

**IMPOLITENESS STRATEGIES AND IMPLICATURE
USED BY CRUELLA DE VIL IN *CRUELLA* 2021 MOVIE**

THESIS



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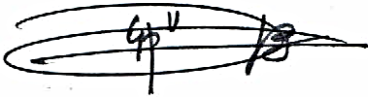
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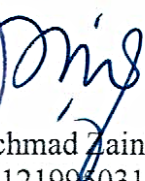


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ABSTRACT

Nurhabibah, Z. (2024). *Impoliteness Strategies and Implicature Used by Cruella de Vil in Cruella 2021 Movie*. English Literature Department, Faculty of Adab and Humanities, UIN Sunan Ampel Surabaya. Advisor: Endratno Pilih Swasono, M.Pd.

This research analyzes the impoliteness strategies used by Cruella de Vil, the main character in the *Cruella* movie. Cruella's actual name is Estella, a young woman with a flair for rebellion who becomes a fashion designer and eventually evolves into the infamous Cruella de Vil. She soon finds herself in a rivalry with the famous fashion designer Baroness, her mother, who had abandoned her. As the story unfolds, Estella's alter ego, Cruella, emerges, and the two personalities within her begin to clash. The researcher chose to investigate Cruella de Vil as the main character because she reflects impoliteness in her speech and behavior, not only impoliteness but also shows some implicated utterances and acts in the movie. This research has two problems to solve: (1) What are the types of impoliteness strategies used by Cruella de Vil; (2) What are the implicit meanings in Cruella de Vil's utterances.

This research used a qualitative approach by collecting the data in the form of dialogue and a descriptive approach to focus on Cruella's utterances. The researcher first collected the data from the movie transcript and classified each dialogue into the impoliteness strategy types. The data can then be simplified by giving a specific code for each type, not only for the impoliteness strategies data but also the implicature data.

This research shows that all the types of impoliteness strategies are used in the *Cruella* movie. Cruella de Vil, as the main character, performed all of Culpeper's (1996) impoliteness strategies, with the most used being sarcasm or mock politeness. The researcher found 90 utterances by Cruella that implied the impoliteness strategies. The first most used are found in 50 utterances that are performed in sarcasm or mock politeness, followed by negative impoliteness with 16 utterances, 12 utterances in withhold politeness, 7 utterances for positive impoliteness, and the least is bald on record with 5 utterances. The researcher also analyzes the implicit meaning contained in Cruella's utterances. Based on the data of the impoliteness strategies, most utterance types with implicit meanings also come from sarcasm or mock politeness.

Keywords: impoliteness strategies, implicature, *Cruella* movie.

ABSTRAK

Nurhabibah, Z. (2024). *Strategi Ketidaksopanan dan Implikatur yang Digunakan oleh Cruella de Vil dalam Film Cruella 2021*. Program Studi Sastra Inggris, Fakultas Adab dan Humaniora, UIN Sunan Ampel Surabaya. Pembimbing: Endratno Pilih Swasono, M.Pd.

Penelitian ini menganalisis strategi ketidaksopanan yang digunakan oleh Cruella de Vil, karakter utama dalam film *Cruella*. Nama asli Cruella adalah Estella, seorang Wanita muda dengan bakat untuk memberontak dan menjadi penata busana yang akhirnya berkembang menjadi Cruella de Vil yang terkenal. Dia segera menemukan dirinya dalam persaingan dengan perancang busana terkenal bernama Baroness, ibunya, yang telah meninggalkannya. Ketika cerita terungkap, alter ego Estella, Cruella, muncul, dan dua kepribadian dalam dirinya mulai berbenturan. Peneliti memilih untuk meneliti Cruella de Vil sebagai karakter utama karena dia merefleksikan ketidaksopanan dalam cara bicara dan juga perilakunya, tidak hanya dengan jelas tidak sopan tetapi juga menunjukkan beberapa ucapan dan tindakan yang tersirat di dalam film. Penelitian ini memiliki dua masalah untuk dipecahkan, yaitu: (1) Apa saja tipe dari strategi ketidaksopanan yang digunakan oleh Cruella de Vil; (2) Apa saja makna tersirat dalam ucapan Cruella de Vil.

Penelitian ini menggunakan pendekatan kualitatif dengan mengumpulkan data dalam bentuk dialog dan juga pendekatan deskriptif untuk focus pada ucapan Cruella. Pertama peneliti mengumpulkan data dari transkrip film dan mengelompokkan setiap dialog kedalam tipe-tipe strategi ketidaksopanan. Kemudian data disederhanakan dengan memberi kode spesifik untuk setiap tipe, tidak hanya untuk data strategi ketidaksopanan tetapi juga untuk data implikatur.

Penelitian ini menunjukkan semua tipe strategi ketidaksopanan digunakan dalam film *Cruella*. Cruella de Vil, sebagai karakter utama, menampilkan semua strategi ketidaksopanan dari Culpeper (1996), dengan tipe yang paling banyak digunakan adalah sarkasme atau kesopanan yang mengejek. Peneliti menemukan total 90 ucapan dari Cruella yang menyiratkan strategi ketidaksopanan. Pertama yang paling banyak digunakan ditemukan ada 50 ucapan yang menunjukkan sarkasme atau kesopanan yang mengejek. Diikuti oleh ketidaksopanan negative dengan 16 ucapan, 12 ucapan dalam menahan kesopanan, 7 ucapan dari ketidaksopanan positif, dan yang paling sedikit adalah ketidaksopanan langsung dengan 5 ucapan. Peneliti juga menganalisis makna tersirat yang terdapat dalam ucapan Cruella. Berdasarkan data strategi ketidaksopanan, tipe ucapan yang paling banyak memiliki makna tersirat juga berasal dari sarkasme atau kesopanan yang mengejek.

Kata Kunci: strategi ketidaksopanan, implikatur, film *Cruella*.

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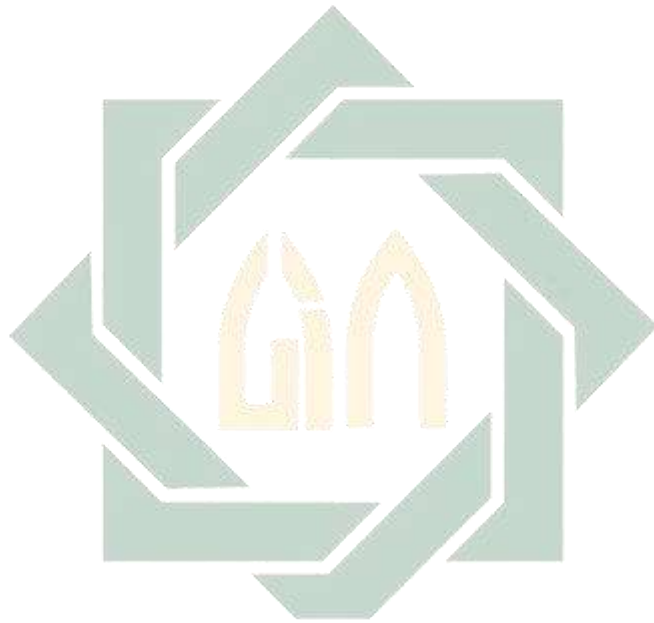
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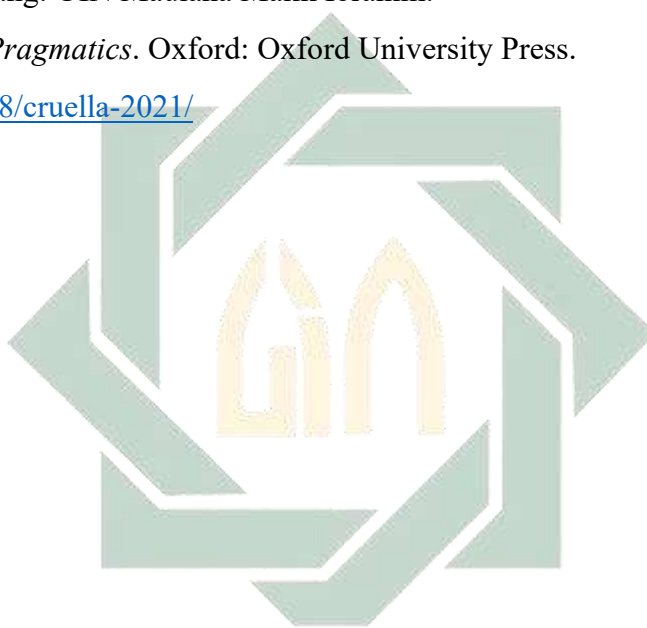
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