

**MALE AND FEMALE POLITENESS STRATEGIES USED BY
THE MAIN CHARACTERS IN KINGSMAN: THE SECRET
SERVICE MOVIE**

THESIS



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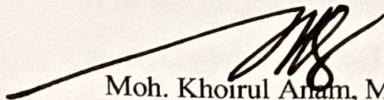
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ABSTRACT

Fergustyan, A. Y (2025). *Male and Female Politeness Strategies Used by The Main Characters in Kingsman: The Secret Service Movie*. English Literature Department, UIN Sunan Ampel Surabaya. Advisor: Prof. Dr. H. Mohammad Kurjum, M.Ag.

This study discusses the politeness strategies used by the main male and female characters in the film "Kingsman: The Secret Service Movie." The primary aim of this study is to identify the types of politeness strategies employed and to analyze the factors influencing their implementation in the main character dialogues, with a particular focus on gender differences in the use of these strategies.

This research employs a qualitative descriptive method in its analysis. The techniques used for data collection include identification, classification, and analysis. The data consist of words, phrases, and sentences that contain politeness strategies. Data identification is conducted based on the politeness strategy theory proposed by Brown and Levinson (1987).

The results of the study reveal the types of politeness strategies used and the factors that influence their application in the dialogues of the male and female main characters in the film Kingsman: The Secret Service Movie. The findings indicate that the politeness strategies identified in the data include bald on record, positive politeness, negative politeness, and off-record strategies. The male main characters in the film exhibit lower sensitivity to the feelings of others and tend to use more concise and direct language in their speech. In contrast, the female protagonists demonstrate greater sensitivity toward others and tend to use more formal and complex language.

Keywords: politeness, politeness strategies, gender, Kingsman the Secret Service movie, main characters

ABSTRAK

Fergustyan, A. Y (2025). *Strategi Kesopanan Pria dan Wanita yang Digunakan Tokoh Utama dalam Kingsman: The Secret Service Movie*. Jurusan Sastra Inggris, UIN Sunan Ampel Surabaya. Pembimbing: Prof. Dr. H. Mohammad Kurjum, M.Ag.

Penelitian ini membahas strategi kesopanan yang digunakan oleh tokoh utama pria dan wanita dalam film "Kingsman: The Secret Service Movie." Tujuan utama penelitian ini adalah untuk mengidentifikasi jenis strategi kesopanan yang digunakan dan menganalisis faktor-faktor yang memengaruhi penerapannya dalam dialog tokoh utama, dengan fokus khusus pada perbedaan gender dalam penggunaan strategi-strategi ini.

Penelitian ini menggunakan metode deskriptif kualitatif dalam analisisnya. Teknik pengumpulan data meliputi identifikasi, klasifikasi, dan analisis. Data yang digunakan berupa kata, frasa, dan kalimat yang mengandung strategi kesantunan. Identifikasi data dilakukan berdasarkan teori strategi kesantunan yang dikemukakan Brown dan Levinson (1987).

Hasil penelitian mengungkap jenis-jenis strategi kesantunan yang digunakan dan faktor-faktor yang memengaruhi penerapannya dalam dialog tokoh utama pria dan wanita dalam film Kingsman: The Secret Service Movie. Temuan penelitian menunjukkan bahwa strategi kesantunan yang teridentifikasi dalam data meliputi strategi kesopanan langsung, kesopanan positif, kesopanan negatif, dan strategi tidak langsung. Tokoh utama pria dalam film tersebut menunjukkan kepekaan yang lebih rendah terhadap perasaan orang lain dan cenderung menggunakan bahasa yang lebih ringkas dan langsung dalam tutur kata mereka. Sebaliknya, tokoh utama wanita menunjukkan kepekaan yang lebih besar terhadap orang lain dan cenderung menggunakan bahasa yang lebih formal dan kompleks.

Kata kunci: kesantunan, strategi kesantunan, gender, film Kingsman The Secret Service, tokoh utama

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