

AN ANALYSIS OF POLITENESS STRATEGIES IN *La La Land* Movie

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ABSTRACT

In this research, the writer analyzes types of positive politeness in *La La Land* movie. The writer also tries to find the factors which influenced the characters used politeness strategies. Furthermore, the writer provides some politeness strategies references to complete this study in theoretical framework to find the concept in this research and look at the other thesis to compare the similarity or difference in the previous study. The data comes from *La La Land* movie that the writer has selected. The writer also utilizes a qualitative method to analyze, as well as several techniques to collect data, including: reading the *La La Land* movie script and watched the movie several times as the first step, identifying words related to politeness strategies as the second step, and classifying each politeness strategies based on brown & levinson (1987) theory, and then analyze the data in this study using brown & levinson (1987) theory as the final step. The results of this study showed there are 31 positive politeness, 15 negative politeness, 4 off the record and the writer do not found bald on record in *La La Land* movie. In additional, the writer may conclude that positive politeness was the most frequently used in the movie. This research also finds the factors which influence the use positive politeness strategies in *La La Land* movie based on Brown and Levinson's (1987) theory, those are: 1 payoffs, 3 relative power factor, 43 social distance factor, and 3 absolute ranking of imposition factor. The writer may conclude that social distance was the most frequently used in the movie.

Keyword: politeness strategies, movie , types of politeness strategies, factor.

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