

## An Analysis of Politeness Strategies Reflected by the Main Character in *SpongeBob Movie: Sponge on The Run*

Herryono Soegiarto<sup>1</sup>, Rosidah Alawiyah<sup>2</sup>, Syamsurrijal<sup>3</sup>

<sup>1,2,3</sup>Universitas Bumigora, Indonesia

herryono.sct@gmail.com<sup>1</sup>, rosidah@universitasbumigora.ac.id<sup>2</sup>,  
syamsurrijal@universitasbumigora.ac.id<sup>3</sup>

### Abstract

Politeness is defined as a way to show awareness of another person's public self-image. This research is a pragmatic study on politeness strategies stated by the main characters in *The SpongeBob Movie: sponge on the run*. The objectives of this research are to identify the types of politeness strategies employed by the main characters in *The SpongeBob Movie: sponge on the run*. This research used qualitative descriptive approach. The data used in this study were in the form of utterances which contain politeness strategies. The data source was *The SpongeBob Movie: sponge on the run* script. The data were collected by note-taking technique then they were classified and analyzed. The results of the research are showing that there are four types of politeness strategies employed by the main characters in *The SpongeBob Movie: sponge on the run* when having conversation such as *Bald-on record strategy*, *Positive politeness strategy*, *Negative politeness strategy*, and *Off record strategy*. Negative politeness is applied in as many as 7 times (35 %) by the main characters. At is followed by positive politeness strategy is applied as many 6 (30%) times the same as Bald-on Record strategy which is also occurred 6 (30%) times. On the other hand, Off-Record strategy is the least strategy applied by the main characters, it occurs once out of 20 (5 %).

**Keywords:** *Politeness strategies, Movie, Characters.*

### 1 INTRODUCTION

People communicate with each other by committing conversation. According to (Pridham, 2013), conversation is any interactive spoken exchange between two or more people and it can be face-to-face exchanges which can be private conversation, such as talk at home between the family, or more public and ritualized conversations such as classroom talk or Question Time in the Houses of Parliament. Meanwhile, non-face-to-face exchanges can be telephone conversations, and broadcast materials such as a live radio phone-in or a television chat show. Language makes people enable to transfer the message, ideas, feeling or thought. Delivering

the ideas when we communicate to the other must be clear in order to be received well because the good communication happened if the speaker and the listener can get the meaning appropriately.

One of the most important issues which is interested to discuss when making a conversation to the other is politeness. Politeness is a general aspect of the social behavior to a speaker towards deferent wishes of the addressee in different concerns. (Asih Arisena & Idawati, 2021). The politeness was not only for one group society, but also it was for everyone in all conditions that using language as their tools in daily conversation in order to make a good social interaction with other people in their life. (Winerta, 2012).

English linguists, (Brown & Levinson, 1987) introduced some of prominent strategies used to point out the differences of maximizing in exchanges, for example using formal way to address or an indirect speech acts. The aim of these strategies is to fulfil required particular goals. One of the major terms of these strategies is a face that shows the speaker's public image and it is divided into two major types: Positive face and Negative face. Positive face shows the individual's wishes and can be appreciated as well as respected by others. Positive politeness strategy refers to that S performs FTA with redressive action which is directed to the H's positive face, for example, *Wash the dishes, honey* (Xafizovna, 2022). Negative face shows the unrestricted wish in set of choices to speaker about social behavior. Negative face is our wish not to be imposed on by others and to be allowed to go about our business unimpeded (Utami, 2014)

Based on Brown and Levinson's Politeness Strategies there are five types of politeness strategies. There are several rules and principles that regulate how people speak and behave. Brown and Levinson offer a descriptive analysis of strategies used by the participants to maintain their respective faces in social interaction. Brown and Levinson sum up human politeness behavior in five strategies: *bald on record*, *positive politeness*, *negative politeness*, *off-record*, and *no FTA* strategy (Angel Isabella et al., 2022).

In *bald on record* strategy, FTA is performed "in the most direct, clear, unambiguous, and concise way possible" (Brown & Levinson, 1987) The *bald on-record* does nothing to minimize threats to the hearer's 'face. Positive face refers to every individual's basic desire for their public self-image that wants to be shown engagement, ratification, and appreciation from others the want to be

wanted, while the *negative politeness* also recognizes the hearer's face. However, it also admits that the speaker is in some way imposing on the hearer. This is the most common and linguistically diverse strategy. Negatively polite constructions contain negative face by demonstrating distance and wariness. Negative face refers to the desire to see one's action unimpeded by others (Siburian, 2016). *In addition, Off-record (indirect)* takes some of the pressure off of the speaker. Its utterances are indirect uses of language which precise meaning has to be interpreted.

Lastly, the FTA is too threatening to the intended recipient. Therefore, in the interests of social harmony. The speakers entirely avoid performing the FTA perfectly to avoid threat to another's face. Speakers choose this strategy when they estimate the threat to another's face is extremely high.

Analyses about politeness strategy is one of interested thing to do in a literary work, some researchers have been conducted similar study such as Widyastuti entitled *The Analysis of Politeness Strategy Used By The Main Character Of Novel The Sun Also Rises*. The researcher analyzed the utterances in order to find out the types of politeness strategies used by the main characters. In this research, the researcher used descriptive qualitative by using documentation and observation method of collecting data from the novel. From the analysis of the novel, showed that the main character in *The Sun also rises* applied the types of politeness strategies, namely bald on record, positive politeness, negative politeness and off record. The main characters also revealed the factors affecting the characters' politeness in speaking, namely language style, register and domain, slang and solidarity, language and gender in their conversation. Next research conducted by Indah Eftanastarini entitled *Analysis of politeness strategies in command used by main characters in movies entitled "facing the giants", "dangerous minds", and "the ron clark story"*. The aims of the study are to identify the types of sentences in command, the applied of politeness strategies, and to investigate the factors that influence the main characters in applying politeness strategies in command. The data were politeness utterances in command used by main character in 3 drama movies: "Facing the Giants", "Dangerous Minds", and "The Ron Clark Story". The data were analyzed using politeness strategies purposed by Brown and Levinson (1987). The results of this study shown that there are 2 forms of command: declarative sentence and imperative sentence. The

characters applied 2 types of politeness strategy in giving command: bald on record (24 data) and positive politeness (4 data). The factors that influenced the main characters in applying politeness strategies in command were the main characters, as the speakers, have higher status than the hearers, the size of imposition between the speakers and the hearers were small, and the situation were urgent and emergency in which the speakers and the hearers involved. Last research conducted by By christina Suryani, Clarry Sada, Dwi Riyanti entitled An Analysis Of Politeness Strategies Used By The Characters In The Blind Side Movie The aim of this study was to find out what politeness strategies are implemented by the characters in the context of various role relationship in The Blind Side movie and the contexts that affect the choice of politeness strategies used by the characters. In this research, the researcher used the theory of politeness strategies proposed by Brown and Levinson (1987) and the Ethnography of Speaking proposed by Dell Hymes (1964). Through the transcript of The Blind Side movie, observation and note taking, the data was collected. The subject of the research was ten characters in The Blind Side movie who have various role relationships. The research was done by observing and analyzing the contexts used by the characters, then based on the contexts the researcher interprets what politeness strategies used by the characters in The Blind Side movie. It can be concluded that there were four politeness strategies applied by the characters, they were Balad on Record strategy, Negative Politeness strategy, Off-Record strategy and Positive Politeness strategy. Furthermore, there were four contexts of situation affect the characters in choosing the politeness strategy. The four contexts were participants, ends, settings and keys.

The researchers above undertake analyses about politeness strategy in novel while the current research carried out analysis of main character in movie same as christina Suryani but different movie.

Based on the background of the study, the objective of this study is to describe the types of politeness strategies employed by the main characters in *the spongebob movie: sponge on the run*. This problem becomes interesting since the characters are best friends who have close relationship. They use a variety of politeness strategies in delivering their ideas in order to make an effective communication.

## 2 RESEARCH METHOD

This research used a qualitative descriptive approach. According to Creswell, qualitative research is a means of investigating and understanding the implications of individuals or groups for social human problems (Creswell, 2012). In this research, the researcher used the *SPONGEBOB MOVIE: SPONGE ON THE RUN* as the object of research. Moreover, *The SpongeBob Movie: Sponge on the Run* is a film based on Nickelodeon's hit TV show *SpongeBob SquarePants*. In this movie, SpongeBob and Patrick go on a rescue mission to save Gary, who's been snail napped by King Poseidon and taken to the Lost City of Atlantic City. It is the third film in the *SpongeBob Square Pants* released on March 4, 2021. The researchers w used qualitative method as the method because I use journals and theories that have already existed in books and internet as references. And also, the data were collected by conducting several steps.

1. The movie was watched carefully in order to find the proper information needed for answering the research objectives
2. While the movie was watched, I also read the movie-script in order to check the accuracy of the script.
3. The dialogues consisting politeness strategies were interpreted and identified.
4. The data is analysed in table form

## 3. FINDING AND DISCUSSION

### 3.1. Finding

In this section, the researcher used his own perspective and basic knowledge about the politeness strategies employed by the characters of the third film in the *SpongeBob Square Pants* released on March 4, 2021 when having conversation with other characters. This research attempts to describe those strategies and in the finding section, and shows the results of data analysis. Then the frequency of occurrence of those strategies is described as follows.

Table 1. Politeness Strategy

No	Politeness strategy	Sentence	
1	Bald-on record	1	You're gonna replace me with a robot? Don't do it!
		2	This King Poseidon sounds like a tough customer.
		3	Oh, really? Dumb thing, I'm dumb? Oh, I love yoursense of irony, Patrick.

		4	Well, better a head full of sand than a head full of rocks, like yours!
		5	I...can't...BELIEVE YOU!!!!
		6	And don't come back!
2	Positive politeness	1	Ok, Squidward doesn't matter. I'll always be here anyway.
		2	Good morning Squidward, and isn't it a lovely morning?
		3	Yeah, Sage. I mean, you've been pretty good up until now, but I love Gary more than anything in the whoooooole world! And we came here to get him back.
		4	Excuse me. Sorry. My bad. Whoops.
		5	Hi there! Excuse me, King Poseidon, sire. There's been a misunderstanding about Gary.
		6	One for you. Enjoy your Krabby Patty. Enjoy!
3	Negative politeness	1	Not sure that really applies Patrick, but...
		2	Once the rod goes, you're probably better off getting a whole new set of curtains. Oh, Mr. Diablo, do you have any other cur...
		3	We got to focus to burn, baby...
		4	Oh, no. Oh, wait, did we...
		5	It's not your fault, Patrick. You've been a true friend this whole time.
		6	Oh, Patrick. I feel terrible. I dragged you into this whole mess.
		7	Sorry Patrick. Really. I shouldn't have said you have rock n your head.
4	Off record	1	Do I smell a road trip?

Table 2. Politeness strategy in percentage

Politeness strategy	Frequency	Percentage
Bald-on Record	6	30%
Positive politeness	6	30%
Negative politeness	7	35%
Off record	1	5%
Total	20	

### 3.2. Discussion

#### **Types of Politeness Strategies Employed by the Main Characters in in *The SpongeBob Movie: Sponge on the run***

The table presents the occurrences of politeness strategies in Spongebob movie in the first session in 6th until 12th minutes from 1hour 18minutes. There are 20 occurrences of politeness in the conversation among the main characters, Spongebob, Patrick, Plankton, Mr. Crab and Sandy. Among the four strategies, negative strategy has the most occurrences. It shows the main character prefer employing negative Politeness strategy to other strategies in the utterances.

As it is seen in the table, negative politeness is applied in as many as 7 times (35 %) by the main characters. At is followed by positive politeness strategy is applied as many 6 (30%) times the same as Bald-on Record strategy which is also occurred 6 (30%) times. On the other hand, Off-Record strategy is the least strategy applied by the main characters, It occurs once out of 20 (5 %). In the conversation in this film, there are some utterances for Bald-on the record. The following are some examples of data analysis :

##### 3.2.1. Bald-on Record

*Sandy : I'm gonna see if Mr. Krabs wants to be an early adopter of my new technology.*

*SpongeBob : You're gonna replace me with a robot? Don't do it!*

The situation happens in the Krusty Krab, when Sandy comes to show her new technology which is robot that is able to work faster. In line with it, when Sandy comes to meet Mr. crab, SpongeBob interrupt Sandy. Then, Sandy shows the robot to SpongeBob. SpongeBob, feel threatened with the presence of the robot, and think that he will be replaced with a robot if Mr. Krab see it. SpongeBob uses a directive speech of showing disagreement.

##### 3.2.2. Positive politeness

*Squidward : What did I just say? I'm not interested! Don't involve me!*

*SpongeBob : Watcha say Squidward? Ok, Squidward doesn't matter. I'll always be here anyway.*

The situation happens in the Krusty Krab when there are only SpongeBob and Squidward doing coversation. SpongeBob tries to take Squidward attention by treating him until

Squidward is caught by fire. In this conversation, SpongeBob is showing the politeness in the form of avoiding disagreement using directive conversation

### 3.2.3. Negative politeness

*Patrick* : *This is gonna be like one of those buddy movies. We're the buddies!*

*SpongeBob* : *Not sure that really applies Patrick, but...*

The situation happens when SpongeBob and Patrick driving the car in order to find Gary. Patrick tries to cheer SpongeBob who is sad because Gary is lost. by saying that their journey to find Gary is like buddies' movie, but SpongeBob does not think so. SpongeBob is showing the politeness in the form of avoiding disagreement using directive conversation of incomplete utterance.

### 3.2.4. Off record

*SpongeBob* : *Really Patrick? You'd go out with me?*

*Patrick* : *Yeah! Right behind you.*

*SpongeBob* : *Do I smell a road trip?*

The situation happens when SpongeBob and Patrick arrived at the top of SpongeBob's house. SpongeBob and Patrick planned to find the lost Gary by saying that "Do I smell a road trip?". SpongeBob uses the off-record strategy in form of giving hints with indirect speech.

## 4. CONCLUSIONS

Politeness is happened in every medium of communication. There are four types of politeness strategies happened by the main character, SpongeBob, in *THE SPONGEBOB MOVIE: SPONGE ON THE RUN* such as, Bald on record, Positive politeness, Negative Politeness, and Off-record. Negative politeness is the most occurred strategy in this movie. It occurs seven times then followed by bald on record and positive politeness which each of them occurs six times, and the least is off record which occur only one time.

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