

CHAPTER I

INTRODUCTION

In this chapter, I provide an overview of the study's background, research questions, purpose, related previous studies, and writing organization.

1.1 Background of The Study

Barbie as the Princess and the Pauper is a movie directed by William Lau. It tells the story of two girls, Anneliese and Erika, with similar physiques who swap fates, in which the princess becomes the pauper and Erika becomes the princess. However, the writer focuses on Princess Anneliese's and Preminger's characters, where Princess Anneliese fights to save her people. In contrast, as a royal advisor, Preminger fights against it to fight for power and authority as a king in a kingdom.

Anneliese, a princess with no father, and her mother, the queen, had to ensure the lives of their people through the Kingdom's mines. Preminger, the queen's advisor, stole the proceeds to kidnap Anneliese to marry her mother and become king. Anneliese's twin, Erika, takes her place to thwart Preminger's plan. Anneliese escapes Preminger's trap and tries to save her kingdom and people. Anneliese had to become a citizen like Erika, because the original Erika became a princess in the kingdom. Some people recognized that she was the princess, but others assumed it was Erika. Her dynamic speech strategies depended on her power, distance, and relationship.

Politeness strategies are tools to make communication between speakers and listeners appropriate to the target of the

utterance, to build good communication. Politeness strategy is a strategy used to escape or reduce the effect of the image caused by face-threatening acts that the speaker does. Brown and Levinson (1987), politeness is avoiding and managing the speech acts threatening addressees and speaker's faces (Face Threatening Acts). Then, according to brown and Levinson (1987), the relative power, social distance, and rank of imposition (PDR) influence speakers to perform politeness.

Angginie et al. (2019) analyze the use of FTA and FSA according to Brown and Levinson's and Yule's theory, focusing on 3-4 utterance samples of the use of FTA and FSA type of politeness of Princess Anneliese and Preminger. Related to that, the writer in this paper will analyze the use of four strategies: positive politeness, negative politeness, bald on record, and off record, used in directive speech acts influenced by relative power, social distance, and rank of imposition, and the payoffs of speakers and hearers.

1.2 Research Problem

Given the differences in the use of politeness strategies in directive speech acts, the research question in this study can be concluded as follows:

1. What kinds of politeness strategies in directive speech acts are used by Anneliese and Preminger in the *Barbie as the Princess and the Pauper* movie?
2. How do politeness strategies reveal the power relation in different contexts in the movie?

1.3 Purpose of the Study

This study aims to identify and classify the types of politeness strategies (bald on record, positive politeness, negative politeness, off record) used by Anneliese and Preminger in directive speech acts. This study also aims to analyze the relationship between language and power relations by examining how the choice of politeness strategy is influenced by relative power, social distance, and rank of imposition and the payoffs in different contexts of scenes.

1.4 Objectives of the Study

1. To know the use of politeness strategies in directive speech acts produced by Anneliese and Preminger.
2. To examine the influence of relative power, social distance, and rank of imposition and the payoffs on politeness strategies in directive speech acts by Anneliese and Preminger to reveal the power relations.

1.5 Previous Studies

The writer has identified 10 studies analyzing politeness strategies from different perspectives. The writer divided the finding into two parts based on the topic and the object of research. It includes the analysis of the movie *Barbie as the Princess and the Pauper (2004)* from another point of view.

The writer found one article analyzing *Barbie as the Princess and the Pauper* movie. The first article, written by Angginie et al. (2019), concerns the use of FTA and FSA in Anneliese and Preminger, which have 4 samples of utterances each character. However, this study is only an analysis of Preminger and Anneliese's use of FTA and FSA.

Angginie et al. (2019) study analyzed politeness strategies in face-threatening acts (FTAs) and face-saving acts (FSAs), using Brown and Levinson's theory and Yule's pragmatic concept. While Angginie et al. (2019) research provides valuable insights into the general use of politeness in reducing threat and saving face, its scope remains broad, without focusing on specific speech act categories or the underlying power dynamics between interlocutors.

Instead, this study narrows the focus specifically to directive speech acts under the Searle theory (1969,1985), which are inherently face-threatening and often reflect the speaker's authority. Using Brown and Levinson's (1987) politeness theory combined with Searle's classification of speech acts. This study aims to uncover how power relation is reflected through the use of politeness strategies in directive interactions. Therefore, this study not only differs in its speech act focus but also fills a gap by integrating the analysis of power into the exploration of politeness, an aspect not addressed in previous studies.

The writer found the next three articles concerning politeness strategies, including bald on record, off record, positive politeness, and negative politeness using Brown and Levinson's (1987) theory and another added theory. The second article, written by Annisa and Mahmud (2023), concerns an analysis of politeness strategies used by the main characters of *The Chronicles of Narnia* movie, they mentioned that the main characters are using 4 kinds of politeness strategies in the movie and that positive politeness was the most frequently used strategy among the main characters. They add denotative and connotative meaning analysis to give an understanding of the meaning in the form of taste value. The third article, written

by Krisanti et al. (2023), investigated politeness strategies in the *Wednesday* TV series. This article states that the language and strategies used express the personality of the speaker. The article shows that personality can influence the use of politeness strategies. The fourth article, *The Fault in Our Stars* novel (Dewanti, 2022). It was found that the politeness strategies used by the two main characters analyzed that affected by payoffs and the circumstances or sociological variables.

The fifth and sixth articles found that politeness strategies are influence by the social roles and sociological factors. Fifth article, written by Damara and Romala (2022) examined politeness strategies in *Two Distant Strangers*, focusing on how sociological factors influence politeness choices in conversations between a Black man (Carter) and a white police officer (Merk). The research highlighted the relationship between power, race, and politeness, showing that those in higher power positions tend to use less politeness, while subordinates use more mitigating strategies. Sixth article, Fitri (2022) analyses that cultural background influences the use of politeness, as characters in *Mulan* shape their speech based on traditional Chinese values and social hierarchy.

The seventh article is written by Oktavia et al. (2020) entitled *Politeness Strategies in Directive Speech Acts in a Short Movie Mind Your Language*. The article highlights the use of politeness strategies that appear in directive speech acts. The most commonly used politeness strategy in directive speech acts is positive politeness, which reflects the speaker's orientation toward the addressee's positive face.

The last three articles discuss speech act analysis, including the analysis of IFIDs and felicity conditions in the dialogue or utterance used by the author. The eighth article is written by Ramadhani (2022) entitled *An Analysis of Speech Act on World Health Organization Press Conference*. This article highlights the use of assertive, directive, commissive and expressive with the conclusion that the use of assertive is greater to convey a clear message. Furthermore, the ninth article was written by Huda (2016) entitled *Speech Acts of Tris' Utterances in Divergent*. Huda analyzed utterances which are direct speech acts and the types (indirect speech acts), mentioned in her findings that the character uses declaration, representation, directive, and commissive. Each data is classified based on the type of utterance. IFIDs and felicity conditions are used to test the validity of the utterances used as analysis data, also by mentioning the function of the illocutionary types found.

This last article focuses on the analysis of felicity conditions in the utterances. Written by Rahmania and Rizka (2012) with the title *The Study of Felicity Conditions in the Utterances Produced by the Main Characters of Bee Movie*. The author focuses on the context of the movie, and the illocutionary and perlocutionary acts are analyzed through the theory of felicity conditions, which can be concluded that in some situations the hearer shows inappropriate perlocution, which is characterized by anger or rejection of the illocutionary, the speaker.

Based on previous research, most studies have focused on specific aspects of politeness using various films, primarily employing Brown and Levinson's and Yule's perspectives on speech acts. Additionally, many researchers have applied theories such as IFIDs and felicity conditions to analyze different elements of

speech acts. However, no prior study has specifically examined politeness strategies within directive speech acts to uncover power relation characters in a movie. To address this gap, the present study adopts Brown and Levinson's theory of politeness and Searle's classification of directive speech acts to analyze how politeness strategies reflect the power relationship between Preminger and Anneliese through the influence of relative power, social distance, rank of imposition and the payoffs.

1.6 Scope of The Study

This study focuses on the use of politeness strategies (bald on record, positive politeness, negative politeness, and off record) in directive speech acts (suggestion, insist, order, command, request, ask, question, warn, advise, beg) of the contrasting characters, Putri Anneliese and Preminger, to minimize FTA. The analysis will examine how characters modify their politeness strategies influenced by the payoffs and relative power, social distance, and rank of imposition.

1.7 Significance of the Study

This research is noteworthy because it contributes to understanding how politeness strategies in directive speech acts are performed in a movie's dialogue, unfolding the intention of factors which influence the character of saying politeness strategy is based on relative power, social distance and rank of imposition, which reveal the power relation. By taking Anneliese and Preminger's utterances in *Barbie as the Princess and the Pauper*, this research will fill a gap in previous studies, which primarily examined the movie through politeness in the use of FTA and FSA.

1.8 Writing Organization

This study is written in five chapters through the following organizations:

CHAPTER I: INTRODUCTION

This chapter consists of the background of the study, research questions, purpose of the study, significance of the study, scope of study, and writing organization.

CHAPTER II: THEORETICAL AND METHOD

This section contains the theoretical framework and method. The theoretical framework section will include some theories related to this research: pragmatics, politeness strategies, PDR, the payoffs, speech acts, directive speech acts, IFIDs, and felicity conditions. Furthermore, two methods will be attached: a method of analyzing the data and a method of collecting the data.

CHAPTER III: FINDING AND DISCUSSION

This chapter explains the results to answer the research question. This chapter also discusses the findings of politeness strategies in directive speech act portraying relative power.

CHAPTER IV: CONCLUSION

This chapter provides an explanation of the research.