giant troll after school but Jess answers Leslie by using metaphor “You’ve got your head in the clouds, Leslie.” From these utterances, Jess allows Leslie to interpret the real meaning. By doing that, Jess avoids the responsibility of damaging the face of Leslie and he gives Leslie the opportunity to care for him by interpreting what he means.
 - c. Positive Politeness Payoffs in “Bridge to Terabithia” Movie In this strategy, the speaker minimizes the face-threatening act by convincing the hearer that the speaker wants the hearer’s wants. The speaker avoids or minimizes the distance between the speaker and the hearer. In datum 35, Jess gives Leslie a dog which Leslie very wants to have a dog. It means that Jess satisfies the Leslie’s wants. By doing that, Jess minimizes the distance with Leslie and creates close relationship between him and Leslie.

- d. Negative Politeness Payoffs in “Bridge to Terabithia” Movie
In this strategy, the speaker satisfies the hearer’s negative face. It allows the speaker minimize the particular interruption on the hearer and the speaker will not bother the hearer’s freedom of action. In datum 43, Jess helps Miss Edmunds and he says to Miss Edmunds by using particular addressing form which is “Miss” because she is his teacher. By doing that, Jess minimizes particular imposition on Miss Edmunds and he gives the difference between him and his teacher.
2. Circumstances (Sociological Variables)
Circumstances are social distance (D), relative power (P), and absolute ranking of impositions in the particular culture (R).
 - a. Social Distance (D)
Social distance is based on the frequency of interaction that exchanged between the speaker and the hearer. The intimacy between the speaker and the hearer affect the choice of the strategy. In “Bridge to Terabithia” movie, it shows how social distance between the speaker and the hearer determine the choices of politeness strategy. Great social distance is found in the conversation between Jess and his family in datum 41 where Jess calls his family members by using “guys” when he enters the house. Jess applies positive politeness strategy because Jess talks to his family members and he wants to maintain the closeness between him and his family members. The least politeness strategy is bald on record, positive politeness, negative politeness, and off record strategy.
 - b. Relative Power (P)
Relative power is the degree to which the hearer can bother his plans and self-evaluation at the expense of the speaker’s plans and self-evaluation. When the speaker has higher power communicates with the hearer with lower power, the degree of politeness that the speaker used will be lower. Meanwhile, when the speaker who has lower power speaks to the hearer with high power, the speaker will use a high degree of politeness with great respect. In “Bridge to Terabithia” movie, it shows in datum 3 which Jess talks to May Belle to go home directly and in datum 40 which Jess talks to Miss Edmunds by using the word “could”. The way Jess talks to Miss Edmunds

is more polite than the way Jess talks to May Belle because Miss Edmunds has higher power than Jess which she is Jess' teacher.

- c. Absolute Ranking of Impositions in the Particular Culture (R) Ranking of impositions is the degree to which considered to interfere with the speaker's wants of self-determination or approval. When the speaker shows greater face threatening act in his utterances, the imposition of the act is also greater. Thus, the speaker will use high standard politeness strategies in speaking. In "Bridge to Terabithia" movie, in datum 32, Jess says "Hey, guys" to his friends, Scott Hoager and Gary Fulcher. In these utterances, Jess uses an imposition of positive politeness strategy.

CONCLUSION

By analyzing the types of politeness strategies which is used by the main character in this movie, it shows that someone does the strategies to avoid the face-threatening act and maintain the relationship with others. Jess does bald on record strategy when he communicates with someone who has been known well by him. It also happens when Jess wants Leslie or May Belle to do something. Jess does positive politeness strategy when he tries to minimize the distance between Leslie and him by giving her a dog which she wanted a lot. Jess does negative politeness strategy when he communicates with his teacher by giving a particular address for her to show the respect.

Furthermore, Jess does off record strategy when he uses a metaphor in order to save Leslie's feeling because Jess is in angry. There are many reasons why the speaker does politeness strategies. It depends on the social distance, relative power, and the imposition in the particular culture. Having found that there are 19 utterances in each of bald on record and positive politeness strategy from 46 utterances, it shows the closeness of social distance (D) between the main character and the hearers. In those utterances, the main character is mostly talking to Leslie, his close friend, and his family. Thus, he tends to use bald on record and positive politeness strategy rather than other politeness strategies

since positive politeness strategy concerns with the person's positive face to show solidarity, emphasizes that both speakers have the same thing and a common goal (Yule, 1960). Whereas the use of negative politeness and off record strategies are less dominant as it is only found 4 utterances containing negative politeness strategy and off record strategy.

The use of those strategies is depending on the relative power (P) when Jess is talking to his teacher, Ms. Edmunds by addressing her since Ms. Edmunds has a higher position than Jess. It also can be affected by the social distance (D) between a teacher and a student. Addressing someone who has a higher position is quite common across the world. For example, in Indonesia, students often call their teacher using "Pak" or "Bu" rather than calling their name directly. Similar to that case, In English speaking country, people usually call the family name for a stranger rather than calling the name directly. Hence, "the politeness principle is probably universal across all cultures" (Brown & Levinson, 1987). All in all, the closeness between the speaker and the hearer affect the choice of the strategy.

REFERENCES

- Archia, J. J. (2014). A pragmatic analysis of positive politeness strategies as reflected by the characters in Carnage movie. Unpublished Thesis. Yogyakarta: Yogyakarta State University.
- Aryani, N. S. (2017). The politeness strategies used by the main characters of Twillight movie. Unpublished Thesis. Yogyakarta: Sanata Dharma University.
- Birner, B. J. (2013). Introduction to pragmatics. United Kingdom: A John Wiley&Sons, Ltd.
- Brown, P., and Levinson, S. C. (1987). Politeness: Some universals in language usage. (2nd ed.). Cambridge: Cambridge University Press.

- Dharmayanti, N. K. E, et al. (2018). Politeness strategies used in Ellen DeGeneres's TV Talk Show with Barack Obama as the guest star. *Jurnal Humanis*, Fakultas Ilmu Budaya Unud. 22(1), 142-146.
- Hasmi, M. (2013). A pragmatic analysis of politeness strategies reflected in Nanny Mcphee movie. Unpublished Thesis. Yogyakarta: Yogyakarta State University.
- Hastari, A. D. (2013). Politeness strategies of request found in *Pride and Prejudice* movie. Unpublished Thesis. Surakarta: Muhammadiyah University of Surakarta.
- Holmes, J. (1996). *Women, men, and politeness*. London: Longman.
- Litosseliti, L. (2010). *Research methods in linguistics*. New York: Continuum.
- Nailah. (2016). Politeness strategies used by the main characters in "Transformer: Age of Extinction" movie. Unpublished Thesis. Malang: Maulana Malik Ibrahim State Islamic University.
- Nihayati, Z. (2018). Politeness strategies performed by male and female characters in Roland Emmerich's movie: *Independence Day resurgence*. *Language Horizon*. 6(1), 40-49.
- Ningsih, I. R. (2012). An analysis of politeness strategies used by Harry Potter in J. K. Rowling's novel "Harry Potter and The Sorcerer's Stone". Unpublished Thesis. Cirebon: Syekh Nurjati State Institute for Islamic Studies Cirebon.
- Norra, R. N. (2015). An analysis of politeness strategies in *Her* movie. Unpublished Movie. Jakarta: State Islamic University Syarif Hidayatullah.
- Safitri, F. L. N. (2015). A study on politeness strategies of characters in the *Big Wedding* movie directed by Justin Zackham. *Jurnal Ilmiah Bahasa dan Sastra*. 2(2), 93-107.
- Scripts. *Bridge to Terabithia*. (August 05th, 2018). Retrieved from STANDS4 LLC site: https://www.scripts.com/script/bridge_to_terabithia_4681 Tomatoes, Rotten. Bridge to Terabithia. Retrieved from Fandango site: https://www.rottentomatoes.com/m/bridge_to_terabithia
- Yule, G. (1996). *Pragmatics*. New York: Oxford University Press.