

**POLITENESS STRATEGIES USED BY THE MAIN
CHARACTER IN THE MOVIE *BILAL: A NEW BREED OF***

HERO

THESIS



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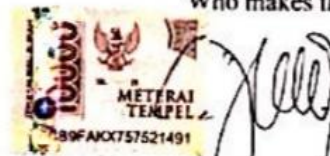
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ABSTRACT

Illiyyin, A. 2023. *Politeness Strategies Used by The Main Character in the Movie Bilal: A New Breed of Hero*. Program Studi Sastra Inggris, Fakultas Adab dan Humaniora, UIN Sunan Ampel Surabaya. Advisor: (I) Murni Fidiyanti, M.A (II) Roudlotul Jannah M.App.Ling.

This research aims to investigate politeness in the movie *Bilal: A New Breed of Hero*, which shows the politeness strategies used by the main character. There are two problems to be solved in this research, namely: (1) what types of politeness are used by the main character in the movie *Bilal: A New Breed of Hero*; (2) why the main character uses politeness strategies in the movie *Bilal: A New Breed of Hero*.

This research used a qualitative descriptive research type focusing on the types of politeness strategies used by the main character using Sudaryanto's analysis technique (2015). According to Sudaryanto (2015), the observation method is collecting data by observing data using non-participant techniques. Researcher use qualitative research to explain and understand more deeply the context, meaning, and characteristics of the phenomena observed. The data from this research was taken from every expression uttered by Bilal as the main character.

The research results show the main character uses several types of politeness strategies. Four types of politeness strategies are found in the movie from 41 utterances, sixteen of which are positive politeness, fifteen are negative politeness, five are on record, and five are off record. The main character uses this strategy because of an emergency to show friendliness and respect for others.

Keywords: *politeness, politeness strategies, Brown and Levinson, Bilal movie*

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ABSTRAK

Illiyyin, A. 2023. *Strategi Kesopanan Yang Digunakan Oleh Tokoh Utama Dalam Film Bilal: A New Breed of Hero*. Program Studi Sastra Inggris, Fakultas Adab dan Humaniora, UIN Sunan Ampel Surabaya. Pembimbing: (I) Murni Fidiyanti, M.A (II) Roudlotul Jannah M.App.Ling.

Penelitian ini bertujuan untuk menyelidiki kesantunan dalam film Bilal: A New Breed of Hero yang menunjukkan strategi kesantunan yang digunakan oleh tokoh utama. Ada dua permasalahan yang ingin dipecahkan dalam penelitian ini, yaitu: (1) apa saja jenis-jenis kesantunan yang digunakan tokoh utama dalam film Bilal: A New Breed of Hero; (2) mengapa tokoh utama menggunakan strategi kesantunan dalam film Bilal: A New Breed of Hero.

Penelitian ini menggunakan jenis penelitian deskriptif kualitatif dengan fokus pada jenis-jenis strategi kesantunan yang digunakan tokoh utama dengan menggunakan teknik analisis Sudaryanto (2015). Menurut Sudaryanto (2015), metode observasi adalah pengumpulan data dengan cara mengamati data dengan menggunakan teknik non partisipan. Peneliti menggunakan penelitian kualitatif karena bertujuan untuk menjelaskan dan memahami lebih dalam konteks, makna dan karakteristik fenomena yang diamati. Data dari penelitian ini diambil dari setiap ungkapan yang diucapkan oleh Bilal sebagai tokoh utama.

Hasil penelitian menunjukkan tokoh utama menggunakan beberapa jenis strategi kesantunan. Empat jenis strategi kesantunan ditemukan dalam film dari 41 ujaran, enam belas diantaranya merupakan kesantunan positif, lima belas kesantunan negatif, lima di rekam, dan lima di luar rekaman. Tokoh utama menggunakan strategi ini karena keadaan darurat untuk menunjukkan keramahan dan rasa hormat terhadap orang lain.

Kata Kunci: *kesantunan, strategi kesantunan, Brown and Levison, Bilal movie*

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