AN ANALYSIS OF POLITENESS STRATEGY IN DIRECTIVE SPEECH
FOUND IN BELLE (2013) MOVIE

Submitted to the Department of Language Studies, Graduate school of Muhammadiyah University of Surakarta in partial fulfillment of requirement for the Degree of Master of Language

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Abstrak
Penelitian ini memiliki dua tujuan utama, yaitu, (1) untuk mengidentifikasi jenis-jenis kalimat langsung dan, (2) untuk mengetahui jenis-jenis kesantunan bahasa yang digunakan di dalam film Belle (2013). Metode yang digunakan pada penelitian ini adalah metode penelitian kualitatif. Peneliti mengklasifikasikan data ke dalam jenis kalimat langsung menggunakan teori Kent Bach. Sementara mengenai jenis kesantunan bahasa yang digunakan pada film ini, peneliti menggunakan teori kesantunan berbahasa oleh Brown dan Levinson. Hasil dari penelitian menunjukkan bahwa dalam film Belle (2013), ada lima belas jenis kalimat langsung, dan dari lima belas jenis tersebut ada 175 data temuan, yaitu: 2,8% kalimat nasehat, 1,1% kalimat teguran, 69,7% kalimat tanya, 2,8% kalimat meminta, 0,5% kalimat pembubaran, 3,4% kalimat permissi, 4,5% kalimat larangan, 1,1% kalimat instruksi, 4% kalimat perintah, 0,5% kalimat izin, 1,1% kalimat perintaan, 0,5% kalimat membutuhkan, 1,7% kalimat saran, 4% kalimat desakan, and 1,7% kalimat peringatan. Pada kesantunan berbahasa, telah ditemukan 4 jenis kesantunan berbahasa yaitu, Bald On-Record, Kesantunan Positif, Kesantunan Negatif, dan Off-Record.


Abstract
This research has two major objectives proposed by the researcher, they are, (1) identifying the types of directive speech and 2) identifying the types of politeness strategies in Belle movie (2013). The method of this study uses qualitative research method. The researcher clasifies the data using Kent Bach’s theory of directive speech. While for the politeness strategy that used in this movie, the writer used politeness strategy proposed by Brown and Levinson. The result of the study shows that in Belle movie (2013), there are fifteen types of directive speech, and by the fifteen types of directive speech, there are 175 finding data those are; 2,8% of Advising speech, 1,1% of Admonishing speech, 69,7% of Asking speech, 2,8% of Begging speech, 0,5% of Dismissing speech, 3,4% of Excusing speech, 4,5% of Forbidding speech, 1,1% of Instructing speech, 4% of Ordering speech, 0,5% of Permitting speech, 1,1% of Requesting speech, 0,5% of Requiring speech, 1,7% of Suggesting speech, 4% of Urging speech, and 1,7% of Warning speech. For politeness strategy, it has been founded, there are 4 types of politeness strategy, those are Bald On-Record, Positive Politeness, Negative Politeness, and Off-Record.

Keywords: Politeness strategy, Directive speech, Movie, Belle (2013).
1. INTRODUCTION

Many years of developing language study has released a lot of terms in language aspect. People do not merely use the language as a communication tool, but also the spoken language has a meaning in it. To soften the utterance spoken to others people, people will use politeness terms. It can help people to ask, command, and make some request. The pragmatic itself has developed by many theorists. As a branch of pragmatics term, politeness is the important thing on the communication, consider that every cultures and countries has their own of different politeness strategies. Politeness is a practical application of good manners or etiquette, in other words, politeness is the good behavior that we conduct to other people. The example of politeness in our daily life, when we are talking with elder by calling them with Mr. or Mrs. in front of their name, or we make way to the old people to walk through before us. Yet, mostly are same, such as politeness level in our conversation or well mannered conversation of us that also be considered for good. Normally, we respects to the older one, while when we are talking with our coeval, we might be behaving such normal as our age. Even, the form of politeness in every countries are different, but basically they have one purpose, to be good in behavior or manners. The basic words in politeness construction are, would, could, and might. Those words uses to soften the phrase or sentence so the receiver will accept the sentence comfortably.

This study figures out the politeness in directive speech, in Belle movie (2013). The short review of this movie that the movie was made and taken from the real life of Dido Elizabeth Lindsay, who was a “black woman” in 1783 that grown up in aristocrat family. In such year, black people were lived as a slavery and be considered as low-level commoner in society. But Dido was different than the others black people. She had previlige to live along with white-aristocrat people, because she was born as mixed white-black or they called it with “Mulato”, and her father, Sir John Lindsay was the most influential people in Kenwood. He was the nephew of Lord Mansfield, the lord chief justice in Kenwood. The writer will examine this movie to find politeness in direct speech that uttered from the women character. Consider that Dido is black woman among the white aristocratic people. The interest of this research, “does the politeness can find in the circumstance that having high level differences?”. In this case, Dido was threaten like other aristocrat in their family as will, even there still some exception for her.
The appropriate approach of politeness strategy was purposed by Brown and Levinson in 1987, which Brown and Levinson describe the politeness is a “Face”. It was founded because Brown and Levinson were inspired by Goffman finding about politeness theory. They said that politeness is considered by the “face” of the speaker or receiver in communication context, but “face” here does not mean psychal face instead public image. Some different definition about face is Goffman considered face as a social image but Brown and Levinson said that face is a self image of personality. By knowing the “Face” it just simply a form of an expression to what we want, when we are saying something. Politeness it self has many types such as bald-on record, off-record, positive face and negative face of politeness. Those are the types that builderd politeness strategy in way to make a succeed goal for the meaning of our word we said. This politeness strategy can be used in any situation to avoid offending someone and to instead making respectful friendly communication. In order to be clear, the following examples below can explain how the politeness strategies really are:

1. Bald-on record:
   “I want some cookies”
2. Positive Politenes:
   “i’m so pleased you were able to be here with us”
3. Negative Politeness:
   “I’m sorry, i hope it could not bother you, may i stay here for a while?
4. Bald-off record:
   “uh... it’s so cold”

The following examples above explains that, in bald-on record, it disposed directly uttered because it does not attempt to minimize the hearer’s face, like this strategy is trying to minimize face threatening act implicitly. The sentence “I want some cookies” means that the hearer just give the speaker cookies without paying an attention to their “face”, because, the hearer already understand what the speaker want. This strategy may shocked or embarrass the new hearer and so this strategy most often utilized in some colloquialism in friend or relatives circumstances.

Positive politeness strategy seeks to minimizing the positive face of the hearer. This strategy is used to make the hearer comfort and feel good about themselves. The sentence “i’m so pleased you were able to be here with us” means that the speaker feel pleasure of the other people appearance and the hearer themselves feel comfort to be
welcoming as a good visitor. Beside in attempts to avoid conflict, this strategy can be used as friendship expression, solidarity and compliment.

In negative politeness strategy. This term is used to make an expression of freedom and independence of personal privacy. In addition the negative politeness strategy is oriented toward the hearer’s negative face and avoidance of imposition on the hearer. The sentence “I’m sorry, I hope it could not bother you, may i stay here for a while?” have a meaning that the speaker want to be stayed for a while and excusing to the hearer for their appearance. In this context the speaker wishes that they will not bother the hearer by showing negative politeness. This explanation shows speaker’s aim that they want freedom and not to be imposing.

And the last is bald-off record strategy, the speaker typically use this term as an indirect expression, such “uh... it’s so cold” means the speaker hopes that hearer want to switch on the room heater or close the window because of cold weather outside. This strategy is used by the speaker, that the speaker would not show an imposing action by asking the hearer direct order. This strategy also relies heavily on pragmatic to convey the intended while using semantic meaning in way to avoid losing face.

For further strategy, directives speech also be presented at work to complete this research aims to explore. In discussing directive speech, it can be seperated with the theory of speech act. The origin of directive speech came from as the branch of the study in speech act theory. Austin in 1930 purpose speech act theory by pointing out that when people use language they literal also performing act. As the year been departed, the definition of speech act comes in various comprehension, but still pointed to the origin of speech acts. As Austin’s pupil, John Searle in 1969 had developed notion of speech act by considering Austin’s strategy. He proposed that speech act is philosophy of language not linguistc philosophy.

Austin has a contemporary term on speech act and his doctrine about three types of speech act which are Locutionary, Illocutionary, and Perlocutionary. In some explanations of Austin’s doctrine about three types of speech act, Leech simply has elaborated three types of speech act proposed by Austin, that, locutionary is performing act of saying something, illocutionary is performing act in saying something, and perlocutionary is performing an act by saying something (Leech 1983: 199). In another hand, Bach (1979: 3) stated about speech act theory that is in saying something a person has a certain intention, and the act of communicating succeeds only if that intention is recognized by the hearer. The intention is recognized partly on the basis of what is said,
but only partly. What is said does not fully determine what the speaker is to be taken to be doing. It can be understandable that speech act is an peformative utterance, for people are used to act such thing like making some utterance while they are doing something. In classifying illocutionary act, Kent Bach stated that speech acts may be conveniently classified by their illocutionary type, such as asserting, requesting, promising, and apologizing, for which we have familiar verbs. These different types may in turn be distinguished by the type of attitude the speaker expresses. Bach devided four major categories of communicative illocutinary act which are constatives, directives, commissives, and acknowledgements. Directives speech act is an speech act that intended to make the adresssee to do something just like the speaker wanted to. The speaker tries to fit the world to the words which means the speaker makes the adresssee as what the words they utters. Directives speech consists of advising, admonishing, asking, begging, dismissing, excusing, forbidding, instructing, ordering, permitting, requesting, requiring, suggesting, urging, warning.

To prove the present research, this study provides an example related to the data analysis. It aims at drawing the phenomena dealing with the study.

Sir John Lindsay : She is Belle, after her mother, Dido Elizabeth Belle Lindsay.

Lord Mansfield : She take your name?

Sir John Lindsay : I am not ashamed.

Lady Mansfield : We will call her Dido. Good Lord she is thin, Marry find her some food.

The data above were taken from “Belle” movie dialogue which shows the phenomena of politeness strategy in directive speech from illocutionary act. The sentence above was spoken by Lady Murray when she met little Belle for the first time. The utterance considered as “ordering” in directive speech that having a meaning to the hearer. Based on illocutionary term, the utterance “Marry find her some food” have a meaning that the hearer must do what the speaker said. Lady Mansfield want to Aunt Mary to take some food, or may be Aunt Mary also must take care of little Belle.

From those explanations above, the writer assumes that there still politeness in different level of people races. Therefore, the writer will figure out the types of politeness in directive speech in Belle (2013) movie, and also the writer will arrange it into specific arrangement of directive speech and politeness types.
1.1 RELATED WORK
There has been relatively work on using politeness strategy and speech act. Some of the research shows specific similarity and some of the research does not show similarity but it still in case of politeness and speech act circumstances. Lailiyah (2015) did research about directive speech act of the main characters in divergent movie, and she has gotten on the finding about directive speech act which are; first, there were three types of directive speech acts; it was direct speech acts, indirect speech acts, and literal speech acts. Sumardiono (2014), conducted analysis about directive speech on Da Vinci code movie using Brown and Levinson theory. Kusumawati (2014), conducted research about directive speech from the movie 5 CM and conclude the result that she found 39 utterances are direct directive speech acts. Muhartoyo and Kristani (2013), did research on directive speech from the movie Sleeping Beauty and has drawn the result about directive speech that 139 directive speech acts are performed in the movie. Oktoberia (2012), conducted research on analysing types of directive speech acts used in Harry Potter-The Deathly Hallows and Bride Wars movie. Putro (2015). On his thesis which entitled Politeness Strategies of the Request found in Mirror-Mirror: Snow White Movie (2012) has drawn conclusion that the types of politeness strategy in request is divided into four types. Jiang (2010), was conducted research on case study of teacher’s politeness in ELF class. Hobbs (2003), analyzed politeness strategy between male and female in voice mail. Eliecer (2005), did research on euphemistic strategies in politeness and face concerns. Gil (2012), has conducted research on “Face-Threatening Speech Acts and Face-Invading Speech Acts: An Interpretation of Politeness Phenomena”. Qadir and Riloff (2011), did research on directive speech in the form of questioning speech act. Flor (2005) conducted research about “A Theoretical Review of the Speech Act of Suggesting: Towards a Taxonomy for its Use in FLT” which focused on the suggestion speech act that has been drawn up on the basis of speech act and politeness theories as well as previous research conducted in both the cross-cultural and ILP fields. Matricola (2012), conducted research about a comparison of the realization of requestive speech acts in Italian and German. Goddard (2002), conducted research about directive speech which entitled “Directive speech acts in Malay (Bahasa Melayu): an ethnopragmatic perspective”. Aikhenvald (2015), did research about commands and imperatives positions which entitled “Comands; a cross-linguisticc view”. Ad-Darrajai et-al (2012), conducted research about directive speech and take the issue on “Offering as a Comissive and Directive Speech Act: Consequence for Cross-Cultural Communication”. Sansiñena et-al
(2013), conducted analysis in directive speech act and took issue on “Free-standing que-
clauses and other directive strategies in Spanish”. Navratiłova (2005), did research
toward politeness strategies in institutional speech acts which took on the central object
of study is the performative speech act in UNESCO resolutions with a particular view to
relating the semantic analysis of directive and expressive speech act verbs to politeness
strategies. Maginis (2011), conducted research about politeness startegy and took the
issue about “Texting In The Presence Of Others: The Use Of Politeness Strategies In
Conversation”. Altikriti (2016), working on research about Obama’s persuasive speech

2. RESEARCH METHOD

2.1 Type of Research

The type of the research is descriptive qualitative. According to Ali (in Jauharin, 2014)
states that descriptive qualitative research is a type of research which result the
descriptive data in the form of written or oral words from observed object. Descriptive
qualitative is applied to solve the problem by collecting, classifying, analyzing, and
describing a certain situation objectively. It is qualitative research because the researcher
analyzed the data in the form of word. The researcher used descriptive method because he
analyzed the data and then describe the finding to answer the research question.

2.2 Object and Data

The objects of this research are the types of politeness in directive speech and the
types of politeness are used in the movie. At that movie “Belle” contains of politeness
strategies, in the several dialect that show the fact of directive utterance used in
colloquialism considering that the each characters uses the politness strategies on their
conversation. The reason why researcher takes this field is to describe the linguistic form
and the meaning of women language itself. Arikunto (1998: 114) states that source of
data refer to the subject from which the data are obtained.

2.3 Data and Data Sources

The data of this research is Belle (2013) movie that the writer takes field notes from
the observation on the way of the characters in that movie delivers politeness strategies.
The data source of this research is taken from movie script of Belle (2013) movie, which
particularly concerning politeness strategies as the common speech that used as daily
conversation in that time.
2.4 Technique of Collecting Data

The method of collecting data is documentation and observation. Arikunto (1998: 149) states that documents are the written things and documentation is getting the data from the written things that are book, newspaper, magazines, agenda, etc. In this research, the documents is the script of Belle (2013) movie, then the researcher will observe the document and it will be explained to find the politeness itself. The steps done by the researcher are as follows:

a. Collecting the script of Belle movie in the same manner as contains politeness.
b. Reading the script to find the the supporting data then collects the data as they contains politeness.
c. Classifying the data based on the type of politeness.
d. Providing each to the data analyzed by using the notion of meaning of the politeness.

3. RESULT AND DISCUSSION

This subchapter discusses the result of the research and discussion. The results of the research are as follows:

3.1 Directives Speech

The summary of politeness in directive speech found in Belle (2013) movie.

**Table 3.1**

<table>
<thead>
<tr>
<th>No.</th>
<th>Types of Directive Speech</th>
<th>Examples</th>
<th>Results (s)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1.</td>
<td>Advising</td>
<td>You should not always insist on speaking your mind, you know. You'll end up an old maid, with only your own company as entertainment. <em>(Aunt Mary’s dialogue, D45-46/Dlg45-46)</em></td>
<td>5</td>
</tr>
<tr>
<td>2.</td>
<td>Admonishing</td>
<td>This man’s ambition includes you. You will endure shame and risk your position for a man without name who will sully yours and drag your reputation into the</td>
<td>2</td>
</tr>
</tbody>
</table>
3. Asking
   - In a few hours I am to captain a voyage to the Indies on a longitude experiment. After that, who knows? *(Sir Lindsay’s dialogue, D18-19/Dlg 18-19)*
   - 122
   - 69, 7%

4. Begging
   - Her mother is dead. I beg you, Uncle, love her, as I would were I here and ensure that she is in receipt of all that is due to her as a child of mine. *(Sir Lindsay’s Dialogue, D8-11/Dlg8-11)*
   - 5
   - 2,8%

5. Dismissing
   - I find in favor of the insurers and overturn the decision of the Lower Court. *(Lord Mansfield’s dialogue, D1113-1115/Dlg1113-1115)*
   - 1
   - 0,5%

6. Excusing
   - Good evening to you. Uh... My name is John Davinier. I believe I may have disturbed a lady of this house. Ah! There she is. Please, forgive me, though you barely... *(Mr. Devinier’s dialogue, D143-145/Dlg143-145)*
   - 6
   - 3,4%

7. Forbidding
   - That is simply impossible. *(Lord Mansfield’s Dialogue, D12/Dlg12)*
   - 8
   - 4,5%

8. Instructing
   - You are simply to sit still, Dido. Not a very challenging task. *(Lord Mansfield’s dialogue, D225/Dlg225)*
   - 2
   - 1,1%

9. Ordering
   - We will call her Dido. Good Lord, she is thin. Mary, find her some food. *(Lady Mansfield dialogue, D30-32/Dlg 30-32)*
   - 7
   - 4%

10. Permitting
    - I wonder if you might permit me to call upon you at home... some time? With her Ladyship's permission? *(Mr. Vaughn’s dialogue, D796-798/Dlg796-798)*
    - 1
    - 0,5%
<table>
<thead>
<tr>
<th>No.</th>
<th>Requesting</th>
<th>Suggesting</th>
<th>Requiring</th>
<th>Urging</th>
<th>Warning</th>
</tr>
</thead>
<tbody>
<tr>
<td>11.</td>
<td>There you are. We are requested. You: drawing room. I relegated to the ladies' parlor. <em>(Elizabeth’s dialogue, D392-393/Dlg392-393)</em></td>
<td>Elizabeth is a determined spirit. She will need a gentleman who can temper her. Quite a task. <em>(Lady Ashford’s dialogue, D548-550/Dlg548-550)</em></td>
<td>Harry. Harry, I need your help. I need you to take me somewhere. <em>(Dido’s dialogue, D684-685/Dlg684-685)</em></td>
<td>Elizabeth Murray! Bring yourself back here this very moment! <em>(Aunt Mary’s dialogue D7/Dlg7)</em></td>
<td>There are poachers wandering. <em>(Dido’s dialogue, D142/Dlg142)</em></td>
</tr>
<tr>
<td></td>
<td>2</td>
<td>3</td>
<td>1</td>
<td>7</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>1,1 %</td>
<td>1,7 %</td>
<td>0,5 %</td>
<td>4%</td>
<td>1,7 %</td>
</tr>
<tr>
<td></td>
<td>175</td>
<td>100</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### 3.2 Types of Politeness Strategy

Based on the table below, the writer has classified for the types of politeness found in *Belle* (2013) movie based on Brown and Levinson’s theory. Brown and Levinson (1978:74) classified the types of politeness strategy which are Bald On-Record, Positive Politeness, Negative Politeness, Off-Record.

**Tabel 3.2**

Types of politeness strategy

<table>
<thead>
<tr>
<th>No.</th>
<th>Types of Politeness Strategy</th>
<th>Example</th>
<th>Results (s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Bald On-Record</td>
<td>You should not always insist on speaking your mind, you know. You’ll</td>
<td>116</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>---</td>
<td>---</td>
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<td>---</td>
</tr>
<tr>
<td>2.</td>
<td>Positive Politeness</td>
<td>May we wear the new silk? (<em>Elizabeth’s dialogue, D99/Dlg99</em>)</td>
<td>25</td>
</tr>
<tr>
<td>3.</td>
<td>Negative Politeness</td>
<td>Good evening to you. Uh... My name is John Davinier. I believe I may have disturbed a lady of this house. Ah! There she is. Please, forgive me, though you barely... (<em>Mr. Devinier’s dialogue, D143-145/Dlg143-145</em>)</td>
<td>21</td>
</tr>
<tr>
<td>4.</td>
<td>Off-Record</td>
<td>Elizabeth is a determined spirit. She will need a gentleman who can temper her. Quite a task. (<em>Lady Ashford’s dialogue, D548-550/Dlg548-550</em>)</td>
<td>13</td>
</tr>
<tr>
<td>TOTAL</td>
<td>175</td>
<td>100%</td>
<td></td>
</tr>
</tbody>
</table>

### 3.3 Discussion

The objective of this present study were aimed to analyse the directive speech and politeness in Belle movie (2013). The data were collected through movie script of Belle movie. The analysing of directive speech used Kent Bach’s theory, while the politeness strategy used Brown and Levinson’s theory. This recent study showed 15 types of directive speech and 4 types of politeness strategy in Belle (2013) movie, those are advising, admonishing, asking, begging, dismissing, excusing, forbidding, instructing, ordering, permitting, requesting, requiring, suggesting, urging, warning
and the politeness strategy are bald-on record, positive politeness, negative politeness, off-record.

This findings supports previous research by Muharto and Kristani (2013) who did research in directive speech from Sleeping Beauty movie and found 20 types of directive speech includes its sub categories. The types from this recent study showed warning, suggesting and requesting, which are same with Lailiyah’s (2015) findings, but the difference is on the types such command, prohibition and invitation. In Sumardiono’s (2014) study, the types of directive speech was taken from types of politeness such bald-on record, positive politeness and negative politeness and these are the same with this recent study which also classified politeness strategy in directive speech but the differences, Sumardiono did not find off-record in politeness. The similarity on the finding of politeness strategy came from Putro (2015), who also found and analysed 4 types of politeness strategy, but for the directive speech he only took 1 particular types which is requestive speech. Some finding of this recent study also support with Oktobería’s (2012) research, which found request, suggestion, command, and order, but in this recent study “command” is inclined with ordering or asking for request. Some types of directive speech in this recent study agrees with Kusumawati (2014) in case of the findings types such advising, asking, instructing, requiring, instructing, urging, begging, requesting, admonishing, permitting.

There are also previous study that supported this recent study in particular way and different object. Jiang (2010) applied the directive speech analysing on the classroom management and got 4 types of directive speech, and types of politeness strategy. Rather bit different in the finding of directive speech and politeness strategy, Hobbs (2003) conducted research in politeness strategy use voice mail between male and female user. The result was negative politeness used for respecting to minimize specific imposition, and the positive politeness used for interest in, and approval, of the hearer. From those two strategies, the directive speech had gotten in the form of request speech act. This result of politeness strategy is similar with this recent study on analysing the types of politeness strategy. This study is in line with the findings by Eliecer (2005), which have analysed euphemistic strategies in politeness and face concern, and found conflictive directive speech act which are order and direct request. On the discusion of previous study from Gil’s (2010) research showed that the commands is uttered in the analysis of face-threatening speech acts and face-invading speech acts: an interpretation of politeness phenomena. The form of “commands”
equals with “ordering” in this recent study. Qadir and Riloff (2011) did research on “Classifying Sentences as Speech Acts in Message Board Post” and drew a conclusion that They were not analysing all the types of directive speech but focused on the questioning speech act. The particular findings of questioning speech from their research is equal with the finding of asking speech in this recent study. In suggesting aspect, Flor (2005) did research on the suggesting speech act towards a taxonomy for its use in FLT and has been drawn up on the basis of speech act and politeness theories as well as previous research conducted in both the cross-cultural and ILP fields. It is certeantly different from the object of study in this recent research, but the sam goals is on the analysing of directive speech, especially in suggesting speech act. Same with Putro (2015), Matricola (2012) did research of directive speech that focused on the requestive speech act on comparison of Italian and German language. The request speech act that Matricola have gotten was form the utterance of both language, while this recent study have gotten the request speech act from the dialogue of Belle movie main characters. Goddard (2002) had analyzed directive speech in “Bahasa Melayu” and it in the form of suruh ‘tell do’, minta ‘ask’ ajak ‘encourage, urge’, pesan ’give instruction’, nasihat ‘advise’, pujuk ‘coax, comfort’. Those types equals with findings of this present study in the form of requesting, asking, urging, instructing, and advising. A singular finding that have equality purpose of this recent study came from Aikhenvald (2015). She focused on the commanding speech act across linguistic view, and it also included to directive speech act which equals with ordering that have a meaning to ask for favor.

Another previous study that analysed in particular type also came from Ad-Darraj et-al (2012) who analysed an offering speech in consequences for cross-cultural communication. Offering speech is included into a directive speech that in this present study equals with ask to offer. This recent study may little bit different with the finding by Sansiñena et-al (2013), who conducted reserch on free-standing que-clauses and other directive strategies in Spanish and found directive speech in the form of imperative, free-standing que-clauses and modal periphrases. Highlighting on the imperative speech, it equals with urging and ordering from this recent study. Navratilova (2005) conducted research about politeness in instutional speech and the result showed similarity on the urging and requesting speech. For negative politeness is expressed by the use of indirectness while positive politeness markers are used in expressive speech acts and are confined to the choice of speech act verbs marked
for high degree of formality and the use of pre-modifying adjectives for intensifying positive stance. Maginis (2011) applying politeness strategy in the research of texting in the presence of others: the use of politeness strategies in conversation. On her analysis the directive speech found in the form of requestive speech related with politeness strategy. The differences between this recent study is on the amount of the directive speech findings. From the different field of analysis Altikriti (2016), working on research about Obama’s persuasive speech act in 2009, 2013, and the last 2016. The percentage of directive speech changes in every year. Persuasive speech act is similar with asking speech from this recent study. The asking speech can be considered as asking for persuading someone else to do some thing. While the differences is significantly shown on the field analysis form the previous study.

4. CONCLUSION

As has been analyzed in the previous chapter, here the researcher would like to draw a conclusion of the analysis. The researcher found directive speech uses speech act theory comprehension, which the theory itself contains action speech such locutionary act, illocutionary act, and prelocutionary act. According to Bach (in Davitt and Hanley, 2006: 151-152) directive speech is a product from classifying on illocutionary act. He classified directive speech into 15 types, those are advising, admonishing, asking, begging, dismissing, excusing, forbidding, instructing, ordering, permitting, requesting, requiring, suggesting, urging, warning. In this research, those classification are founded in Belle movie (2013) with the amount result about 175 founded data of directive speech.

In the second problem statement on this research, the writer attempted to analyze types of politeness strategy found in Belle movie (2013). The used theory proposed by Brown and Levinson (1978), that the types of politeness strategy divided into 4 parts, such Bald On-Record, Positive Politeness, Negative Politeness, and Off-Record. Those types are founded in Belle movie (2013) and each types of politeness strategy consists directive speech in it, which Bald on Record consists: advising, admonishing, asking, begging, dismissing, excusing, forbidding, instructing, ordering, requesting, suggesting, urging, warning; Positive Politeness: asking, begging, requesting, requiring; Negative Politeness: asking, begging, excusing, forbidding, permitting; Off-Record: asking, forbidding, ordering, suggesting, warning.
Based on the following analysis above, this study highlight on the directive speech and also the types of politeness strategy in Belle movie (2013). It has been taken as a result that all types are founded in this movie as the colloquialism used for communication.

DEDICATION

Firstly, the writer thanks to Allah, who has given the grace and health toward himself. This research is dedicated for his beloved parents who are always supported him in any occasion, brother, sister, and his friends.

BIBLIOGRAPHY


