

ABSTRACT

This study examines the use of politeness strategies by Yuri and Dae, Korean characters who speak English as their non-native language in XO, Kitty Season 1. This study aims to identify the use of Leech's politeness strategy in their English interactions and analyze the different frequencies through a gender lens. A Qualitative method with purposive sampling will be applied in this study. The findings reveal that both characters predominantly use the sympathy maxim. However, Dae employed generosity as his second-highest strategy, while Yuri is high in the approbation maxim. According to Holmes (1995), Yuri matches the women's politeness behavior with high approbation, while Dae matches the Korean men's politeness strategy with collectivist politeness.

Keywords: *Politeness strategy, Politeness principle, Leech's maxim, Gender and politeness, Korean politeness, L2 politeness strategy*

