

## **An Analysis of Politeness Strategy and Cooperative Principle in Hotel Transylvania 2 Movie**

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**Abstract:** In this study, it is intended to analyze politeness strategies and cooperative principle that used by characters in “Hotel Transylvania 2”. There are research questions conducted in this study, they are (1) What are the types of Politeness strategies that are used by the characters in Hotel Transylvania 2 Movie?; (2) What are maxims that are violated by the characters in Hotel Transylvania 2 Movie? This analysis focuses on the politeness strategies and cooperative principle that used by characters in the Movie script of Hotel Transylvania 2. The researcher applied the qualitative research and used descriptive methods in this study because all data are in the form of words. Meanwhile, the type of the research is content analysis because it intended to analyze the content of the data which are in the form of movie script to find the politeness strategies. From the findings, the researcher found that the casts mostly use positive politeness strategy, it means that they seek to minimize the threat to the hearer’s positive face. In other word, it shows the closeness of the characters each other.

**Keywords:** Politeness strategies, cooperative principle, Hotel Transylvania 2 movie.

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### **I. INTRODUCTION**

To achieve a successful conversation, participants should be cooperative with each other. They need to observe and comply with the cooperative principle as purposed by Grice. In cooperative principle, Grice proposed that participants in a communicative exchange are guided by a principle that determines the way in which language is used with maximum efficiency and effect to achieve rational communication what so-called the Cooperative Principle (CP). Cooperative principle is the main branch of Grice’s Conversational Implicature theory. To achieve a successful conversation, participants must be cooperative with each other. Grice (1975) states, speakers intend to be cooperative in conversation. In communication, participants are required to say the truth, be relevant and try to be as clear as possible (Yule, 1996). For this reason, Grice (1981) formulates a general “Cooperative Principle” which is elaborated in four sub-principles called maxims. Within this principle, he suggests four maxims: quality, quantity, relevance and manner. Quality maxim deals with the truthfulness of the given information, quantity maxim with the definite amount of required information given by the speaker, and relevance maxim with the relevancy of information that the speaker contributes especially in relation to the ongoing context. In other words, the participants should be cooperative, and then their utterances can be relevant to each other. And the last one, manner maxim deals with the way how participants convey their message clearly and execute their performance with reasonable dispatch. In manner maxim, we need to be brief, orderly and avoid obscurity, and ambiguity. Grice’s maxims are the backbone of his pragmatic theory.

Besides, politeness is important thing that people must know when they communicate with other people and make a polite conversation. Politeness strategies are used to formulate messages in order to save hearer’s face when face-threatening acts are inevitable or desire. Brown and Levinson stated four main types of politeness strategies: bald on-record, positive politeness, negative politeness, and off-record (indirect). Politeness is the application of good manners. However what is considered polite in one culture can sometimes be quite rude or simply eccentric in another cultural context. The purpose of politeness is to make all of the parties relaxed and comfortable with one another. A face threatening act is an act that inherently damages the face of the addressee or the speaker by acting in opposition to the wants and desires of the other (Brown and Levinson (1987). Politeness is much more influenced by sociocultural aspects of the speaker. In the process of communication, both speaker and addresser are obliged to follow the cooperative principles, even when what s/he means is not uttered explicitly. In communication, politeness strategies are used to formulate messages in order to save the hearer’s positive face when face-threatening acts are inevitable or desired. There are four main types of politeness strategies: bald on record, negative politeness, positive politeness, and off-record (Brown and Levinson, 1987). The use of Politeness also serves several functions such as to avoid conflict, to ensure cooperative interaction, to manage impressions, to establish power, to ensure 2 2 compliance, to show deference, and to be nice. These functions can be viewed as goals to be achieved and politeness is one of the

relevant communication strategies. Searle in Leech (1983:105) classified the illocutionary act into five categories: Assertive, Directive, Commissive, Expressive, and Declaration. Politeness strategies and the functions may occur on movie because there are conversations between some characters.

Murliati (2013) states politeness is a behaving in a way that attempts to take into account the feelings of the people being addressed. It is one of important subject matters in a communication. Politeness is an important factor in developing effective relationships with people, and any misuse of these strategies can hinder the effective communication, leading to individuals' dissatisfaction and indifference (Reza Pishghadam, 2012). Using strategies of politeness properly can control our selves when we communicate with other. Brown and Levinson (1978), politeness is basic to the production of social order and a precondition of human cooperation. Therefore, we must be careful to choose the strategies of politeness when we make an interaction because someone who talks with us can be misunderstanding. Politeness has two types and four strategies. Two different types of politeness are used in interaction; "negative politeness" and "positive politeness". Brown and Levinson defined the negative politeness as "a redressive action addressed to the addressee's negative face: his want to have his freedom of action unhindered and his attention unimpeded (1987:129). Whereas, the positive politeness is defined as "redress directed to the addressee's positive face, his perennial desire that he wants (or the actions/acquisitions/values resulting from them) should be thought as desirable" (1987:101). Politeness strategies itself include: bald-on record strategy, positive politeness strategy (showing respect), negative politeness strategy (showing solidarity), and off record strategy. Each one has the purpose which is appropriate with the situation or with whom we will talk.

According to Watts (2003:1), some might characterize a polite person as always being considerate towards other people; others might suggest that a polite person is self-effacing. Thus, if we being polite, many people feel comfortable and do not hesitate to make relation with us, although just talk for a moment. Also, with being polite, we can keep our relationship and feeling with other people. In here, being polite can be indicate with the expression of face, control our speech, gesture, and many more. In addition, the politeness strategies also used in literary work like novels, drama or films. Especially for dramas or films, it takes from real life. Many films adopted from the real story and appeared as an interesting film, like love stories or story about political, patriotism, social and so on. In dramas or films, the important points about politeness are more than easy to understand because we can watch directly without having to imagine it. So that, we can choose which one is good or not good for us to apply in daily life. Based on the reason, the researcher will be analyzed the politeness strategies because the researcher interested about it in *The Hotel Transylvania 2* Movie's dialogues. The writer chooses this movie because the characters are used in the movie is politeness strategies. Such as they talk, for example one of characters in this movie use a positive politeness to show her disillusion when she heard a bad news with offered a tea. In this study, the researcher wants to deeply learn about pragmatic especially politeness strategies and cooperative principle used in *Hotel Transylvania 2* Movie. The researcher will observe the politeness strategies that used by all of characters include: bald-on record strategy, positive politeness strategy, negative politeness strategy, and off record strategy in this movie. Within this principle, the researcher also observed about the four maxims: quality, quantity, relevance and manner.

## **II. METHODOLOGY**

This study used documentation method and note-taking technique, the movie "Hotel Transylvania" was taken from website Youtube.com. The written data were collected by watching the movie "Hotel Transylvania" and it was transcribed into written form. The subtitles of the movie were used to support the validity of the transcription. This study used qualitative analysis. The movie "Hotel Transylvania 2" was transcribed and descriptively analyzed based on the theory applied in this study. The data was used to analyze the politeness sense in terms of intonation or how the politeness expressed by the characters. The data were selected and then qualitatively analyzed by using the descriptive method in which the collected data were presented and explained one by one clearly and simply based on the theoretical framework. The data was categorized into four types of politeness based on the theory of politeness proposed by Brown and Levinson (1987) to analyze the politeness meaning expressed by the characters on the movie and theory of illocutionary acts proposed by Searle in Leech to identify the functions of politeness.

## **III. DISCUSSION AND RESULT**

A face threatening act is an act that inherently damages the face of the addressee or the speaker by acting in opposition to the wants and desires of the other (Brown and Levinson, 1987). Politeness is much more influenced by sociocultural aspects of the speaker. In the process of communication, both speaker and addresser are obliged to follow the cooperative principles, even when what s/he means is not uttered explicitly. In communication, politeness strategies are used to formulate messages in order to save the hearer's positive face when face-threatening acts are inevitable or desired. There are four main types of politeness strategies: bald on record, negative politeness, positive politeness, and off-record (Brown and Levinson, 1987). The use of

Politeness also serves several functions such as to avoid conflict, to ensure cooperative interaction, to manage impressions, to establish power, to ensure 2 2 compliance, to show deference, and to be nice. These functions can be viewed as goals to be achieved and politeness is one of the relevant communication strategies. Searle in Leech (1983:105) classified the illocutionary act into five categories: Assertive, Directive, Commissive, Expressive, and Declaration. Politeness strategies and the functions may occur on movie because there are conversations between some characters. The following table is the result found from this research.

**Table 1:** The Result of Politeness Strategy and Cooperative Principle in Hotel Transylvania 2 Movie Analysis

No	Politeness Strategy	Maxim				Violating Maxim				Numbers
		Ql	Qn	R	M	Ql	Qn	R	M	
1	Bald on Record	3	-	6	-	-	-	4	-	13
2	Positive Politeness	-	1	10	-	2	3	13	-	29
3	Negative Politeness	1	1	2	-	-	-	2	-	6
4	Off Record	-	-	4	-	1	-	-	-	5
<b>Total</b>		4	2	22	0	3	3	19	-	53

It shows that the casts mostly use positive politeness strategy, it means that they seek to minimize the threat to the hearer's positive face. In other word, it shows the closeness of the characters each other. On the other hand, the result found from the research about violating the maxims. The following samples are the conversation that shows the utterance of maxim of quantity, quality, relevance, and manner.

Example 1

(Positive politeness)

Mavi: So, you're really okay with him not being a monster?

Dracula: Human, monster, unicorn, aslong as you're happy.

Mavi: Thanks Dad.

Example 2

(Negative politeness)

Mavi: Give me my son.

Dracula: We just want out for some avocados.

Dennis: Mommy! I flew!

Mavi: I saw

Example 3

(Bald on record)

Dracula: Johnny come out side.

Johnny: What? Who is it?

Dracula: it's your father-in-law. I need to talk to you.

Johnny: What's up?

Example 4

(Off record)

Dracula : It was really fun when I was with my grandchild..

Example 5

(Maxim of Quantity)

Mavi : Except where's Grandpa Vlad?

Dracula : Honey, your gramps would not have been cool with this. He's old-school.

Mavi: How do we know? If he could just meet Johnny...

Example 6

(Maxim of Quality)

Nurse : Sir, only the father is allowed in the delivery room.

Dracula: Really? I mean, okay.

Example 7

(Maxim of Relevance)

Mavi: Yes, it's just a little harder to catch mybreath sincel'm pregnant.

Dracula: Yes, well. I guess that would make it more...What?!!

Example 8

(Maxim of Manner)

Mavi: Give me my son.

Dracula: We just want out for some avocados.

The samples of conversations show that the four of maxims are violated in this movie and the politeness strategies are also used by the characters of the movie. This is important in case of showing to the learner that in using language to communicate, we have the conditions that we must apply. Language can facilitate us to inform a good or bad news to other. Besides to communication, people use language to get information about everything. Politeness is not only used to honor to old people, but also it can be used to give honor to young people. It is indicate who we are, whether we are a good people or not, and includes people who respect to other people or not.

#### IV. CONCLUSION

People communicate with each other using language as medium of communication. To achieve a successful conversation, participants should be cooperative with each other. We need to observe and comply with the cooperative principle and politeness principle, including maxims of quality, quantity, relevance, and manner. Language is always associated with the form, function and meaning. Therefore, the communication made by human beings through the medium of language is inseparable from the study of form, function and meaning of speech such as; expressive, directive, representative, commissive, and declarative in speeches. The results of analysis show that the receptionist carefully observed both cooperative principle and politeness principle, but the guest's responses might not necessarily comply with those principles for some reasons

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