

An Analysis of Politeness Strategies and Cooperative Principle Used by the Characters of Coco Movie

Rifka Arina Ruantika

English Department, University of Lampung, Indonesia
Corresponding Author: Rifka Arina Ruantika

Abstract: *This research was descriptive qualitative research conducted to find out the types of politeness strategies and cooperative principles that are used by the characters of Coco movie. Besides that, this research also aimed to find the types of illocutionary act that are uttered by the characters of Coco movie. The researcher herself was the instrument of this research and in collecting the data the researcher used Coco movie as the source of the data. In analyzing the data, the researcher transcribed the utterances of the characters in Coco movie and classified the data based on the types of the politeness strategy, cooperative principle and illocutionary act. There are total 87 utterances containing politeness strategy, 127 utterances violating the maxims of cooperative principle and, 73 utterances containing illocutionary act types. From the analysis it can be concluded that there are four types of politeness strategy, cooperative principle and illocutionary act that were found from the utterances in Coco movie.*

Keywords: *students' perception, information transfer technique, writing achievement.*

Date of Submission: 03-08-2019

Date of Acceptance: 19-08-2019

I. Introduction

Communication plays a very crucial role in human life. It is the basis of all events, daily interactions, and social affairs. It helps human to share the information each other and also build a good relationship between humans. Communication is usually defined as conversation, namely for sending and receiving message. If the message cannot be received it means that communication does not work well. In order to make communication run in harmony, the hearer should know the speaker's aim. People generally behave in accordance with their expectation concerning their public self-image or face wants to be respected. Face means public self-image of a person; it refers to the emotional and social sense of self that everyone has and expects everyone to recognize (Yule, 1996). Face has two aspects, positive and negative. An individual's positive face is reflected in his or her desires to be liked, approved of, respected of and appreciated by others. While an individual's negative face is reflected in the desire not be impeded or put upon, to have the freedom to act as one chooses (Thomas, 1995). Therefore, people in their relationship need to preserve both kinds of faces for themselves and the people they interact with the politeness utterances.

There are many things that should be considered by the speaker during the communication for example the politeness and cooperative. These two things are very essential in communication. We should pay attention to these two things in order to make a good communication. Safitri (2015) states that politeness is an important thing that must be understood by us when we communicate with other people to save someone face. Politeness is the practical application of good manners or etiquette. It is possible to specify a number of different general principles for being polite in social interaction within a particular culture. Some of these might include being generous, and symphatetic toward others. The goal of politeness is to make all of the parties relaxed and comfortable with one another, these culturally defined standards at times may be manipulated to inflict shame on a designated party.

Brown and Levinson (1987), politeness is basic to the production of social order and a precondition of human cooperation. Therefore, we must be careful to choose the strategies of politeness when we make an interaction because someone who talks with us can be misunderstanding. Politeness has two types and four strategies. Two different types of politeness are used in interaction; "negative politeness" and "positive politeness". Brown and Levinson defined the negative politeness as "a redressive action addressed to the addressee's negative face: his want to have his freedom of action unhindered and his attention unimpeded. Whereas the positive politeness is defined as redress directed to the addressee's positive face, his perennial desire that his wants (or the actions/ acquisitions/ values resulting from them) should be thought of as desirable.

Politeness strategies itself include: first, bald-on record strategy: direct way of saying things without any minimization to the imposition, in a direct, clear, unambiguous and concise way. Second is positive politeness strategy, which seeks to minimize the threat to the hearer's positive face in order to make hearer feel

good about themselves, their interest or possessions. The third is negative politeness strategy, which oriented towards the hearer's negative face and emphasizes avoidance of imposition on the hearer. And the last is off record strategy, which uses indirect language and removes the speaker from the potential to be imposing. Each of the strategies has the purpose which is appropriate with the situation or with whom we will talk

In Cooperative principle, Grice (1989) argues that in order to implement the cooperative principles, each element must obey four conversational maxims namely maxim of quantity, quality, relevance, and manner. These conversational maxims explain that the success of a conversation depends on the various speaker' approach to the interaction. Thus, if you want to make the process of interactions and communication between the speaker and the listener is going well, you have to be cooperative with the maxims. In attempt to describe how the cooperative principle works, Grice (1975) formulated guidelines or maxim of conversation for the efficient and effective use of language in conversation Grice introduce quantity, quality, relation and manner as the categories of maxims of conversation.

The first is maxim of quantity. The participant should make the contributions as informative as is required (for the current purpose of the exchange) and not allowed to make contribution more informative than is required. The second is maxim of quality; the participants should make the contribution one that is true, not allowed to say what they believe to be false and which they lack adequate evidence. The third is maxim of relevance; the participants should give the relevant contribution to the topic. In addition, the communication messages should not be unmatched yet it must relate to what has gone before. The last is maxim of manner which means that the participants have to be perspicuous, avoid obscurity of expression, ambiguity, unnecessary prolixity and should be orderly.

This research will be focused on finding the types of politeness strategy, violated maxims of cooperative principle and illocutionary act in Coco Movie. Coco is an American 3D computer-animated fantasy film produced by Pixar Animation Studios and released by Walt Disney Pictures. Based on an original idea by Lee Unkrich, it is directed by him and co-directed by Adrian Molina. The story follows a 12-year-old boy named Miguel who is accidentally transported to the Land of the Dead, where he seeks the help of his deceased musician great-great-grandfather to return him to his family among the living.

Some researchers have done the research on politeness strategy, cooperative principle and illocutionary act. The first researcher is Septiyani (2016) who conduct a research on the use Brown and Levinson's politeness strategies in *Bride Wars* movie. In her research it was found that there are four types of politeness strategy that are used by the main characters of that movie. The second researcher is Septyaningsih (2007) who focus on finding positive politeness strategy in the film entitled *In Good Company*. The third researcher is Adawiyah (2016) who conduct a research on finding the flouting maxims that done by the main characters in *Focus* movie. The last researcher is Zulfa (2018) who conduct a research on types of illocutionary act on *Hackerman's* utterances in cyber bully movie. However, the previous researches above only focus on politeness strategies, cooperative principle or illocutionary act. That is why this research aimed to find those three aspects in *Coco* Movie not only focuses to one aspect. Considering the background above the researcher the researcher formulated some research questions, they are:

1. What are the types of politeness strategies that are used by the characters of *Coco* Movie?
2. What are Maxims that are violated by the characters in *Coco* Movie?
3. What are the types of illocutionary act that are uttered by the characters in *Coco* Movie?

II. Methods

This research is a descriptive qualitative research that aimed to find out the types of politeness strategy used by the characters of *Coco* Movie, the maxims that are violated in the utterances based on cooperative principle and the types of illocutionary act uttered by the characters of *Coco* Movie. In collecting the data, the researcher had a role as the instrument of the research and used *Coco* Movie as the source of the data.

There were some steps used by the researcher in collecting the data of the research. The first step is watching *Coco* Movie, which is 1 hour 40 minutes long with five main characters. The second, making a transcript of the utterances of all characters in *Coco* Movie from transcribing the utterances it was found that there are 635 utterances in this movie. The third, coding the data to classify the utterances based on its types of politeness strategy, violated maxim and illocutionary act. In analyzing the data of the research, the researcher counted the number of utterances and the percentage of each type of politeness strategy, violated maxims of cooperative principle and illocutionary act.

III. Results and Discussion

As have been stated before the data of the research were taken from Coco Movie that had been transcribed by the researcher. Referring to the research questions, there are three results that have been found by the research namely:

a) The Types of Politeness Strategy

The first research question focuses on finding the types of the politeness strategy used by the characters of Coco Movie. The results of the analysis of politeness strategy are described in the table below:

Table: 1:Types of politeness strategy in Coco movie

Politeness Strategies	Frequency
Positive Politeness	20
Negative Politeness	15
Bald On-Record	40
Off-Record	12
Total	87

From the table above we can see that the politeness strategy that there are 87 utterances found from the transcript of Coco Movie which use politeness strategy. There are four types of politeness strategy used by the character of coco movie namely, Positive politeness, negative politeness, bald on-record and off-record. From those four types bald on-record become the politeness strategy that mostly used by the characters of Coco Movie with 40 utterances or 46 %, for example:

Héctor : Shake off those nerves.Now give me your best grito!
Miguel :My best grito?
Héctor : Come on, yell! Belt it out!

The utterances “Now give me your bestgrito!” and “come on, yell! Belt it out!” are the example of bald on-record strategies where hector used imperative form of sentence to ask Miguel to do something. After bald on record it is followed by positive politeness and negative politeness strategy with 20 (23%) and 15 (17%) utterances and here are the examples of positive and negative politeness strategy:

Positive politeness

Papa : If Abuelita says no moreplazas, then no more plazas.
Miguel :But how about tonight?
Berto :What's tonight?

The utterance “but how about tonight?” is the example of positive politeness in which Miguel conveying his wish to join the talent show.

Negative Politeness

Héctor : Can I at least get my costume back?
C Officer : Uh... no.

Hector’s question “Can I at least get my costume back?”is the example of negative politeness strategy because hector being direct in asking to the officer. And the least used politeness strategy found in Coco movie is off-record with 12 (14%) utterances, for example:

Imelda : I will not let you go down the same path he did!
Miguel :The same path he did... he did?

This is the example of off-record strategies because Imelda’s utterance “he did” is unclear and make Miguel had ambiguous perception about “what he did”. So, it can be concluded that from 635 utterances of Coco movie 87 (13.7%) utterances use politeness strategy and the politeness strategy that mostly used is bald on-record. Bald on record is mostly used by the characters of this movie because the main character, Miguel, did not want to go back to the living world and the rest of the characters ordered him to go back using imperative sentences.

b) The Violated Maxims.

Table: 2:Violated maxims by the character of Coco movie

Violates of Maxim	Frequency
Quality	15
Quantity	36
Relevance	57
Manner	19
Total	127

From the table above we can see that there are four maxims that are violated by the characters of Coco Movie namely maxim of quality, quantity, relevance and manner. There are total 127 utterances of Coco Movie that violate the maxims of cooperative principle. The maxim that is mostly violated in the utterances of the characters of Coco Movie is the maxim of relevance. There are 57 (45%) utterances that violated the maxim of relevance, for example:

Miguel : Can I borrow your guitar?

Musician : Get away from here!

The utterances above violated the maxim of Relevance because Musician’s answer is not relevant with Miguel’s question. He should answer it by saying “Yes/ No “to make it relevant. Then it is followed by violation of maxim of quantity with 36 (28%) utterances and maxim of manner with 19 (15%) utterances. Here are the examples of violation of maxim of quantity and manner:

Maxim of Quantity

Arrival Agent : Welcome back, *amigos!*Anything to declare?

Julio : A-as a matter of fact... yes.

This utterance violated the maxim of Quantity because Julio adds more information in answering the question. He adds “A-as a matter of fact” rather than answer it directly.

Maxim of Manner

Miguel :But how about tonight?

Berto :What's tonight?

Miguel :Well, they're havingthisalentshow.And Ithought Imight...

This utterance violated the maxim of manner because Miguel didn’t clear about “tonight event” and it makes Berto has ambiguous assumption about what will happen that night. The least violated maxim is maxim of quality which has 15 (12%) utterances, for example:

Miguel : And you can get us in!

Héctor : Um.. Y-Yes

Miguel : Hey, you said you havefront row tickets!

The utterances violated the maxim of quality because Hector lied to Miguel. Hector said something untrue in his utterances. So based on the data analysis, from 635 utterances 127 (20%) utterances violated the maxims of cooperative principle and mostly violated the maxim of relevance.

c) Types of Illocutionary Act

Table: 3:Types of illocutionary act uttered by the characters of Coco movie

Types of Illocutionary Act	Frequency
Declarative	5
Expressive	8
Directive	33
Commissive	27
Total	73

The table above shows the result of the types of illocutionary act that are uttered by the characters of Coco Movie. Actually, there are 5 types of illocutionary act but in Coco movie there are only 4 types of illocutionary act namely, declarative, expressive, directive and commissive. Based on the analysis there are 73 utterances that contain illocutionary act and the types of illocutionary act that mostly uttered by the characters of Coco Movie is directive type which has 33 (45%) utterances, for example:

Héctor : No. Skeletons don't walk like that.

Miguel : It's how you walk.

Héctor : No, I don't! Stop it!

Then, it is followed by commissive types with 27 (37%) utterances. Below is the example of commissive illocutionary act that is uttered by the character of coco movie.

Miguel : Only de la Cruz. If you can't help me, I'll find him myself.

Héctor : Oh! Okay. Okay, kid. Fine! Fine! I'll get you to your great-great-grandpa. It's not gonna be easy, you know? He's a busy man.

Then, the least uttered illocutionary act's types are expressive and declarative with 8 (11%) and 5 (7%) utterances. Here are the examples of expressive and declarative illocutionary acts:

Expressive

Papá : What's gotten into you?! I thought I'd lost you, Miguel...

Miguel : I'm sorry, Papá.

Mamá : We're all together now, that's what matters.

Declarative

Miguel : You're a coward!

Ernesto : I am Ernesto de la Cruz, the greatest musician of all time!

Miguel : Héctor's the **REAL** musician! You're just the guy who murdered him and stole his SONGS!

IV. Conclusions and Suggestions

Based on the result of the research and the discussion, there are three conclusions of this research, they are:

1. There are four types of politeness strategies employed by the characters of Coco movie. They are bald on-record, positive politeness, negative politeness, and off-record strategy. Then bald on-record is the politeness strategy that mostly employed by the characters of Coco movie.
2. There are four types of cooperative principles' maxim that are violated by the characters of Coco movie. They are maxim of relevance, quantity, manner and quality. Then maxim of relevance is the maxim mostly violated by the characters of the Coco movie.
3. There are four types of illocutionary act that are uttered by the characters of Coco movie. They are directive, commissive, expressive and declarative. Then the most uttered illocutionary act by the characters of Coco movie is directive illocutionary act.

The researcher also proposes two suggestions for English teachers and future researchers, they are:

1. For English teachers, it is suggested that the teacher can use this movie in their English-speaking class in order to make the students enjoy the teaching learning process.
2. For the future researchers, it is suggested that they can analyze the use of politeness, cooperative principle and illocutionary acts that are uttered in real situation, for example in conversation between the students.

References

- [1]. Adawiyah, R. 2016. *Flouting Maxim Used by the Main Characters in "Focus" Movie*. Malang: Maulana Malik Ibrahim State Islamic University
- [2]. Brown, P., Levinson, S.C. 1987. *Politeness: Some Universals in Language Usage*. Cambridge: Cambridge University Press.
- [3]. Grice, H. P. 1975. *Logic and Conversation. Syntax and Semantic 3: Speech Acts*. Cambridge: Cambridge University Press.
- [4]. Grice, P. 1989. *Study in the Way of Words*. Harvard University Press.
- [5]. Safitri, F.L.N. 2016. *A Study on Politeness Strategies of Characters in the Big Wedding Movie Directed By Justin Zackham*. Malang: Jurnal Ilmiah Bahasa dan Sastra.
- [6]. Septiyani, W. *The Use of Brown and Levinson's Politeness Strategies by the Main Characters of Bride Wars Movie*. Yogyakarta: Sanata Dharma University.
- [7]. Septyaningsih. 2007. *An Analysis of Positive Politeness Strategy in the Film Entitled In Good Company*. Surakarta: Sebelas Maret University.
- [8]. Thomas, J. 1995. *The Meaning of Interaction: An Introduction to Pragmatics*. New York: Longman.
- [9]. Yule, G. 1996. *Pragmatics*. Oxford: Oxford University Press.
- [10]. Zulfa, A.F. 2018. *The Types of Illocutionary Acts on the Hackerman's Utterances in Cyber Bully Movie*. Yogyakarta: State Islamic University Sunan Kalijaga

Rifka Arina Ruantika. "An Analysis of Politeness Strategies and Cooperative Principle Used by the Characters of Coco Movie". *IOSR Journal of Research & Method in Education (IOSR-JRME)*, vol. 9, no. 4, 2019, pp. 55-59.