THE USE OF POLITENESS STRATEGIES IN CINDERELLA MOVIE SCRIPT (2015)

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Abstract

Politeness is an important thing in communication because we need to understand someone's feeling. The problem of this research is about politeness strategies on Cinderella (2015) movie consisting of bald-on record strategy, positive politeness strategy, negative politeness strategy, and off-record indirect strategy. The objectives of the study are to determine politeness strategies which are used by the character in Cinderella (2015) movie script to determine the factors that influences the choice of politeness strategies. The research methodhology is qualitative with observation and instropection. The result shows that the movie contains four politeness strategies in the conversation between the characters. The use of politeness strategies to emphasize each conversation depends on who they are talking to

Keywords: Politeness, Cinderella, Movie, Strategies

1. Introduction

Language is the key of communication and every country in this world has its own language. Without language, the information will not be conveyed easily. You can imagine if in ancient times humans only used movements for interaction. There will be many limitations that occur. Invalidity of intent will cause different meanings from the source. Many definitions of language have been proposed. Henry Sweet (1991: 566) stated: "Language is the expression of ideas by means of speech sounds combined into sentences, this combination answering to that of ideas into thoughts".

The use of language in the community is very important because language is an arbitrary system that is used in the social environment to communicate or identify them. Language is used in order to achieve the purpose of the communication. In short, language is a

medium of communication for interacting with other people.

The pCommunication almost takes place in all aspects of life that are not only used to communicate with others but also in social aspects such as relationships with others, faith, politics, economics, culture, and etcetera. In addition to entertainment, communication is also used in soundtrack films and movie scripts itself. The language used in this aspect is to convey the creator's objectives related to linguistics, which means that the use of language unwittingly contains linguistic elements.

The phenomenon of using language is not as easy as producing sound from the mouth. Many ways to express the language that can cause misunderstanding to listeners. There are processes and ways to convey language that can have a certain impact on other people. The speaker can say something, but the meaning captured by each listener cannot be the same. There

are strategies, formulas or structural styles that can build the meaning what it said.

Sometimes, presenting ideas through language, the language used by the speaker does not always have the same meaning in the dictionary. This might affect the listener's initiative associated with something beyond the language that affects the meaning of the language itself. From this review of the form of language, there is research that handles the problem called pragmatics. The definition of pragmatics is the study of linguistics and the user of the form (Yule 2014: 4).

In pragmatics, the meaning of language is influenced by context outside the language. The spoken language cannot be translated literally because there are things that can affect the meaning of the language such as the social context and purpose of the speaker. Pragmatics tries to examine the spoken language and always involve the context, who, when, where, how, and why the reason the speaker produces the speech.

In pursuance of Yule (1996: 3) pragmatics is the study of the intent of speakers. He explained that pragmatics is the study of the relationship between linguistics form and its users. "Pragmatics is the study of speaker meaning. Pragmatics is the study of contextual meaning. Pragmatics is the study of how more gets communicated than is said. Pragmatics is the study of the expression of relative distance. Semantics is the study of the relationships between linguistics form and entities in the world; that is how words literally connect to things. Pragmatics is the study of the relationship between linguistics forms and the users of those forms". Pragmatic analysis learns that someone can talk about their own meanings, goals, assumptions, and actions taken when speaking. Pragmatic corresponds to the speaker, so in this case there are no meaningless sentences. In pragmatics, there is a study of politeness. Politeness can be defined as considerations and

showing awareness for another person's face (Yule 2006: 119). The face meaning is a self-image in the public that every member wants to claim for himself and expects others to recognize (Brown and Levinson 1987: 61). Something beyond in this case is the face of people, this is why politeness is included in pragmatic. By considering a person's face, the speaker can reduce the impact of the threatening language by using appropriate politeness strategies to make what is said to be accepted by the listener.

The courtesy theory of Brown and Levinson (1987) cannot be separated from the semantic theory of power and the semantics of solidarity. Brown and Levinson explain that politeness has connection when we interact with other people. We must to aware of both kind of face and have a choice of two kinds of politeness which are positive politeness and negative politeness.

The writer chooses politeness strategies as research subjects because

politeness is a very important subject in communication. Politeness is related to the study of knowing how people use language when they interact or communicate. Homes (1996: 296) say that linguistically politeness involves talking to people in relationships. According to the explanation above the writer decides to analyze the use of politeness strategies. The writer wants to show that movie can also be a medium for learning politeness. In this study the focus that will be examined is the use of politeness strategies in a movie called CINDERELLA (2015).

This movie contains conversations that use bald-on record strategy, positive politeness strategy, negative politeness strategy, and off-record indirect strategy which shows expressions used by characters using politeness strategies. This movie is interesting to discuss because the story tells a beautiful and kind-hearted girl named Ella who lives with her cruel stepmother but Ella remains nice to her stepmother. Through this movie script, the writer can analyze the conversations of the characters who can answer the questions in this study. The problem of this research talks about politeness strategies on Cinderella (2015) movie consisting of bald-on record strategy, positive politeness strategy, negative politeness strategy, and off-record indirect strategy

2. Theory of Related Literature

Pragmatics specializes in studying the relationship between language and context of speech. According to (Rahardi 2003: 12) defines that pragmatics is the study of the conditions of the use of human language determined by the context of society.

This study focuses on the use of language in conversation. Pragmatics defines the way people use language to communicate in conversation based on the context of the situation. In addition, people also use direct speech, indirect,

imperative and other types of speech to have good conversation with listeners. To get the successful conversation the speaker and listener must be careful about the words that will be spoken, then the listener will get or interpret what the speaker said as well as possible, so the conversation can run well.

Pragmatics is also focused on meaning of word. In interaction and how speaker to inform something more than words/phrases. The meaning of what speaker said depends from knowledge assumption from what speaker and listener have. Speaker constructs a message and want to deliver interpret and to conclude the message (Cutting, 2008: 2).

Asking indirect questions and requests, apologizing, using appropriate titles or names for others in communication or using the right language, all of this is considered as polite behavior. To explain what politeness

means is really difficult and it still lacks a uniform definition because being polite differs from one culture to another and a great confusion occurs between its universality and language specificity. Although many attempts and frameworks were made in order to approach the concept, there is still no unified direction in the field and as Meier (1995: 345) states, there is a "disconcerting amount of divergence and lack of clarity concerning the meaning of politeness". Held (1992: 31) also describes this linguistic phenomenon as a "definitionally fuzzy and empirically difficult area".

On the other hand, there is such lack of agreement among researchers, considering the complex nature of politeness due to the variety of ways in which the term has been treated as: formality, as deference, as indirectness, as appropriateness, as etiquette, as tact and so on. Inspite of this, many proposals have been made, involving the global view of politeness as appropriate

language usage and other linguistic frameworks that espouse it to the notion of "face" (Brown and Levinson, 1987).

The etymology was described by Sifianou (1992: 81) as follows: Polite is originally from latin word "politus" or in past participal polite which mean "too smooth". Thus polite originally meant both smoothed and polished and thereafter another meaning from polite are refined, cultivated, well-bred and so on and when referring to people also when referring to manners courteous, urban and etc.

This description associates politeness with behavior of the upper classes, the urban life and civilized manners, and all these terms refer to forms of social behavior.

Politeness is how to call the person. In this case the speaker avoids humiliating others, or makes people feel uncomfortable. Besides that, someone can be said to be polite depending on how, to whom, and when he uses the decency. Brown and Levinson (1987: 94) classify four important strategies in politeness strategies such as: bald on record strategy, positive politeness, negative politeness, off record indirect strategy.

In the politeness strategy there is an FTA that addresses these 4 strategies. Face Threatening Act (FTA) is the public self-image of person. It is the utterance that threats the positive and negative face. The face is a self-image of the individual. In pursuant to Yule (1996: 60) face is a person's public selfimage. Moreover Brown and Levinson (1987: 61) also revealed that "face threatening acts are strategies that can damage or threaten another person's positive or negative face". Therefore the face is a strategy that can influencing emotional and present in the interaction.

In accordance with Brown and Levinson (1978: 74), bald-on record strategy is a direct way of saying things,

without any minimization to the imposition, clear, in a direct, unambiguous and brief. This strategy will cause opponents to say they feel surprised, embarrassed, and uncomfortable.

Bald on-record strategy is widely used by speakers and opponents who have known each other well, for example between friends or family members. It is manifested in direct imperative sentences. Usually this strategy is also used to express emergencies for example "close the door!" "put it here!" "give it to me!" "help me"

Positive politeness redress directed to the addressee's positive face, his/her perennial desire to the his/her wants or actions acquisitions, values resulting from them -should be thought of as desirable. Furthermore, they describe that the redress consists in partially satisfying that desire that one's own wants or some of them are in some respects similar to the addressee's wants. Brown and Levinson (1978: 106). This strategy also functions as a facilitator of social relations with other people. By using it, the speaker shows that he wants to be more familiar with the other person. In other words, relationships become more familiar and reflect cohesiveness in groups. It seeks to minimize the distance between speakers and opponents of speech by expressing attention and friendship. Thus speakers minimize FTA. For example "that's a beautiful gown! Where did you get that?" "you will buy the ticket, won't you?" "can we sit in this room?"

Positive politeness strategy is realized by fifteen ways or actions as: focus attention on yourself versus speaking; giving more attention, giving recognition or sympathy to the opponent said; intensify the attention to the opponent said; using a marker of group familiarity; find an agreement; avoid conflict; equating assumptions to be public opinion, joke; add or approve the opinion

of the opposite person; offering help or promises; being optimistic; involving speakers and opposing speech in activities; giving or asking for certain reasons; assume or display similarity of actions; giving gifts.

According to Brown and Levinson (1999: 317) negative politeness strategy is oriented toward the hearer's negative face and emphasize avoidance of imposition on the hearer. The speaker respect the hearer's negative face will only minimally interfere with the hearer's freedom of action. The main focus of the use of strategy this is by agreeing opponents or opponents say because they have diverted opponents. For example "alright, I believe you, you can help me" "I think this room needs to repaint" "this room is free smoking area"

This is assumed to be from a particular social distance or certain limitations on the trip. This politeness strategy is realized by ten ways or actions such as: state directly, asking questions or evading, thinking of pessimism, reduce the demand burden, humble themselves, apologize, personalize speakers and opponents, put face threatening actions as

The last part of politeness strategies by Brown and Levinson is indirect strategy. This strategy uses indirect language and removes the speaker from the potential to be imposing. Brown and Levinson (1987: 316) define off-record strategy as a communicative act which is done in such a way that is not possible to attribute one clear communicative intention to the act. It is realized by means of disguised and not seen clear communicative intentions. With this strategy, it brings out of action with opponents say interpreting an action themselves. It is used if the speaker wants to take action before winning but does not want to be responsible for the action. Off-record Indirect Strategy is contrary to the Grice maxim, namely the maxim of relevance, the maxim of quantity, the

maxim of quality, and the maxim of order. Usually the factors that affect politeness using this strategy are, when someone asks for something in secret, but he/she is reluctant to say it. Or the request is large, so he/she uses communication that has no clear meaning For example "today is very hot, isn't it?" "I don't really fond talking to guys" "I don't have clothes anymore, mom". This conversation intended so that listeners are sensitive and do hidden commands. generally accepted rules, nominalization, Expressing actions against speech is very valuable for speakers.

In accordance with Scollon and Scollon (1995: 42-43) there are some factors which affects the politeness of a speech:

a. Power.

There is a tendency to increase the level of speech politeness towards other speaker who has higher power than speakers. The current power relationship might be close, becaue there might be a friendship between teacher and student, or the interactants might belong to one family.

b. Soial Distance.

Between the speaker and the interlocutor, it finds that the social distance high, because of they are not close like friend. But if they have close relationship, the politeness is not needed. For example: Anna can talk with her bestfriend with ribaldry without causing a fight because they are used to saying that.

c. Weight of Imposition.

The higher someone wants something, the more indirect the statement will be used by the speaker. For example: Jonas talk to his mom that he wants to has a new car "Mom, I saw a picture on instagram that Mercedes pulled out a cool new car, do you want to see?"

3. Metode Penelitian

Metode penelitian menjelaskan rancangan kegiatan, ruang lingkup atau objek, bahan dan alat utama, tempat, teknik pengumpulan data, definisi operasional variabel penelitian, dan teknik analisis. [Times New Roman, 12, normal].

a. **Method of Data Collection**

Method of data collection is important to make an academic writing as Sutrisno Hadi (1981:4) states:

"Teknik pengumpulan data dengan membaca buku yang diperlukan dan penyusunan menganggap penting serta dapat dipertanggungjawabkan kebenarannya, sehingga dapat dipakai untuk melengkapi penyusunan suatu karya tulis sebagai bahan pertimbangan"

Data are object of research that the writer has to find before doing the research and it has several forms. According to Sudaryanto, data is research object attached of the contexts (1988:10). Another definition from Edi, that data can be formed as numbers, words, sentences, discourses, pictures, photos, magazines, newspapers, recorded materials, written texts, books, etc (2002:34). There are two kinds of data, such as primary data and secondary data. Primary data are the data that come from the original source and secondary data are the data that are collected by the institute of data collecting and they are publicized to public who uses that data (Kuncoro, 2003:127).

In doing the technique of collecting data, the writer takes some steps in analyzing the novel, namely:

1) *Metode Simak*

Metode Simak is a method used by the writer to analyze the movie scripts. To get the data, the research needs to tap the use of

language used by the characters in the movie script.

a) *Teknik Simak Bebas Cakap*

In doing this method, the researcher has a role only as the observer. The writer only sees and understands the conversations that occur in the movie.

b) *Teknik Catat*

This technique is done by writing some relevant data from informant. The writer writes some important parts of the movie that will be used in the research.

2) *Metode Instropeksi*

In this method, the writer uses opinion and knowledge that she gets from college. It is the application of the lessons that already given to her during the lecture.

b. **Method of Data Analysis**

After all of the data are collected, the writer begins to make analysis of the data. Analysing of data has a purpose to limit the data that will be analysed in a research. Marzuki states:

"Analisis data dalam penelitian bertujuan untuk menyampaikan dan membatasi penemuan – penemuan sehingga menjadi suatu data yang berstruktur, serta tersusun dan lebih berarti. Proses analisa merupakan usaha untuk menemukan jawaban atas pertanyaan perihal perumusan – perumusan dan pelajaran – pelajaran atau hal yang kita peroleh dalam proyek penelitian." (1993:87).

In data analysis, the writer analyzes her data that she gets from observation and introspective. There is a method that can be used in an attempt to find rules in analysis of data (Sudaryanto, 1993:13), that is Metode Padan. Metode Padan is a method of data analysis by using a determining tool which is out of

language. In this research, the writer uses pragmatics (pragmatic identity method) as the kind of *metode padan*. The writer uses *metode padan* because the data that the writer uses the decisive tool is interlocutors.

4. Hasil dan Pembahasan

The writer analyzes data one by one that she gets from the movie and movie script entitled "CINDERELLA 2015" directed by Kenneth Branagh. The writer analyzes the data by the category of politeness strategies from the conversations used by the characters in the movie. This story tells about the life of a beautiful girl and kind named

a. **Bald-on Record Strategy**

   Data 1

   (page 14, line 19)

   The Stepmother   : Ella, what's that on your face?

   Ella   : Madam?

   Anastasia   : It's ash from the fireplace.

Cinderella, who lives with her wicked stepmother and her stepsisters, also the story of her love adventure, starring the actress and young actor, Lily James and Richard Madden as the main actor.

In this movie, Ella is treated arbitrarily by her stepmother and stepsisters. They said and told Ella at will. The use of politeness strategies in this movie are varies, especially bald-on record because speakers do not think about the face of the other person.

These are some conversation between the characters to be analyzed according to politeness strategies.

The Stepmother   : **Do clean yourself up.**

Analysis:

That night, Ella slept near the dying embers of the hearth to keep warm. She did not sleep in the attic as

usual because it was a very cold night. The next morning, Ella prepared breakfast for her Stepmother and Stepsisters, because The Stepmother dismissed the entire household to save the family economy.

Ella did not know that her face was dirty with coal ash last night. The Stepmother said **"Do clean yourself up"** to ask Ella to clean her face. She does not make any effort to minimize the threat to the face of interlocutors to reduce the impact of face-threatening actions.

In this case, The Stepmother uses bald-on record strategy. This strategy is widely used by people who are close like a family, or friends. Factor that influences the politeness is power because The Stepmother has a power to Ella because she took control of the houses. So, The Stepmother uses bald on record strategy because she saw Ella as a maid at home.

Data 2

(page 23, line 1)

The Stepmother : **You must return to town right away and tell that seamstress to run us up three fine ball gowns.**

Ella : Three?

Analysis:

On that day, the royal administrator announced to the city that the kingdom hold a dance party where The Prince would choose his bride. The party might be attended by everyone. Ella was very happy because she would meet the prince who she thought was an internship in the palace.

After arriving at home, Ella immediately told the news to her stepmother and stepsister. The three of them were very happy to hear that, and The Stepmother hoped that one of her daughter would become the prince's wife. The Stepmother wanted to make a ball gown for her and her two daughters, then she told Ella to go

to the tailor in the city immediately, before the tailor flooded with orders.

The stepmother uses the bald-on record strategy by saying to Ella **"You must return to town right away and tell you that you should run three fine ball gowns."** Because The Stepmothers saw Ella like a maid and the factor that influence is power, so she will not think of Ella's feelings every time she said.

Data 3

(page 28, line 8)

The Stepmother : **Now mark my words! You shall not go to the ball!**

Analysis:

That night was the night where the ball began. Everyone prepared to dress up and go to the palace. Likewise with Ella's Stepmother and Stepsisters. When they were going to the palace, they saw that Ella was also preparing to leave. But the Stepmother forbade her because she did not want

to see her daughters walking with the ragged servant girl.

The Stepmother said firmly to Ella **"Now mark my words! You shall not go to the ball!"** Even though everyone were invite to the party. She uses bald on record strategy and the factor that influences is power, because she thinks she can do arbitrarily on Ella who is considered a maid at home.

Data 4

(page 36, line 19)

The Stepmother : **You must turn the prince's head, You fools! Now, get out there!**

Anastasia : But no one's asked us to dance.

Analysis:

Ella and The Prince danced in front of the guests, The Stepmother and her two daughters saw The Prince dancing with the beautiful girl they didn't know was Ella. After that The Stepmother told her two daughters to

grab the prince's attention because they felt rivaled. The Stepmother told them to look for a partner in the second dance, but they do not have partner.

The Stepmother uses bald-on record strategy when she says **"You must turn the prince's head, You fools! Now, get out there!".** Because The Stepmother talks to her daughter and the factor that influences is social dictance so she can do anything with her daughter.

Data 5

(page 53, line 23)

The Stepmother : I forbid you to do this!

Captain **: And I forbid you to forbid her! Who are you to stop, an officer of the king? Are you an empress? A saint? A deity?**

Analysis:

That conversation happened when the Prince and his guard came to Ella's house to find a mystery Princess

wearing glass shoes in a ball some time ago. The Prince asked the guards to really look for her. But when they were already up to Ella's house, her Stepmother hid Ella's at home, and locked her in the attic so that The Prince and his guard would realize that there was still a girl in the house who had not tried the glass slipper.

Ella drowned into her sadness and sang near the attic window. Then some of the mice that were Ella's friends opened the window so that the prince and his bodyguards heard Ella's singing so they would realize that there was still a girl in the house.

Finally they heard Ella's singing and asked The Stepmother to show the girl who was singing. But The Stepmother refused because she was worried that the glass shoes would fit Ella's feet then The Prince will marry her. Eventually The Captain met Ella in the attic and asked her to go down to face The Prince.

The Stepmother still forbade The Captain to take Ella, but he forbid The Stepmother to forbid Ella and says **"And I forbid you to forbid her! Who are you to stop, an officer of the king? Are you an empress? A saint? A deity?".** The Captain uses bald on-record strategy to The Stepmother because he has a power and authority from the kingdom and a higher position.

Data 6

(page 53, line 30)

The Stepmother   : I am her mother.

Ella   : **You have never been and you never will be my mother.**

Analysis:

This conversation happened in the attic when everyone heard a girl singing, and realized that there was still a girl in the house. Then Captain manages to find Ella on the attic and wanted to take her down to meet The Prince.

The Stepmother forbid Ella to follow Captain's orders and claims to be her mother, but Ella firmly answers her mother with **"You have never been and you will never be my mother".** In that conversation above, Ella uses bald-on record strategy to her Stepmother and factor that influences is power because Ella doesn't want to be bullied by her Stepmother anymore and she dares say that because she is right.

5. Positive Politeness Strategy

Data 1

(page 6, line 16)

Anastasia   : **You have such pretty hair.**

Ella   : Thank you.

Analysis:

That day was the arrival of a new family of Ella, consisting of a Stepmother and her two daughters named Anastasia and Drisella. Since seeing Ella, her two stepsisters did not

like Ella's appearance. But they tried to respect Ella as the host.

Anastasia talks **"You have such pretty hair"** to show intimacy to Ella who is not the closest person. Factor that influences is social distance. She expresses attention by praising Ella. The use of the phrase is a chit-chat to the people who are meeting in the first time to become more familiar. Anastasia uses positive politeness strategy because she just meets Ella and tries to get along.

Data 2

(page 6, line 18)

Drisella   : **You should have it styled.**

Ella   : I'm sure you're right.

Analysis:

Drisella said to Ella **"you should have it styled"**. She advised Ella to arrange her hair. But in reality, Drisella felt that Ella's hair was so messy that is why she told Ella to set it up.

Drisella shows that she wants to be more familiar with Ella because Ella will be her stepsister and live in the same house. That is why she uses positive politeness strategy that serves as a facilitator of social relations with others.

Data 3

(page 15, line 26)

The Prince   : **Miss! Miss! Are you all right? Hold on!**

Ella   : I'm all right, thank you!

Analysis:

The conversation above happened in the forest. Ella ran away from home because she was sad about the treatment of her Stepmother and Stepsister. But in the middle of the road the horse she was riding stopped because the horse afraid seeing the stag facing them. Then, Ella whispered to the stag so that it would

leave. The stag left and the horse she was riding ran faster.

At the same time, The Prince and his guard ran after the stage. But The Prince heard Ella scream and then saw Ella who was scared because her horse was running fast. Then he approached and called Ella "**Miss! Miss! Are you all right? Hold on!**". The prince uses positive politeness strategy and social distance because he is a good Prince and not arrogant for his power, so he still wants to talk to ordinary people.

Data 4

(page 25, line 7)

Anastasia : **We must compete for the prince's hand. But let it not mean we harbor dark thoughts against each other.** Anastasia

Drisella : Of course not, dear sister.

Analysis:

Anastasia and Drisella were getting ready to attend the ball and assisted by Ella. They wore the best clothes they had. Because they competed to get The Prince's heart. Anastasia jokes with her sister by saying **"We must compete for the prince's hand. But let it not mean we harbor dark thoughts against each other".** Because they both often fought every day. In this case Anastasia uses positive politeness strategy and the factor that influences is weight of imposition because she wants the ball to run smoothly without the usual quarrels to get The Prince's heart.

Data 5

(page 25, line 15)

: Nor I of pushing you from a moving carriage on the way there.

Drisella : **Or I of dashing your brains out on the palace steps as we arrive. We are sisters, after all.**

Analysis:

The situation above happened in their bedroom when they prepared to go to the ball. They're joking as usual. Anastasia said that she would not push Drisella from the carriage, then Drisella replied**, "Or I will destroy your brain on the steps of the palace when we arrive. After all, we are sisters"**. Here, she explained that she wanted to melt the atmosphere by reprimanding Anastasia. Drisella revealed that they were sisters and would not harm her sister by pushing her from the palace steps before going to the ball. In this case Drisella uses positive politeness strategy to Anastasia because she often fought, actually they are very close and love each other but the factor that influences is weight of imposition because they compete to get The Prince's heart.

Data 6

(page 38, line 30)

The Stepmother : **Forgive me, Your Grace. I did not mean to intrude.**

Grand Duke : No, it's you who have to forgive me, madam.

Analysis:

When the ball was going on, Grand Duke and Captain are talking together on the palace balcony. They talked about The Prince's arranged marriage. Grand Duke told Captain that he has promised to match The Prince with Princess Chelina, but The Prince was more interested with the mysterious Princess who was immediately approached by The Prince when she came.

However, The Stepmother overheard their conversation while passing by. Then she apologized to Grand Duke by saying **"Forgive me, Your Grace. I did not mean to intrude"**. The stepmother says by using the positive politeness strategy to Grand Duke and use power,

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because she accidentally did that and respect the Grand Duke as a royal adviser.

6. Negative Politeness Strategy

Data 1

(page 5, line 32)

The Father : **Yes. Happiness. Do you think I may be allowed one last chance, even though I thought such things were done with for good?**

Ella : Of course I do, Father.

Analysis:

The conversation was about Ella and her Father in the living room. The Father said to Ella **"Do you think I may be allowed one last chance, even though I thought such things were done with for good?"**. He asked Ella for the last chance, to remarry.

In that conversation, The Father uses negative politeness strategy to ask Ella because of his very high wishes and he wants Ella to grant his request. So that he will not make Ella surprises and says indirectly and cautiously. The use of negative politeness strategy is the action taken to redeem the negative face of the interlocutor, and the desire of the speaker to be free from the burden with the intention that his actions are not disturbed. This strategy is the basis of respectful behavior (which is contained in the politeness strategy). So, negative politeness strategy uses by The Father and factor that influences is weight of imposition because he has high hopes and does not speak with a tone as usual to Ella.

Data 2

(page 4, line 19)

The Mother : **I must go very soon, my love. Please forgive me.**

Ella : Of course I forgive you.

Analysis:

That was a conversation between Ella and her Mother. The conversation happened in the Mother's bedroom. Her Mother was dying of her illness. At the last moment, The Mother called Ella to speak. She also apologized to Ella for leaving Ella and her Father soon. She said to Ella **"I must go very soon, my love. Please forgive me".** In her words, her Mother uses the negative politeness strategy to Ella because there is a weight of imposition when saying it.

Data 3

(page 27, line 21)

Ella : This was my mother's.

The Stepmother : **I'm sorry to have to tell you but your mother's taste was questionable. This thing is so old-fashioned It's practically falling to pieces.**

Analysis:

That night, everyone prepared to go to the ball. When The Stepmother and her two children were leaving, they saw Ella going down the stairs using a pink dress belonging to her deceased Mother. The Stepmother did not like the existence of Ella who wanted to come to the dance and use a dress like a rag. Then she said to Ella that **"I'm sorry to have to tell you but your mother's taste was questionable. This thing is so old-fashioned it's practically falling to pieces".** The Stepmother uses negative politeness strategy and weight of imnposition because she talks about the dress that Ella wears with negative sentence without thinking about Ella's feeling and she wants Ella to not going to the Ball.

Data 4

(page 28, line 16)

Fairy God Mother : **Excuse me. Can you help me, miss? Just a little crust of bread, or better, a cup of milk?**

Ella   : Yes. Yes, yes, yes. I think I can find something for you.

Analysis:

After his family left for the ball, Ella was sad and cried behind the house because she was cursed and was not allowed to leave. When she was crying suddenly Ella was startled by an old grandmother who asked for help to get bread or a glass of milk. "**Excuse me. Can you help me, miss? Just a little crust of bread, or better, a cup of milk?".** Actually the old grandmother was the incarnation of a Fairy God Mother to test Ella's kindness. She uses negative politeness strategy and social distance because there are some distance to talk to Ella and asking help.

Data 5

(page 32, line 12)

Fairy God Mother : **I understand But she wouldn't mind if I gee it up a bit? Wouldn't mind a nice blue?**

Ella   : No.

Analysis:

After transformed into her original form, The Fairy God Mother helped Ella to go to the ball. The Fairy God Mother conjure the pumpkin into a horse-drawn carriage, the mice that were made into their horses, the lizards who were bodyguards, and the goose that made the coachman for Ella to go to the palace. When leaving, Ella asked The Fairy God Mother to help repair Ella's torn pink dress. Then The Fairy God Mother remodeled Ella's dress and turned it into a beautiful blue color. The Fairy God Mother agreed with Ella's request by saying "**I understand. But she wouldn't mind if I gee it up a bit? Wouldn't mind a nice blue?".** The sentence uttered by The Fairy God Mother uses negative politeness strategy and social distance, because she feels bad changing her deceased Mother's favorite dress.

Data 6

(page 41, line 25)

Ella : **I'm sorry. You'll find it's very comfortable.**

Analysis:

The magic that given by The Fairy God Mother vanished at 12.00. After Ella left the palace because the magic was gone and everything returned into normal, Ella continued the rest of her journey by walking. Ella talked to her little animal friend by saying **"I'm sorry. You'll find it's very comfortable".** Ella uses negative politeness strategy and weight of imposition because it is not preceded by words like "come on!" and she wants the animals walks with her.

7. Off-record Indirect Strategy

Data 1

(page 5, line 11)

The Father : **Ella, I have come to the conclusion that it's time, perhaps, to begin a new chapter.**

Ella : Indeed, Father?

Analysis:

The conversation above was about The Father and Ella that happened in the living room. Ella was a child who has been abandoned by her mother. After her mother died, Ella only stayed home together with her father. Ella was reading a story to her Father. Then the Father plans to express his intention to remarry by equating with the conclusion to the story that has been read by Ella.

From the data above, The Father said to Ella **"Ella, I have come to the conclusion that it's time, perhaps, to begin a new chapter".** He wants to take action before winning but does not want to be responsible for the action. The Father did not immediately state his purpose, but he chose to spin out time so that Ella could understand for herself what he wanted and Ella was not angry at her Father's request. In this case, The

Father uses of off-record indirect strategy and the factor that influences is weight of imposition because he has a great desire but does not want to make his one and only daughter disappointed with his wishes.

Data 2

(page 5, line 16)

The Father : You'll recall that some time ago, in my travels, I made the acquaintance of Sir Francis Tremaine.

Ella : Yes. The master of the Mercer's Guild, is he not?

The Father : **Was. The poor man has died, alas. His widow, an honorable woman, finds herself alone, though still in the prime of her life.**

Ella : You're worried about telling me. But you mustn't be. Not if it will lead to your happiness.

Analysis:

The Father continued his story about his friend which was related to his wishes. He told of a friend who died, but still had a wife. The wife of his deceased friend was the woman he would marry.

From the conversation above, The Father said "**Was. The poor man has died, alas. His widow, an honorable woman, finds herself alone, though still in the prime of her life**". He told of the origin of the woman he was going to marry before Ella was shocked and asked about the woman who would become his stepmother. Off-record indirect strategy is a strategy used by his Father to introduce a stepmother to Ella. The strategy that The Father did to Ella succeeded and the factor that influences is weight of imposition because she really encouraged his father to be honest as he felt as long as it is for his father's happiness.

Data 3

(page 10, line 2)

The Stepmother : **Anastasia and Drisella have always shared a room.**

Such dear, affectionate girls. I think they're finding the sleeping quarters rather confining.

Ella   : Well, my bedroom's the biggest besides yours and Father's. Perhaps they'd like to share it.

The Stepmother   : What a wonderful idea. What a good girl you are.

Analysis:

This conversation happened when Ella was sad because her Father had to leave for several months to work. After that, the Stepmother called Ella to calm her down so she would not be sad. But they heard a fight between Anastasia and Drisella fighting over the room. Then stepmother took advantage from that situation to seize Ella's room to be given to Anastasia and Drisella by saying "**Anastasia and Drisella have always shared a room. Such dear, affectionate girls. I think they're finding the sleeping quarters rather confining.**"

The Stepmother uses off-record indirect strategy to Ella and the factor that influences is weight of imposition because The Stepmother loves her biological child more than Ella and she tries the best for her daughters.

Data 4

(page 22, line 31)

The Stepmother   : **Having delivered your news, Why are you still here?**

Analysis:

Ella immediately told her family about a ball that held by the kingdom that everyone could attend. Ella was happy to see her joyful Stepsisters and joking with each other. But his Stepmother did not like the existence of Ella who was still there. Then she said to Ella "**Having delivered your news, why are you still here?**". The Stepmother uses an off-record indirect strategy to drive away Ella and the factors that influences is power because she has

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received pleasant information, but she still doesn't like Ella but she has a power to drive away Ella.

Data 5

(page 48, line 14)

Grand Duke : You've spared the kingdom a great deal of embarrassment.

The Stepmother : **And I should like to keep it that way.**

Grand Duke : Are you threatening me?

The Stepmother : Yes.

Analysis:

The Stepmother met the Grand Duke to tell about the girl who has glass shoes, Ella. She said that Ella was a maid at her house and not a royal princess. She did it so the prince would not marry Ella. But The Stepmother threatened the Grand Duke and asked for compensation for the information he provided. She said to Grand Duke "**And I should like to keep it that way**". Here, The

Stepmother uses indirect off-record strategy to threaten the Grand Duke, and the factors that influences is weight of imposition because she has great desires also promises to keep a big secret.

8. Conclusion

The writer analyzed 23 data which are including in the politeness strategies and the factors. The data are taken from the movie and movie script of Cinderella (2015) by Kenneth Branagh. From the results of the data's on the previous chapters, it can be concluded:

b. From the 23 data that have been analyzed, it can be seen that the Cinderella (2015) movie uses 4 politeness strategies that are used by all the characters in the film. The Characters in the movie use various types of politeness strategies which consist of bald-on record strategy, positive politeness strategy, negative politeness strategy, and off-record

indirect strategy. Also the factors consist of power, social distance, and weight of imposition.

c. The use of kind of politeness strategies by all the characters involved in the Cinderella (2015) movie use different politeness strategies and the factors for emphasis in every conversation between the characters. The kinds of politeness strategies that used usually depend on who they are talking to. Different from other types of politeness strategies, bald-on record strategy and power is mostly used for the conversation between Ella and Stepmother, because she doesn't need to think about Ella's feelings when talking and asking.

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