



**REVEALING POLITENESS STRATEGIES USED BY RACHEL  
CHU AS THE MAIN CHARACTER OF *CRAZY RICH ASIANS*'  
MOVIE SCRIPT**

**THESIS**

By:

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**ENGLISH DEPARTMENT  
FACULTY OF HUMANITIES  
UNIVERSITAS JEMBER  
2021**



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A thesis presented to the English Department, Faculty of Humanities, Universitas Jember, as one of the requirements to obtain the award of sarjana sastra degree in English Study

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## DEDICATION

This thesis is sincerely dedicated to:

1. My adored parents, Alm. Asmin and Suriya who always sincerely support me and pray for me incessantly. Thank you for the endless love given without expecting anything in return. And thank you for every struggle that you have done so far.
2. My dearest family, Harizeh, Muhammad Imam Rofiq, And Muhammad Wildan Shiddiqi who are always at the forefront when I need help, advice, and motivation to keep going to achieve my goals.
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4. My Alma Mater.

**MOTTO**

"Politeness and consideration for others is like investing pennies and getting dollars back." – Thomas Sowell



## DECLARATION

I hereby state that the thesis entitled “**Revealing Politeness Strategies Used by Rachel Chu as the Main Character of *Crazy Rich Asians* Movie Script**” is an original report composed by myself. I confirm that this thesis has never been submitted for any other degrees and qualifications. I certify that all sources used during the writing process of this thesis have been acknowledged through the appropriate credit.

Jember, August 9th 2021

The writer,



Rofidatul Husniyah

160110101094

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Jember, August 9<sup>th</sup> 2021



Rofidatul Husniyah

## SUMMARY

**Revealing Politeness Strategies Used by Rachel Chu as The Main Character of *Crazy Rich Asians*' Movie Script;** Rofidatul Husniyah, 160110101094; 2021; 84 pages; English Department, Faculty of Humanities, Universitas Jember.

Politeness strategies are strategies used by speakers to make communication run harmoniously. The choice of using certain politeness strategies is influenced by several factors including social factors. Therefore, this study deals with politeness strategies used by Rachel Chu as the main character in *Crazy Rich Asians* movie when interacting with several of her interlocutors who have different social class and cultural backgrounds with her. It deals with politeness strategies by Brown & Levinson (1987) as the main tool for analyzing the data. This research is aimed at revealing the politeness strategy frequently used by Rachel Chu as well as social factors such as power, distance, and rank of imposition that drove Rachel to choose a certain politeness strategy.

This research used descriptive statistics research strategy since the data were in the form of utterances were calculated in form of table to find out the frequency of each type of politeness strategies and the analysis was presented in narrative interpretation to explore the utterances of Rachel Chu consisting of politeness strategies. The data, which are some of Rachel Chu's utterances were collected from the *Crazy Rich Asians* movie script which was obtained from [https://d2bu9v0mnky9.cloudfront.net/screenplay/cra\\_wbformat.pdf](https://d2bu9v0mnky9.cloudfront.net/screenplay/cra_wbformat.pdf). There were 28 data containing of politeness strategies which were then analyzed and categorized based on the types of politeness strategies from Brown & Levinson (1987) to find out the types of politeness strategy that was frequently used by Rachel Chu. Then, the data were analyzed according to the sociological factors such as power, distance, and rank of imposition (PDR) that influence the choice of politeness strategy to find out how social factors influenced Rachel in choosing a certain politeness strategy.

The results showed that from a total of 28 utterances, there were four politeness strategies used by Rachel. It means Rachel Chu used all types of politeness strategies from Brown & Levinson (1987), those were positive politeness strategies, negative politeness strategies, bald on record, and off record strategies. However, the positive politeness strategy that was used 13 times by Rachel Chu is the most frequently-used type of politeness strategy. It happened because Rachel Chu tried to minimize the distance that existed between herself and several interlocutors who had different social class and cultural backgrounds with her. In addition, sociological factors also had an important role for Rachel in choosing a certain politeness strategy.

Furthermore, Rachel Chu frequently used positive politeness strategy because she was aware of the distance (D) between herself and her interlocutors who are the Young family and the other relatives of them. Thus, Rachel tried to minimize the distance so that she can be accepted in the Young family as well as to fulfill her positive face wants.

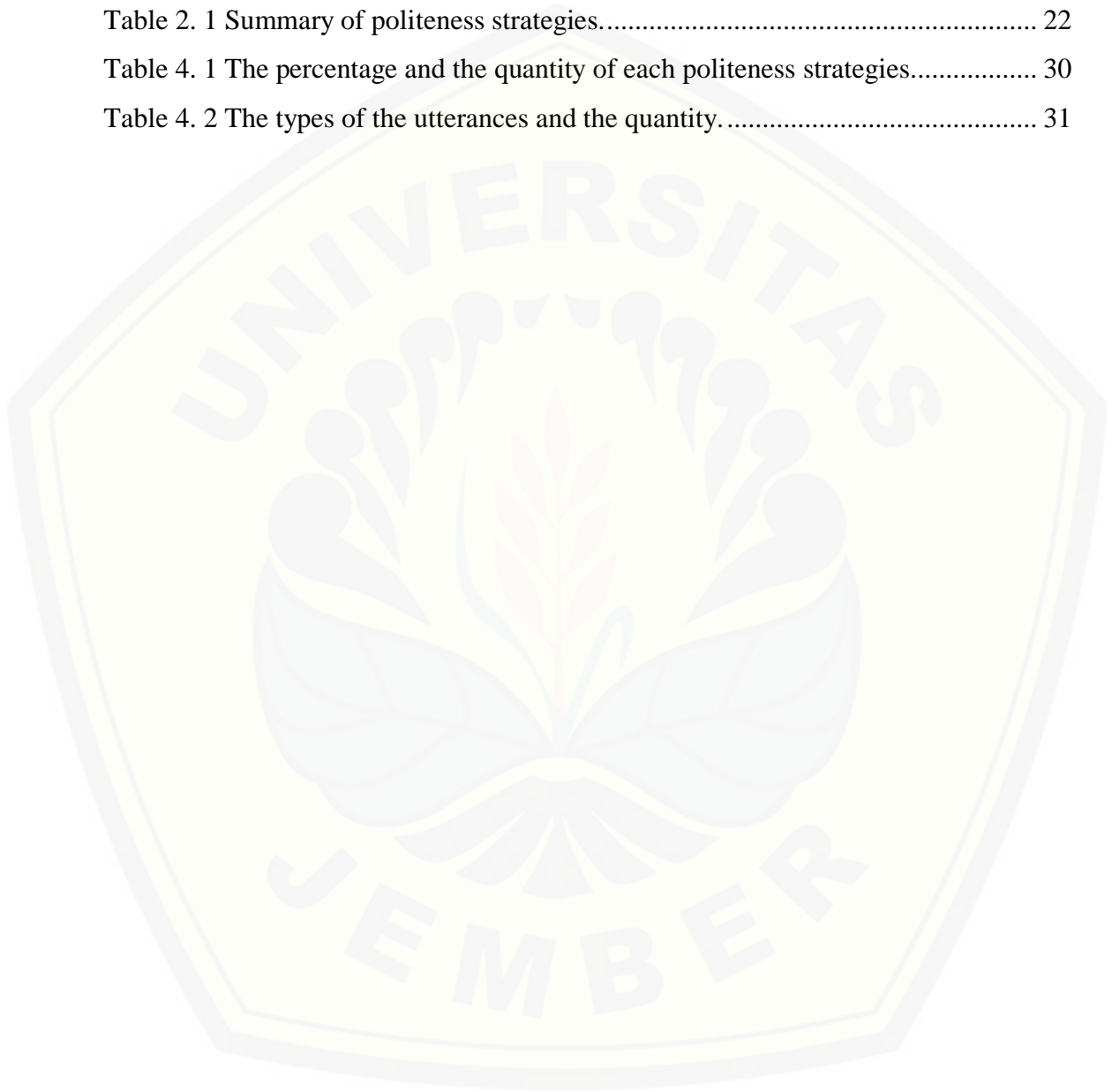
TABLE OF CONTENTS

DEDICATION.....	ii
MOTTO .....	iii
DECLARATION.....	iv
ADVISORY APPROVAL SHEET.....	vi
APPROVAL SHEET .....	vii
ACKNOWLEDGEMENT .....	viii
SUMMARY .....	ix
TABLE OF CONTENTS.....	xi
LIST OF TABLES .....	xiii
CHAPTER 1: INTRODUCTION.....	1
1.1    Background of Study.....	1
1.2    Research Topic.....	4
1.3    Research Problem.....	4
1.4    Scope of Study.....	5
1.5    Research Questions .....	5
1.6    Research Purposes.....	6
CHAPTER 2: LITERATURE REVIEW.....	8
2.1    The Review of the Previous Studies .....	8
2.2    The Review of the Relevant Theories .....	10
2.2.1    Sociolinguistics.....	10
2.2.2    Politeness.....	11

2.2.3	Politeness strategies.....	13
2.2.4	Factors affecting the selection of politeness strategies.....	22
2.3	Theoretical Framework .....	24
<b>CHAPTER 3: RESEARCH METHOD .....</b>		<b>26</b>
3.1	Research Design.....	26
3.2	Type of the Research.....	26
3.3	Research Strategy.....	27
3.4	Data Collection.....	28
3.5	Data Processing.....	29
3.6	Data Analysis .....	29
<b>CHAPTER 4: FINDINGS AND DISCUSSION .....</b>		<b>30</b>
4.1	Types of Politeness Strategies in Crazy Rich Asian .....	30
4.2	Discussion .....	32
4.2.1	Positive Politeness Strategy .....	32
4.2.2	Negative Politeness Strategy.....	53
4.2.3	Bald On Record.....	60
4.2.4	Off Record.....	63
<b>CHAPTER 5: CONCLUSION.....</b>		<b>78</b>
<b>REFERENCES.....</b>		<b>82</b>
<b>APPENDICES .....</b>		<b>84</b>

**LIST OF TABLES**

Table 2. 1 Summary of politeness strategies.....	22
Table 4. 1 The percentage and the quantity of each politeness strategies.....	30
Table 4. 2 The types of the utterances and the quantity.....	31



## CHAPTER 1: INTRODUCTION

This chapter focuses on the background of the study explaining some motivations of conducting this research including the topic of the research, research problem, the scope of study, research questions, research purposes and the synopsis of the movie.

### 1.1 Background of Study

In communication, when someone uses a certain language to interact with others, speakers and hearers tend to use strategies called politeness strategies. Politeness is used to maintain a good relationship in interaction. Moreover, someone who speaks politely will easily adapt to the environment. This happens because basically, one way to size up a person's character is seen from the way he/she talks. Consequently, people should be able to decide the polite language which is appropriate to maintain communication and avoid misunderstanding. The essence of communication itself is clearly reflected in the matter related to interactions, including social interactions that occur in everyday life. In that case, interaction is more agreed as something that focuses on relationship between communicant and communicator. By using polite language, the speakers and listeners who are communicating feel respected.

This phenomenon of politeness has been defined by Leech (1983:82) as "a form of behavior that builds and maintains respect." In other words, politeness refers to attempts that people do to maintain good relationship when interacting socially in communication. Politeness is a form of social interaction that can be expressed through verbal communication and communicative action (non-verbal communication). What is meant by verbal communication is communication in oral or written form. Meanwhile, communicative action (non-verbal communication) is communication that generally uses body language such as body gestures, eye contact, touch, facial expressions, and other physical closeness. Other than that, every

interaction that has reciprocity is caused by cultural similarity. However, different cultures may have different perceptions in interpreting communicative action (non-verbal communication). One of the examples is the hand gesture that forms the letter o with the index finger and thumb in Indonesia and America means to agree or 'ok', then in Japan that symbol means money. Whereas in Brazil that symbol means being rude. Otherwise, the culture of spoken words and politeness behavior can be demonstrated by using a choice of words or sentences that can be referred to politeness.

The term of politeness is mostly used in communication because people need to be aware of other faces to maintain the relationship in communication. Brown and Levinson (1987: 61) define face as something that can be lost, maintained, or enhanced, and, must be considered continuously in interaction. In this case, the public self-image that everyone wants to claim for themselves is called face wants which are divided into two different aspects those are positive face which means the desire of someone to be respected in a certain circles and negative face which means the desire of being unimpeded by others. Both positive and negative face influence the choice of face work and face threatening act (FTA). Brown and Levinson (1987: 76) state that the greater the distance between the speaker and the listener, or the level imposed by the action, the greater the power of the FTA. In other words, face threatening acts occur based on the influence of several social factors, whether it's a factor in relative power (P), social distance (D), and ranking of imposition (R). In contrast to FTA, face work is used to save or maintain other face. Some strategies are used to minimize face threatening acts called as politeness strategies. Politeness strategies relate to the study of knowing the way people choose a certain appropriate language while they are having interaction in communication. Related to the statement above, Holmes (1996:296) argues that being linguistically polite involves understanding the social values which control the way of social dimensions are expressed.

Nowadays, because of the huge phenomena of politeness that occur in real life, politeness, face, and politeness strategies become interesting research topics. Those



theories are carried out with a variety of research objects such as using movie as the objects, school application calls, cell-phone messages, presidential debates, and also other current issues. Almost all research about politeness explore how politeness strategies are used in certain circumstances, factors that drive the speaker to choose a certain type of politeness, as well as how politeness strategies influence the perception of listeners towards users of politeness strategies.

Not only do they happen in real life, social factors that influence face threatening act (FTA) as mentioned above are also often practiced or even become highlights of a movie. Movie contains messages, information, as well as a picture of something adapted from real life that can instill a variety of values and perspectives on everything. One of the examples is the existence of a social gap between upper class, middle class or even low class which is clearly illustrated in *Crazy Rich Asians* movie which was adapted from a novel of the same title. The social gap shown in this movie is the profession, family background, and the culture, between Rachel as the main character and the opposite characters. Rachel is an Asian American descendant who works as a professor of economy born from the middle-class family. Her mother is a single mother emigrated from China to America to escape from Rachel's father who did not treat her mother well. The opposite characters are in one family who are very successful in real estate investment and the largest developers in Singapore, Malaysia, Thailand, Brunei, and Mexico. They are famous as a rich family since 1800. This movie tells the story of a meeting between two people with these two different cultural backgrounds. The movie shows two different scenes, the first scene takes place in America which is also the residence of the main character or Rachel Chu. The second scene takes place in Singapore which is also the residence of the male lead or commonly called Nick Young. Although classified as an Asian ethnic, Rachel, who grew up in America, had to face Nick's family who upholds the values of Asian family and culture. Cultural differences shown in this movie are between Rachel who is American Chinese culture and the Young family who are Singaporean Chinese culture. They also cart up that Rachel's mother has a very different

characteristic with the parents in the Singapore that is obsessed with shaping the life of their children.

Due to the position of Rachel as a stranger trying to fit in to the family from different Chinese Singaporean culture, Rachel should use some politeness strategies to achieve certain purposes. Thus, this research is carried out to investigate how social gap and cultural differences affect the choice of politeness strategies used by Rachel as the main character of *Crazy Rich Asians* movie. In addition to the politeness strategies that are used by Rachel, this research will also illustrate how relative power (P), social distance (D), and ranking of imposition (R) influence the face threatening act (FTA) as it is commonly done by the opposite character against the main character.

## **1.2 Research Topic**

The topic raised in this research discusses how politeness strategies are used by the main character in *Crazy Rich Asians* movie script to minimize FTA against her which are influenced by differences in social background and different cultures dealing with sociolinguistics. The focus of this research is the utterances in the movie script contains of politeness strategies and FTA theory.

## **1.3 Research Problem**

*Crazy Rich Asian* movie tells the story of an American Chinese woman named Rachel Chu who is in relationship with a man named Nick Young. But Rachel doesn't really know about her boyfriend's background. She knew Nick as an ordinary man because of the simplicity of Nick's life in America. One day Nick took Rachel on a vacation to Singapore while attending a friend's wedding party. This is where many surprises start to appear for Rachel on her journey to Singapore. It turns out that she had only known Nick without knowing much about his family. Nick was born from a wealthy family in Singapore. Rachel also did not think that Nick is so popular that his

return this time became the main topic among the upper class people in Singapore, moreover he returned home with a girlfriend from New York. Although both are of Chinese descent, it does not make Rachel's position is safe in Nick family constellation. And Rachel, who is a professor of Economics and youngest professor at her university, is not something to be proud of for Nick's mother or Eleanor. However, for Eleanor, Rachel is an American. She sees Rachel as an independent woman who is full of ambition and thought she could not contribute to the family well. And this is where Rachel gets a new challenge to fit in to Nick's family from different social classes and cultures. Thus, social distance and cultural differences can influence how the theory of politeness is applied by Rachel Chu as the main character of this movie.

#### **1.4 Scope of Study**

As previously described, this study analyzes *Crazy Rich Asians* movie script by applying the theory of politeness strategy from Brown & Levinson (1987). Hence, limitation of this study are utterances in the movie script of *Crazy Rich Asians* which focuses on the conversation between Rachel Chu as the main character consisting of politeness strategies and sociological variables influenced the main character to choose a certain politeness strategies.

#### **1.5 Research Questions**

Based on the background of the study above, this research is analyzing about politeness strategies used by the main character in *Crazy Rich Asians* movie script. This study is conducted to answer the following questions.

1. What kinds of politeness strategies were used by Rachel in *Crazy Rich Asians* movie script?
2. How do power, distance, and rank of imposition motivate Rachel to choose certain politeness strategies in the movie?

## 1.6 Research Purposes

In accordance with the background of the studies and research questions mentioned above, the purposes of this research are:

1. To describe which types of politeness are mostly used by the main character.
2. To explain the differences in the use of politeness influence by several social factors. In other words, to find the social factors influenced the use of politeness strategies.

## 1.7 The Movie Synopsis

*Crazy Rich Asians* movie has two very different scenes. The first scene of *Crazy Rich Asians* movie takes place in America. In this scene, it is told that Rachel Chu (main character) is a young professor who is very intelligent and has a boyfriend named Nick Young. One day while on a date with Nick at a cafe, the two of them talked about their plans to go on a vacation. At that time Nick also proposed to go on vacation to the eastern area (Singapore) which is the area of Nick's origin. Rachel is invited by Nick to go on vacation as well as attend her best friend's wedding. Rachel is very interested of Nick's idea because Rachel also intends to visit her college friend in Singapore named Peik Lin. News about Nick's departure to Singapore with a woman named Rachel has reached the upper class people of Singapore, especially Nick's mother or Eleanor.

This is followed by a second scene which told story about the arrival of Rachel and Nick in Singapore. They were both picked up by two Nick's friends who made a very good first impression on Rachel. The four of them continued their journey from the airport to a place to have dinner together. The next day, Rachel decided to visit Peik Lin and the family. In Peik Lin's house, Rachel told Peik Lin that she followed a boy to Singapore, his name is Nick Young. Peik Lin explained Nick's family history of wealth, Rachel was very surprised to find out the fact that Nick is very famous in

Singapore and she has just known about it. One day, when Rachel attended dinner party at Nick family's house, Nick introduces Rachel to his mother, Eleanor. Eleanor's attitude makes Rachel worry that Eleanor doesn't like her even though Rachel seems to make a good impression on Nick's grandmother, Su Yi who is familiarly called Ah Ma. During her time in Singapore, Rachel faced a lot of bad treatment from some of Nick's relatives. However, this did not deter Rachel to fit in to the Nick's family. One night during the wedding reception of Nick's best friend, Eleanor who really hates Rachel used evidence of a private investigation to reveal that Rachel is the child of her mother's affair with a man after leaving her husband and escaping to the United States. At that time, Eleanor and Ah Ma asked Nick to end their relationship with Rachel because they don't want Nick to have a relationship with a woman who came from a broken home family. Rachel who felt humiliated immediately left the place.

## CHAPTER 2: LITERATURE REVIEW

This chapter presents previous studies and some theories related to the object of this study. In addition, theoretical framework is also presented to illustrate how the theories are clearly applied to achieve the objectives of this research.

### 2.1 The Review of the Previous Studies

Three previous researches are discussed here due to their similarities and contributions to the present research. The first previous study was conducted by Aryani (2017) who analyzed politeness strategies used by the main characters of *Twilight* movie as well as the factors influenced the main characters to choose a certain types of politeness strategies. Several theories used in this research were speech act by Yule (1966) and politeness strategies by Brown & Levinson (1987). The result of this research showed that the main characters of *Twilight* movie used all of the politeness strategies (positive politeness strategy, negative politeness strategy, bald on record, and off record). In addition, the most related factor to the choice of politeness strategies were sociological variables.

The second previous study was conducted by Sukarno (2015). This research discussed the phenomenon of language regarding socio-cultural pragmatics that occurs in society, especially Javanese people in Jember, East Java. This research was conducted to analyze the politeness strategies from Brown & Levinson (1987) applied in responding compliments if influenced by their situation, and the cultural backgrounds that support them. Apart from that, this research also discussed how politeness is manifested and conveyed in the main framework of Javanese culture. The data used was in the form of a dialogue between student-teacher, and students who showed different social status between the interlocutors. Finally, the result of this research showed that responding to compliments in Javanese can be done with five strategies: (1) disagreeing and denigrating, (2) disagreeing and rising question,

(3) accepting and turning back, (4) accepting and giving explanation, and (5) accepting only, or accepting and offering.

The last previous research was conducted by Kedveš (2013) who analyzed the pragmatics aspects of politeness theory by Brown & Levinson (1987) in the summer school applications. In this case, the researcher also elaborated several phenomena which were related to politeness and face work. This research was categorized as a field research, because the researcher used sixty application calls from thirty-three European countries from 2009 to 2012 period. From the application calls, the researchers analyzed the frequency and quality of positive and negative face threatening acts, as well as the application of politeness strategies. The result of this research showed FTA were very likely to appear in summer school call for applications. The qualitative analysis showed that FTA placed as pressure on the hearer to perform a particular action like suggestions, requests, order and warnings. This research also found that positive and negative politeness were commonly used in summer school call for applications.

Those previous studies have contributed significantly to this research. First previous research contributed to this research in form of the identification of factors affecting the choice of politeness strategies by Brown & Levinson (1987). The second previous research contributed in giving more understanding about the theory of politeness strategies by Brown & Levinson's (1987) applied in society. And last previous research contributed to a theory of face threatening act in terms of politeness. However, this study with several previous studies is differentiated based on several things. This study and the first previous study although the research was very similar, the difference was in the object of research used. In this case, the last previous study used the *Twilight* movie, while this study used the *Crazy Rich Asians* movie script as the object. The second previous study differ in the research methods used. Because the second previous study was a field research and collected the data by recording dialogues between teachers and students. Meanwhile, for last previous study which is also field research, differ in terms of data collection and theory used

that focuses on FTA rather than the politeness strategies. From all of the similarities and differences, the novelty of this research. The movie used in this research has differences with the movie that was used as the object in the first previous study. The difference between the two movies is clearly pictured from where the movies are located. Even though they both tell stories about love, in the *Twilight* movie, there are no significant differences in cultural background and social class between one character and another as the problems that occur in the *Crazy Rich Asian* movie. Consequently, those depictions of social phenomena that occur in *Crazy Rich Asians* movie cause differences in social dimensions between the two and affect how politeness strategies are applied.

## **2.2 The Review of the Relevant Theories**

The goals of this research are to find out the most used politeness strategy and what factors influence the different uses of politeness. To achieve the goals, some theories are used including politeness and face, politeness strategies, and also some factors affecting politeness strategies used by speaker.

### **2.2.1 Sociolinguistics**

This research is conducted under sociolinguistics study, due to the social factors in the movie that influence the use of politeness strategies. Sociolinguistics is a branch of linguistics that focuses on the relation between language and society. Wardhaugh (2006:10) define sociolinguistics as the closeness or the relation between language and society. In addition, the definition of sociolinguistics given by Trudgill (2000:21) as follows:

*“Sociolinguistics is the part of linguistics which is concerned with language as a social and cultural phenomenon. It investigates the field of language and society and has close connection with the social science, especially social psychology, anthropology, human geography and sociology.”*



The definition about sociolinguistics from Trudgill (2000) means sociolinguistics focuses on society, language, human-related sciences, as well as phenomena that occur in society in relation to the use of language. In simple terms, the definition of sociolinguistics of the two can be concluded as the science of society and language. Society is any group of people who are drawn together for a certain purpose or purposes, and language is a tool they use to speak or communicate with other. In sociolinguistics, politeness strategies are speech acts that express an attention for others and minimize threats to self-esteem (face) in particular social contexts. It shows that politeness strategy is not only discussed under pragmatic study, but also an important topic in sociolinguistics.

Through some definitions from several experts on sociolinguistics, it is concluded that every language phenomenon that occurs in society is closely related to the term of sociolinguistics since this branch of science focuses on language and society. In addition, sociolinguistics itself has a very close relationship with politeness. As previously explained that sociolinguistics deals with everything related to language and society, including the language phenomena that occur. Politeness itself is an example of a language phenomenon that occurs when social interactions between societies take place. Besides, the contribution of sociolinguistic to this research seems very clear because this research focuses on a social phenomenon called as social factors that influence the choice of politeness strategies by the main character of *Crazy Rich Asians* movie. For more detailed explanation of the politeness and politeness strategies will be explained in the next section.

### **2.2.2 Politeness**

Politeness theory is needed in this research to give some information to the reader about how politeness strategies are applied in the movie. According to Leech (1983:82) politeness is "a form of behavior that builds and maintains respect". Besides, Mills (2003) explains politeness as a strategy used by speakers in weighing up the potential threats to listeners when interacting each other. In an interaction,

people need to be aware of others' faces to maintain the relationship. Goffman (1967:5) defines face as a positive social value a person effectively claims for him/herself. Brown & Levinson (1987: 61) define face as a public self-image that everyone wants to claim for him/herself. From the two previous opinions, it can be concluded that the face or self-image possessed by everyone is always guarded, respected, and not violated in the communication process between speakers and listeners. Therefore, speakers must be aware of hearer's face by choosing a certain politeness strategies to reduce or avoid face-threatening actions.

Face is divided into two parts those are positive and negative face. These influence the use of face threatening act and face work. Brown & Levinson (1987: 62) define positive face as the positive self-image claims by someone including the desire to be accepted. Meanings, positive face is the desire of someone to be respected and accepted in a certain groups. Otherwise, Brown & Levinson (1987: 62) define negative face is as familiar as the formal politeness because there is a desire not to be bothered so that it requires some politeness in it. In other words, negative face means the desire of being unimpeded by others. Besides, there are actions that can threaten the other's face which is called a face threatening act (FTA). Brown & Levinson (1987: 65) argue that FTA occurs by the nature run contrary to the face wants of the hearer. They also argue that FTA can threaten both the speaker and hearer. It means, face threatening act (FTA) means someone's action that potentially ruin another face. In contrast to face threatening act, face work known as face saving behavior is a way to repair or to save another self-image.

In conclusion, politeness refers to skills that people do when interacting socially to engage in communication. Politeness is an important aspect in life to create good communication between speakers and hearers. This indicates that politeness is needed by every individual in society due to the priority in communication is to maintain interpersonal relationships. Therefore, when politeness is applied in communication, Brown & Levinson (1987) offer some strategies called politeness strategies.

### 2.2.3 Politeness strategies

In an interaction, people need to maintain the communication harmoniously by using a certain strategy belongs to politeness strategies. Brown & Levinson (1987: 68) describe politeness strategies as the strategies that focus on repairing or saving hearer's face. Since some acts are threaten other's faces and they require to be soften, politeness strategies are used to avoid or minimize FTA and maintain the relationship in communication by emphasizing polite words and actions. In this case, Brown & Levinson (1987: 68) categorize politeness strategies into four, namely positive politeness, negative politeness, bald on record, and off record.

#### a. Positive politeness

Brown & Levinson (1987: 70) argue that positive politeness refers to someone's desire to be respected in a certain groups. This strategy is intended to show a sense of the hearer's interest, needs, wants, and goods. It tends to be used by someone to minimize the distance between them and also to minimize the threat to hearer's positive face. Positive politeness commonly indicates intimacy between the speaker and the hearer. Therefore, this strategy is rarely used by someone who needs territory. To reduce the disappointment of interlocutors, Brown & Levinson (1987: 103-129) offers several strategies as follows:

- 1) Noticing hearer's interest, wants, needs, and goods

This strategy is used when speaker pay attention to hearer's situation in form of interest, wants, needs, and goods.

Examples: *We need some more time in this beautiful place, didn't we?*

- 2) Exaggerating interest, approval, and sympathy with the hearer

The speaker says something that intends to praise more than its original state by using the exaggerating adjective.

Example: *What a fantastic party you have!*

- 3) Intensifying interest to hearer, making good story, and draw the hearer as participant into the conversation

Making a good story to increase interest from the speaker to the hearer

Example: *This is my first time to this place. And do you know what I saw? Yes I saw such amazing vibes I have never seen before.*

4) Using group identity markers

Using group identity markers can be in form of dialect, jargon, and slang language to show the same interest with the hearer.

Example: *Welcome to my house, guys.*

5) Seeking agreement

Attracting hearer's agreement with stating a "safe topic" that listeners are likely to agree on.

Example: *Isn't your dress a beautiful color?*

6) Avoiding disagreement

Speaker tries to get information by stating false agreement, indirect agreement, or hedging to avoid hearer's disagreement.

Example: *s: That's where you live, Australia?*

*h: That's where I was born*

7) Presupposing to raise and assert common ground

It is used when the speaker believes something is real, although the truth has not been proven.

Example: *I had really hard time coming home alone, didn't I?*

8) Joking

Joking is a basic strategy of positive politeness that a speaker uses to minimize FTA against the hearer.

Example: *How about lending me this heap of junk?*

9) Presupposing speaker's knowledge of and concern for hearer's wants

The speaker is aware of the hearer's desires while demonstrating speaker's knowledge.

Example: *I know right now lily is very difficult to find, but I brought it for you.*

## 10) Promise

The speaker makes a promise to demonstrate an awareness of the hearer's wants.

Example: *You'll always have my shoulder when you cry.*

## 11) Being optimistic

The utterance of the speaker indicates that the speaker is optimistic the listener will do something for him.

Example: *You'll never leave me, right?*

## 12) Including both speaker and hearer in an activity

The speaker tries to invite the listener to be part of or participate in the same activity as the speaker.

Example: *We can have a dinner in fancy restaurant*

## 13) Giving and asking for reason

The speaker invites the listener to cooperate by giving or asking for reasons.

Example: *Why don't we walk through this beach?*

## 14) Assuming or asserting reciprocity

Assuming or asserting reciprocity means speaker creates mutual advantages for both speaker and listener.

Example: *I'll take you to beautiful place if you visit me in US*

## 15) Giving gifts to hearer in form of goods, sympathy, understanding, and cooperation

The speaker satisfies the hearer's positive face by fulfilling the hearer's wants in form of goods, sympathy, understanding, and cooperation.

Example: *Congratulation on your graduation. I am so glad to hear that.*

**b. Negative politeness**

Brown & Levinson (1987: 70) defines that negative politeness as the heart of respect behavior. It means negative politeness is inversely proportional to positive politeness which tends to show solidarity. This strategy focuses on minimizing imposition on the hearers. In negative politeness, the speaker realizes that there is a distance that must be respected between the speaker and the hearer. Therefore, in this strategy it might cause social distance or awkwardness in the situation. In other words, negative politeness refers to the actions of the speaker to provide territory or freedom not to be disturbed. In negative politeness, Brown & Levinson (1987: 130-210) offer ten strategies to reduce fouls against the opponent's face as follows:

## 1) Be direct

The utterance indicates that the speaker wants to achieve something through the FTA as well fix it.

Example: *Can you please turn the volume down?*

## 2) Do not promise or assume hearer

Speaker uses question and hedge functioned to soften command.

Example: *Won't you close the window?*

## 3) Being pessimistic

Being pessimistic means the speaker is not asking the hearer to do something for her by force and the listener may not do that.

Example: *Could you jump over the fence?*

## 4) Minimizing the imposition

Reducing the threat to the hearer's negative face by choosing words which show the minimum imposition.

Example: *Would you like to lend me your pen for a minutes?*

## 5) Giving difference

Humbling to show distance because speaker considers the interlocutor is more superior.

Example: *Excuse me sir, would you mind if I turn on the fan?*

6) Apologizing

Using apologies because the speaker does not mean to threaten the negative face of the listener.

Example: *I'm sorry for bothering you, but can you tell me how can I get to the hospital?*

7) Impersonalizing the speaker and hearer in a conversation

Speaker avoids using pronoun I and you. Brown & Levinson (1987: 197) explained many languages have some standardized impersonal versions of pronouns which may serve FTA purposes to good effect. From this opinion, it can be concluded that avoiding the use of the pronoun I and you aims to avoid facial threats to the interlocutor.

Example: *You might not.* To avoid pronoun you, speaker uses the word someone.

8) Stating the FTA as an instance of general rule

This strategy is used when the speaker uses face-threatening action as a generally accepted social rule.

Example: *Do not leave anything but footprint*

9) Nominalizing

Change verb to noun to add formality. The more formal the speaker and the listener are, the more visible the distance between them is.

Example: *We regret that we cannot* becomes *It is our regret that we cannot*

10) Going on record as incurring a debt or as not indebting hearer

Redressing FTA by stating clearly that the speaker has given a debt to the listener or not.

Example: *I would be very grateful if you .....*

### c. Bald on record

According to Brown & Levinson (1987: 69), bald on record strategy is a direct way of saying things, without any minimization to the imposition, in a direct, clear, unambiguous and concise way. Brown and Levinson (1987) also claim that the primary reason for bald on record usage may be generally stated as whenever the speaker wants to do FTA with maximum efficiency more than s/he wants to satisfy hearer's face, even to any degree, s/he will choose the bald on record strategy. In other word, bald on record can be said as a direct strategy when there is no any effort from the speaker to minimize FTA. Bald on record commonly used by people who are very close in term of relationships. For example member of family, close friends, or even people who know each other and feel comfortable in the environment. Some strategy of doing bald record strategies are elaborated bellows:

1) Great Urgency or Desperation

This strategy is used when the speaker needs immediate attention because of something important. The urgent condition is the key word for this strategy.

Example: *Help!*

2) Speaking as if great efficiency is necessary in attention-getters

The speaker uses emphasis that is metaphorical urgency. This strategy is used when the speaker seems to want to convey something important.

Example: *Look! I have got this card.*

3) Task oriented or paradigmatic form of instruction

This strategy is used when speaker gives task to the hearer.

Example: *Give me your hand!*

4) Sympathetic advice or warning

In doing FTA, the speaker shows concern for the hearer's positive face in form of sympathetic advice or warning.

Example: *Be careful! He is a dangerous man.*



5) Granting permission for something

This strategy shows that the speaker allows the hearer to do something.

Example: *Yes, you may leave this place.*

6) Invitations

This strategy is used when speaker request the hearer to do something.

Example: *Come in!*

7) Welcoming

This strategy is used when the speaker let the hearer impose on his/her negative face.

Example: *Oh you come, come in!*

8) Greeting and farewells

This strategy is used when speaker says goodbye, takes him/her, and leave to the hearer.

Example: *Sit down!*

**d. Off record**

Off record strategy is a strategy that is carried out indirectly and involves the breaking of conversational norms to imply a particular recommended course of action. Brown & Levinson (1987: 69) argue that the off record strategy is carried out to let the speaker figure out the unclear communicative intention. In terms of off record strategy, the speaker is relying upon the hearer's ability to interpret the speaker's intended meaning, even though it is indirectly suggested. Brown & Levinson (1987: 213-227) explained fifteen strategies of doing off record strategy as follows:

1) Giving hints

Giving hints by letting the hearer interpret some of the relevant possibilities.

Example: *This room is very hot.* It means, the speaker asking the hearer to turn on the fan.

2) Giving association clues

Using implication or something associated to the act of the hearer to show mutual knowledge of interactional experience.

Example: *My country is not really far away, there always a path to my country*

3) Presupposing prior event

This strategy is used to show presupposing of a prior event and let the hearer to search for the relevant meaning

Example: *I cleaned the house again today*. It indicates that the speaker has cleaned the house yesterday and she/he did it again today

4) Understating

The speaker uses more subtle expressions of what he / she actually wants to say in form of criticism.

Example: *He is quite impolite in class*. It is used when the speaker actually wants to say that he is impolite.

5) Overstating

Use exaggerated word selection so that it sounds higher than the actual situation.

Example: *I called you a hundred times, but I got no answer*.

6) Using tautologies

The speaker requires the listener to seek the most possible interpretation of the speaker's non informative utterance.

Example: *Your shoes belong to where your shoes belong, and mine belong to where mine belong*. The utterance doesn't give an information, but the speaker means that he/she doesn't want the speaker put the shoes in the speaker's place of shoes.

7) Using contradictions

Aims to hide the truth by using contradiction in the utterance.

Example: *I hate you and I love you*

8) Being ironic

Express something by choosing a word that is the opposite of what the speaker intended.

Example: *Very genius*. The speaker's expressions after the hearer done a stupid thing.

9) Using metaphors

Speaker hedges the utterance by using metaphor to invites/encourage the hearer to interpret the meaning.

Example: *She swims like a fish*. The utterance means she works very hard.

10) Using rhetorical questions

This strategy is used when the speaker asks a question that is not intended to get an answer.

Example: *How many times do I have to tell you?*. The example means I have told you, but you don't even understand.

11) Being ambiguous

The speaker provides utterance which is ambiguous so that the listener must guess the meaning behind the speaker's utterance.

Example: *I know more smart girl than Ani*

12) Being vague

Use the expression of FTA in vague ways and being vague towards the object the FTA is addressed.

Example: *You know where I am going to go*

13) Over-generalizing

Uses the expression over generalization which aims to convey general rules so that listeners can choose whether it is addressed to them or not. In other words it is a request from the speaker to the listener.

Example: *Mature people will not cry easily*.

14) Displacing the hearer

FTA can be done by speakers when doing off record strategy (Brown & Levinson, 1987). In this strategy, the speaker displaces someone who might be threatened.

Example: *Can you take for me the stapler?*. The utterance is said by the secretary to the friend in the room although the boss's position is much nearer. So the boss can choose to help or not.

#### 15) Being incomplete

Speakers in this strategy did not finish the utterance.

Example: *Very hot*. The utterance means it is very hot here so please turn on the AC.

Table 2. 1 Summary of politeness strategies

No	Politeness Strategies	Characteristic	Function
1.	Positive politeness	Show a sense of the hearer's interest, needs, wants, and goods	Minimize distance exist between speaker and hearer
2.	Negative politeness	Speaker aware of the hearer's territory.	Show respect against the hearer
3.	Bald on record	Direct strategy	To do FTA with maximum efficiency more than s/he wants to satisfy hearer's face
4.	Off record	Indirect strategy	To let the hearer interpret the speaker's intended meaning

#### 2.2.4 Factors affecting the selection of politeness strategies

Brown & Levinson (1987: 71) made a notion about a number of factors that influenced the selection of politeness strategies. These factors are payoffs and sociological factors. Payoffs are divided into 4 parts according to the number of strategies in politeness, namely payoff of doing bald on record strategy, payoff of doing negative politeness, payoff of doing positive politeness, and payoff of doing off

record strategy. Sociological variables become one of two factors that influence the selection of politeness strategies. Circumstances become the main point in sociological variables. Some social variables are divided into three parts, namely social distance, relative power, and rank of imposition, each part of sociological variable will be explained briefly.

#### **a. Social distance**

Brown & Levinson (1987: 76) define social distance as a symmetrical social dimension. This variable relates to the interaction between the speaker and the hearers and the types of material or non-material involved in the interaction. Some things that are attributes of social distance are: gender, age, cultural background, social class, and ethnicity. Social distance also affects the level of intimacy between the speaker and the hearer. Accordingly, that level of intimacy will influence the choice of politeness strategy. The more intimate the speaker with the hearer, the speaker will choose the least polite language. In other words, the higher the social distance between speaker and hearer, the speaker tends to choose negative politeness. Conversely, the lower the social distance between the speaker and hearer, the more intimate they are and will tend to apply positive politeness.

#### **b. Relative power**

Brown & Levinson (1987) and Holmes (2001) have different terms about relative power. Brown & Levinson (1987: 74) call it relative power, while Holmes (2001) calls it relative status. In this case, relative status explains the hearer's status will influence the choice of politeness strategy. The higher power of the hearer, the politeness level used by the speaker will be more polite. For example, when a teacher asks a student. He can simply say "can I take my pen?" Conversely, if a student asks his teacher, he will say "excuse me sir, would it be right if I take my pen?" In this case, Brown and Levinson (1987: 77) define two sources of relative power. The first is material control which is influenced by economic distribution and physical

strength. While the second is a metaphysical control that is influenced by the actions of others.

### **c. Rank of imposition**

Rank of imposition is a level of something that can interfere with other faces such as the FTA done by the speaker (Brown & Levinson, 1987: 77). Ranking of impositions are divided according to two variables namely positive and negative face wants. For negative faces, there are two scales that identify rank of imposition. Both of them are imposition requiring services and imposition requiring goods. As explained earlier that rank of imposition refers to the FTA done by the speaker. Therefore, both positive and negative impositions include actions that cause FTA. The greater the FTA done by the speaker, the greater the rank of imposition that will be carried out by the speaker. Consequently, the speaker will choose the least polite language.

## **2.3 Theoretical Framework**

The theoretical framework in this section aims to provide an easier to understand description of how the theories are applied in this research. First, the theory of politeness strategies by Brown & Levinson (1987) is used to answer the first research question on what kinds of politeness strategies are mostly used. In addition, the theory of some factors affecting the selection of politeness strategies by Brown & Levinson (1987) is used to answer the other research question about how do social factors influence the use of politeness strategies.

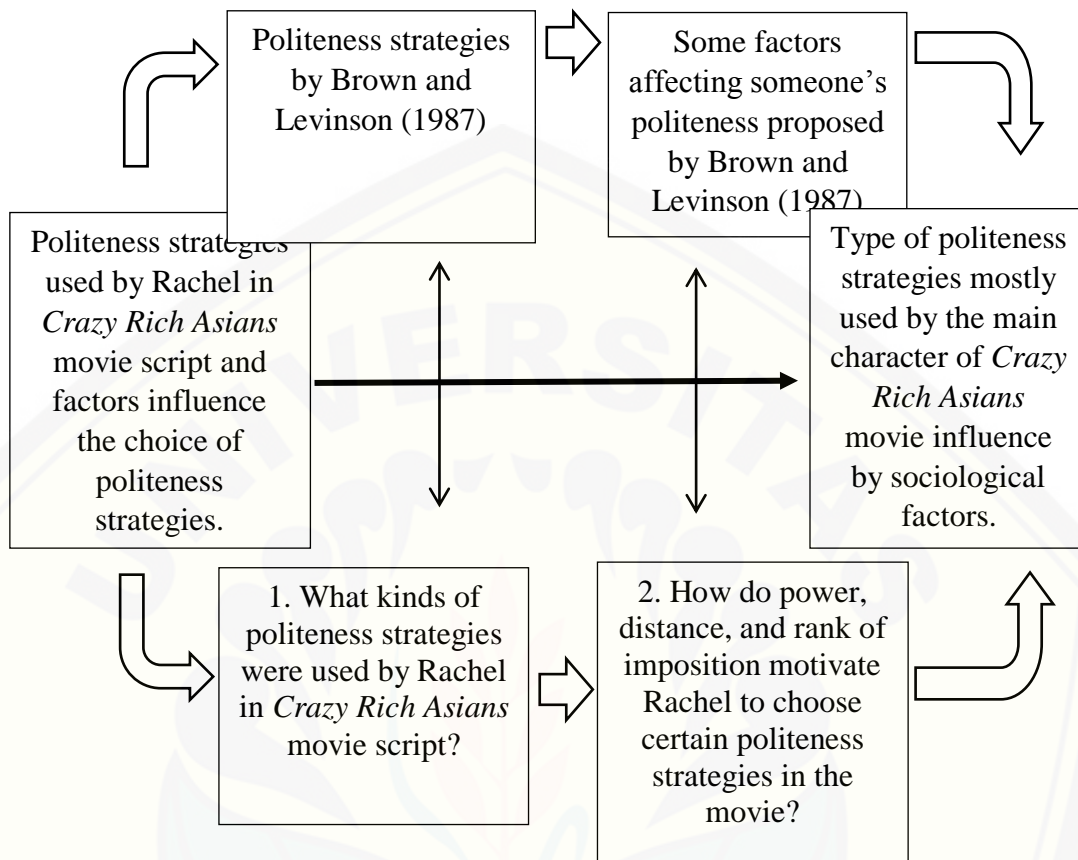


Figure 2. 1 Theoretical Framework

## CHAPTER 3: RESEARCH METHOD

In this chapter, the research discusses some points about research method, including research design, the type of the research, research strategy, data collection, data processing, and data analysis to provide a clear information on how the data are analyzed.

### 3.1 Research Design

According to Creswell (1994) research design includes 3 things. The first is the basis of the research. The second are strategies which mean procedures in conducting research. And the third is method, which means specific method that will be used in data collection, analysis, and data interpretation. This research is a documentary research since the data are collected through document in form of movie script. For the strategy used in this research is a descriptive statistic which aims to present a detailed and specific description of the data used, namely the utterances of the main character of *Crazy Rich Asians* movie by using the percentage in each type of politeness strategies as well as the narrative description of each datum. Hence, the method used is mixed methods using document data as the media in the form of *Crazy Rich Asians* movie script which will textually analyze through the utterances from the main character which are then statistically calculated to get the answer of the first research question and the next data are interpreted in narrative form to review the answers to the second research question mentioned in the previous chapter.

### 3.2 Type of the Research

Denscombe (2007) classified three types of research. They are quantitative, qualitative, and quantitative and qualitative. According to Denscombe (2007: 249), quantitative means research that tends to use statistical numerical data and focuses on how the magnitude of an object is with certain variables. This type of research analyzes the data with statistical tests. In addition, quantitative presenting the data is



in the form of appropriate tables and charts with the aim of providing sufficient information but not overloading and helping readers understand tables and charts with visual clues and appropriate presentation.

In contrast to the definition of quantitative research, Denscombe (2007: 276) defines qualitative research as an assumption of certain phenomena based on the researcher's perspective. In addition, Vanderstoep & Johnston (2019: 189) states that qualitative research is also carried out by taking data through the form of words (spoken or written) and visual images that are observed and produced creatively. In this case, qualitative research presenting the data with narrative interpretation to explore the data and give clear information to the reader. Meanwhile, mixed methods research tends to use both quantitative and qualitative. This type commonly uses numerical statistics as well as uses narrative for definition as in qualitative research. In addition, Creswell (2009: 205-206) explains that mixed methods focuses on combining quantitative and qualitative method to gain a better understanding, explanation, and develop the results from the other approaches.

Based on the explanations of the three types of research, this research is included in the field of mixed methods. That type of research is very relevant to this research since this research focuses on the utterances of the main character from the *Crazy Rich Asians* movie script which are then calculated as a percentage in the form of numbers from each type of politeness strategy to determine the most frequently-used type of politeness strategy. Meanwhile, data that have been collected are presented in form of narrative interpretation to describe the politeness strategies used in each datum as well as the sociological factors drove the main character to choose a certain politeness strategy.

### **3.3 Research Strategy**

The appropriate research strategy can be used in conducting this research is descriptive statistics research. Descriptive statistics are statistics used to describe data

into clearer and easier-to-understand information. Bernstein (1999) argues that statistics is a science that deals with the collection, analysis, and interpretation of numerical information. Descriptive statistics are commonly used summary tables, frequency tables, or in various types of graphs to present a frequency distribution in each category. This study uses descriptive statistics because this study focuses on the language phenomenon known as politeness strategies uttered by the main character of *Crazy Rich Asians* movie script which will be classified and calculated in form of table to determine the frequency of each type of politeness strategies from Brown & Levinson (1987) whose results are then presented in the form of a description.

### **3.4 Data Collection**

The data used in this research are utterances from the main character containing of politeness strategies. This research collected the data from a document. Miles & Huberman (1994: 54) explain that document can be in form of public record, text book, letters, diaries, themes, reports, and so on. Furthermore, the source of the data used in this research is a movie script produced by Warner Bros. pictures specifically by the script processing department, published on 15<sup>th</sup> of August 2018. This movie script was taken from [https://d2bu9v0mky9.cloudfront.net/screenplay/cra\\_wbformat .pdf](https://d2bu9v0mky9.cloudfront.net/screenplay/cra_wbformat.pdf) on 15<sup>th</sup> of October 2019. Purposive sampling is used in this research for collecting the data. According to Denscombe (2007: 41) purposive sampling works with a specific purpose which reflects the particular qualities of people and events chosen and their relevance to the topic of investigation. Therefore, this research uses a purposive sampling technique which establishes certain considerations or criteria that must be met by the samples used in this study. The selected data criteria are utterances produced by the main character, consisting of politeness strategies and focuses on the second scene between scenes 1 and 2. The second scene is selected because both 1 and 2 scenes have different setting of the place. Scene 1 took place in America, while scene 2 took place in Asia (Singapore) so

that there are social gap and cultural differences. From the considerations that have been explained, the researcher elicited 28 utterances to be analyzed.

### **3.5 Data Processing**

After collecting the data, there are some steps which will be done in processing the data. First, the data are processed by classifying the utterances containing politeness strategies based on the four types of politeness strategies from Brown & Levinson (1987). In addition, the data will also be classified based some strategies in each politeness strategy as well as the social factors influence the choice of politeness strategies.

### **3.6 Data Analysis**

Cohen, Manion, and Morrison (2011) argue that data analysis as an important aspect as it has specific bearing on the form of instrumentation. This section presents how the data that have been collected are analyzed to reach the goal and to get the answer to the research questions. The steps in analyzing the data are as follows:

1. Calculating the percentage of each type of politeness strategies to determine most frequently-used type of politeness strategies.
2. Analyzing the utterances of the main character based some types of politeness strategies using the theory of Brown & Levinson (1987).
3. Revealing the social factors influenced the use of politeness strategies by the main character using the theory about factors affecting the choice of politeness from Brown and Levinson (1987).
4. Drawing conclusion.

**CHAPTER 4: FINDINGS AND DISCUSSION**

This chapter reports the findings and discussion from the data analysis. This chapter is intended to answer the research questions that have been formulated in the first chapter. There are two parts in presenting the data, first part reports the types of politeness strategies, the type of the utterances as well as the quantity of each type. The second part reports the discussion including the analysis of politeness strategies as well as the sociological factors.

**4.1 Types of Politeness Strategies in Crazy Rich Asian**

From 28 data analyzed in this study, the results reveal the use of positive politeness strategies, negative politeness strategies, bald on record, as well as off record strategy applied by Rachel Chu as the main character of *Crazy Rich Asians* movie script. The percentage of each strategy is illustrated in the table follows.

Table 4. 1 The percentage and the quantity of each politeness strategies

No	Types Of Politeness Strategies	Frequency	Percentage
1.	Positive Politeness	13	46.4%
2.	Negative Politeness	4	14.3%
3.	Bald On Record	2	7.1%
4.	Off Record	9	32.1%
<b>Total</b>		28	100%

Each datum was categorized into smaller unit of politeness strategy by investigating the types of utterances related to some strategies in each politeness strategy. As it has been mentioned before in the chapter about politeness that positive politeness strategy consisting of 15 strategies, negative politeness strategy consisting

of 10 strategies, bald on record consisting of 8 strategies, and the last is off record that consisting of 15 strategies. The strategies used by Rachel is reported as follows:

Table 4. 2 The types of the utterances and the quantity

<b>Types of politeness strategies</b>	<b>Types of utterances</b>	<b>Quantity</b>
Positive politeness strategy	Intensifying interest to hearer, making good story, and draw the hearer as participant into the conversation.	1
	Including both speaker and hearer in an activity.	2
	Exaggerating interest.	3
	Using group identity markers.	1
	Seeking agreement.	1
	Avoiding disagreement.	1
	Giving and asking for reason.	1
	Promise.	1
	Giving gifts to hearer in form of good, sympathy, understanding and cooperation.	1
	Presupposing speaker's knowledge of and concern for hearer's wants.	1
Negative politeness strategy	Be indirect	1
	Apologizing	2
	Impersonalizing the speaker and hearer in a conversation	1
Bald on record	Warning	1
	Speaking as if great efficiency is necessary in attention-getters	1
Off record	Using tautologies	1
	Understating	1

	Giving association clues	1
	Presupposing prior event	1
	Giving hints	1
	Using metaphor	1
	Being vague	2
	Using rhetorical questions	1
<b>TOTAL</b>		<b>28</b>

## 4.2 Discussion

In this section, the analysis of each politeness strategy is elaborated. Furthermore, several social factors in the form of relative power (P), social distance (D), and rank of imposition (R) which influence Rachel to choose a certain politeness strategy be elaborated. The description of each utterance presented in detail as follows.

### 4.2.1 Positive Politeness Strategy

Positive politeness strategy has been defined by Brown & Levinson (1987: 101) as a strategy used by the speaker to minimize the distance that exists between the speaker and the interlocutor. According to table 4.1, the positive politeness strategy was used 13 times by Rachel Chu in *Crazy Rich Asians* movie script against her interlocutors. The 13 utterances consisting of positive politeness strategies will be described in detail as follows:

#### Datum 1

Context of Situation

Speakers : Rachel and Nick

Place : INT. Changi Airport

Time : At Noon

Situation : Rachel and Nick have just arrived in Singapore.

Dialogue :

Rachel: **I can't believe this airport has butterfly garden and a movie theater. JFK is just salmonella and despair.**

(p. 25)

Interpretation :

After seeing the state of the Singapore airport, Rachel, who visited the place for the first time, was amazed by the presence of a butterfly garden and a movie theater in Singapore's airport. Rachel tried to make a good story to Nick as her interlocutor. She said "**I can't believe this airport has butterfly garden and a movie theater. JFK is just salmonella and despair**". From the utterance, Rachel made a good story about Changi International Airport by comparing it with the international airport of United States known as John F Kennedy International Airport (JFK). Rachel said that in JFK is just salmonella and despair which means inversely proportional to Changi International Airport which is very amazing from Rachel's point of view. Therefore, it can be concluded that Rachel's strategy in the above dialogue is in the form of intensifying interest to hearer, making good story, and drawing the hearer as participant into the conversation specifically in making good story. Brown & Levinson (1987: 106) categorize it as the speaker's way to contribute in conversation by making good story. In this case, this strategy is part of the positive politeness strategy.

In this conversation, the power between Rachel and Nick is low and the distance is close since both of them are lovers. No imposition is detected. Positive politeness strategy is chosen to intensify the degree of intimacy between the two. Rachel intensified the degree of intimacy by intensifying interest to Nick as the

hearer. Therefore, it can be concluded that the most relevant factor for selecting the positive politeness strategy above is social distance (D).

## Datum 2

### Context of Situation

Speakers : Colin, Araminta and Rachel

Place : INT. Changi Airport

Time : At Noon

Situation : Colin and Araminta pick Nick and Rachel in airport.

Dialogue :

Colin : let's get you all localized

Araminta : are you hungry?

Rachel : **I'm always hungry. So let's eat everything we can.**

(p. 27)

Interpretation :

When Rachel was showing Nick about her admiration for Changi Airport, there were two people in the crowd waiting and shouting Nick's name and carried lots of balloons. They both ran towards Rachel and Nick, hugged Nick very tightly and said that they both miss Nick. Nick hugged them back and called their name so that Rachel knew that they were Colin and Araminta who would soon be married and were the reason Nick returned to Singapore. After greeting Nick, Araminta hugged Rachel and gave Rachel the balloon she was carrying. It was a good impression when she arrived in Singapore and Araminta was the first person she met. After that, Araminta asked Rachel if she was hungry. She said "are you hungry?" And it didn't



take a long time, Rachel said that she was always hungry. She replied “**I’m always hungry. So let’s eat everything we can**”. From the dialogue between Rachel and Araminta above, it can be seen that Rachel seems to minimize the distance that exists between herself and Araminta as the hearer by applying a positive politeness strategy in the form of including both speakers and hearers in an activity. As stated by Brown & Levinson (1987: 127), the word “let’s” in English is an inclusive “we” form. In addition, in the dialog Rachel used the word “**let’s**” as well as the word “**we**”.

Starting from a warm welcome from Araminta and Colin who gave a good impression at their first meeting, Rachel felt that there was no significant distance between them even though they were strangers meeting for the first time. The dialogue showed that Rachel's Interlocutors did not show any power they have. Apart from that, there was no imposition that happened since the first time they met. After it was found that in the above dialogue Rachel tried to minimize the distance between herself and Araminta by applying a strategy including both speakers and hearers in an activity, it can be concluded that the factor for choosing the strategy was social distance (D). Rachel's utterance which says “**I’m always hungry**” which is then followed by a sentence that includes both Rachel and the hearers in an activity was the result of the high level of intimacy between them.

### **Datum 3**

Context of Situation

Speakers : Neenah and Rachel

Place : INT. Goh House

Time : At Noon

Situation : Rachel visit Goh family’s house to meet Peik Lin.

Dialogue :

Neenah : Rachel, welcome, welcome.

Rachel : Wow! Oh, my gosh! Your house is amazing, Mrs. Goh.

(p. 39)

Interpretation :

As Rachel had planned when she first informed that Nick was going to take her on vacation to Singapore, Rachel visited her colleague Peik Lin. Rachel visited Peik Lin's house the day after she arrived in Singapore. Arriving at Peik Lin's house, Peik Lin was very excited to welcome Rachel because they haven't seen each other for a long time. Besides Peik Lin, Peik Lin's mother who is familiarly called Neenah, also welcomed Rachel at her door. Neenah said "Rachel, welcome, welcome" enthusiastically as she hugged Rachel and invited Rachel into her house. Rachel was amazed to see Peik Lin's house design that looked very elegant. She said her admiration for Peik Lin's house design to Neenah (Mrs. Goh) "**Wow! Oh, my Gosh! Your house is amazing, Mrs. Goh\_**". In her utterance, Rachel showed to Neenah as her listener that she is aware of the hearer's interest. Therefore, she applied the strategy of exaggerating interest with Neenah as the hearer which is part of the positive politeness strategy. Brown & Levinson (1987: 107) noted this strategy as to increase interest by impressing it dramatically.

As previously explained, Peik Lin's family welcomed Rachel very warmly. This is why Neenah's imposition of Rachel is not detected in the dialogue. In addition, Neenah as Rachel's interlocutor did not show any power she has when talking to Rachel. So, the most possible factor that influences Rachel in choosing a positive politeness strategy is the distance (D) that exists between herself and the listeners. In this case, Rachel tried to minimize the distance between herself and her listeners by impressing her admiration for Neenah's house dramatically.

**Datum 4**

Context of Situation

Speakers : Peik Lin, Neenah, and Rachel.

Place : INT. Goh House – Dining Room

Time : At Noon

Situation : Rachel have a lunch with Goh family

Dialogue :

Peik Lin : the Nick you are dating is Nick Young?

Neenah : his best friend.... You are invited to Colin Khoo's wedding, ah?

Rachel : **yeah. You guys know them or something?**

(p. 43)

Interpretation :

While eating together, they asked if Rachel had come to Singapore for a vacation or had any business related to her work. Rachel answered all these questions honestly that she came to Singapore because she followed a boyfriend named Nick and also to attend the wedding of Nick's best friend. Everyone was shocked and Peik Lin asks "the Nick you are dating is Nick Young?". Rachel still didn't understand why Peik Lin's family had such a shock. "His best friend.... You are invited to Colin Khoo's wedding, ah? " asked Neenah again wanted to confirm whether Rachel is invited to Colin's wedding which recently become trending topic among Singaporean. Because Rachel had previously met Colin and Araminta, so she knew that Nick's friends who were getting married were Colin and Araminta. However, that did not answer Rachel's curiosity about how Peik Lin's family was so shocked,

Rachel finally asked “**yeah. You guys know them or something?** ”. In this question, Rachel asked if they knew her boyfriend's Nick Young by using the word “**guys**”. Brown & Levinson (1987: 107) stated that identity group used in form of generic names or address. Thus, an identity marker in the form of “**guys**” used by Rachel to address Peik Lin’s family is a strategy included in a positive politeness strategy.

Because of Rachel's closeness to Peik Lin, Rachel finally started getting to know Peik Lin family closer. They had considered Rachel like family, as did Rachel. Therefore, in the above situation it is not shown that the higher power possessed by either of them and the imposition against Rachel was not detected. In the social distance factor, it has been explained that the use of identity markers illustrates a high level of intimacy between the speaker and hearer. Consequently, the higher level of intimacy between the speaker and hearer, the language used will be the least polite. Thus, the factor that influenced Rachel in choosing a positive politeness strategy in the form of an identity marker in the form of the word “**guys**” was social distance (D).

### **Datum 5**

Context of Situation

Speakers : Peik lin and Rachel

Place : In Peik Lin’s Bedroom

Time : At Noon

Situation : Peik Lin commenting to Rachel’s dress that she is going to wear to the Tan Hua party in Nick’s grandmother’s house.

Dialogue :

Peik Lin : you are going to Nick’s grandma’s house wearing this?  
Wearing that?

Rachel : **Yeah, I thought red was a lucky color, right?**

(p. 44)

Interpretation :

After eating with Peik Lin's family, Rachel was invited to prepare everything needed for the party. Previously, Peik Lin was looking for the right clothes for Rachel to wear. However, Rachel refused because she had already chosen the clothes she would wear for the party. Rachel showed Peik Lin the dress she chose with her mother and Peik Lin was very surprised to see it. Clothes that look very simple and very unsuitable to be worn for the party that will be held by the Young family. Peik Lin can't believe it and it drives Peik Lin to asked Rachel "you are going to Nick's grandma's house wearing this? Wearing that?". Rachel, who got the question, told Peik Lin why she and her mother chose the clothes. The only reason is because the dress is red. She said "**Yeah, I thought red was a lucky color, right?**". When choosing the dress, Rachel's mother said that red in Chinese culture brings luck and happiness, it can be seen from the red color which is always chosen in weddings and other events related to happiness. According to Brown & Levinson (1987: 112), this strategy is done by looking for aspect of topic on which it is possible to agree and sticking to them. With Rachel's statement above, she showed that she is using save topics by relating the color of the dress with Chinese culture for seeking agreement from Peik Lin as the listener.

In the dialogue above, it can be seen that Peik Lin did not show any imposition against Rachel. Moreover, it has been described in the movie *Crazy Rich Asians* Rachel and Peik Lin have a very high level of intimacy which makes the distance between them were very close. Although it has been explained previously that Rachel and Peik Lin are friends since they were still at the same college so that it makes them very close which automatically creates a very high level of intimacy between the two of them. However, Rachel used the Save Topic to Seek Peik Lin's Agreement on the clothes of her choice because she was aware of the power of Peik

Lin in this situation. Peik Lin who really understands everything about fashion, is considered to have more capable power in choosing clothes that are suitable for certain events. Saying that red is the color of luck will not make Peik Lin say no because Peik Lin also believes that in her culture it is very clear that red is the color of luck. Even though in the end Peik Lin still didn't let Rachel to use the dress of her choice to attend the party that would be held by Nick's grandmother. In conclusion, Rachel chose to use a save topic that aims to seek agreement which is influenced by the relative power (P) factor.

### Datum 6

Context of Situation

Speakers : Eleanor and Rachel

Place : INT. Tyersall Park - Kitchen

Time : At Night

Situation : Nick introduces Rachel to his mother

Dialogue :

Eleanor : Are your parents academic, as well?

Rachel : **Well, my dad actually died before I was born and, um, my mom didn't even go to college. She actually hardly spoke English when she immigrated to the United States. But she worked really hard, and she studied, and she earned her real estate license while she was waiting tables to support us.**

(p. 54)

Interpretation :

At the party that was held at the Young family's house, Nick introduced Rachel to his relatives who also attended the event. Starting from cousins, aunts, and also his mother. Currently Nick and Rachel are looking for Eleanor. After searching for a long time, it turned out that Eleanor was in the kitchen giving instructions to the chef who specially cooked for the party's dishes that night. Eleanor has been told by Nick a little information about Rachel, that Rachel is the youngest professor at New York University. But that wasn't enough to impress Eleanor. Because Rachel's background is American people that makes Eleanor dislike Rachel. At that place, Eleanor asked about Rachel's parents. Are Rachel's parent academics as well as Rachel. Rachel answered the question in truth, about everything she had heard from her mother. She said **“Well, my dad actually died before I was born and, um, my mom didn't even go to college. She actually hardly spoke English when she immigrated to the United States. But she worked really hard, and she studied, and she earned her real estate license while she was waiting tables to support us”**. From her utterance, Rachel said that her father had passed away and her mother didn't even go to college. But she also said that her mother was always working hard which indicated that Rachel's parents were not academics. As stated by Brown & Levinson (1987:114), in this strategy answer should follow questions but are replaced to soften disagreement. Consequently, Rachel answered Eleanor's question by not directly saying no, but she did it by minimizing disagreement. She Prefer to explain another fact which says that her mother did not go to college but was a hard worker instead of directly saying that her parents were not academics as well.

Eleanor's power was pictured when she took control of all of the chefs who are in charge of the event. The imposition of Eleanor as Rachel's listener was detected because she looked like she doesn't like Rachel by asking her parents education. Then, the distance between Rachel and Eleanor drives Rachel to use more polite language. Source of social distance that is illustrated in the dialogue above affected

by several attributes in the form of age and socio-cultural background between Rachel as the speaker and Eleanor as the hearer. So it is concluded that social distance (D) is a factor that influenced Rachel in choosing a positive politeness strategy in the form of avoid disagreement. This was done by Rachel to be more polite in answering Eleanor's questions about her parents.

### **Datum 7**

Context of Situation

Speakers : Oliver and Rachel

Place : At the Party

Time : At Night

Situation : Rachel asking about the relation between Oliver and Young family.

Dialogue :

Oliver : Mm, I am one of the poorer relations. The rainbow sheep of the family. But I make myself useful. Whatever the Youngs want, I procure. Golden koi fish, Huanghuali furniture, a rare Cambodian gong.

Rachel : **Why would they want to buy a rare Cambodian gong?**

(p. 64)

Interpretation :

Peik Lin, who first got to know Oliver at the party, introduced Oliver to Rachel. Their first meeting didn't leave a bad impression on Rachel because Oliver is a person who doesn't really want to know about Nick and Rachel's relationship, but that doesn't mean Oliver doesn't know if Nick comes home with a woman. Oliver seemed to get along very well with strangers. In that moment, Rachel asked about the



relationship between Oliver and Young family. Oliver's answer made Rachel very surprised because Oliver said, "Um, I am one of the poorer relations. The rainbow sheep of the family. But I make myself useful. Whatever the Youngs want, I procure. Golden koi fish, Huanghuali furniture, a rare Cambodian Gong". From Oliver's answer, Rachel concluded that Oliver would do whatever the young family wanted in order to be accepted even though she was not as rich as other relatives. However, Rachel didn't understand why the young family wanted something that she thought was so unusual. Rachel asked Oliver "**Why would they want to buy a rare Cambodian gong?**". Rachel asked about the reason why the young family wanted the rare Cambodian gong. According to Brown & Levinson (1987:128), asking for reason implies 'you can help me' getting the answer. In that dialogue, Rachel's utterance implies that she asked Oliver to help Rachel gets the answer about the rare Cambodian gong.

Oliver's reason for revealing that she is the poorest family among other Young families showed that her power is not as high as other families. In addition, Oliver's attitude and words did not impose Rachel even though this was often done by some of Nick's other relatives. Rachel's first impression when she got to know Oliver was the reason for the relatively high level of intimacy between Rachel and Oliver. Therefore, the positive strategy was chosen because of the high level of intimacy. In addition, this level of intimacy influenced Rachel until she finally asked for reasons to someone she had just met. Factors that affect Rachel to choose positive politeness strategy in the form of asking for reason is the distance (D).

### **Datum 8**

Context of Situation

Speakers : Rachel and Ah Ma

Place : In Other Area of the Party

Time : At Night

Situation : Nick introduced Rachel to his grandmother (Ah Ma

Dialogue :

Rachel : **Grandma, thank you for inviting me to your home. Nick always talks about you. He says no one in the world makes better dumplings.**

Ah Ma : It's nothing. I can show you how to make them.

(p. 69)

Interpretation :

Even though she has never met Nick's family, Rachel finds out that the person closest to Nick is Ah Ma's favorite grandson which make everyone wanted to be in Rachel's position. When going to a party at Ah Ma's house, Rachel was very excited to meet her boyfriend's grandmother. Rachel and Nick went down a crowded place with these guests to meet Ah Ma. When he met Ah Ma, Nick immediately introduced Rachel to Ah Ma. Rachel also tried to greet Ah Ma with Chinese which succeeded in impressing Ah Ma with it. She said "**Grandma, thank you for inviting me to your home. Nick always talks about you. He says no one in the world makes better dumplings**". From her utterance Rachel used a strategy of exaggerating interest with the hearer. Rachel found out that the Young Family had a habit of making dumplings together, which was done because she taught her children and grandchildren to make dumplings. Therefore, Rachel in the dialogue above said that Nick told Rachel about ah ma "**He says no one in the world makes better dumplings**". This strategy is part of the positive politeness strategy.

As foreigners who meet for the first time, there was a quite far distance between Rachel and Ah Ma. There was no imposition on the above conversation as

well because they were meeting for the first time. In addition, Rachel who had known about Ah Ma from Peik Lin aware that her power is bigger than herself and it drove Rachel to use a positive politeness strategy in the form of exaggerating interest and the language used by Rachel is also very polite. Therefore, the factor that influenced Rachel in choosing a positive politeness strategy in the above dialogue was relative power (P). As explained in relative power that the highest power of the hearer, the more polite language use by the speaker. Conversely, the least power of the hearer, the speaker will use least polite language.

### Datum 9

#### Context of Situation

Speakers : Astrid and Rachel

Place : INT. Resort Villa – Suite

Time : In the Evening

Situation : The girls put a large gutted fish on Rachel bed. Its blood and guts all over the white sheets. On one of the windows are words scrawled in red: “CATCH THIS, YOU GOLD-DIGGING BITCH”

Dialogue :

Astrid : Let’s just forget about those girls. Camp out here and order room service. I’ll call security.

Rachel: **I’m not gonna make a scene. I’m not gonna give them satisfaction.**

(p. 85)

Interpretation :

At the spa, Amanda told Rachel that previously Nick postponed his return to Singapore because he didn't want to continue his family business but now Nick is

back to take care of his family business. She said this as if Rachel influenced Nick to continue his famous family business. Rachel let Amanda speculate and she chose to leave. When passing another spa, Rachel heard the girls say that she did not even that pretty and never heard of plastic surgery. Rachel cried at that and chose to rest. Before arriving in her room, Rachel met Astrid who chose to take a break with Rachel in Rachel's room. When they got there, Rachel screamed because she saw a fish carcass covered in blood on her white mattress. Not only that, they even wrote "CATCH THIS, YOU GOLD-DIGGING BITCH" on the window with the fish's blood. Astrid, who knows very well that this is what her friends did, said, "Let's just forget about those girls. Camp out here and order room service. I'll call security". However, Rachel prevented Astrid from calling security and chose to take care of all this herself. She said "**I'm not gonna make a scene. I'm not gonna give them satisfaction**". Here Rachel promised herself that he would not call security which would only make this matter a fuss. Because it will only make the girls satisfied because it made Rachel emotional. That way, Rachel has used positive politeness strategy specifically in making promises on herself.

It has been described a great distance between Rachel and several other characters due to the influence of social and cultural differences. Even though the girls often imposed on Rachel's face, but Power (P) is the strongest factor influencing Rachel in choosing positive politeness strategy in the above dialogue. Rachel realized her position that she is just a foreigner who tries to fit in to that community. Rachel also realized that the girls have more power than her. Besides, the one who sided with her in that place was only Astrid. Even Araminta who held the event didn't care and didn't try to find out about Rachel's situation because she was very busy with her other friends. Because of this Rachel chose not to bring this issue to security because it would only increase the problem with people who didn't like it. Consequently, she chose the promise strategy which is included in the positive politeness strategy.

**Datum 10**

Context of Situation

Speakers : Astrid and Rachel

Place : EXT. Beach

Time : At Night

Situation : Rachel asked Astrid just in case there is something wrong.

Dialogue :

Astrid : Michael is having an affair

Rachel : **I'm really sorry, Astrid.**

(p. 86)

Interpretation :

When the girls go on a trip, Rachel feels that only Astrid can accept her presence in the Young family and always be nice to Rachel. However, when they go to the beach at night, Rachel noticed a sadness that Astrid tried to hide from everyone. It made Rachel moved to ask Astrid about what happened to her. Surprisingly, Astrid told Rachel about the troubles that had befallen her family. Astrid said "Michael is having an affair". Hearing Astrid's words, Rachel was surprised and didn't expect that. It drove Rachel to say "**I'm really sorry, Astrid**". Rachel said this to provide gifts in form of good, sympathy, understanding and cooperation to Astrid as the listener. The strategy that Rachel chose was part of the positive politeness strategy. However, the gift Rachel gave to Astrid specifically in form of sympathy due to Rachel's statement showed that she was sympathetic to what was happening to Astrid's household.

In addition, in the above conversation Astrid did not show any power she has and did not impose Rachel in her utterance or act although Rachel aware of Astrid's

power. However, when Rachel chose the positive politeness strategy, it was a way she did to minimize distance that exists between Rachel and Astrid. Rachel looked like intensified level of intimacy by giving sympathy for what happened to Astrid's family. In conclusion, the factor that influenced Rachel in choosing a politeness strategy was social distance (D).

### Datum 11

Context of Situation

Speakers : Rachel and Nick

Place : INT. Raffles Hotel – Landing

Time : At Noon

Situation : Rachel asked Nick to do something with her as Rachel didn't feel happy over that trip because of the girls.

Dialogue :

Rachel : **You know what? We need to do something tonight. We need to do something that's just you and me. Okay?**

Nick : 100% agree

(p. 89)

Interpretation :

Rachel told Nick that the girls when the trip acted like Rachel which influenced Nick to come back and take control of his family business after previously he refused to go home and continue the business. In addition, they also think that Rachel is a bad foreigner who only came to steal the treasure that the Young Family owned. For some of these reasons, the girls could do something out of the ordinary against Rachel. These happened when they said something rude directly, ignoring her

presence, gossiping behind, putting fish carcasses and still a lot of bad things that happen. Nick did not expect that this would happen to his girlfriend during the trip. After telling everything, Rachel said "**You know what? We need to do something tonight. We need to do something that's just you and me. Okay?**". Rachel said this because she wanted to do something only with her boyfriend to avoid unwanted possibilities if they did activities with other Nick's friends as had happened before. In the utterance, Rachel obviously said "**we need to do something that's just you and me**" which means she includes both herself as speaker and Nick as the hearer in an activity. So it can be concluded that in the above dialogue Rachel applied a positive politeness strategy in the form of including both speakers and hearers in an activity.

In those situations, it is known that Nick did not carry out any impositions that might ruin Rachel's face. Nick also did not show the power he has although Rachel aware of it. Besides, it was previously informed that Rachel and Nick are couple which makes the level of intimacy between them is very high. When Rachel asked Nick to do something with her, which means including both herself and Nick as a listener in an activity, it can be said that the factor that influences the selection of the positive politeness strategy above is social distance (D) that affected the level of intimacy between speaker and hearer. Like the formula in the social distance factor, that level of intimacy affects the choice of the politeness strategy. The more intimate the speaker and the hearer are, the less polite the language used. This can be seen when Rachel obviously invites Nick to do something that only the two of them have shown a very high level of intimacy between the two of them. For that reason, utterance is not very polite to say to someone whose level of intimacy with the speaker is very low.

### **Datum 12**

Context of Situation

Speakers : Rachel and Eleanor

Place : INT. Tyersall Park – Dining Room

Time : At Noon

Situation : Rachel is invited by Nick to make dumplings with his family

Dialogue :

Rachel : **That's a beautiful ring, Aunty Eleanor. I've never seen anything like it.**

Eleanor: Nick's father had it made when he proposed to me

(p. 93)

Interpretation :

Rachel knew very well that her boyfriend's mother really disliked Rachel's presence in the Young family. However, this did not make Rachel give up on the situation. She believes there are still many people on her side even though there are many people who dislike her. One day, Nick invited Rachel to join his family in making dumplings. This has become a hereditary tradition in Young Family. Since childhood, they have been taught how to make dumplings. There, Rachel tried to start a conversation with Eleanor, she discussed the ring on Eleanor's finger. As has been shown in the dialogue above, Rachel says "**That's a beautiful ring, Aunty Eleanor. I've never seen anything like it**". Rachel's words applied a strategy in the form of exaggerating interest, approval, and sympathy with the hearer which is part of the positive politeness strategy. In the dialogue, it showed that Rachel gave an exaggerated compliment to Eleanor's ring by saying that she had never seen a ring like Eleanor's. It indicated that there is nothing as beautiful as Eleanor's ring. This positive politeness strategy was chosen by Rachel hope that she is accepted in the Young Family, especially by Eleanor who obviously doesn't like Rachel.

Even though she often makes impositions on Rachel, in the above situation Eleanor does not show any imposition. Besides that, the distance between Rachel and



Eleanor was still very far even though they had met several times because Eleanor made a gap between her and Rachel. As explained in the previous paragraph, the use of positive politeness aims to make Rachel accepted into the Young Family, especially by her boyfriend's mother (Eleanor). This was done by her because Rachel was aware of the greater power possessed by Eleanor as her interlocutor in the form of material control over economic distribution. So, the greater the power of the listener, the more polite the language is used by the speaker. This is also what Rachel did when having a dialogue with Eleanor, who had more power than herself. Thus, most relevant factor to the choice of the politeness strategy from Rachel in the dialogue above is in the form of relative power (P).

### **Datum 13**

Context of Situation

Speakers : Rachel and Princess Intan

Place : first Methodist church

Time : in the afternoon

Situation : Rachel attends Aramintha's wedding and she sits down in an empty place next to Princess Intan

Dialogue :

Rachel : **I read your great article about microloans in the Asian Economic Journal**

Princess Intan : I received so much criticism about my article.

Rachel : **well, you know what? I think your critics missed the point. Because microloans helped women, and women lift up economies.**

(Page. 110)

### Interpretation:

Rachel attended Araminta's wedding and there she met Nick's family. When Rachel was looking for a place to sit, she saw an empty place beside Princess Intan (Araminta's mom). In fact, Princess Intan indeed demanded a whole row for herself. However, Rachel walked up to her and started a conversation by discussing an article written by Princess Intan. When Rachel said **"I read your great article about microloans in the Asian Economic Journal"** she showed princess Intan that both have the same interest toward economics moreover Rachel is an Economic professor. When Princess Intan said about the criticism she received regarding her article, Rachel State Her opinion and she said **"well, you know what? I think your critics missed the point. Because microloans helped women, and women lift up economies."** Rachel's statement shows that she tried to make the hearer feel good about herself and the interest. In this case, Rachel applied positive politeness strategy by presupposing speaker's knowledge of and concern for hearer's wants. As stated by Brown & Levinson (1987:125), this strategy indicate that speaker and hearer are cooperators that potentially put pressure on hearer to cooperate with speaker. It means, Rachel as the speaker tries to impress Princess Intan because of her concern for the listener's desires while demonstrating her knowledge of something related to economics to put pressure on Princess Intan to cooperate with her.

In this movie, it is also told that Princess Intan is someone who is highly respected because of her family's economic status. Rachel also aware of the Princess Intan's power. Whereas, in the above situation, Princess Intan didn't seem to have imposition on Rachel and the level of intimacy between them was very low since they were just strangers meeting for the first time. Brown & Levinson (1987) argue that there are 2 sources of power in the form of material control and metaphysical control. In the above case, Princess Intan's power is in the form of material control which is influenced by the economic distribution. It showed that the more power of the hearer

the more polite language uttered by the speaker. So, Relative power (P) is a factor that triggers the selection of a positive politeness strategy.

#### 4.2.2 Negative Politeness Strategy

Brown & Levinson (1987) define negative politeness strategies that are oriented towards negative faces of the listener and avoid burdening the listener. That way, the speaker will be more careful not to damage the face of the other person. This strategy was used 4 times by Rachel.

##### Datum 1

Context of Situation

Speakers : Eleanor and Rachel

Place : INT. Tyersall Park - Kitchen

Time : At Night

Situation : Rachel after meeting Nick's mother (Eleanor) for the first time.

Dialogue :

Eleanor : Self-made woman. She must be so proud of you.

Rachel : **Well, she knows that I'm passionate about what I do, and she's always wanted that for me**

Eleanor : Pursuing one's passions, how American. Well, your mother is very open-minded, not like here, where parents are obsessed with shaping the life of their children. (Eleanor left Rachel and Nick)

Rachel : **Okay, she hates me.**

### Interpretation :

Rachel had met Eleanor and the first impression Rachel got when she met her was Eleanor didn't like her. This can be seen clearly from Eleanor's behavior, the way Eleanor asks about Rachel's parents and how Eleanor responds to Rachel's every word. In fact, even though they met for the first time, Eleanor had shown how she saw Americans. Eleanor clearly said that Rachel is a self-made woman whose parents should be proud to have a daughter like Rachel. Apart from her words which were like a compliment to Rachel, Eleanor said, "Pursuing one's passions, how American. Well, your mother is very open-minded, not like here, where parents are obsessed with shaping the life of their children". In her utterance, Eleanor compared how Americans and Asians especially Singaporean people raise their children according to Eleanor's point of view. This is Eleanor's way of informing Rachel that there are cultural differences between Rachel and the young family that she should be aware of. After that, Eleanor left Rachel and Nick who were still standing there. Rachel, who realized that Eleanor was not in sight, immediately said to Nick "**Okay, she hates me**". Rachel said this in a direct way, without metaphors and ambiguity. Here, in Rachel's utterance, it is a strategy to negative politeness strategy specifically be direct.

In the above situation, Eleanor and Rachel had a low level of intimacy because they met for the first time and Eleanor showed an attitude that she was not interested in being at a higher level of intimacy with Rachel because Eleanor felt that she had more power than Rachel. In addition, by comparing the culture between Americans and Singaporeans in parenting their children, Eleanor has made Rachel realize that Eleanor's words was a direct warning to Rachel about the cultural differences between herself and young family. Therefore, the most relevant factor influencing Rachel's choice of politeness strategies is rank of imposition (R). Eleanor's rank of imposition is in the form of imposition that tries to ruin Rachel's positive face.

**Datum 2**

Context of Situation

Speakers : Rachel and Nick

Place : At the Party

Time : At Night

Situation : Rachel spills her drink down the front of Nick's shirt.

Dialogue :

Rachel: **Oh my God! So sorry.**

Nick : It's fine, don't worry about it.

(p.62)

Interpretation :

Previously, there was a misunderstanding between Rachel and one of the maids in Nick's family. Rachel thought that she was Ah Ma so she addressed her as Ah Ma. However, after being told by Nick that she is not Ah Ma, Rachel apologized to her for the misunderstanding that had just occurred. Finally Rachel and Nick left her, and they headed for another place. They returned with a drink in their hands. Rachel walked in a very hurry, still imagining how embarrassed she was because of what she had just experienced with one of the maids at Nick's house. But Nick calmed her down. He convinced Rachel not to think about it anymore and no one else would know about the incident apart from the three of them. Because of her panic, Rachel accidentally spilled her drink on Nick's shirt. Seeing that, Rachel spontaneously apologized to Nick. She said "**Oh my God! So sorry**". Rachel sincerely apologized to Nick. Then, Nick answered Rachel's apology by saying "It's fine, don't worry about it". Nick said that in order Rachel no longer panicked and felt

guilty. As previously known, the word “**sorry**” uttered by Rachel is a form of apology to show her regret for Nick and begging for forgiveness. That way, when Rachel apologized to Nick, she had applied the negative politeness strategy specifically apologizing.

In a situation like the dialogue above, Nick is considered to have more power than Rachel because the incident happened in a new place for Rachel, at the house of the very famous family among the upper class people in Singapore. Rachel who is a stranger at the place, just spilled a drink on the shirt of a Nick Young who became the favorite grandson of the wealthiest people in Singapore. There is no imposition made by Rachel's interlocutor and the distance between the two is so close since they were dating. So it can be concluded that Nick's power is the first source of power, namely material control from economic conditions side. Rachel, who realized that the hearer has more power, chose to use an apologizing strategy to show that she was aware of Nick's negative faces even though Nick was her boyfriend. Thus, the factor in Rachel's choice of negative politeness strategy is relative power (P).

### **Datum 3**

Context of Situation

Speakers : Rachel and Eleanor

Place : Tyersall - Hallway

Time : in the afternoon

Situation : Rachel leaves Nick's family who are still making dumpling to go to bathroom.

Dialogue :

Eleanor: I'm glad I found you, I'm afraid that I've been unfair.

Rachel : **oh, no, you know what? I'm sorry I made assumption. I didn't mean to offend you.**

(Page. 96)

Interpretation:

When Rachel and Nick's family make a dumpling, Rachel asks about how Eleanor and Nick's dad met. When she found out that they met in the law department of Cambridge University, Rachel asked if Eleanor was a lawyer. Because of this question, Eleanor said about the great dedication of Asian women to their families because they are willing to leave their careers for the sake of their family. Eleanor had told Rachel that the decision to be more concerned with family as she chose was an old thing for Rachel. When Rachel is about to go to the bathroom, she gets lost and meets Eleanor. "I am glad that I found you, I am afraid that I've been unfair" Eleanor said she was afraid of being unfair to Rachel, saying that for Americans the decision to leave a career for the sake of family is an old thing. Here, Rachel answered "**oh, no, you know what? I'm sorry I made assumption. I didn't mean to offend you.**"\_The word "**sorry**" that Rachel said to Eleanor showed an apology indicate that Rachel begs for forgiveness because she might have offended her by asking Eleanor's profession. This apologizing strategy is a part of a negative strategy. Brown & Levinson (1987:187) noted that speaker may beg hearer's forgiveness that hearer should cancel the debt implicit in the FTA. Thus, from the answer above Rachel applied negative politeness strategy to minimize treating to Eleanor's negative face.

There is no imposition that was done by Eleanor because it was seen in above part that Eleanor apologized about her attitude that might have offended Rachel. Consequently, Eleanor in that part was not showing the power she has. In the above case, Rachel used a negative politeness strategy by applying an apology strategy which was influenced by social distance in the form of age and cultural background

differences between her and her listeners. So, Rachel chose a language that was more polite to show that she respected the existing of social distance between them and social distance (D) is a factor that influences Rachel in choosing a politeness strategy.

#### **Datum 4**

##### Context of Situation

Speakers : Eleanor and Rachel

Place : EXT. First Methodist Church

Time : At Noon

Situation : All the Aunties turn to see Rachel walking down the aisle. She is confident, luminous, turning heads as she walks by.

Dialogue :

Eleanor: Rachel, how lovely to see you.

Rachel : **The pleasure is all mine.**

(p. 109)

Interpretation :

After successfully going through several dramas with the girls when she was about to enter the church, finally Rachel was now in the church even though she was only there alone. There Rachel stared in amazement. She was a little bit disbelieving that Araminta and her wedding team had changed the atmosphere of the church as if they were sleeping in the middle of a cool rice field, with lots of green plants in it. Rachel continued to walk towards where the invitees were, but she did not find anyone she knew, either they had not arrived at the place or maybe some of them had the same task as Nick. When Rachel walked to the row of guest chairs, she saw Eleanor and several other aunties staring at her. Some stared in awe even though it



was a little hidden and Eleanor herself looked at Rachel the same way she had seen Rachel before. There, Eleanor first greeted Rachel by saying "Rachel, how lovely to see you". The way Eleanor greeted Rachel was very different from how she had been before, she seemed very friendly at that time. Rachel heard her smile and said "**The pleasure is all mine**". In this utterance, Rachel applies a negative politeness strategy specifically impersonating the speaker and hearer in a conversation. This method is done by the speaker to replace the pronoun which might lead to FTA with a pronoun with another version. As explained in the previous chapter, Brown & Levinson (1987: 197) explained that many languages have several versions of standard impersonal pronouns that can be used for FTA purposes with good effect. So in the case above Rachel changed the words "My pleasure" which is very commonly used to "**The pleasure is all mine**".

Although she often did imposition on Rachel, but in this section Eleanor behaved better by greeting Rachel first which created a zero level of imposition between speaker and listener. So that the power that she has was also not shown by Eleanor when she greets Rachel at Araminta's wedding. Then, the factor that influenced Rachel in choosing the negative politeness strategy was power (P). Because she was aware of the stronger power possessed by Eleanor, making her choose the language that is as polite as possible. In this case Rachel also realizes that she must appreciate or fulfill the hearer's negative face. That is, the negative face here is the wish of the listener to be respected for the distance he has in a way that does not interfere with and uses polite language. Therefore, Eleanor's power influenced Rachel to use very polite language. It has become a stipulation that the higher the power a person has, then the interlocutor will use language that is more polite. Because the interlocutor must be aware of who he is talking to, and how the power comparison between the two.

### 4.2.3 Bald On Record

Bald record strategy is used when a speaker says directly what he or she wants to say. Brown & Levinson (1987: 95) states that bald on record strategy exists because the speaker wants to do FTA rather than satisfying the hearer's face. In *Crazy Rich Asians* movie script, Rachel used the Off Record Strategy 2 times.

#### Datum 1

Context of Situation

Speaker : Rachel

Place : EXT. Beach

Time : At Night

Situation : Rachel dumps the wrapped fish in the hole as she tills the hole.

Dialogue :

Rachel : **Why would Araminta even have friends like them? They are so mean.**

(p. 85)

Interpretation :

After burying the fish carcass that the girls put on Rachel's bed along with all the curses they wrote for Rachel, Rachel chose to stay on the beach with Astrid. A lot is on her mind right now. While looking at the girls who are dancing, singing, and having fun in the distance, Rachel told Araminta about the discomfort she felt because of the girl's behavior towards her. In the dialogue above, what should be underlined is Rachel who directly and clearly said "**They are so mean**". Rachel's utterance is a strategy warning about the girls which is part of the bald on record strategy.

Rachel said this directly to Astrid, who has a higher level of intimacy with Rachel compared to other relatives. Besides, Astrid also did not show the power she has because she is very humble to everyone. Thus, the most relevant factor for Rachel's reason in choosing a direct strategy in the form of a warning is the rank of imposition (R) done by Araminta's friends who ruined Rachel's positive face.

## Datum 2

Context of Situation

Speakers : Eleanor and Rachel

Place : In the Back Alcove

Time : At Noon

Situation : Eleanor brings together Rachel, Nick and Ah Ma to show all the investigative evidence about what actually happened to Rachel's family.

Dialogue :

Eleanor: I am sorry to tell you, but Rachel has been lying to us about her family and her mother. She said her father passed away in China, but that's not true. (to Rachel) your mother's husband is very much alive. During her marriage she cheated on him and become pregnant with another man's child, and before he found out she ran away to America.

Rachel : **Stop! You are lying.**

(p. 119)

Interpretation :

Rachel attended the weddings of Colin and Araminta without Peik Lin. Nothing else happened other than the distasteful stares of most of the Nick family.

When Eleanor called Rachel to meet Ah Ma, she got there and saw Ah Ma also Nick who had already arrived at the place. Rachel didn't understand what Eleanor was going to do to her. Shortly after, Rachel saw someone giving paper to Eleanor. Surprisingly, the paper contained some photos of Rachel and her mother. Eleanor said to everyone in the place, "I am sorry to tell you, but Rachel has been lying to us about her family and her mother. She said her father passed away in China, but that's not true". Rachel was still in her place, she didn't know what Eleanor's words meant. She felt that she had never lied to anyone about her family. Eleanor started looking at Rachel, who was still confused and said, "Your mother's husband is very much alive. During her marriage she cheated on him and become pregnant with another man's child, and before he found out she ran away to America". Hearing these words, Rachel was furious because she did not know before that her father was still alive, she only knew her father was dead as her mother always told Rachel. Rachel who felt embarrassed shouted "**Stop! You are lying**" to stop Eleanor. The word "**stop!**" uttered by Rachel used metaphorical urgency that is usually used to convey information afterward. The information Rachel wanted to convey was Eleanor, who she thought was lying. This strategy is part of the bald on record, namely speaking as if great efficiency is necessary in attention-getters.

Eleanor, who hired a detective to conduct a private investigation into Rachel's family has shown that she has more power to do it all. The distance between Rachel and Eleanor did not indicate a high level of intimacy. In addition, the way Eleanor revealed about Rachel's family in front of Ah Ma and Nick has the potential to ruin Rachel's face. In the above case, Eleanor has imposed on Rachel's positive face. Because she has done something that can ruin Rachel positive face or the desire to be accepted and respected in the young family. In the rank of imposition it has been explained that there are two variables in identifying rank of imposition. The variables are in the form of imposition to positive face and imposition to the negative face of the interlocutor. Therefore, Rachel used a bald on record strategy of speaking as if

great efficiency is necessary in attention-getters to stop Eleanor from saying something unreal about her family. Rachel chose the bald on record strategy in this situation which is influenced by the rank of imposition factor (R).

#### 4.2.4 Off Record

Off record is an indirect strategy used by speakers when they want to use FTA but want to avoid the responsibility of doing it Brown & Levinson (1987: 211). In the off record strategy, the utterance commonly different from the exact meaning in order the hearer will interpret the most possible meaning. In this case, off record strategy is used by Rachel 9 times.

##### Datum 1

Context of Situation

Speakers : Rachel and Nick

Place : EXT. Tyersall Grounds

Time : At Night

Situation : Rachel attends tan huas party.

Dialogue :

Rachel : **I thought this was just a family thing.**

Nick : grandmother invited some of her friends over tonight. Her tan huas are blooming.

(p.50)

Interpretation :

After all the preparations were complete, Peik Lin took Rachel to Nick's house. Finally they both arrived in front of a large gate which was very quiet but

guarded by several guards. After they said that they were invited by Nick Young to the bodyguards, the big gate opened and Peik Lin drove her car inside. The place is very quiet, but from a distance they can see that at the end of this road there is a palace that is very bright and very crowded. Arriving in front of the house, Nick picked Rachel and invited her also Peik Lin to enter. Peik Lin who heard this did not want to waste the opportunity to be at a rich family event. The place was very crowded and the guests who come look very luxurious and elegant. Rachel was surprised to see it all. Even when Nick said he was taking Rachel to a family event, what Rachel had in mind were just an ordinary family events, like having dinner together. She said **"I thought this was just a family thing"** which meant the event was very luxurious and big for a family event..\_In the utterance, Rachel uses tautologies where she let Nick to seek the most possible interpretation of her non informative utterance. Her utterance didn't provide any information, but the words meant everything Rachel was seeing right now wasn't like the family event she knew and imagined before.

Rachel previously did not know about Nick's real family which made her unaware of Nick's power. In addition, Nick also did not do an FTA which might ruin Rachel's face. In that dialogue, even though there are differences in social class and cultural background between Rachel and Nick, this does not make the social distance between the two apart. The reason is because they have known each other for a long time in a relationship, besides that Nick also did not reveal to Rachel who he really was. So the level of intimacy between Nick and Rachel is very high. This level of intimacy makes Rachel choose an off record strategy in order to let nick guessing or find the most likely interpretation to interpret Rachel's utterance. Thus, the factor that influenced Rachel in choosing off record strategy to reveal to Nick about the event was social distance (D).

**Datum 2**

Context of Situation

Speakers : Rachel and Oliver

Place : In Another Area of The Party

Time : At Night

Situation : Rachel felt awkward because everyone was staring at her.

Dialogue :

Rachel : **Is it just me or are people, like, staring at me?**

Oliver : Oh, they are just jealous. You nabbed the crown prince. Nick is Ah Ma's favorite, in line to inherit everything. No surprise there when that's the competition.

(p. 68)

Interpretation :

The news of Nick's return with a woman also became a trending topic. Because they know, previously Nick always refused to go home and continue his family company. So his return with a woman makes them think that it was the woman who managed to persuade Nick to come home. When Rachel attended the party, all eyes looked at her with amazed gaze because of her beauty and the glare of most people because she is chosen to become the girlfriend of a Nick Young, which many Singaporean women are competing to be in Rachel's current position. After chatting with Oliver a little about the habits of the Young Family, which Rachel thought were very unusual, Rachel tried to ask Oliver "**Is it just me or are people, like, staring at me?**" Because since Rachel arrived at that place, Rachel realized a lot of people, even almost everyone looked at her. A look that Rachel could not make out. Rachel's question above applied an understating strategy, as stated by Brown & Levinson

(1987:217) that this strategy is done by saying something less than or something different from what the speaker intends to convey. It occurs when Rachel as the speaker minimizes her guesswork about everyone staring at her even though at that time everyone was looking at her. Oliver, who got the question, answered Rachel's question according to the facts she saw. She said "Oh, they are just jealous. You nabbed the crown prince. Nick is Ah Ma's favorite, in line to inherit everything. No surprise there when that's the competition". It turned out that Oliver's answer was exactly what Rachel had suspected. In the dialogue above, Rachel applied the understating strategy which is part of the off record strategy.

As explained in the previous section that Oliver is the only relative who is friendly to Rachel. She did not show the slightest imposition and higher power towards Rachel. Even though Oliver is the one who doesn't look at Rachel with hate, Rachel still realizes that there is a distance between her and Oliver. However, Oliver and Rachel are just getting to know each other and Rachel is still visiting this place (the Yong family's house) for the first time. To her, she was still a stranger in the Young Family. So, there is this distance that drove Rachel to ask questions in indirect ways and let Oliver interpret the most relevant meaning of Rachel's question. So, the factor that influenced Rachel in choosing an off record strategy in the form of understating was social distance (D).

### **Datum 3**

Context of Situation

Speaker : Rachel

Place : EXT. Beach

Time : At Night

Situation : Rachel rants as she and Astrid dig a hole in the sand.



Dialogue :

Rachel : **This weekend was supposed to be mani-pedis, cocktails served in pineapples. This definitely wasn't on the menu.**

(p. 85)

Interpretation :

Before leaving for the trip, Rachel had imagined what she would do in that place. Even though Nick just told her that there Rachel and the girls would have fun, but Rachel already thought that she would do treatments such as spa, party at night, shopping, and many other interesting things that Rachel imagined. However, inversely proportional to Rachel's expectations, a trip with the girls gave Rachel a new experience. From talking openly to Rachel as if Rachel just wanted to steal Nick's treasure, gossiping behind Rachel, and sending a fish carcass full of blood to Rachel's room. Because Rachel chose to clean it up herself without security had to work hard to clean her room from the blood of fish carcasses and bury the fish carcasses on the beach. Rachel did it with Astrid's help. Rachel, who was busy burying the carcass, told Astrid about what she thought at the moment, about her expectations for this trip, as well as about the vacation she had previously imagined. She said “**This weekend was supposed to be mani-pedis, cocktails served in pineapples. This definitely wasn't on the menu**”. Rachel has never been on a trip before, but she often sees in the movie that people who are going on vacation will do things like Rachel mentioned before. From that, Rachel, who began to have high expectations for her vacation, felt disappointed because she had to feel something she hadn't even thought about before. In her utterance, Rachel didn't talk about her expectations directly to Astrid instead she did give association clues using the implications related to the girls' actions towards her and let Astrid interpret Rachel's utterance. In this case, giving association clues is part of the off record strategy.

The distance between Rachel and Astrid seemed so close because Astrid never admit the social and cultural differences between herself and Rachel, besides that, Astrid also never showed the power she had even though Rachel was aware of it. In the above dialogue, even though Rachel told Astrid, what influenced Rachel to use the off record strategy was the rank of imposition (R) she received from the girls. As explained earlier that there are 2 parts in rank of imposition. Those are imposition of someone's positive face and also imposition of someone's positive face. In the above situation, the imposition that Rachel received was in the form of an imposition on Rachel's positive face. Because indeed the girls deliberately did all the bad action to Rachel to ruin her positive face where she as a stranger had a desire to be respected and accepted in the Young family especially the girls community.

#### **Datum 4**

Context of Situation

Speaker : Rachel

Place : EXT. Beach

Time : At Night

Situation : Rachel dumps the wrapped fish in the hole as she tills the hole.

Dialogue :

Rachel : **Why would Araminta even have friends like them? They are so mean.**

(p. 85)

Interpretation :

Rachel, who sat with Astrid, looked at the very crowded direction. Rachel saw the girls were there. They were all having fun, dancing, drinking and laughing

happily enjoying the music playing in a very loud voice. They were all invited by Araminta to take a vacation before the wedding, because they were Araminta's friends and relatives. What Rachel still didn't understand was why they were all that cruel and why Araminta wanted to make friends with bad people. After seeing them having fun from far, Rachel said, "**Why would Araminta even have friends like them?**" which meant those who behave badly towards strangers do not deserve to be friends with Araminta who is very kind. Rachel said this to herself, she said it very softly. She doesn't care whether Astrid hears her or not. She only said what the girls had done against Rachel during the trip. The strategy that Rachel applied in the dialogue was an indirect strategy in the form of being vague.

The dialogue between Rachel and Astrid above showed that the distance between them is so close since Astrid is always on Rachel's side and helps when Rachel is being bullied by some of her relatives. This is also why Astrid doesn't show any power in that situation. Rachel warned about Araminta's friends who were very evil in the form of a warning and Rachel said "**Why would Araminta even have friends like them?**" was the sympathy shown by Rachel because she felt Araminta's friends were very bad while Araminta herself gave a very good impression when she first met Rachel at the airport. Therefore, it can be concluded that Rachel's direct choice of strategy or commonly called bald on record strategy is influenced by the rank of imposition (R) factor. Imposition here is the action of other characters known as the girl. The imposition made by the girl towards Rachel is in the form of an imposition that ruin Rachel's positive face or the wish of Rachel to be accepted and respected in the girl community. Therefore, the greater the imposition of the speaker felt, then he will use the least polite language or even contain the imposition as well.

### **Datum 5**

Context of Situation

Speakers : Rachel and Nick

Place : INT. Raffles Hotel – Landing

Time : At Noon

Situation : Nick enters the hotel having returned from his trip and meet Rachel who is reading in quiet area

Dialogue :

Rachel : **I thought I was here to meet your family, go to your best friend's wedding, eat some good food. Instead, I feel like I am a villain in a soap opera who's plotting to steal your family fortune.**

Nick : What happened?

(p. 87)

Interpretation :

After joining a trip, Rachel returned to hotel and killed the time by reading a book in a quiet area because she didn't see Nick there yet. Shortly after that, Nick who just came back from a trip entered the hotel and come over Rachel who was busy with the book she was reading. When she realized Nick's presence, Rachel greeted him by telling him about the tragedies that happened to her during the trip. She said **“I thought I was here to meet your family, go to your best friend's wedding, eat some good food. Instead, I feel like I am a villain in a soap opera who's plotting to steal your family fortune”**. Rachel's utterance is included in the off record strategy by applying strategy no. 3 that is presupposing prior event. This happened because in the utterance Rachel assumed that something about the trip did not go according to her expectations. She said **“I thought”** to imply her expectations that she had imagined about the holiday to Singapore. In this case, Rachel also let Nick as the hearer to interpret the most relevant meaning of her utterance.

In the situation that happened above, Rachel said it was not because of the imposition made by Nick against her. In addition, Rachel was still not aware of the

power he had as one of Crazy Rich Asians family. So it can be said that the factor that influences Rachel to choose a strategy in the form of off record is the social distance factor (D). As previously explained, the focus point on social distance is the level of intimacy between the speaker and the hearer. The more intimate the speaker and hearer, the less polite the language and utterance used. In this case, Rachel used language or utterance which requires Nick to interpret the meaning of her utterance "**I thought I was here to meet your family, go to your best friend's wedding, eat some good food. Instead, I feel like I am a villain in a soap opera who's plotting to steal your family fortune**". This happened due to the higher level of intimacy between Rachel and Nick when compared to Rachel and several other characters in *Crazy Rich Asians* movie.

#### **Datum 6**

Context of Situation

Speaker : Rachel

Place : INT. Tyersall – Hallway

Time : At Noon

Situation : Rachel exits the dining room to go to bathroom. She walks up the long staircase, takes a few steps, realize she is going the wrong direction, then turn around to find Eleanor standing in front of her.

Dialogue :

Rachel : **Oh. Hi. I think I'm a little lost. This house is pretty big.**

(p.95)

### Interpretation :

When making dumplings with the Young Family, Rachel could clearly feel from Eleanor's words that Eleanor views American people negatively. She always said that American people tend to be self-centered, selfish, over ambitious with their own will without thinking about their families. The atmosphere in the dining room immediately became very awkward when Ah Ma commented that the dumplings made by Eleanor didn't look very good. To avoid that awkward situation, Rachel permitted to them all to go to bathroom. Finally she came out of the dining room and looked for where to go because Rachel didn't really want to go to bathroom. Rachel decided to walk up the stairs in front of her. When Rachel turned to go back to the dining room, she saw Eleanor who was standing in front of her. Rachel, who wanted to ask Eleanor to show the true direction, did not say it directly, but Rachel gave a hint to Eleanor as the listener by saying **“Oh. Hi. I think I'm a little lost. This house is pretty big”**. It showed that **“I'm a little lost”** was not the real information that Rachel wanted to say to Eleanor, but Rachel gave Eleanor the freedom to interpret the meaning and hope Eleanor can find most possible meaning related to it . In this case, giving hints in the above dialogue is Rachel's way of applying the off record strategy (indirect strategy).

In the dialogue, Eleanor did not show the power she has and there are no impositions described in that scene. Furthermore, the distance between Rachel and Eleanor is due to some significant differences between the two. As explained in the previous paragraph, in this situation it can be seen clearly how cultural differences were clearly pictured in *Crazy Rich Asians* movie, and the existence of social distance here made Rachel want to ask for help indirectly by letting Eleanor interpret the most possible meaning of Rachel's utterance as well as let Eleanor to choose, either she wanted to help Rachel by showing the true direction or not. Thus, it can be concluded that the factor that drove Rachel to choose the off record strategy is social distance (D).

**Datum 7**

Context of Situation

Speakers : Peik Lin and Rachel

Place : EXT. Coffee Shop – Patio

Time : At Noon

Situation : Rachel shares everything she felt when she was in the middle of Nick's family to Peik Lin.

Dialogue :

Peik Lin : When in reality, you are like a super sophisticated, smart professor of freaking game theory. Show her that side of you, you know.

Rachel : **She's trying to play a game of chicken with me, where she's like coming at me, and like, thinking I'm going to swerve like a chicken.**

(p. 100)

Interpretation :

One day before Araminta's wedding, Rachel decided to go with Peik Lin to a coffee shop. After that, Rachel started a conversation by telling Peik Lin about Eleanor's treatment of her which showed that Eleanor didn't like Rachel and felt Rachel wasn't good enough for her son. Not only that, Rachel also told Peik Lin about how the girls treated her when she was on a trip. Almost everyone that Rachel met looked down on her. They think that Rachel who is not from a rich family will only steal the wealth that belongs to the Young Family. In addition, some people including Eleanor also took issue with Rachel, who is an American, which they think has a culture that is very contrary to their culture. Peik Lin, who felt pity, said to Rachel

“When in reality, you are like a super sophisticated, smart professor of freaking game theory. Show her that side of you, you know” to make Rachel realize that she has many strengths apart from the hatred shown by some Young Families. Rachel answered that by saying **"She's trying to play a game of chicken with me, where she's like coming at me, and like, thinking I'm going to swerve like a chicken"**. According to Brown & Levinson (1987:222), this kind of strategy particularly the use of words for or of animals to apply to people. In the utterance, Rachel uses the word **“swerve like a chicken”** to describe something Eleanor thinks of herself. In this case, Rachel as the speaker hedges the utterance by using metaphor to invites / encourage the hearer to interpret the meaning. It can be concluded that Rachel applied an off record strategy in the above dialogue.

In the dialogue above, Rachel talked with Peik Lin telling about Eleanor's act against her. There is no dominant power shown by Peik Lin and the distance between the two is very close since they were friends when they were still collages. Rachel did off record strategy with hedging the utterance by using metaphor because of the imposition of the other character, Eleanor. In other words, rank of imposition (R) is the factor that motivates Rachel to use the off record strategy. Eleanor's action, which ruin Rachel positive face made Rachel use the least polite language. As previously explained, the level of imposition from other affects the level of politeness used. Consequently, Rachel's language in the above dialogue can be categorized as least polite language.

### **Datum 8**

Context of Situation

Speaker : Rachel

Place : EXT. First Methodist Church

Time : At Noon



Situation : Amanda and the other girls are taking pictures that get in Rachel's way.

Dialogue :

Rachel : **You are in my way.**

(p. 106)

Interpretation :

Rachel can still accept the treatment of the girls, because for her they are just people who don't know anything about her relationship with Nick. However, what really bothered her was how Eleanor tried to remind Rachel that she would never be enough for Nick. After modifying Rachel's appearance a bit, Peik Lin took Rachel to the church where Araminta's wedding was held. Arriving there, lots of eyes stared in awe at Rachel, although not a few also stared at her with hatred. Immediately, a photographer who was taking photos of the girls shifted the center of his camera towards Rachel which makes the girls look at her hatefully. And they tried to get back the photographer's attention by standing right in front of Rachel so that Rachel was blocked by them. Rachel, who was annoyed by it because she could not continue her steps to enter the church, said it indirectly with being vague. She said "**You are in my way**" without clearly mentioned the object of her utterance because she wanted to let the girls to interpret the intended meaning. Brown & Levinson (1987:226) noted that speaker may go off record with an FTA by being vague about who the object of the FTA is. Same as the strategy applied by Rachel that she did not clearly mention to whom she was talking to. So, it is concluded that Rachel applied an indirect or off record strategy by being vague.

In that situation, the girl did not directly show power and imposition towards Rachel. They blocked Rachel's way like they did not see that there was Rachel who wanted to step in and took a picture. Besides, the tragedies that Rachel had

experienced while spending all her time with the girls on the trip made her realize that the distance between them was indeed very large. In the dialogue above Rachel has decided to use an indirect strategy in the form of being vague, which is caused by the distance between herself and the girls as listeners. By using vague sentence and say it indirectly the meaning and the person she was referring were done to let hearers interpret the most relevant meaning and decide what to do. So, it can be concluded that the factor that influenced Rachel in choosing indirect strategy was social distance (D).

### Datum 9

Context of Situation

Speakers : Eleanor and Rachel

Place : INT. Mahjong Hall

Time : At Noon

Situation : Rachel tries to find out directly to Eleanor about the rejection that Eleanor has done to Rachel.

Dialogue :

Eleanor: You are foreigner. American. And all Americans think about is their own happiness.

Rachel : **Don't you want nick to be happy?**

(p.128)

Interpretation :

One day, before returning to America, Rachel decided to meet Eleanor at a mahjong place. She invites Eleanor to talk about what the real reason is for Eleanor to reject Rachel as hard as it is. Eleanor's answer surprised Rachel. Eleanor said "You

are a foreigner. American. And all Americans think about is their own happiness". Even though the reason most clearly described in this movie is due to the difference in social class between the two, Eleanor still says the reasons that are most likely to be accepted by Rachel are a stranger and an American. Since Rachel made dumplings with the Nick family, Eleanor had mentioned the ambition of Americans who only think about their own happiness without contributing well to their families. For this reason, Eleanor will continue to reject Rachel, because after all Rachel will still be considered as American even though Eleanor realizes that Nick really loves Rachel. That is what drove Rachel to ask rhetorical questions. She asked "**Don't you want nick to be happy?**" The point of this question is that if Eleanor always refuses Rachel, then Nick will not be happy if he separates from Rachel. Rachel's question is called a rhetorical question because it is a question that doesn't need an answer. As stated by Brown & Levinson (1987: 223) that rhetorical questions are frequently mixed with irony for similar function. Rachel chose this strategy because she already known as parents who really love their children and are very dedicated to their families like Eleanor, they definitely want Nick to always be happy. Just because the differences in social class and culture between the Nick and Rachel families make Eleanor worry that Rachel will only take advantage of Nick. In this case, Rachel uses a rhetorical question that is part of her off record strategy so that Eleanor can interpret what Rachel meant by asking that kind of question.

In this case, Rachel has been seen to ignore Eleanor's power and ignore Eleanor's previous impositions. Rachel chose a rhetorical question because she didn't want to say directly that Eleanor's rejection of her wouldn't make Nick happy. It happened because it was influenced by the social distance (D) factor. Because of the low level of intimacy between Rachel and Eleanor, Rachel chose to apply the indirect strategy which is commonly called as off record strategy. That way, Rachel allowed Eleanor as the listener to interpret the intended meaning of Rachel's question without having to use the least polite language.

## CHAPTER 5: CONCLUSION

This section presents all the final results of the analysis of 28 utterances from Rachel Chu as the main character in the *Crazy Rich Asians* movie which has been explored in detail in the previous chapter. The theory of politeness strategies from Brown & Levinson (1987) becomes the theoretical basis used in providing answers to the two research questions. The two research questions are: what type of politeness is most often used by Rachel Chu when interacting with the other characters of *Crazy Rich Asians* movie and how do sociological factors influence Rachel in choosing a certain politeness strategy. The answers of the research questions are elaborated in detail as follows.

The first research question is addressed to investigate the types of politeness strategy frequently used by Rachel Chu as the main character in the *Crazy Rich Asians* movie. After analyzing and describing Rachel's utterance which are politeness strategies based on the theory of politeness strategies by Brown & Levinson (1987), it was found that Rachel Chu applied all kinds of politeness strategies (4 strategies). From the total 28 utterances included in the politeness strategies, 13 of them are positive politeness strategies, 4 negative strategies, 2 bald on record, and 9 off record strategies. It is concluded that the type of politeness strategy that is frequently used by Rachel Chu when interacting with her interlocutors is the positive politeness strategy. Some of the strategies that belong to positive politeness strategies applied by Rachel are: 1 utterance as intensifying interest to hearer, making good story, and draw the hearer as participant into the conversation, 2 utterances as including both speaker and hearer in an activity, 3 utterances as exaggerating interest, 1 utterance as using group identity markers, 1 utterance as seeking agreement, 1 utterance as avoiding disagreement, 1 utterance as giving and asking for reason, 1 utterance as promise, 1 utterance as giving gifts to hearer in form of sympathy, understanding and cooperation, then 1 utterance as Presupposing speaker's knowledge of and concern for hearer's wants.

The second research question aims to reveal how do sociological factors (power, distance, and rank of imposition) drive Rachel in choosing a certain politeness strategy. In *Crazy Rich Asians* movie, it is told that there is a social gap between Rachel Chu and other characters in the form of differences in social class and background culture. In this case, power (P) is the factor that drives Rachel Chu to choose more polite language when interacting with people who are considered to have more power than herself such as Eleanor, Ah Ma, Princess Intan, and several other Young families. The power factor was not detected as a factor that influenced Rachel to use the least polite language because none of her interlocutors were considered to have lower power than Rachel. Among the three existing factors, social distance (D) is the factor that frequently appears as Rachel's influence in choosing a politeness strategy because Rachel is a stranger who visits a family that has never met before so the level of intimacy between Rachel and her interlocutor is very low. While the rank of imposition (R) factor influenced Rachel in choosing several strategies such as negative politeness strategy, bald on record, and off record strategy. None of rank of imposition was detected as a factor that influenced Rachel in choosing a positive politeness strategy.

From the answers, it is concluded that the positive politeness strategy is the dominant strategy used by Rachel Chu in interacting with the interlocutor. This is inseparable from three social factors in the form of power, distance, and rank of imposition that influence Rachel in choosing a certain politeness strategy. The use of positive strategy by Rachel is in accordance with the function of the positive politeness strategy itself that is to satisfy the hearer's positive face. Rachel who is a stranger in a family with different social classes and cultural backgrounds uses the strategy in order to fit it to that family. Unlike the case of the strategy that has been chosen dominantly by Rachel, the social factors that influence Rachel vary depending on the existing context.

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**APPENDICES**

Note :

PP : Positive Politeness

P : Power

NP : Negative Politeness

D : Distance

BOR : Bald On Record

R : Rank of imposition

OR : Off Record

Page	Dialogue	Types of Politeness				Factors		
		PP	NP	BOR	OR	P	D	R
25	I can't believe this airport has butterfly garden and a movie theater. JFK is just salmonella and despair.	✓					✓	
27	I'm always hungry. So let's eat everything we can.	✓					✓	
39	Wow! Oh, my Gosh! Your house is amazing, Mrs. Goh.	✓					✓	
43	Yeah. You guys know them or something?	✓					✓	
44	Yeah, I thought red was a lucky color, right?	✓				✓		
50	I thought this was just a family thing.				✓		✓	
54	Well, my dad actually died before I was born and, um, my mom didn't even go to college. She actually hardly spoke English when she immigrated to the United States. But she worked really hard, and she studied, and she earned her real estate license while she was waiting tables to	✓					✓	



	support us.							
55	Okay, she hates me.		✓					✓
62	Oh my God! So sorry.		✓			✓		
64	Why would they want to buy a rare Cambodian gong?	✓					✓	
68	Is it just me or are people, like, staring at me?				✓		✓	
69	Grandma, thank you for inviting me to your home. Nick always talks about you. He says no one in the world makes better dumplings	✓				✓		
85	I'm not gonna make a scene. I'm not gonna give them satisfaction.	✓				✓		
85	This weekend was supposed to be mani-pedis, cocktails served in pineapples. This definitely wasn't on the menu.				✓			✓
85	Why would Araminta even have friends like them? They are so mean.			✓	✓			✓
86	I'm really sorry, Astrid.	✓					✓	
87	I thought I was here to meet your family, go to your best friend's wedding, eat some good food. Instead, I feel like I am a villain in a soap opera who's plotting to steal your family fortune.				✓		✓	
89	You know what? We need to do something	✓					✓	

	tonight. We need to do something that's just you and me. Okay?							
93	That's a beautiful ring, Auntie Eleanor. I've never seen anything like it.	✓				✓		
95	Oh. Hi. I think I'm a little lost. This house is pretty big.				✓		✓	
96	Oh, no, you know what? I'm sorry I made assumption. I didn't mean to offend you.		✓				✓	
100	She's trying to play a game of chicken with me, where she's like coming at me, and like, thinking I'm going to swerve like a chicken.				✓			✓
106	You are in my way.				✓		✓	
109	The pleasure is all mine.		✓				✓	
110	I read your great article about microloans in the Asian Economic Journal. Well, you know what? I think your critics missed the point. Because microloans helped women, and women lift up economies.	✓					✓	
119	Stop! You are lying.			✓				✓
128	Don't you want Nick to be happy?				✓		✓	