

**POSITIVE AND NEGATIVE POLITENESS STRATEGIES  
USED BY JUDY HOPPS AND NICK WILDE IN ZOOTOPIA  
MOVIE**

**THESIS**



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POSITIVE AND NEGATIVE POLITENESS STRATEGIES USED BY JUDY  
HOPPS AND NICK WILDE IN ZOOTOPIA MOVIE

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3.1 Codes for Positive Politeness Strategy .....	
3.2 Codes for Negative Politeness Strategy .....	
3.3 Codes for the Factors .....	
3.4 Percentage of Determining the Positive Politeness Strategy .....	
3.5 Percentage of Determining the Negative Politeness Strategy .....	
3.6 Percentage of Determining the Factors .....	

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more natural. That shows that someone will use more polite speech for the first context than the second context.

## 2.5 Zootopia Movie

Zootopia movie is an animated American cartoon directed by Rich Moore and Byron Howard and produced in 2016 by Clark Spencer. This animated movie tells the story of Judy's struggle to become the police in Zootopia city. Zootopia itself is a large city where prey and predator animals live side by side. The premiere of Zootopia movie at the Brussels Animation Film Festival on February 13, 2016, and released in the United States on March 4, 2016. The movie has 108 minutes. It teaches that fear in someone must be faced with achieving goals. Zootopia's movie received positive reviews from critics. Judging by Rotten Tomatoes, this movie has a 97% rating based on 265 reviews, the movie's average rating is 8/10.

### 2.5.1 Judy Hopps

Judy Hopps is the main character in the Zootopia movie which was released in 2016 by Disney. Judy Hopps was the first female bunny to join as a member of the police force in the city of Zootopia. She has a character who likes to help and work hard. Previously, she was underestimated by all members of the police officer because she has a small body. However, with determination and enthusiasm, she finally managed to prove that she deserves to be a police officer. To prove that, Judy Hopps revealed 14 predator animals that mysteriously

disappeared. In carrying out her mission, Judy was accompanied by Nick (a fox who became Judy's friend).

### 2.5.2 Nick Wilde

Nick Wilde is one of the other main characters in the Zootopia movie. Previously, he was a cunning fox in the city of Zootopia. One day he tricked Judy Hopps by pretending he wanted to buy ice cream for his son but he didn't bring money. At his second meeting with Judy, he was forced by Judy to help her investigate the case of the disappearance of predators in the city of Zootopia. Nick was forced to follow Judy's wishes if he didn't want to go to jail for having committed many violations of the law. Even though they have different backgrounds, Nick can be a close friend to Judy. Nick began to change for the better and realized all his mistakes. And in the end, Nick was appointed as a police officer for successfully helping Judy solve her case.















**Table 3.2 Codes for Negative Politeness Strategy**

Category of NPS	Code
Be Conventionally Indirect	N1
Question, Hedge	N2
Be Pessimistic	N3
Minimize The Imposition	N4
Give Difference	N5
Apologizing	N6
Impersonalize Speaker and Hearer	N7
State the FTA as General Rule	N8
Nominalizing	N9
Go on Record as Incurring a Debt	N10

**Table 3.3 Codes for the Factors**

Category of Factors and the Codings			
Payoff (PO)			
Relevant circumstances	Relative Power (P)		
(RC)	Social Distance (D)	Age	(D1)
		Gender	(D2)
		Status	(D3)
	Size of Imposition/Ranking (R)		



**Table 3.4 Percentage of Determining the Positive Politeness Strategy**

No	PPS	Data	Frequency	Percentage
1.	P1	S.8/T.170/JH S.12/T.249/JH S.20/T.483/JH	3	6%
2.	P2	S.8/T.169/NW S.20/T.456/JH	2	4%
3.	P3	S.8/T.170/JH S.16/T.357/JH S.24/T.599/NW S.33/T.752/JH	4	8%
4.	P4	S.8/T.151/NW S.98/T.167/NW S.15/T.322/JH S.18/T.371/NW S.18/T.373/NW S.22/T.523/NW	6	13%
5.	P5	S.8/T.175/NW S.13/T.289/JH S.17/T.364/JH S.19/T.439/JH	4	8%
6.	P6	S.11/T.207/JH S.11/T.210/JH S.18/T.410/JH S.23/T.528/JH	4	8%
7.	P7	S.18/T.369/JH S.22/T.501/NW S.32.T.733/JH	3	6%
8.	P8	S.18/T.404/NW	1	2%
9.	P9	S.16/T.343/NW S.33/T.752/JH	2	4%



**Table 3.5 Percentage of Determining the Negative Politeness Strategy**

No	NPS	Data	Frequency	Percentage
1.	N1	<b>S.18/T.410/JH</b> <b>S.33/T.750/JH</b>	2	15%
2.	N2	<b>S.15/T.313/JH</b> <b>S.23/T.551/NW</b>	2	15%
3.	N3	<b>S.36/T.791/NW</b>	1	8%
4.	N4	<b>S.7/T.124/JH</b>	1	8%
5.	N5	<b>S.2/T.464/NW</b> <b>S.31/T.713/JH</b>	2	15%
6.	N6	<b>S.8/T.163/JH</b> <b>S.8/T.167/NW</b> <b>S.13/T.257/JH</b>	3	31%
7.	N7		-	-
8.	N8	<b>S.40/T.874/JH</b>	1	8%
9.	N9		-	-
10.	N10		-	-
Total			12	100%







































above shows that Nick Wilde uses positive politeness by using an identity marker strategy. Nick Wilde calls Judy Hopps "Carrot" as a nickname for Judy, and it indicates that the two of them are already close because Nick has a unique nickname for Judy.

#### 4.1.1.5 Seeking agreement

This strategy shows the claim of equality with the listener by the speaker. Seek agreement can also be done by the speaker by repeating some or all of the listener's previous sentences. A safe topic and repetition are the features of this strategy. The researcher found four utterances in this strategy. Those are two strategies of *a safe topic* and two strategies of *repetition*.

- **Data 16 (S.8/T.175/NW)**

Judy Hopps: And you, little guy, you want to be an elephant when you grow up? You can be an elephant. Because this is Zootopia, anyone can be anything.

Nick Wilde: **Oh, boy, I tell him that all the time.** All right, here you go. Two paws, yeah. Oh, look at that smile, that is a happy birthday smile! All right. Give her a little bye-bye toot-toot! (page 16)

Judy Hopps feels Finnick's desire to become an elephant when he grows up is something he has to pursue, even though he is a fox. Judy thinks everyone can be anything in Zootopia city. Responding to Judy Hopps's statement, Nick (Finnick's father) says, "*Ah, boy, I tell him that all the time,*" which means he agrees with Judy's statement. In that conversation, Nick saves Judy's positive face by seeking agreement on a safe topic. The statement that indicates "safe topic" is



the same view regarding Zootopia city. By applying this strategy, Nick can reinforce that he and Judy have the same view on Zootopia city.

- **Data 17 (S.13/T.289/JH)**

Dawn Bellwether: And sent it. And it is done. So I did do that. All right, well, I would say the case is in good hands. Us little guys really need to stick together, right?

Judy Hopps: **Like glue.** (26)

Chief Bogo, who is the Zootopia police chief, is upset with Judy Hopps. Judy Hopps consider having defied because she wants to take the case of the search for Emmet Otterton. Previously Chief Bogo only gave Judy's police assignment as a meter maid, because Judy Hopps was only a bunny and was deemed unable to resolve the case. Chief Bogo wants Judy Hopps to tell Mrs. Otterton if she will not take the case to find her husband. Judy receives the threat of being fired if she does not say it. However, when Chief Bogo opens the door to his room and tells Judy to see Mrs. Otterton, Assistant Mayor comes to Chief Bogo's room with Mrs. Otterton. She said if she feels happy because Judy takes the case, she has even talked to the mayor about the case, making Chief Bogo speechless. Dawn Bellwether shakes Judy's hand happily and says if the case is in the right hands. Not only that, but Dawn Bellwether also says that they must always stay together. The answer "*like glue*" from Judy Hopps state that she agrees with what the mayor's assistant is talking about. During the conversation, Judy saves the listener's positive face by using a strategy to seek agreement on a "safe topic." As such, Judy has shown solidarity with the assistant mayor.























- **Data 30 (S.3/T.72/JH)**

## Dawn Bellwether: Congratulations, Officer Hopps

**Judy Hopps: I will not let you down.** This has been my dream since I was a kid. (page 7)

Judy Hopps finally succeed in achieving her dream, which is to become a police officer. The sentence *"I will not let you down"* pronounced Judy after getting congratulations from Dawn Bellwether can show if Judy used offering, a promising strategy of positive politeness. The utterance is Judy's promise to Dawn Bellwether that she will never disappoint her as long as she is a police officer because it is her dream since childhood.

- **Data 31 (S12/T.236/JH)**

Frantic Pig: What are you talking about? My shop! It was just robbed! Look, he is getting away! Well, are you a cop or not?

Judy Hopps: Oh! Yes. Yes! **Don't worry, sir, I got this!** Stop! Stop in the name of the law! (page 22)

After a day before being only assigned as a maid meter, on the second day, Judy is still only given the task of being a maid meter. That makes Judy feel very sad and unfair. Even though other police officers were asked to find missing mammals, she is only a meter maid. Being a maid meter makes Judy feel bored and finally rest in her car. When Judy start closing her eyes, Frantic Pig approaches her. He looks very panic and asks whether she is a police officer or not. Judy initially seems uninterested in what Frantic Pig will talk about. She tells him to submit to court if he has a complaint. However, when Frantic Pig tells Judy that there is a thief who robs his shop, Judy immediately open her eyes wide and says, "*Do not worry, sir, I got this!*". After that, Judy quickly runs to chase the

robber. She thinks it will be her first police task. Judy's utterances, "*Do not worry, sir, I got this!*" shows she use positive politeness strategy 5, which Judy promises to Frantic Pig will catch the thief who robs his shop.

- **Data 32 (S.13/T.278/JH)**

Mrs. Otterton: Please! There is gotta be somebody to find my Emmitt.

Chief Bogo: Mrs. Otterton...

**Judy Hopps: I will find him.**

Mrs. Otterton: Oh, thank you! Bless you, bless your little bunny! Take this, find my Emmitt. Bring him home to my babies and me, please. (page 25)

Mrs. Otterton goes to the police station and reports that her husband, Emmitt Otterton, had been missing ten days ago. She asks the police to find her husband. However, Chief Bogo (police chief) says the detectives are busy, which means he can not help Mrs. Otterton. However, suddenly, Judy Hopps comes and says, "*I will find him*" to Mrs. Otterton. In her utterance, Judy Hopps uses offering, promising a strategy of positive politeness. The sentence "*I will find him*" is Judy Hopps's promise to Mrs. Otterton if she will find her husband. Knowing Judy will help her, Mrs. Otterton feels very happy and grateful.

- **Data 33 (S.23/T.554/NW)**

Woodchuck Bully: Okay. Now raise your right paw and deliver the oath.

Young Nick Wilde: **I, Nicholas Wilde, promise to be brave, loyal, helpful, and trustworthy!** (page 49)

Nick tells the story of his childhood to Judy Hopps. When he follows Junior Ranger Scouts, he feels like Judy Hopps now, which treated unbalance by people around him. At that time, Nick was the only predator (fox) who followed the Junior Ranger Scouts. When attending the member acceptance ceremony,































wild may have something to do with biological factors at the interview time. That makes 90% of the prey in Zootopia feel scared and hostile to predators. Judy Hopps feels like a failure. She does not make the world a better place but rather ruin it by making Zootopia city divided. Judy Hopps feels it is inappropriate to wear a police badge and intend to leave the ZPD. Before leaving the mayor's room, she says, *"Thank you for the opportunity"* to the mayor and Chief Bogo. Judy Hopps expresses her gratitude to the mayor and Chief Bogo for giving her the chance to become a police officer, which is her dream from childhood. In her statement, she uses the strategy of giving cooperation to the listener.

#### 4.1.1.15.2 Giving sympathy to the listener

- **Data 49 (S.33/T.754/NW)**

Judy Hopps: Wait, wait, listen. I-I know you will never forgive me, and I do not blame you - I would not forgive me either. I was ignorant and irresponsible, and small-minded. But predators should not suffer because of my mistakes. I have to fix this. But I cannot do it without you. And after we are done, you can hate me, and that will be fine because I was a horrible friend, and I hurt you, and you can walk away knowing that you were right all along - I really am just a dumb bunny.

Judy Hopps' voice: [Through carrot pen] I really am just a dumb bunny.  
I really am just a dumb bunny.

Nick Wilde: **Don't worry, Carrots. I'll let you erase it in 48 hours.** All right, get in here. Okay, oh, you bunnies, you're emotional. There we go, deep breath. Are you, are you just trying to steal the pen? Is that what this is? You're standing on my tail, though. Off, off-off-off! (page 67)

Judy Hopps has disappointed Nick Wilde by telling reporters that predators going wild may have something to do with their biological factors.

Nick, who is a predator, feels disappointed and angry at his friend's answer. Judy,















use of negative politeness strategy 3 "Be pessimistic," where Nick shows his doubts to the listener by asking the possibility of the listener to respect and answer his question.

#### 4.1.2.4 Minimizing the Imposition

The speaker expects the listener to be sensitive to what he wants, but he does not want to be impressed as pushy. The expressions of this strategy are *a bit*, *a little*, *a taste*, or *a tiny*. Only one utterance that obtains by the writer in this strategy.

- **Data 55 (S.7/T.124/JH)**

Benjamin Clawhauser: O.M. Goodness... They really did hire a bunny.  
What! I gotta tell you. You are even cuter than I thought you would be!  
Judy Hopps: Ooh, uh, you probably didn't know, but a bunny can call  
another bunny cute, but when other animals do it, **it is a little.** (page 11)

This conversation occurs when Judy Hopps first enters the ZPD office. Where it is the first day, she serves as a police officer in Zootopia city. Officer Hopps meets Benjamin Clawhauser, a donut-loving police officer. Clawhauser is surprised when he first meets Judy Hopps, and He says that Officer Hopps is cuter than he has imagined because she is the first rabbit police officer in Zootopia. Judy Hopps responds to Clawhauser's statement by saying, *"Ooh, uh, you probably did not know, but a bunny can call another cute bunny, but when other animals do, it is a little"* to show negative politeness to the listener. The word "it is a little" indicates that Judy Hopps uses this strategy. Judy feels a little strange if another animal called her cute, but she does not dare say clearly to Clawhauser, so she chooses to minimize the listener's negative face. She seems to think after























































































To find differences with previous studies, the researcher compared the contents and the findings of this study with previous studies. The first is in Archia's research (2016). She analyzed the types of positive politeness that are produced by the main characters in the film Carnage. Carnage movie itself is a romantic comedy that tells the story of two families who solve problems. In contrast to the object of this study, Zootopia's movie tells the story of a rabbit's struggle to be recognized as a great police officer. Archia found almost all types of positive politeness strategies except strategy 14, and the type of strategy most frequently used was strategy 1, which appeared three times. Whereas in this study, the researcher managed to get all types of positive strategies (15 types), of which strategy 4 was the highest strategy that appeared 6 times. Not only that, but this study also looked for the types of negative politeness strategies found in the Zootopia movie and managed to find 7 out of 10 types.









"use group identity marker" is the strategy that most often appears in the two main characters' utterances. It means the main characters prefer to call the listener with a unique nickname to show their closeness. While in the negative strategy, the writer got seven from ten types of negative politeness strategy. The emerging strategies are: Be conventionally indirect, Question and hedge, Be pessimistic, Minimize the imposition, Give difference, Apologize, and State the FTA as a general rule. Strategy 6 "apologize" is the strategy that most often appears in Zootopia Movie. It shows that most of the main character's utterances refer to apology or guilt that has disturbed the listener's negative face.

And the factor that most influences the two main characters implement positive and negative politeness strategy is a Payoff. Payoff is one factor the speaker uses a politeness strategy, which aims to get rewards from the listener. Payoff in positive politeness can be seen from the speaker minimizing threats to the listener's face by ensuring that they are equal. The speaker can include the listener and himself as recipients of requests or offers. Positive politeness allows the speaker to satisfy the positive face of the listener as if the speaker recognizes the listener's desires. So this factor leads to mutual friendship, solidarity, or equal participation between the listener and the speaker. While payoff in negative politeness, the speaker tries to minimize the listener's negative face. The speaker can show respect for the listener for the FTA that he makes. The speaker does not really expect the listener to say 'Yes' to approve it (except the listener's own desires), because that can minimize the negative faces of one another if the listener says 'No'.





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