



Politeness is used by people to ensure a smooth communication and harmonious interpersonal relationship in social communication. Politeness in communication is absolutely important to be able to establish relationship with others. It should be realized by everyone in forming good communication because the use of language can reflect the behavior or the attitude. Considering the phenomena above, the speaker should be able to produce the appropriate politeness strategy for being considered as a polite person.

People are being polite person to get the conversation run well and go smoothly, and to make their communication more acceptable. Being polite is trying to determine what the appropriate things to say to someone else are and what are not to. In fact, people will appreciate and respect someone and tend to build a relationship with him/her if he or she can speak in a polite way. However, mostly languages build their own politeness rule. This relates to the social and cultural values of the community. For example, Javanese people, before they speak to the others, they must decide on an appropriate speech style: *Ngoko*, *Krama Madya*, *Krama Inggil*. So, it can be concluded that politeness is used by people to make a smooth communication and to build equilibrium of relationship in a society. This supports by idea from Baresova (2008, p.24-25) that:

“... the language usage associated with smooth communication, realized 1) through the speaker’s use of intentional strategies to allow his or her message to be received favorably by the addressee, and 2) through the speaker’s choice of expression to conform to the expected and/or prescribed norms of speech appropriate to the contextual situation in individual speech communities.”



Politeness strategies are developed in order to save the hearer's "face". According to Brown and Levinson (1987, p.61) face refers to the public self image that every member wants to claim for himself. In some cases we are supposed to avoid embarrassing the other person, or making them feel uncomfortable. Yule (1996, p.134) stated that face in pragmatics is public self image. It is the emotional and social sense of self that everyone has and expects everyone else to recognize. It means when we use politeness strategies we respect the public self image of person to whom we are talking. While according to Nwoye (1992) in the journal "Linguistic Politeness and Socio-cultural Variations of the notion of face", culture in Southeast Nigeria, face concerns one's public self-image and self-worth of his or her group. It means that politeness strategies is used to maintain the face of the group that is to act in conformity in social norms and refrain from bad behavior that will bring dishonor or shame to the group.

From the explanation above, we can see how important politeness strategies are in conversation; thus, we have to know how to use it in appropriate way. It should be realized by everyone informing good communication because the use of language can reflect the behavior or the attitude. Shortly, the goal of politeness is to make both speaker and hearer relaxed and comfortable and to avoid disagreement of conversation in order to keep social relationship well. Considering the importance of politeness strategy in communication and how to use it appropriately, the researcher is interested in conducting a research on politeness strategies especially on

positive politeness strategy proposed by Brown and Levinson's theory with a film as subject of research.

It is interesting to choose a film to be analyzed by using pragmatics studies on politeness strategies. According to Oxford dictionary, film is a cinema picture. Film tells stories which are typically defined as a series of events described in a sequence. Although it is fiction, most of the ideas come from our society. It is also possible that the phenomena of politeness will appear in the film because it reflects the real situation of the society.

In this occasion, the researcher analyzed "Sophie's World" film. As stated by Wikipedia.org Sophie's World (Sofies verden) is a 1999 Norwegian drama-adventure film directed by Erik Gustavson and screenwriter by Petter Skavlan. Released in 1999, Sophie's World film was the most expensive film to date in Norway. It is an adaptation of the novel of the same name by Jostein Gaarder. It won the Deutscher Jugendliteraturpreis in 1994. It is one of the most commercially successful Norwegian novels (best seller) outside of Norway. By 2011 the novel had been translated into fifty-nine languages, with over forty million copies in print. It is an interesting object to be analyzed. It tells about Sophie an ordinary Norwegian girl who receives some letters and a video tape on which Alberto Knox talks directly to her from Ancient Greece. They then start to meet at different occasions. Throughout the film, Alberto takes Sophie on an odyssey of the history of philosophy, from ancient Greece, over the Roman Empire, the Middle ages, the Renaissance, the Enlightenment, the Big Revolutions, and up to today.

Analysis of politeness strategy has attracted some researcher to doing research. There has been ample amount of research on politeness strategy abroad (e.g., Noriko Kitamura, 2000; Hòà, 2010). However, analysis of politeness strategy has not been well specific. The other studies which have relation with politeness strategy in Indonesia (Mufidatul Ula, 2010 ; Luh Putu Ayu; Ani Septya Ningsih, 2007) are still far from clear about positive politeness strategy, they only analyze about politeness strategy from general perspective.

There were some reasons why the researcher chooses “Sophie’s World” film as the media in the research. *Firstly*, the researcher is very interested in Sophie’s World film because there is a history of philosophy in it. Jostein Gaader (the writer of the novel) told the history of philosophy with creative, unique, and simple story. While watching, we can feel the dialogues between the characters are alive. So, we can understand clearly the history of philosophy through that film. *Secondly*, we can get many lessons from “Sophie’s World” film. It teaches us that life is not only considered about rational thinking but also irrational thinking. In Sophie’s World film, the audience was invited to get to know the background of the myths until the emergence of critical thinking from philosophers. *Lastly*, it is because the researcher is interested in the story especially with the language that is used by Sophie and Alberto Knox which contained positive politeness strategies. She would like to know how Sophie and Alberto Knox communicate with other actors and actress involved in it.







