

CHAPTER I

INTRODUCTION

In this chapter, the researcher presents the introduction of the study consisting of the background of the study, delimitation of the study, problems of the study, significances of the study, literature review and theory studies, research methodology, and definition of key terms.

A. Background of the Study

Language is defined as a means to communicate and interact with others. According to Togatorop (2019) human needs language to communicate because they need connected to other people. It connects one human to another so that they can carry out life. Moreover, humans use language to be able to convey ideas or expressions to other people. According to Sirbu (2015), the need for communication arises and intensifies when there is someone else with whom to interact. This need is what causes both the emergence and evolution of a language. Therefore, it can be determined that language is not only a necessity for humans but also the catalyst for language development. The part language development plays in fostering social connections in multicultural setting of society. In a multicultural setting of society has drawn a lot of attention from academic researchers. Marschan *et al.*, (1997), said that language serves as a tool for communication as well as a window into one's cultural identity and a guide across a variety of cultural contexts. The idea of language in a multicultural setting of society is crucial

since the use of language is useful for uniting opinions and communication suggestions from various groups of society, including society in an area that has the characteristics of a multicultural setting of society that thrives in these area.

In its development, the concept of multicultural setting of society cannot be separated from the existence of multicultural understanding which makes society a part of it. According to the etymology, multicultural is derived from the words 'multi' which means numerous and word 'kultur', which means culture. Therefore, stated by Hujair *et al.*, (2016), multicultural means cultural diversity. The four categories of religious group, race, ethnicity, and culture itself are inextricably linked to multicultural. This demonstrates that conversations about multicultural encompass not only cultural differences but also variety in terms of race, religion, and ethnicity.

The concept that builds multicultural itself refers to a group of people whose culture develops within them, creating the multicultural of society arise. A collection of people that fully dwell in diverse cultural contexts and each have unique traits that set their society apart can also be referred to as a multicultural society. According to Parekh (1997), a multicultural society, then is one that includes several cultural communities with their overlapping but none the less distinct conception of the world, system of meaning, values, forms of social organizations, historic, customs and practices. Given Indonesia's diversity of ethnicity, culture, and religion, it is no longer possible

to dispute the plurality of Indonesian society. Thus, Indonesia is very adaptable to be employed in numerous aspects of human existence as a multicultural accommodating country based on Parekh (1997). In order to accommodate the idea of multicultural, society allows minorities to preserve and grow their own cultures while also making some adaptations and accommodations for the dominant culture. According to Irhandayaningsih (2012) said that, minorities, on the other hand, do not reject the prevailing culture, which allows Indonesia to continue to uphold and retain diversity and pluralism in the face of globalization.

In the current world developments of globalization in the fields of technology and information, multicultural society in Indonesia may occur not just in real life communication and interaction, but also occur in mass media. One of which is the existence in a mass media of a multicultural society is in the movie. According to Noviani (2011), a movie is a popular entertainment media which is increasingly demanded by the general public. In addition, a movie is also a social record that captures and discusses the dynamics of people's lives at the time it is produced. It could argue that a movie's storylines and visuals serve as important windows through which to see and comprehend particular social realities. Hall also provided support for this claim, which cited from Noviani (2011:43), stating that the media is an essential site in reproducing and transforming ideologies. Movies that use replicated content show how ideology is implemented and what reality is like. It is for this reason that movies are seen as a crucial starting point for

comprehending social challenges and social issues happening in society. With the existence of a multicultural background of society in Indonesia, there have been many movie productions that take the magnetism of presenting these society issues as the central theme.

One of the breakthrough movie implemented in the context of multicultural society in Indonesia is the "Lara Ati" movie by Bayu Skak which was as writer, director, also cast, and produced under the auspices of BASE Entertainment and SKAK Studios in 2022. A movie called "Lara Ati" describes the agony a person goes through when they are having a quarter-life crisis. A village near Surabaya serves as the setting for the "Lara Ati" movie. One of the major regional languages spoken in Surabaya is Javanese. The fact that many people who live in Surabaya are from outside regions with different ethnic traditions, however, many Surabaya residents come from outside areas with various ethnic cultures, which can encourage differences in Javanese politeness used by the casts in "Lara Ati" movie.

Research has examined the film "Lara Ati" in a journal presented by Fitri (2022) entitled "Pelanggaran Prinsip Kesantunan Dalam Film Lara Ati Serta Implikasinya Terhadap Penonton". This research aims to investigate the use of 90% Javanese in the dialogues of the film "Lara Ati" which are said to violate the principles of politeness which have implications for the audience. This research uses Leech's theory of violations of the principles of politeness and uses a qualitative descriptive method with note-taking techniques. From

the research results, six data were obtained on violations of the principle of politeness, including three violations of the maxim of sympathy, two violations of the maxim of wisdom, and one violation of the maxim of humility. The implication of violating the principles of politeness is that the audience will be carried away and encouraged to use speech or dialogue which apparently contains violations of the principles of politeness. Therefore, people need a strategy to avoid misunderstanding in the politeness of the Javanese used by the casts in “Lara Ati” movie that is called Politeness Strategies.

In its application, politeness has strategies listed in several experts which suggest that in a language conversation it will give rise to politeness with its building strategies. The politeness strategies was first developed by Brown and Levinson (1987) with the idea focuses on how and why we are polite to others, and it is founded on Goffman's (1967) concept of face theory. Then, other experts have since examined it, including Holmes (1995), Song (2012), and Scollon and Scollon (2001). Politeness is explained by Brown and Levinson (1987), “Politeness is a universal concept, which has created controversy within academia. Politeness is the expression of the speaker’s intention to mitigate face threats carried by certain face threatening acts toward the listener”. Politeness which defined as an approach which aims to keep away or reduce the effects of self-destruction that arise from face threatening acts by speakers. Holmes (1995) argues that politeness has close relationship with trying to find out which are suitable things and not to say

for others as cited in Togatorop (2019). Thus, one way to choose the fairness of an utterance in using language is to determine how politeness is made in utterance.

Some academics have identified numerous aspects or features of politeness. First, according to Brown and Levinson (1987), Politeness strategies have several features in way Speaker or Hearer tend to use the strategies. They are hedge, pessimistic, minimize imposition, minimalist, seek agreement, avoid disagreement, incurring debt, giving deference, give or ask for reasons, in group identity markers, presuppose, and do not impersonalize speaker or hearer. These features employ possible conditions that may happen when people are applying politeness strategy. Furthermore, Goffman in Song's (2012), state that a person is obliged to protect both his own "face" and the "faces" of others in social interactions. According to Goffman (1967) defined the concept of face as the positive social value a person claims for himself by the line others assume he has taken during the particular contact. In his opinion, face is an image self-delineated in term of approved attribute. In addition, the features of Positive and negative politeness are the two categories into which Holmes (2001: 268) and Yule (1997: 64) divide politeness features. Positive politeness is an appeal to solidarity toward others, that is how to make hearer feel good or to make him or her feel that his or her values are shared. Positive politeness is used to extent intimacy, to imply common ground or to share wants. Negative politeness pays people respect and avoids intruding them. Negative politeness

is usually expressed by indirect directive. Negative politeness includes expressing oneself appropriately in terms of social distance and respecting status difference.

There are experts who also have their own fascination with their theories, namely Scollon & Scollon (2001), politeness strategy is defined into two strategies as Brown & Levinson did. First, positive face is termed 'Involvement': paying attention to others, showing a strong interest in their affairs, claiming common in-group membership of points of view, and using first names. Negative face is termed 'Independence': not putting words into other's mouths, giving the widest range of options, and using family names. There are ten linguistic features for achieving Involvement and Independence. When the participants see themselves as being equal but treat each other at a distance, they may use more Independence politeness strategies. When the participants see themselves as being unequal in social position and with distance, they use more Involvement politeness strategies.

At the same time politeness strategy include the three factors are power (P), distance (D), and weight of imposition (W) in interaction. Scollon & Scollon (2001) argue that the politeness system (face system) is just a part of the discourse system. There is always a paradox in strategy use since a speaker has to take into consideration the power P, important to emphasize the interpretation of speaker's meaning in the conversation (close or distant power relationship +P or -P), the distance D, the aspects which is relevant to

the participant who should not be complicated with the power (little or no distance +D or -D), and the weight of imposition in a speech situation W, how people make the conversation more important on the topic influence other people (more or less weight of imposition +W or -W). Three politeness systems are proposed mainly based on the factors of power and distance: deference politeness system (-P, +/-D), solidarity politeness system (-P, -D) and hierarchy politeness system (+P, +/-D) which divide into two are hierarchy low (up) and hierarchy high (down).

Previous researchers have been conducted research about politeness strategy in multicultural setting the first is from the journal publication presented by Jauharia *et.al.*, (2022) with the title is Politeness system of the ethnic Chinese community in the Javanese cultural area of Indonesia. The researcher investigated the politeness system of the ethnic Chinese community in the Javanese Cultural Area (of Indonesia). Those study used the qualitative method. Data were collected through in-depth interviews with informants. The politeness theory followed Scollon and Scollon (2001), but there were slight modifications to suit conditions in the field. The goal was to explain in what contexts the involvement and independence strategies were used, and what their implications were on the politeness systems practiced. The results of the data analysis showed that in the ethnic Chinese community, the context of the use of the involvement and independence strategy were strongly determined by +Distance, while the -Power was not so decisive. The implication is that a hierarchical politeness system is almost never practiced.

Meanwhile, in the ethnic Javanese community, the factor + Power strongly determined the use of strategy. These differences may cause politeness friction if the two ethnic groups fail to show respect for each other's differences.

Based on the explanation above, this research intends to analyze the appropriate politeness strategies and the systems that is used in multicultural setting of society between people with different ethnic. Multicultural setting of society does not only occur in real social interaction but it can occur in a movie. In addition, this research proposes Scollon and Scollon (2001) theory of politeness strategies and the systems. In everyday life, the existence of a politeness strategy in communicating is also based on the existence of a multicultural setting of society. In this research, researchers will explore data in a movie that raises interest in exploring the concept of realization of multicultural settings of society in conversations cast of the movies. The unique of this research that it brings newness by not duplicating, and no previous studies have taken the object of "Lara Ati" movies with using theory by Scollon and Scollon (2001).

B. Delimitation of the Study

Based on the background of the problem, the researcher formulated the research limitations to focuses on analyzing the politeness strategies in the "Lara Ati" movie. The researcher will limit the research topic by taking politeness strategies theory from Scollon and Scollon (2001) namely,

Involvement and Independent Strategy which focuses on several Javanese in the conversation of the 16 characters “Lara Ati” movie and also politeness system building the context in the conversation of the casts and in this topic multicultural setting of society inside of the movie.

C. Problems of the Study

Based on the background of the study, the researcher found several research problem were outlined as follows:

1. How is the realization the politeness system used in the involvement politeness strategy in multicultural setting of society used by characters in “Lara Ati” movie?
2. How is the realization the politeness system used in the independence politeness strategy in multicultural setting of society used by characters in “Lara Ati” movie?

D. Objectives of the Study

This objectives of this study intends to:

1. Identify the politeness system used in the involvement politeness strategy in multicultural setting of society used by characters in “Lara Ati” movie?
2. Identify the politeness system used in the independence politeness strategy in multicultural setting of society used by characters in “Lara Ati” movie?

E. Significances of the Study

The result of the study is expected to be used theoretically and practically.

1. Theoretical Significance

This research is expected to obtain results that can provide the following benefits:

- a. To contribute the theory of Politeness strategies, especially in movie analysis.
- b. To expand and exploring the readers knowledge about movie analysis with multicultural setting of society, especially in understanding of theory Politeness strategy because this research contains the theories related to Politeness strategy in conversation of the “Lara Ati” movie.

2. Practical Significance

This research is expected to obtain results that can provide the following benefits:

- a. For the other researcher.

The results of this research are expected to be a reference for other researchers who are interested in developing study in the same field.

- b. For the teacher.

The result of this study is expected to use movies and find the politeness strategy in teaching class.

c. For the students

The result of this study to give understanding language through the perspective of knowledge expressed in the movie with a politeness strategy analyzed based on the multicultural setting of society in the movie under study.

F. Literature Review and Theories Study

1. Politeness

Politeness is a strategy to maintain people's aims within communication. According to Grundy (2000) explains politeness phenomenon is a manifestation of the wider concept of etiquette or appropriate. Being polite in communication means that we have a good attitude and etiquette. In addition, the goals of being polite are to make other people be comfortable and relax in communication and to save the responder's face. It is supported by Watts (2003:34) describes that politeness as an instrumental system of means to satisfy the individual face. Yule (2010:135) defines politeness as showing awareness of and consideration for another person's face. In addition, Brown and Levinson (1987) define politeness as behaving a way that attempts to take into account the feeling of people addressed. The main concept of politeness is about maintaining face in the interaction among people. The term 'face' was introduced by Goffman's idea as cited in Renkema (1993). He describes the concept of face is an image which projected by a person in his social contract with others.

Furthermore, Brown and Levinson (1987) state that face is the public self-image of a person. It refers to that emotional and social sense of self that everyone has and expects everyone else to recognize. Within their interactions, people generally behave as if their expectations concerning their public self-image or their face want will be respected.

According to Brown and Levinson (1987), there are two different kinds of politeness. First is negative face. It means that people in society need to be respected, to have freedom of action. Second is positive face. It means that people in society need to be accepted and liked, to be treated as a member of the same group in society, and to know that one's what is shared by others (Yule, 2010:135). Negative face happens whenever what is about to be said may be unwelcome, prompting expressions of respect, restraint, and avoidance while positive face arises from the fact that long-term relationship with people can be important in taking their feelings into account, prompting expressions of social closeness, caring, and approval. In short, negative face is the need to be respected and positive face is the need to be appreciated. We can conclude that politeness is a strategy of good manner or etiquette in communication. This term aims to be nice to other people in society and to make participants relax and comfortable with one another in communication.

2. Politeness Strategy

In this part, the writer discusses the basic concept of politeness strategies. According to Yule (1996), it is possible to treat politeness as a fixed concept, as in the idea of 'polite social behavior', or etiquette, within a culture.

It is also 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 tactful, generous, modest, and sympathetic toward others. Within an interaction, however, there is a more narrowly specified type of politeness at work. In order to describe it, we need the concept of face. As a technical term, face means the public self-image of a person. It refers to emotional and social sense of self that everyone has and expects everyone else to recognize. Politeness, in an interaction, can then be defined as the means employed to show awareness of another person's face. In this sense, politeness can be accomplished in situations of social distance or closeness. Showing awareness for another person's face when the relationship seems to be socially distant is often described in terms of respect. Showing the equivalent awareness when the other is socially close is often described in terms of friendliness, camaraderie, or solidarity.

Examples:

- a. Student's question to his teacher: "Excuse me, Mr. Buckingham, but can I talk to you for a minute?"
- b. The friend's question to the same individual: "Hey, Bucky, got a minute?"

Based on the two examples above, it can be seen that the meaning of those two sentences are the same, but the sentences are used in different ways. The first example is the formal one because the hearer/interlocutor is the speaker's teacher. In the sentences, it can be seen that the formal form shows the distance between the speaker and the hearer/interlocutor. The second

example is the informal one because the hearer/interlocutor is the speaker's friend. It shows that the informal form indicates the intimacy between the speaker and the hearer/interlocutor.

According to Brown & Levinson (1987), Politeness Strategies are strategies used to avoid or minimize the FTA (Face Threatening Act) that a speaker makes. An FTA means act that threatens the positive or negative face of the hearer. Using insulting term is the example of threatening the hearer's positive face, which wants to be liked or appreciated by others. Moreover, the example of threatening the negative face is by generating an order or a request; it will threaten the hearer's negative face, which expects to have freedom of action (can do what he/she likes to do). Therefore, if we do not want to threaten someone's positive face, we have to minimize it by applying the politeness strategies.

Brown & Levinson (1987) suggested four highest-level strategies of politeness strategies, such as Bald on Record, Positive Politeness, Negative Politeness, and Off Record. But the researcher does not use Brown & Levinson's theories to analyze her research because although Brown & Levinson's claim on face, which is said to be universal and useful for providing a primary descriptive framework to describe differences across cultures, the ways in which face is realized might be subjected to cultural specifications such as personal style and the kinds of act that threaten face. Furthermore, the researcher uses the three principal theories of politeness by

Scollon & Scollon (2001), because it proposes a more comprehensive society-based model to account for politeness across cultures.

3. Politeness Strategies Proposed by Scollon & Scollon (2001)

Politeness strategies, according to Scollon & Scollon (2001), based on the concept of face and its relation with three factors - power (P), distance (D), and weight of imposition (W) in interaction, as Brown & Levinson did. However, Scollon & Scollon (2001) argue that the politeness system (face system) is just a part of the discourse system. In the society-based model, positive face is termed 'Involvement': paying attention to others, showing a strong interest in their affairs, claiming common in-group membership of points of view, and using first names. Negative face is termed 'Independence': not putting words into other's mouths, giving the widest range of options, and using family names. There are ten linguistic features for achieving Involvement and Independence. When the participants see themselves as being equal but treat each other at a distance, they may use more Independence politeness strategies. When the participants see themselves as being equal in social position and without distance, they use more Involvement politeness strategies.

a. Involvement Strategy

The person's right is connected to the involvement of the face. It is necessary for people to be regarded as normal, to contribute, and to support their neighbors. Engaging in a communication can show that you care. It

is shown by paying attention to other people, such as by expressing interest in the subject at hand or by addressing them by their first names. The illustration from Watts (2003), "Jim, you're really good at solving computer problems," and "I agree" are two examples. Right. "I think you've had a little too much to drink, Jim," "Manchester United played really badly last night, didn't they?" These instances demonstrate respect for the interlocutor through participation in a communication.

Scollon and Scollon (1995: 40) argue that linguistic forms can be used in a variety of ways to show involvement. According to Brown and Levinson (in Goody, 1996), these are only ten examples chosen from the English language. The "Hearer" in these examples is represented by the letter "H," and the "Speaker" is represented by the letter "S."

1. S wants to demonstrate that he or she understands and is paying attention to H's condition in this instance.
2. Exaggerate (H's approval, interest, and sympathy). By exaggerating H's expression, S wants to convey empathy in this situation.
3. S wishes to demonstrate to H that they are members of the same group by claiming in group membership.
4. Make the case that you share a common point of view, opinion, attitude, knowledge, and empathy. Here, S wants to give the listener gifts in the form of goods or compliments in order to satisfy the listener's positive face, which is the desire to be liked and appreciated. S informs H that the same condition existed the previous week.

5. Be positive. S is hopeful that H shares S's desires in this instance. This tactic is typically employed by close friends and family.
6. Declare that S is considering H's desires and is aware of them.
7. Rely on or insist on reciprocity. By demonstrating that S and H have reciprocal rights or responsibilities, the politeness involvement strategy works in this case.
8. Use nicknames as well as given names.
9. Be voluble (spoke frequently). S shares some of his or her desires to increase the interest in S's contribution to the conversation by telling compelling stories in this example.
10. Use H's dialect or language. S is able to implicitly claim the group's definition-carried common ground with H.

b. Independence Strategy

According to Scollon and Scollon (2001), independence is a feature that emphasizes the individuality of the participants. The participants' right to not be ruled by group or social values and to not be imposed upon by others is emphasized in this strategy. A person's independence demonstrates that they have some degree of freedom of movement and choice.

According to Scollon and Scollon (2001), independence can be demonstrated by "not putting words into their mouths," providing others with more options, or using more formal names and titles, among other things. We might say, for instance, "I don't know if you will want to have

rice or noodles" when placing an order at a restaurant, or "I'd enjoy going out for coffee, but I imagine you are busy" when making the initial suggestion to go out for coffee. Giving the listener autonomy exemplifies independence's characteristics. Like involvement, independence can be reflected linguistically in a variety of ways. The ten features listed below were chosen from among the most frequently used ones in English. Again, "H" is for the "Hearer," and "S" is for the "Speaker."

1. Limit your presumptions regarding H's requirements.
2. Give H the option of not performing the action.
3. Reduce danger. S employs this tactic in an effort to minimize the favor requested when making the request.
4. S tries to avoid interrupting H in a negative way by apologizing.
5. Be negative. By explicitly expressing doubt that S can obtain the expected acts from H, this tactic redresses H's negative face.
6. Separate S, H from the conversation.
7. Give a general guideline. This tactic is used to manipulate S into doing something that H does not want, but the situation forces S to do.
8. Use titles and family names.
9. Be quiet (do not speak much).
10. Use your own dialect or language.

4. Politeness Systems

There are three main factors involved, which are purposed by Scollon & Scollon (2001). It is a more comprehensive society-based model

to account for politeness across cultures by bringing such a politeness system into being: power, distance, and the weight of the imposition. Furthermore, he stated that politeness system is general and persistent regularities in face relationships. Such a regular relationship indicates what we would call a politeness system, because both speakers in the system would use certain fairly regular set of face strategies in speaking to each other.

a. Power (+P, -P)

In discussions of face or politeness systems, “power” refers to the vertical disparity between the participants in a hierarchical structure. For instance, Mr. Redhy can be expected to always address Bill by his first name and Bill is likely to always say “Mr” when speaking to Mr. Redhy. In other words, Mr. Redhy is above Bill in the hierarchical structure of their company. We would describe their relationship as +P (plus power) because Mr. Redhy has special privileges (and, of course, responsibilities) over Bill and Bill owes certain duties to Mr. Redhy.

In contrast to such a situation, where there is little or no hierarchical difference between participants, we would consider that to be -P or an egalitarian system. Close friends generally share a -P relationship, since neither one is considered above the other.

b. Distance (+D,-D)

The distance between two participants should not be confused with the power difference between them. Distance can be seen most easily in egalitarian relationship (-P), for example, two close friends

would be classified as –D because of the closeness of their relationship. On the other hand, two governmental officials of different nations are likely to be of equal power within their systems but distant, +D. For example, Mr. Redhy as a boss and Bill as an employee will have a hierarchical relationship (+P), but most likely have a close relationship (-D) because they work together every day. Those some employees will have a hierarchical difference and a distance between them and the boss, say, the quality control department within the same company (+D, +P), because they rarely have contact with each other.

c. Weight of Imposition (+W, -W)

The third factor that will influence face strategies is the weight of the imposition. Even if two participants in a speech event have a very fixed relationship between them, the face strategies they will use will vary depending on how important the topic of the discussion is for them. For example, if Bill is talking to Mr. Redhy about a routine daily business matter, their face strategies will be quite predictable. On the other hand, if Bill has decided that today is the day to approach Mr. Redhy about getting a promotion, he is likely to take on an extra-deferential tone and use a much higher level of independence strategies than he normally uses.

In other words, when the weight of imposition increases, there will be an increased use of independence strategies. When the weight of imposition decreased, there will be an increased use of involvement strategies.

Scollon and Scollon (2001) stated there are three main of politeness system can be observed in many different context. Those are a power difference (+P or -P) and on the distance between participants (+D or -D). Those systems are called as the deference politeness system, the solidarity politeness system, and the hierarchical system.

a. Deference Politeness System (-P, +D)

Scollon and Scollon (2001) said that a deference politeness system refers to the participants who are equal in the terms of position but they do not have a relationship. Someone could find this politeness system is egalitarian but participants maintain a deferential distance from each other. For example in the relationship between professional colleagues who do not know each other well. Dr. Redhy is professor from Surabaya meets Dr. Suba from Bali. In this case, they are likely to call each other as “Professor Redhy” and “Professor Suba”. In addition, they would treat each other as equals and use a relatively high concentration of independence politeness strategies out of respects each other and for their academic positions. Therefore, people will use independent strategies because of their position and they want to respect each other. These are the characteristics of this system:

- a. Symmetrical (-P), that is the participants see themselves as being at the same equal position.
- b. Distant (+D), that is each uses independence strategies speaking to the other.

b. Solidarity Politeness System (-P.-D)

Solidarity politeness system happens wherever the system is egalitarian and participants feel or express closeness to each other stated by Scollon and Scollon (2001). For example, when two close friends have a speech event with each other they show a solidarity politeness system. In this case, there is a high level of involvement politeness strategies and there is no feeling of either a power difference (-P) or distance (-D) between them. These are the characteristics of this system:

- a. Symmetrical (-P), that is the participants see themselves as being at the same equal position.
- b. Close (-D), that is, the participants both use involvement politeness strategies.

c. Hierarchical Politeness System (+P, +/-D)

The last politeness system is hierarchical system. In this system, the participants recognize and respect the social differences that place one participant is in a superordinate position and the other is in the subordinate position (Scollon & Scollon, 2001). For Example, Mr. Redhy as a boss and Bill is an employee. In this case, Mr. Redhy is in the superordinate or the upper position. Mr. Redhy will speak "down" to Bill and use an involvement politeness strategy in speaking. While Bill is in the subordinate or lower position. Bill will speak "up" to Mr.Redhy and use independence politeness strategy in speaking. Both

of them recognize that there is a power difference between them (+P).

The characteristics of the hierarchical politeness system are:

- a. Symmetrical (+P), that is the participants see themselves as being in the unequal position.
- b. Asymmetrical in politeness strategies, the "upper" or "superordinate" position uses involvement politeness strategy and the "lower" or "subordinate" position uses independence strategy.

5. Multicultural of Society

Multicultural of society based on Nasikun (2004) is a society is pluralistic to the extent that the society is equal. The structure has sub-subcultures that are diverse, characterized by underdevelopment a value system agreed upon by all members of society and also a value system of a social unit, and the frequent emergence of social conflicts. The existence of the concept of a multicultural society cannot be separated from the basis that provides the characteristics that make a multicultural society exist. There are the characteristics of multicultural of society according to Lawrence A. Blum (in Lubis, 2006), as follows:

- a. Segmentation occurs, that is, society is formed by various ethnicities, races, etc. but still has various ethnicities, races, etc. but still has separator. What usually separates it is a concept called primordial. For example, for example, in Jakarta Jakarta consisting of various ethnicities

and races, both ethnicities and races from within the country and abroad, within In fact, they have segments in the form of primordial regional ties.

- b. Having a structure in non-complementary institutions, meaning in a pluralistic society an institution will experience difficulties in running or managing its community, aka because lack of complete unity separated by certain segments.
- c. Low consensus, which means that in institutions there is definitely a need for a policy and decision. Decisions based on mutual agreement are what is meant by consensus, meaning deep. In a pluralistic society, it is very difficult to make decisions.
- d. There is a relative potential for conflict, in a pluralistic society it certainly consists of various kinds of traditional tribes and each other's habits. In theory, the more differences there are in a society, the possibility of conflict is very high and the integration process is also difficult.
- e. Integration can grow by force, as I explained above, in society multicultural integration is very difficult to achieve, so the alternative way is by coercion, although in this way the integration does not last long.
- f. There is political domination of other groups, because in a multicultural society there are segments that result in high levels of in group filing, so if one race or tribe has power over that community, he will prioritize the interests of his tribe or race.

Apart from the basic concept of a multicultural society, there are the following characteristics, here there are the factors that cause a multicultural society include:

- a. Geographical factor, this factor really influences what and how a society's habits are. So In an area that has different geographical conditions, there will be differences in multicultural of society.
- b. The influence of foreign culture, why is foreign culture the cause of multiculturalism, because people who already know foreign cultures are likely to be influenced by habits foreign culture.
- c. Different climatic conditions, meaning almost the same. Different climatic conditions, meaning almost the same as differences in the geographic location of an area.

Based on the explanation above, this research accordance with the discussion of the research topic which raises the existence of a multicultural setting or multicultural of society "Lara Ati" movie. In the "Lara Ati" movie studied, it has its own point, namely highlighting the multicultural setting of video shooting in the city of Surabaya. According to the Surabaya City Population Service via its website, the city of Surabaya is home to various ethnic groups in Indonesia, including Madurese (7.5%), Chinese (7.25%), Arabic (2.04%), and the rest are ethnic groups. other nationalities such as Balinese, Batak, Bugis, Manadonese, Minangkabau, Dayak, Toraja, Ambon and Acehnese or other foreigners.

Surabaya has a distinctive dialect of Javanese known as Boso Suroboyoan. This dialect is spoken in the Surabaya area and its surroundings, and has influence in the eastern part of East Java Province. This dialect is known to be egalitarian, outspoken, and does not recognize various language levels like standard Javanese in general. The people of Surabaya are known to be fanatical and proud of their language, however, due to cultural developments and the large number of immigrants coming to Surabaya who have mixed up the Suroboyo, Ngoko Javanese and Madurese languages, some of the original Suroboyo languages are slowly starting to become extinct. Therefore, multicultural of society is appropriate to make it into this movie which can also be analyzed through a study of the politeness strategies which will be analyzed by the researchers of this study.

6. Movie

Talking about politeness strategies in language, it is not only found in everyday life, but also in movie transcripts as a dialogue that will be delivered by the cast. In everyday conversation, people may use various way of politeness in their utterance such as when they want to request, they just asking or command depends on the existing situation. They tend to express whatever on their minds in so many ways. Besides in everyday conversation, this kind of phenomenon can also happen in literary works such as movie. Here, it can be seen that the problems that will arise when people use language can also be analyzed in the movie. Additionally, movie can be considered to have its own role for society, especially in the current era of globalization.

Currently, there are so many movies with various types of stories and cultures being shown and of course the value of politeness in speech acts contained in it. According to Allen and Gomery as cited in Fyngky, et.al (2018) that movie as a mass media has a close relationship with society. The wants, needs, fears, and aspirations of the people can be reflected in the movie itself. Moreover, as a social representation, the movie ultimately draws its image, sound, theme and story from its social environment.

7. Lara Ati Movie

There are many movies on media mass especially on cinemas and website platform streaming movies. One of them is the “Lara Ati” movie. The “Lara Ati” movie produced by BASE Entertainment and SKAK Studios which released in cinemas on September, 15th 2022. This movies was directed and starred by Bayu Skak. Bayu Skak, is an Indonesian actor, director, screenwriter, YouTuber, comedian, singer and songwriter of Javanese descent. He started his YouTube channel in 2009 which has now reached 3.7 million subscribers. Bayu also plays and directs with Fajar Nugros the Yowis Ben film series, “Lara Ati” movie is meant to be a different of movies because it elevates local wisdom and cultural diversity in Indonesia.

This movie stars several famous actresses and actors including, Bayu Skak, Tatjana Saphira, Sahila Hisyam, Keisya Levronka, Ciccio Manassero and several local artists from Surabaya. This movie uses the local Javanese with other Javanese ethnic language, Indonesian and German languages played by the cast which is set in a filming location in Surabaya, East Java.

This film has a romantic comedy genre that tells the story about Joko (Bayu Skak) and Ayu (Tatjana Saphira) are two old friends who meet again when they are both hurt. Joko was left by his girlfriend and Ayu was ignored by him because he moved to Surabaya. Joko and Ayu work together to win their respective lovers' hearts again, but fate brings them together to become lovers by going through various life obstacles that are depicted through a quarter-life crisis.

The researcher finds an interesting in this “Lara Ati” movie, because the cast of the movie act out dialogues with various ethnic backgrounds for movies produced in the city of Surabaya, which incidentally has a variety of multi-ethnic or multicultural settings which related with the topic of this research study on analyzing politeness strategy in multicultural setting using the theory of Scollon & Scollon (2001), what we can find out by using the theory of politeness strategies by Scollon & Scollon has a simpler theoretical scope and has rarely been researched previously, but is able to cover the use of politeness strategies in the conversation of the cast in this movie.

8. Previous Study

There are several previous studies have investigated about the politeness strategies, they are Pratychia (2017), Fatkhurozi (2022), Sari *et.al.* (2022), Azzamzami (2017), and Jauhari *et.al.* (2022).

1. The first journal was presented by Pratychia (2017), with the title "The Use of Politeness Strategies in "Gung Ho" Movie (1986)". Researchers investigated the use of politeness strategies expressed by two characters

in the film "Gung Ho" Movie (1986), namely Kazihiro and Hunt. This research uses the strategic politeness theory from Scollon and Scollon (2001), namely (Involvement and Independence strategy). The aim of this research is also to explain between two main characters Hunt when conversing to his Super-ordinates 'Kazihiro' and Kazihiro when conversing to his Sub-ordinates 'Hunt' and which is accommodated with the theory of politeness strategies by Scollon and Scollon (2001). The research approach used was a descriptive quantitative approach. Researchers obtained data from watching films where the conversation transcripts were analyzed as many as 194 utterances from the two film characters. After analyzing the data, the results obtained were that there are 34 strategies (25 involvement and 9 independence strategies) have been found in the data analysis. In terms of involvement strategies, both characters made "notice to the listener's (interests, wants, needs, and goods)" strategy the most. It is possible because both of them try to build a good relationship by paying attention or paying attention to each other's condition since they are from different cultures (American and Japanese). Besides that, there are similarities between this thesis, namely that they both use the politeness strategies theory from Scollon and Scollon (2001), namely (Involvement and Independence strategy) and with the same research approach. As for the results of this research, the highest type used was involvement strategies with the results of 25 speech data from the two movie characters which were different from this thesis

result because the researcher analyze the conversations of several film actors in it and adjust whether according to the theory used it.

2. The other researchers were written by Fatkhurozi (2022), with the title "Politeness Strategies Applied by the Characters of Princess Diaries Movie". This research examines the politeness strategies of the speech of the main players in the Princess Diaries Movie, namely Mia and her grandmother. The analysis of this film is based on Scollon and Scollon's (2001) politeness theory (Involvement and Independence strategy). The research approach used was qualitative research. Data analysis was obtained from looking at the conversations used by Mia and Grandma in the film. After analyzing the data, the findings indicate that Grandma used the politeness strategy fifteen times, and Mia used it twenty times. Mia used the independent strategy sixteen times and the involvement strategy four times. Grandma employed three separate strategies in addition to the involvement strategy twelve times. Mia employed a variety of politeness techniques, most of which are independence, these techniques include apologizing, being pessimistic, using the hearer's nicknames, and downplaying the interlocutor's threat. Her grandmother, on the other hand, mostly employs involved politeness strategies, which include paying attention to the listener, speaking loudly, claiming a shared viewpoint, expressing sympathy, and speaking in the listener's language.

Besides that, there are similarities in this thesis, namely that they both use the strategic politeness theory from Scollon and Scollon (2001), namely (Involvement and Independence Strategy) and use the same research approach. As for the results of this research, the type used has its own highest level, Grandma often uses involvement strategies and Mia uses independence strategies more. The results for the two main characters of the movie are different from the results of this thesis because the researcher analyze the conversations of several film actors in it and adjust whether according to the theory used.

3. Next study was written by Sari *et.al.* (2022), with the title "An Analysis of Politeness in Yowisben Movie (Bayu Skak)". This research aims to describe the use of types of politeness strategies in the film Yowisben, which mostly uses Javanese. The subject of this research is to examine the dialogue of the film actors which is included in the politeness strategy in the film Yowisben. The approach in this research uses qualitative descriptive methods which are regulated by data collection through e-Simak Libat Gratis Cakap (SLBC) and the note-taking technique. Using the theoretical background of Brown Levinson (1987), a total of 49 dialogue data from Yowisben film actors were obtained as a result of the study, including there were 15 utterances related to bald on-record politeness strategies, 21 utterances related to positive politeness strategies, 12 utterances related to the use of negative politeness

strategies, and 1 utterance related to the use of off-record politeness strategies

Besides that, there are similarities in this thesis, namely that they both use almost the same research data, namely using the movie from Bayu Skak, where most of the characters in the film use Javanese. Even though the use of analytical theory is different from this research, the language topic used is the same to help this thesis researcher in obtaining a literature review.

4. The other researchers adapted from thesis was written written by Azzamzami (2017), with the thesis research title "Politeness Strategies in Intercultural Communication Used by the Characters in 'Black or White' Movie". This research thesis focuses on analyzing politeness strategies used by people or characters with different cultural backgrounds in the movie "Black or White". The politeness strategy theory used for this research framework uses the theory of Scollon and Scollon (2001). The approach to this thesis research is a qualitative method with a case study that describes the politeness strategies used by the characters in the film which are divided into two general strategies, namely involvement and independence strategies. The results of this thesis research show that involvement strategies are used when they show their interest and attention to the listener in the conversation, with the strategies used including: noticing or paying attention to the listener, exaggerating, assuming or asserting reciprocity, using names or nicknames , and being

voluble or speaking a lot. Meanwhile, from the results of the independence strategies used when they want to show their respect towards the listener during the communication, the strategies used include: minimizing assumptions about the listener's wants, minimizing threats, apologizing, being pessimistic, stating a general rule and using family names or titles.

Besides that, there are similarities in these two theses, namely that they both use the politeness strategies analysis theory from Scollon and Scollon (2001) which focuses on two general strategies, namely involvement and independence strategies. Therefore, the results of this research are also the main reference for this thesis to develop topic ideas from the same theory but different research data, research methods and results will also adapt to the ideas developed by the researchers of this thesis.

5. The last researcher presented by Jauhari *et.al.* (2022) with the title is Politeness system of the ethnic Chinese community in the Javanese cultural area of Indonesia. The researcher investigated the politeness system of the ethnic Chinese community in the Javanese Cultural Area (of Indonesia). Those studies used the qualitative method. Data were collected through in-depth interviews with informants. The politeness theory followed Scollon and Scollon (2001), but there were slight modifications to suit conditions in the field. The goal was to explain in what contexts the involvement and independence strategies were used,

and what their implications were on the politeness systems practiced. The results of the data analysis showed that in the ethnic Chinese community, the context of the use of the involvement and independence strategy was strongly determined by +Distance, while the -Power was not so decisive. The implication is that a hierarchical politeness system is almost never practiced. Meanwhile, in the ethnic Javanese community, the +Power factor strongly determined the use of strategy. These differences may cause politeness friction if the two ethnic groups fail to show respect for each other's differences.

Besides that, there are similarities in this thesis, namely that they both use the politeness strategies analysis theory from Scollon and Scollon (2001) which focuses on two general strategies, namely involvement and independence strategies. The topic developed is also almost the same as this thesis which discusses the use of the Javanese language in diverse cultural or ethnic contexts, therefore, the results of this research are also the main reference for this thesis to develop topic ideas from the same theory but different research data, research methods and results will also adapt to the ideas developed by this thesis researcher.

Based on the statement from several previous study, the researcher uses this study context of politeness strategies because it inspired the researcher of this thesis to do similar research more developed, by focusing on multicultural setting of society in the used of conversation of the cast in "Lara Ati" movie .

G. Research Methodology

1. Approaches and Types of Research

In conducting of this research, the researcher employed descriptive qualitative approach because in this research the researcher collected the data, made an analysis, and made a conclusion. This emphasized the transcriptions of the data collected cited by Ary *et.al.* (2010) qualitative research is explained to understand and interpret human social behavior. This descriptive qualitative approach is useful because of the data used language in which there are words, sentences or phrases related to analysis which are mostly non-numeric. Researchers use the languages conversation used by the cast of the “Lara Ati” Movie to be analyzed. Researchers use this approach because it is useful in describing detailed information about the multicultural setting used in Lara Ati Movie which is set in Surabaya, East Java an area in Indonesia where most of the population speaks Javanese but in other ethnic setting. However, in the dialogue, the cast use languages connected with describing the types of politeness strategy. This research requires Politeness strategies, according to Scollon & Scollon theory (2001), can be analyzing as follows, Involvement and Independent strategies.

In addition, the type of research used in this study is Document Analysis. According to Ary *et.al.* (2010), Document analysis focuses and interpreting recorded material to learn about human behavior. The material may be public records, textbooks, letters, films, tapes, diaries, themes,

reports, or other documents. Corbin & Strauss (2008), see also Rapley (2007) argues that document analysis requires data be examined and interpreted in order to elicit meaning, gain understanding, and develop empirical knowledge. Based on the statement, this study using interpretation or analyzing conversation between the characters taken data from “Lara Ati” movie.

2. Source of Data

Considering the research cannot be done without data, data is the most crucial component of the study. According to Emzir (in Djamal, 2015) state that data are anything that is written and discovered by researchers during a study, examples include interview transcripts, notes on observational findings, diaries, and documents. The source of the data in this study came from documentation and transcript the conversation of “Lara Ati” movie. The “Lara Ati” movie is home-made film produced by BASE Entertainment has been released and will be shown in cinemas for the first time on September 15th, 2022. This film is directed by Bayu Skak.

3. Data Collecting Technique

Identifying the data collecting method to be employed is the next stage. The method used by the researcher to collect data for the study is known as the data collection of technique. Considering that gathering data is the primary goal of research, data collecting technique are the most crucial stage of the process. Researchers will not obtain data that complies

with established criteria if they do not know the appropriate methods for collecting data. Data collecting technique were adapted from receive data following the formulation problem of study so that the data obtained were relevant.

This research considering with documentation methods of data collecting technique. According to Sugiyono (2013), a documentation is a recording of a previously occurring event is a documentation method. There are three different sorts of documentation methods: written documents (such as diaries, life histories, biographies, etc.); picture documents (such as photographs, sketches, and videos); and art works documents (such as photographs, statues, and movies).

To obtain the data, the researcher did the following steps of data collecting techniques as follows:

- a. First, researchers downloaded the "Lara Ati" movie on website Google, namely via the official Amazon Company website with the URL address (m.imdb.com.), which was accessed on May 2024.
- b. Second, the researcher watched the "Lara Ati" movie several time in order to get the information of the story and recognized in every characters of the movie.
- c. Third, while watching the movie, the researcher took some notes of the conversations or utterances were produced by the characters also context and situation from the multicultural setting of theses movie.

d. Finally, the researcher finding and arranged the data to be investigated with the topic in this research of Politeness strategies.

4. Data Analysis Technique

In this study using a descriptive analysis approach is an approach used to analyze data by describing the data and then making conclusions on the results. To conduct a qualitative research, it is necessary to know the stages that will be passed in the data analysis technique. According to Ary *et.al.* (2010), data analysis is a process where this study systematically search and arrange their data in order to increase their understanding of the data and to enable them to present what they learned to others. The data analysis technique in this research uses qualitative data analysis. According to Miles & Huberman (1994), analysis as three concurrent flows of activity: (1) data reduction, (2) data display, and (3) conclusion drawing/verification". From this statement there are 3 stages that can be done in a research:

a. Data Reduction

The step of data reduction involves several kinds of procedures, such as data selecting, simplification, abstraction, focusing, and data transforming for the data that are recorded in transcriptions or written field notes. The primary items associated with the predefined conflict were identified in order to classify the data based on the findings of the listening notes. Consequently, these documents are then organized in a methodical manner to facilitate the classification and analysis of data.

The procedure of choosing data in the form of conversation from the "Lara Ati" movie is known as the data reduction stage in this study.

b. Data Display

Basically data display is a collection of various information in an organized, compressed manner which makes it possible to draw conclusions and actions (Miles & Huberman, 1994). So that data display organizes the data into a topic and then arranges it systematically for it is easy to understand and conclude. In this stage, the researcher labels the data obtained from the type of category and placing categories into a table to make it easier to draw conclusions at the next stage. The data display of this study is the process of arranging the result data from data reduction based on presenting data in Politeness strategies from the data "Lara Ati" movie.

c. Conclusion drawing/verification

After getting the result of data display, researcher need a conclusion. Conclusion also verification on the activity analysis by (Miles & Huberman, 1994). Generally, in a data analysis that has been mapped and displayed, researchers can draw and verify conclusions on the results of data analysis. At the step of drawing conclusion/verification, this is where the process of analyzing the results of the data display is carried out using more complex analytical writing and providing the last step in this data analysis technique. In this research draws and verifies the conclusions of the results show suitability in the

politeness strategies based on the Scollon & Scollon (2001) theory used in the conversation of the "Lara Ati" movie.

5. Research Procedures

The types of study that descriptive research will employ. The purpose of this study is to systematically explain the type of conversation politeness that is shown in the movie "Lara Ati" movie. The following chapters above deal in detail with how this information was collected. In the beginning, the approach and types of the studies will be explained. The second is the data source that will be employed in the study. Third, the technique used to acquire the data for this study will be explained in the following four steps. Fifth, there are three stages to the data analysis technique. The analytical procedures that will be used on the data will then be presented.

H. Definition of Key Terms

In order to clarify the key terms used in this study, some definitions as follows.

1. Politeness Strategies

Politeness strategies are necessarily used to formulate messages when an action threatens the face that cannot be desired or avoided.

2. Multicultural Setting of society

A place that including a group who have many different cultural and beliefs, or relating to a society, organization, city, etc.

3. Movie

A type of visual art that uses images and sounds to tell stories or entertain people something.

4. “Lara Ati” movie.

A movie tells the story of the heartache experienced by someone when facing a quarter life crisis set in one of the village in the Surabaya City.