

## ABSTRACT

Sofiyah. A8321188. 2016. Analysis of Impoliteness Strategy Used by The Character Carl's in "Yes Man" Movie. Thesis: English Department, Faculty of Letters and Humanities, State Islamic University of Sunan Ampel, Surabaya.

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Communication is the people's way to deliver what is desire. Through the language they deliver their desire in a communication. From the communication that we using is language and the language itself has two kinds, namely polite and impolite. In this study further discusses the research object impoliteness with Carl in "Yes Man" movie. This study aims to determine the kinds of impoliteness, reasons and responses of people who are his around on impoliteness strategies used by Carl characters in "Yes Man" movie.

In this research, the author analyze used the theory of Culpeper. Based on the theory of Culpeper, there are kinds of impoliteness: Bald on Record, impoliteness Positive, Negative impoliteness and Off Record impoliteness. Then the author uses descriptive qualitative method for data analysis used, the data is used dialogue descriptive. The author makes himself as the main instrument to collect data from the official website of "Yes Man" movie.

After analyzing the data, the authors found that the kinds of impoliteness that are often used by the character of Carl in "Yes Man" movie are Bald on Record. Because the character of Carl in "Yes Man" movies more often use impoliteness direct, clear and unambiguous from the kinds of impoliteness. This research is very exciting because indirectly exist in our life every day.

**Keywords:** Strategy Impoliteness, Language and Communication