

AN ANALYSIS ON POLITENESS STRATEGIES IN THE DIRECTIVE UTTERANCE BY CHARACTERS IN *PRINCESS PROTECTION PROGRAM* MOVIE SCRIPT

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Abstrak

Penelitian ini bertujuan untuk mengetahui tuturan direktif yang digunakan oleh karakter dalam film *Princess Protection Program*, penggunaan strategi kesopanan dalam tuturan direktif yang digunakan oleh karakter dalam film *Princess Protection Program*, dan hubungan antara tuturan direktif dan strategi kesopanan yang digunakan oleh karakter dalam film *Princess Protection Program*. Penelitian ini dilakukan melalui metode kualitatif deskriptif dengan teori strategi kesantunan Brown dan Levinson. Objek penelitian ini adalah percakapan antar tokoh dalam film *Princess Protection Program*. Untuk mengumpulkan data, peneliti menggunakan instrumen penelitian observasi. Hasil penelitian ini mengungkapkan bahwa tuturan direktif dalam percakapan antar tokoh dalam film *Princess Protection Program* adalah tuturan direktif berupa pertanyaan, perintah, permintaan, nasihat dan larangan. Sedangkan strategi kesantunan yang digunakan oleh karakter film *Princess Protection Program* adalah strategi kesantunan bald on-record, strategi kesantunan positif, strategi kesantunan off-record dan strategi kesantunan negatif. Dari dua ratus enam puluh dua tuturan direktif yang ditemukan, seratus lima puluh dua di antaranya teridentifikasi sebagai tuturan direktif pertanyaan, enam puluh dua tuturan sebagai tuturan direktif perintah, delapan belas tuturan direktif permintaan, tujuh belas tuturan direktif nasihat, dan lima belas tuturan direktif sebagai larangan. Penggunaan strategi kesantunan dalam tuturan direktif yang ditemukan adalah seratus lima puluh sembilan tuturan yang teridentifikasi sebagai strategi kesantunan positif, delapan puluh tujuh tuturan menggunakan strategi kesantunan bald on-record, dua belas tuturan menggunakan strategi kesantunan negatif dan empat tuturan menggunakan strategi kesantunan off-record. Strategi kesantunan yang paling sering digunakan oleh para tokoh dalam film *Princess Protection Program* adalah strategi kesantunan positif. Hubungan antara tuturan direktif dan penggunaan strategi kesantunan dalam film *Princess Protection Program* memiliki keterikatan satu sama lain karena adanya kedekatan emosional antar tokoh dalam film *Princess Protection Program*.

Kata Kunci: strategi kesantunan, ujaran direktif, film

Abstract

This research aims at determining the directive utterances used by the characters in the *Princess Protection Program* film, the use of politeness strategies in the directive utterances used by the characters in the *Princess Protection Program* film and the relationship between directive utterances and the politeness strategies used by the characters in the *Princess Protection Program* film. This research was conducted through descriptive qualitative method with Brown and Levinson's politeness strategy theory. The object of this research is the conversation between the characters in the film *Princess Protection Program*. In collecting data, researcher used observational research instruments. The results of this study reveal that the directive utterances in the conversation between the characters in the film *Princess Protection Program* are directive utterances of question, command, request, advice and prohibition. Meanwhile, the politeness strategies used by the *Princess Protection Program* movie characters are bald

on-record politeness strategies, positive politeness strategies, off-record politeness strategies and negative politeness strategies. Of the two hundred and sixty-two directive utterances found, one hundred and fifty-two of them were identified as question directive utterances, sixty-two utterances as command directive utterances, eighteen as request directive utterances, seventeen as directive advising utterances, and fifteen as directive utterances prohibition. The use of politeness strategies in the directive utterances found was one hundred and fifty-nine identified as positive politeness strategies, eighty-seven utterances using bald on-record politeness strategies, twelve utterances using negative politeness strategies and four utterances using off-record politeness strategies. The politeness strategy most often used by the characters in the film Princess Protection Program is the positive politeness strategy. The relationship between directive utterances and the use of politeness strategies in the film Princess Protection Program has an attachment to one another due to the emotional closeness between the characters in the film Princess Protection Program.

Keywords: politeness strategies, directive utterance, movie

1. INTRODUCTION

People need language to communicate in social life. Language is very important for communicating and interacting with other people as it allows us to express our opinions, suggestions, feelings, etc. Therefore, we can refer to language as a means of communication and interaction in social life. According to Hardini & Sitohang (2019), the communicative activities that people use language in their daily life require the use of language that both the speaker and the listener can understand. We have to learn it because every place we live has a different language.

In social communication, a speaker uses speech acts in language. Speech acts are acts that are performed through utterances. When a speaker expresses something about what they say (called utterance), they actually perform an action through that utterance (Nur & Rosa, n.d.). From this explanation it appears that people will probably do something by negotiating, begging, ordering, advising, and persuading in communicating with others. Speech acts include psychological situations, for example, thanking and apologizing. Meanwhile, social speech acts are like influencing the behavior of others, for example, reminding, ordering or making contracts (for example, promising, naming).

Humans are social creatures. That is, beings who need help from others to meet their own needs or to do something. This encourages people to use more direct speech acts. A directed speech act is an act performed by the speaker with the intention that the listener will perform the action mentioned in the utterance. For example, command, order, ask, demand, advice. The directives have strong relationships between speakers and listeners. The way speakers get the listener's attention the most is through the use of instructions (Oktadistio et al., 2018).

It is necessary to use polite language when expressing those expressions and performing speech acts in social life. Polite language makes interaction and communication smoother. Rosari

(2016) states that politeness is an important aspect of language use. Because when communicating using language, it is necessary to take into account the feelings of the other person or the interlocutor. Social interaction works well if we practice politeness and a sense of protecting others' feelings with our speech. Others can see how well-mannered we are by the way we communicate. So there are cultural norms that apply to society and must be followed, not just saying what we think. Our words may sound polite in one place or region, but in another place or region the words or phrases may sound a little offensive or rude. It must comply with the rules and norms that apply according to customs. So that we can implement these strategies in our daily conversations to create a positive atmosphere.

Ryabova (2015) states that there are two principles of politeness : absolute politeness and relative politeness. Politeness can be associated with positive politeness and negative politeness. Negative politeness means minimizing language that contains harsh elements or harsh tones. On the other hand, positive politeness maximizes linguistic politeness. Ryabova also defines relative politeness as people behaving politely according to local cultural norms. For example, Javanese and Sundanese are often said to be much more polite than Betawi. Therefore, standards of politeness vary according to specific cultures and idioms. Other criteria relate to specific groups of people, such as gender, age group, social status, and class. Relative validity varies in many dimensions, depending on the standard or set of standards.

Brown and Levinson's theory of politeness strategies which is also the theory used in this research states that politeness is the behavior of people who try to consider the feelings of the person they are talking to. Politeness also means not just saying "thank you" or "please" at the appropriate place. It's about how people appropriately use language with their interlocutors. That said, politeness is an important part of maintaining good relationships with others. Brown and Levinson, in their theory of politeness strategies, then divided them into four types of politeness strategies. Bald on-records, negative politeness, positive politeness, and off-record strategies.

In addition to these four types of polite strategies, polite theory is also relevant to verbal and nonverbal communication. Verbal communication refers to using words to convey messages, while nonverbal communication refers to using gestures, eye contact, facial expressions, or general appearance as elements of communication to convey messages. It means when one person communicates verbally or non-verbally with another person, it is possible for that person to take actions that threaten another person's face or save another person's face. This is known as the theory of politeness, and politeness consists of two components. This is a positive face and a negative face. The positive is the 'self-image' and the negative is the face of the drive for freedom (Safitri & Kusumaningtyas, 2022).

Therefore, in this study the researcher focused on the use of politeness strategies in directive speech acts used in the movie script "*Princess Protection Program*". There are three reasons why researcher conduct research on this topic. First, directive speech acts are types of speech acts that are often used by speakers in everyday conversations. The second reason is that the use of politeness strategies is also very important in conversations between speakers and speech partners. The next reason, the use of politeness strategies and directive has a strong relationship between speakers and listeners.

Facial expressions can be an important factor, as faces can (non-verbally) explain unspoken meaning. Written and spoken utterances clearly have meaning. In sequences, non-verbal elements may support and give meaning to linguistic elements, and vice versa. These two things can be seen everywhere, including in the media. One of them is the movie, where there are quite a few facial expressions that show opposite facial expressions before and after the main character (Hidayat, 2016).

As we know, movie is a series of still images captured by a camera which gives the illusion of motion when viewed on a screen due to the influence of phi (apparent motion) phenomena. Cinema is a work, art, culture, audiovisual communication media based on cinematographic principles. Conversations in the movie contain elements of politeness strategies that can be found from the interactions between actors in the movie. From the interactions shown by the characters, we as spectators can find out the nature or character of the movie's characters. This can be seen from the politeness of the movie characters in speaking and behaving. Thus, movie can be a means of learning politeness strategies that can be implemented in social life (Isabella et al., 2022).

There are many directive utterances that are commonly used in movie dialogue. This makes researcher interested in studying politeness strategies used in directed speech of movie characters, which can be used as examples of the application of politeness in social life. And the perfect movie for this theme is the *Princess Protection Program* movie. As such, researcher is interested in studying politeness strategies in *Princess Protection Program*. The *Princess Protection Program* is a Disney Channel movie. The film premiered on Disney Channel precisely on June 26, 2009 in the United States. He was subsequently released on DVD on June 30, 2009. The 2009 Teen Choice Her Award-winning movie is directed by Alison Liddy Brown and stars actress and singer Demi Lovato and Selena Gomez. Annie de Young is the screenwriter for this movie.

The *Princess Protection Program* is the story of saving a princess in danger. On the day she was crowned Queen of Costa Luna, she was threatened by General Kain, who wanted to take over her kingdom. Threatened, Rosalinda's daughter escaped and disguised herself as an ordinary American girl. This daughter protection mission will force Rosalinda to live with her son Carter Her

Mason (Selena Gomez) at Agent Her Joe Her Mason's house. Carter makes it her mission not only to protect Rosalinda's daughter, but also to make her act like her normal teenager. However, the royal culture, which is 180 degrees different from the customs of common American teenagers, makes it difficult for Princess Rosalinda to adjust.

This movie tells about the life of a royal princess. As we know how royal people communicate, usually the royal family pays close attention to how they speak and pays attention to the choice of language used, especially in using directive speech acts. The royal family values modesty very much. Therefore, the researcher chose this movie as a reference for using politeness strategies in everyday conversation. Of these two things, politeness strategies and movie are combined in this study, and researcher develop them to get examples or explanations of how politeness strategies can be used in real social life. Therefore, the researcher gave the title of this study as ***An Analysis on Politeness Strategies in The Directive Utterance by Characters in Princess Protection Program Movie Script.***

2. METODE

This research combines descriptive and qualitative research. This research is a descriptive-research because this research describes politeness strategies in the directive utterance. In addition, this study also uses a qualitative design because in collecting data, researcher did not use statistical calculations. Data was collected to describe, investigate, and explain how politeness occurs in directive utterances in the *Princess Protection Program* movie Script according to the theory of politeness strategies by Brown and Levinson.

This research uses Brown and Levinson's theory in conducting research on research objects. While the research object of this research itself is the use of politeness strategies in directive utterances in conversations between characters in the film *Princess Protection Program*. So this research focuses on the types of directive speech, the use of politeness strategies and the relationship between the use of politeness strategies in the directive utterances.

The Data for this research from analysis politeness strategies in the directive uttered by characters in *Princess Protection program* movie script. The source of data of this study was the movie script of *Princess Protection Program* which was downloaded from his website www.scribd.com and that movie itself.

In this study, the documentation technique intended to be utilized for the research's aim to collect data from movie script. The documentation approach is a component of qualitative research that Bowen (2009) defines as the process through which the researcher reviews documents pertaining to a certain topic in order to establish meaning. To examine the relevant documents for this research,

the following steps should be taken:

- a. Researcher has downloaded movie and movie script from the web
- b. The researcher has watched the movie,
- c. Then the researcher has read the film script, and
- d. The researcher has underlined the utterances included in directive utterances and the use of politeness strategies.

The expert judgement method was employed to confirm the truth of researchers' claimed result. The employment of expert judgement constituted technique that involves the discernment and evaluation of pertinent data based on the adeptness, proficiency, or specialized knowledge of an individual in a particular domain. The data obtained by researchers with the aid of documentation were 262 utterances according the objectives of the research, then Drs. Mujazin, S.Pd, M.A., as the expert in language teaching and linguistic, and also lecturer on Department of English Education was consulted to validity the data of the study.

3. FINDING AND DISCUSSION

This chapter presents the research results. As mentioned in Chapter I, the purpose of this study is to explain the directive utterances and politeness strategies in the utterances used by each character in the *Princess Protection Program* movie, then the tendency of using Politeness Strategies in Directive Speech Act in the movie *Princess Protection Program*. Data analysis was performed based on the method described in Chapter III.

In addition, this chapter thoroughly describes the results of this research through two main sections. They are findings and discussions. In the findings section, the data obtained through this research is presented. Then, in the discussion section, the findings are discussed.

3.1. Findings

The findings discuss the results of research based on research questions. The research questions are: First, the directive speech act uttered by each character in the interaction of the *Princess Protection Program* movie. Second, the politeness strategy used in the directive utterances of each character in the interaction of the *Princess Protection Program* movie. And third, the tendency of using politeness strategies in directive speech act in the movie *Princess Protection Program*.

In this study, researcher analyzed the conversations of each character in the *Princess Protection Program* movie through watching movie and reading movie scripts. Then the researcher determines the type of directive speech used by each character in the film *Princess Protection Program* in their conversation. Classification of the types of directive utterances in

the film *Princess Protection Program* is carried out using Searle's theory. After that, the researcher classifies the use of politeness strategies used in directive utterances that have been found in the film *Princess Protection Program* according to the politeness theory of Brown and Levinson.

3.1.1. Realization of Directive Speech Act

Researcher made observations to examine the use of directive speech act (DSA) in the film *Princess Protection Program*, according to Searle's theory. The analysis is focused on occurrence. The findings reveal 5 types of DSA used: question, command, request, advice and prohibition.

a. Question

Among the types mentioned in the table above, directive speech in the form of question is the type that appears the most. This is because this film features a film setting that tells about the future queen of the kingdom who disguises herself as an ordinary teenager so that no one will recognize her on a certain mission, so that many questions are asked by the princess during her adaptation period with the people around her. Directive utterances in the form of question to be done 150 times by movie characters. The following extracts show how directive utterances in the form of question appear in the interactions of each character in the film *Princess Protection Program*.

(DSAQU001)

Mason: "Carter, talk to you for a second"

Carter: "Yeah"

Mason: "So, did he ask you to that homecoming dance thing yet?"

In the current situation, the utterance by Mason to Carter (his daughter) which shows that the utterance is a type of directive utterance, question. In this utterance Mason aims to make Carter answer his question and provide some information to him.

(DSAQU002)

Donny: "Right! How much?"

Carter: "No, no, no, no. No charge. A deal's a deal. Free bait in exchange for never having to take the bus again"

DSAQU002 above is an utterance uttered by Donny to Carter which shows that the utterance is a type of directive utterance, question. In this remark Donny asked Carter the price of the bait, with the intention that Carter answered his question and gave him some information.

(DSAQU003)

Rosie: “Where am I? Is this some kind of prison?”

Mason: “Not prison, protection. Princess Rosalinda Marie Montoya Fiore, you are now in the safe custody of the International Princess Protection Program”

DSAQU003 above is a direct speech uttered by Rosie to major Mason which shows that the utterance is a type of directive speech, question. In that statement Rosie asked major Mason where she was at that time, with the intention that major Mason answered her question and gave her information about the place.

b. Command

Command is an expression of giving orders or instructions to someone, along with their response. Based on the data in the table above, directive utterances in the form of commands in the film *Princess Protection Program* are applied 62 times. The following extracts show how directive utterances in the form of command appear in the interactions of each character in the film *Princess Protection Program*.

(DSACO004)

Kane : “Take her away!”

In DSACO004, general Kane (a person who is running for king in a small country called Costa Luna) to his soldiers. The utterance above is an example of a directive speech act in the form of command. That utterance was uttered by general Kane who ordered his soldiers to take the queen away.

(DSACO005)

Queen: “So, no matter what happens, you never forget you are a princess”

Rosie: “Don’t worry, mi reina bonita”

Queen: “Hurry up! Inside!”

In this DSACO005, there is a direct speech uttered by queen Costa Luna to her daughter, princess Rosalinda. The utterance above is an example of a directive speech act in the form of command. The words were spoken by the queen who ordered her daughter to get into the helicopter immediately.

(DSACO006)

Mason: “Is that right? You’re gonna go in the water if you don’t say yes”

Carter: Put me down!”

DSACO006 contains the directive given by Carter to his father, Major Mason. The utterance above is an example of a directive speech act in the form of an order. Those words were spoken by Carter who ordered his father who was picking her up and was

about to throw her into the lake, so Carter ordered his father to let her down.

c. Request

A request is asking for something to be given or done, and is generally done politely or formally. The request form is applied 18 times in the conversation between characters in the film *Princess Protection Program*. The following extracts show how directive utterances in the form of request appear in the interactions of each character in the film *Princess Protection Program*.

(DSARE007)

Rosie: “You may help me prepare for bed”

Carter: “I may?”

Rosie: “Yes”

In DSARE007, there is an utterance delivered by Rosie to Carter which can be said as a directive sentence in the form of a request. These words were said when Rosalinda was in the bedroom, she said those words with the aim of asking Carter to prepare and tidy up her bed.

(DSARE008)

Rosie: “I need a nightgown. Preferably silk, preferably pink”

Carter: “Pink silk. Let me see what I’ve got” (while opening her wardrobe)

In DSARE008 there is a direct speech delivered by Rosie to Carter which can be said as a directive utterance in the form of a request. These words were said because Rosie did not bring clothes when she came to Carter's house, so she asked Carter for clothes so she could change her clothes to sleep.

(DSARE009)

Rosie: “Please, I only want to be this typical American teenager”

Carter: “You know what? I think we can arrange that”

In DSARE009 there is a direct speech delivered by Rosie to Carter. This utterance is included in directive utterances in the form of requests. These words were spoken when Rosie wanted Carter to help her in the process of adapting herself to be like an ordinary American teenager.

d. Advice

Advice is a guidance given by someone to help others achieve their goals. The form of advising is applied 17 times in the conversation between characters in the film *Princess Protection Program*. The following extracts show how directive utterances in the form of advising appear in the interactions of each character in the film *Princess*

Protection Program.

(DSAAD010)

Carter: “*You’re supposed to be blending in*”

Rosie: “I am blending”

Carter: “Speaking fluent French in class? And eating hamburger like you’re having tea with the queen?”

In DSAAD010, there is an example of utterance that are included in the directive form of giving advice spoken by Carter to Rosie. In her word, Carter advised Rosie to be more adaptable to her peers and that it was a good thing to do for Rosie's goals in disguise.

(DSAAD011)

Rosie: “I will try to blend in. It is the only way to save my mother’s life”

Carter: “*But you need to lighten up on this princess stuff. It’s really annoying*”

In DSAAD011 there is an example of direct speech which is included in the directive form of giving advice spoken by Carter to Rosie. In his words, Carter advised Rosie to reduce her habits as a princess so that she could blend in and adapt easily.

(DSAAD012)

Brookie: “You can’t use my lip gloss anymore”

Chelsea: “But I have to look pretty. I’am a princess”

Brookie: “Yeah, a terrible one. *A Princess is supposed to be a girl of exemplary character, a role model*”

In DSAAD012 there is an example of direct speech which is included in the directive form of giving advice spoken by Brookie to Chelsea. In her words, Brookie advised Chelsea that to be a princess is a good girl who can set a good example to others.

e. Prohibition

Prohibiting is an expression to prohibit other people from doing or violating something. The form of prohibition that appears in conversations between characters in the film *Princess Protection Program* totals 15 times. And this form of prohibition is the least applied by the characters in the film *Princess Protection Program*. The following extracts show how directive utterances in the form of advising appear in the interactions of each character in the film *Princess Protection Program*.

(DSAPR013)

Carter: “Donny, you don't have to carry that for her. She can do it herself like a normal person”

Donny: “Whatever you say...”

In DSAPR013, is an example of a direct speech in the form of a prohibition that was put forward by Carter to Donny. She forbids Donny from bringing Rosie a bowling ball.

(DSAPR014)

Mason: “First you must go through stage three, transformation. First, we start with the hair and then wardrobe, until you are unrecognizable” (start cutting hair)

Rosie: “No! Stop!”

In DSAPR014, is an example of direct speech in the form of a prohibition put forward by Rosie to the hairdresser who wants to cut her hair. She forbade the barber to cut her hair because she did not trust the new people around her at that time.

(DSAPR015)

Carter: “I will after this hand”

Mason: “No, now”

Carter: “Don’t look at my cards”

In DSAPR015, is an example of direct speech in the form of a prohibition put forward by Carter to her father, Mason. She forbids her father to look at her cards while they are playing cards.

The table below provides a summary of the number of occurrences of the use of DSA in the film Princess Protection Program.

Table 1. Types of directive speech acts in the Princess Protection Program movie

No	Directive Utterance	Frequency
1.	Question	150
2.	Command	62
3.	Request	18
4.	Advice	17
5.	Prohibition	15
Total		262

3.1.2. Politeness Strategies used in the Directive Speech Act

After determining the directive utterances that exist in each character of the *Princess*

Protection Program film through film scripts, the researcher tries to classify the directive utterances in the film into the use of politeness according to the politeness theory Brown and Levinson. From the classification of the use of politeness strategies in direct speech found, the types of politeness strategies are: bald on-record, positive politeness, off-record and negative politeness.

a. Positive Politeness

Positive politeness (PP) is one of the politeness strategies that can be used by showing friendliness. PP usually occurs when the speaker treats the other person as a member of the group, as a friend, or as a person whose wishes and personality traits are known. In this film, there are many conversations that occur between film characters who already know each other and besides that, there are also conversations between the queen or king with bodyguards and the people around them. So that the PP strategy is used in the DSA of the *Princess Protection Program* movie characters. In addition, the classification is also based on PP sub-strategies according to Brown and Levinson mentioned in chapter III. The following extracts show how PP appeared.

(PSPP016) Use in-group identity markers

Mason: “*Carter, talk to you for a second?*”

Carter: “*Yeah*”

In PSPP016, there is an example of the use of positive politeness strategies in direct speech proposed by major Mason to his daughter, Carter. He asked his daughter, Carter if he would be willing to speak with her briefly. Major Mason uses the personal name “*Carter*” when ask “*talk to you for a second?*”. Here, major Mason applies a positive politeness strategy, which is categorized into group identity markers/address forms.

(PSPP017) Use in-group identity markers

Chelsea: “*Brooies already wrinkling my after-lunch outfit*”

Carter: “*Chelsea, this is high school, not vegas. You don’t need a costume change*”

In PSPP017, there is an example of the use of positive politeness strategies in direct speech which was proposed by Carter to her friend, Chelsea. She gave advice to her friend that she didn't need a lot of clothes to change while at school. Carter uses the personal name “*Chelsea*” when giving advice “*this is high school, not vegas..*”. Here, Carter applies a positive politeness strategy, which is categorized into group identity markers/form greetings.

(PSPP018) Use in-group identity markers

Rosie: “*Are you all right, mama?*”

Queen: “*Yes, yes, darling, yes*”

In PSPP018, there is an example of using positive politeness strategies in direct speech that Rosie put forward to her mother. Rosie asked how her mother was doing to make sure whether her mother was okay. Rosie uses the personal nickname “*mama*” when ask “*Are you all right*”. Here, Rosie applies a positive politeness strategy, which is categorized into group identity markers/form greetings.

b. Bald on-record

The bald on record strategy usually occurs when the speaker says something directly, clearly, unambiguously, and concisely, for example in an emergency. The bald on-record politeness strategy which is the second politeness strategy that appears the most, namely 87 times out of a total of 262 directive utterances found. The following extracts show how bald on-record strategy appear in the directive utterance used by character in the film *Princess Protection Program*.

(PSBO019)

Kane: “*Seize them!*”

In the PSBO019 there is an utterance of direct speech that uses the bald on-record politeness strategy. The words above were stated by general Kane to his soldiers. He ordered his soldiers to catch the queen.

(PSBO020)

Carter: “*You give me headache*”

Mason: “*Be nice*”

In PSBO020 there is a direct speech using the bald on record strategy. The words above were said by major Mason to his daughter, Carter. He told his daughter to be kind to her new friend, Rosie.

(PSBO021)

Carter: “*Sit down!*”

Edward: “*Bossy, bossy*”

Carter: “*Sit*”

In PSBO021 there is direct speech using the bald on record strategy. The words above were spoken by Carter Mason to her friend. She told her friend to sit down immediately when her friend was about to greet her.

c. Off-record

The off-record strategy always says what the speaker needs directly, in the use of off-record politeness in the film *Princes Protection Program*, the researcher looks at several existing sub-strategies. Such as *be ironic*, *contradiction*, *rhetorical question*, etc. The off-record politeness strategy is used 4 times. The following extracts show how off-record strategy appear in the directive utterance used by character in the film *Princess Protection Program*.

(PSOR022) Be ironic

Mason: “*How does it feel to be brought to justice by 16 years old girl, General?*”

Kane: “*Not so hot*”

In PSOR022 there is an example of using an off-record strategy in the directive uttered by major Mason to general Kane. The meaning of the words spoken by major Mason to general Kane was a mockery from major Mason for general Kane who was captured or framed by a 16 year old girl, namely Carter, major Mason's own daughter. Here, major Mason applies an off-record strategy, which is categorized into *be ironic* forms.

(PSOR023) Contradiction

Carter: “*There’s no room for me*”

Donny: “*Sure there is. Come on, climb in*”

Chelsea: “*No, she's right. Brookie's already wrinkling my after-lunch outfit*”

In PSOR023 there is an example of using the off-record strategy in direct speech spoken by Chelsea to Carter. She said “*Brookie's already wrinkling my after-lunch outfit*” while glancing at the back seat of the car which was already full of her clothes with the intention of telling Carter that there was no seat for Carter anymore. So in other words, what Chelsea means is that Carter is not given a car ride to go to school together. Here, Chelsea applies an off-record strategy, which is categorized into *contradiction* forms.

(PSOR024) Rhetorical question

Mason: “*You’re in?*”

Carter: “*Do I have a choice?*”

In extract 24 there is the use of an off-record strategy in direct speech uttered by Carter to her father, major Mason in a conversation. She asked “*Do I have a choice?*” to her father while showing a resigned expression on her face with the intention of telling her father that she actually did not agree, but she had no other choice. So Carter answered her father's question with a question back. Here, Carter

applies an off-record strategy, which is categorized into *rhetorical question* forms.

d. Negative Politeness

Negative politeness pays attention to the negative face, by applying the distance between the speaker and the speech partner and not interfering with each other's territory. In other words, negative politeness can be achieved by showing fear and toning down the language used. The negative politeness strategy is used 12 times.

In addition, the use of negative politeness strategies in this film is also seen from several sub-strategies that have been mentioned in chapter III. Several sub-strategies that emerge in the use of negative politeness strategies are *be conventionally indirect, give deference, and minimize the size of imposition on hearer*. The following extracts show how off-record strategy appear in the directive utterance used by character in the film *Princess Protection Program*.

(PSNP025) Give deference

Rosie: “Excuse me, may I have this seat?”

Donny: “I’m sorry, I think it’s school property”

In PSNP025 there is example of directive utterance that use negative politeness strategy. The words above were spoken by Princess Rosalinda to someone in front of her who she didn't know to give her a seat. So, she begins her speech with the word “Excuse me” as a form of politeness. Here, Rosie applies an off-record strategy, which is categorized into *give deference* forms.

(PSNP026) Be conventionally indirect

Teacher: “I have announcement to make. Can we sit down and settle down, please”

In PSNP026 there is an example of directive utterance that use negative politeness strategy. That utterance was spoken by a teacher to his students to be quiet and sit because he will convey information. So, he begins his speech with the word “Can we...” as a form of request in sub strategy of negative politeness, *be conventionally indirect*. Here, the teacher applies negative politeness, which is categorized into *be conventionally indirect* forms.

(PSNP027) Minimize the size of imposition on hearer

Carter: “Will you excuse me for a second?”

Rosie: “Yes. You are excused”

In PSNP027 there is an example of directive utterance that use negative politeness strategy. Carter said those words to Rosie when they didn't know each other

and had to share a room together. So Carter used the negative politeness strategy in *minimize the size of imposition on hearer* sub strategy when expressing her confusion and ask Rosie for a moment. Here, Carter applies an off-record strategy, which is categorized into *Minimize the size of imposition on hearer* forms.

And the researcher presents data on the analysis of the frequency of strategy emergence which is described in the following table.

Table 2. Frequency of using politeness strategies in directive speech acts in the Princess Protection Program movie.

No	Politeness Strategies	Frequency
1.	Positive Politeness	159
2.	Bald on-record	87
3.	Negative Politeness	12
4.	Off-record	4
Total		262

3.1.3. The tendency of using Politeness Strategies in Directive Speech Act

The researcher presents the tendency of the occurrence of PS in DSA. There are 262 directive utterances that fall into the use of PS in DSA. Among the types of DSA in the *Princess Protection Program* movie, the directive type of ask questions is the most used politeness strategy which was applied 150 times. Followed by the type of directive speech in the form of commands that use 62 politeness strategies, types of requests that use 18 politeness strategies, types of advice that use 17 politeness strategies, and types of prohibitions that raise 15 politeness strategies. Meanwhile, the form of prohibition utterances is the type that uses the least politeness strategy in the *Princess Protection Program* movie. The table below provides a summary of the result of the tendency of PS in DSA in the Princess Protection Program movie.

Table 3. The tendency of Politeness Strategies in Directive Speech Act

No	Directive Utterances	Politeness Strategies				Frequency
		Bald on-record	Positive Politeness	Negative Politeness	Off-record	
1.	Question	37	103	7	3	150
2.	Command	40	21	1	-	62
3.	Request	1	13	3	1	18
4.	Advice	1	15	1	-	17

5.	Prohibition	8	7	-	-	15
Total						262

3.2. Discussion

This section presents a discussion of research results. As mentioned in the previous chapter, there are three formulations of the problem posed in this study, namely the types of direct speech used by the interactions between the characters, the use of politeness strategies in directive speech act, and the tendency of politeness strategies in directive speech act. The data findings are discussed using speech act theory by Searle and politeness strategies by Brown and Levinson.

3.2.2. Realization of Directive Speech Act

Based on the conversations between characters that were analyzed through film observations with the film script in the film *Princess Protection Program* in accordance with Searle's theory, it was found that 262 utterances were direct speech used by the characters in the film *Princess Protection Program* which were categorized into 5 types, namely question, command, request, advice, and prohibition. 150 utterances used by film characters are in the category of direct speech in the form of question, 62 utterances in the category of direct speech in the form of command, 18 utterances in the category of direct speech in the form of request, 17 utterances in the category of direct speech in the form of advising, and 15 utterances in the category of direct speech in the form of prohibiting. Based on the conversations between characters that were analyzed through film observations with the film script in the *Princess Protection Program* film, it was found 262 utterances were categorized as direct speech along with the use of politeness strategies used by the characters in the *Princess Protection Program* film. The 262 utterances are represented by 27 extracts as examples which have been mentioned in the finding section.

In the finding there are some of direct speech question can be seen to obtain information related to the things we want to know through questions. Direct speech in the form of questions is usually marked by asking for Yes/No answers, asking for information, asking for reasons, asking for opinions, and asking for affirmative answers. In the form of commands have several purposes, namely commanding, ordering, instructing, requiring, forcing, borrowing, and allowing. In the form of requests expressed in the mode of command sentences according to their function, namely to order or ask. In the form of advising are speech acts that advise the hearer to do something good according to the speaker himself. And in the form of prohibitions are utterances that contain an imperative

pragmatic meaning of prohibition, which means that the speaker forbids his speech partner from doing something.

3.2.1. Politeness Strategies used in the Directive Speech Act

From 262 direct utterances found in the film *Princess Protection Program* that used politeness strategies based on the theory of Brown and Levinson. The politeness strategies used are positive politeness, bald on-record, off-record, and negative politeness strategies. 159 utterances included positive politeness strategies, 87 utterances included bald on-record, 4 included off-record, and 12 included negative politeness strategies. The politeness strategy most often used by the characters in direct speech in the film *Princess Protection Program* is a positive politeness strategy.

Positive politeness strategies can be seen by using *group identity markers, pressing common ground, and avoid disagreement*. For example, “**mama**” as an identity marker. The bald on-record strategy can be seen by using markers that these utterances are direct, clear or unambiguous, and whether they are caused by circumstances, for example use “**Hurry up! Inside!**” in an emergency. Off-record strategies can be seen by using be ironic, contradiction, and rhetorical question sub-strategies. Negative politeness strategies can be seen in the category of sub strategy *be conventionally indirect, give deference, and minimize the size of imposition on hearer*.

3.2.2. The tendency of using Politeness Strategies in Directive Speech Act

Of the 262 directive utterances with the use of politeness strategies in them, there is a tendency to use the existing politeness strategies. Among them, in the directive question type of speech, there is a tendency to use positive politeness strategies more than the other strategies with a total frequency of occurrence of 103 utterances. Furthermore, in the Command directive speech type there is a tendency to use the Bald on-record politeness strategy more than the other politeness strategies with an occurrence frequency of 40 utterances. In the directive request type of speech, there is a tendency to use more positive politeness strategies than the other politeness strategies with an occurrence frequency of 13 utterances. In the directive type of advice, the tendency to use the politeness strategy is in the positive politeness strategy with a frequency of 15 utterances. And finally, in the directive prohibition type, there is a tendency to use the bald on-record politeness strategy with the frequency of occurrence of 8 utterances.

From the explanation above it can be seen that the tendency to use politeness strategies in directive utterances as a whole, namely the use of positive politeness strategies is more than the use of other politeness strategies. This is because there is a close relationship

between the characters in the film so that many utterances use signs of positive politeness strategies. One sign that is often used is to use certain calls in a group or family in their speech.

4. CONCLUSION

Referring to the analysis of directive politeness strategies used by each character in the *Princes Protection Program* film, this research can finally draw conclusions and provide suggestions that are expected to be useful for other researchers.

The researcher found that there were 262 directive utterances from 5 types of directive utterances used by all the characters in the *Princes Protection Program* film. The 5 types of directive utterances found were Question, Command, Request, Advice, and Prohibition. In this case, the type of directive utterance that often appears is the question type with a total frequency of occurrence of 150 of the 262 directive utterances found. While the type of directive utterances that appears the least or few is the Prohibiting type with a total frequency of occurrence of 15 out of 262 directive utterances found.

From the 262 directive utterances that have been found in the film *Princes Protection Program*, the researcher found the use of politeness strategies in these directive utterances. Based on Brown and Levinson's theory, researchers classify the politeness strategies found into 4 types, namely Bald on-record, Positive Politeness, Off-record, and Negative Politeness. The highest number of types of politeness strategies used in directive utterances in the film *Princes Protection Program* is the use of positive politeness strategies with a total frequency of occurrence of 159 out of 262 directive utterances found. While the lowest number was the use of off-record strategies with a total frequency of occurrence of 4 out of 262 directive utterances found.

The tendency to use politeness strategies in directive utterances as a whole, namely the use of positive politeness strategies is more than the use of other politeness strategies. This is because there is a close relationship between the characters in the film so that many utterances use signs of positive politeness strategies. One sign that is often used is to use certain calls in a group or family in their speech.

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