POSITIVE POLITENESS AND POSITIVE IMPOLITENESS STRATEGIES IN THE NOVEL "MY NAME IS MEMORY"

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Abstrak

Politeness adalah cara kita berbicara dalam menunjukkan rasa hormat terhadap orang lain. Politeness khususnya positive politeness biasanya digunakan untuk menjaga hubungan sosial antar sesama. Kebalikan dari positive politeness yaitu positive impoliteness yang biasanya digunakan untuk menimbulkan ketidakharmonisan sosial. Tujuan dari penelitian ini adalah untuk menemukan tipe dari positive politeness dan positive politeness yang digunakan dalam novel "My Name is Memory" dan untuk menganalisa reaksi dari pendengar terhadap ungkapan positive politeness dan positive impoliteness.

Metode dokumentasi dan teknik mencatat digunakan dalam mengumpulkan data dan metode deskriptif kualitatif digunakan untuk menganalisis data. Teori positive politeness oleh Brown dan Levinson dan teori positive impoliteness oleh Culpeper digunakan dalam menganalisa tipe poitive politeness dan positive impoliteness.Sedangkan teori reaksi oleh Holmes dan teori reaksi positive impoliteness oleh Culpeper digunakan untuk menganalisa reaksi pendengar terhadap ungkapan dari positive politeness dan positive impoliteness.

Hasil dari penelitian bisa diklasifikasikan menjadi dua yaitu pertama terdapat 14 tipe positive politeness dan 7 tipe positive impoliteness yang digunakan dalam novel. Dan yang kedua terdapat 3 tipe reaksi terhadap ungkapan positive politeness dan 4 tipe reaksi terhadap positive impoliteness.Berdasarkan hasil penelitian, dapat disimpulkan bahwa tipe positive politeness digunakan di dalam novel dengan tujuan untuk menjaga hubungan antar karakter di novel. Tapi dalam beberapa kondisi, karakter dalam novel cenderung menggunakan positive impoliteness untuk menunjukkan ketidaksetujuan dengan cara yang tidak sopan.

Kata Kunci: Positive Politeness, Positive Impoliteness, Reaksi

1. Background of the Study

People as social creatures need to socialize or communicate with others through

conversations in order to maintain the social relationship among them. Politenessis the way we talk in order to show our regard to other people.positive politeness is used by people to show close relationship among them using common ground and solidarity expressions to show politeness.However, there are some occasions when people attack rather than support others and sometimes those attacks are considered by others to be impolite in social communication. As the opposite of positive politeness, positive impoliteness tends to attack other's positive face especially to attack someone's face who has close relationship with them to show disagreement.

2. Problems of the Study

1. Whattypes ofpositive politeness strategies and types of positive impoliteness were used in novel "My Name is Memory"?
2. How did the hearers respond towards positive politeness and positive impoliteness expressions which are applied in novel "My Name is Memory"?

3. Aims of the Study

1. To find out the types of positive politeness and positive impoliteness in the novel"My Name is Memory".
2. To analyzethe response of the hearers towards positive politeness and positive impoliteness expressions applied in the novel "My Name is Memory".

4. Research Methods

4.1 Data Source

In this study, the data were taken from the conversations among the characters in the novel "My Name is Memory".The conversations which were used as the data source were the expressions which applied positive politeness strategies and positive impoliteness strategies and also showed the response of the hearers toward the positive politeness strategies and the positive impoliteness strategies.

This novel is written by Ann brashares in 2010 which contains 369 pages. The novel is centredaround a young couple who discover that their souls have been reincanated over hundreds of years. A mysterious young boy named Danielwho has memory of his past life, and Sophia is the girl he has spent lifetime searching for, as he races against time to spur her lost memories of him.

4.2 Method and Technique of Collecting Data

Documentation method and note taking technique were used to collect the data, since the data in this study were taken from the conversation among characters in the novel. The process of collecting data was done by reading the novel and using note taking in some parts of conversations which show positive politeness and positive impoliteness and also the response of the hearers toward positive politeness and positive impoliteness applied by the characters in the novel.

4.3 Method and Technique of Analyzing Data

Qualitative descriptive method was used to analyze and describe the types of positive politeness and positive impolitenessand the response of the hearers to positive politeness and positive impoliteness expressions used in the novel.

Firstly, the collected data were classified into two groups, positive politeness based on politeness theory proposed by Brown and Levinson (1987) and positive impoliteness based on impoliteness theory proposed by Culpeper (1996). Then, after classifying them, the collected data were analyzed using the theory of response proposed by Holmes (1995) and Culpeper (1996) to show the hearer's response to positive politeness and positive impoliteness applied in novel "My Name is Memory".

5. Analysis of Positive Politeness and Positive Impoliteness Strategies in the Novel "My Name is Memory"

Positive politeness and positive impoliteness are usually used in social communication whether to maintain social relationship among people or to cause social disharmony. Positive politeness has 15 strategies and positive impoliteness has 10 strategies.

5.1 Types of Positive Politeness and Positive Impoliteness strategies

There are 14 types of positive politeness strategies found in the novel, one of them is explained as follows.

1. *Strategy 1 : Notice, attend to H (his/herneeds)*

Example 1

Alexander : "You stayed the same"

Lucy   : " Your hair grew more"

He had wonderfully curly, sandy-colored hair. She and Marnie used to style it when he was little and they could get him to sit still.

Example 2

Daniel   : "Your eyes are blue now"

Constance : "They were always blue"

Daniel   : "No, they were once black"

Constance : "Oh?"

Daniel   : "Yes, and equally beautiful" (Page 161)

In these examples, the first example shows that Lucywants to show respect by paying attention to Alexander'snoticeable changes especially his hair which has been growing more than before. The second example shows that the speaker (Daniel)notices the noticeable change of hearer (Constance) especially

the change of Constance's eyes colour because in previous life, Constance has black eyes not blue eyes.

There are 7 types of positive impoliteness strategies found in the novel, one of them is explained as follows.

1. **Ignore, snub the other**

Example 1

Lucy : "Who'd Stephen come with"

*Marnie : **"Shut up'** (Page 13)*

From this example, Marnie wants to show that what Lucy says is not really important and Marnie is actually not interested in it so Marnie tries to show it by saying something rude like "shut up" to make Lucy stops saying something about it.

5.2 Response of the Hearers to Positive Politeness and Positive Impoliteness Expressions

There are three main types of responses of compliment which also belongs to positive politeness, one of them is explained as follows.

1. *Accept*

Example 1

Daniel : "Then yes. He'll be fine"

*Lucy : **"That's good"**(Page 18)*

Example 2

Lucy: "I'm sorry to hear it"

*Mom : **"Well"** (Page 72)*

From the examples above, we can see how the hearer responds toward positive politeness expressions. In the first example, the hearer (Lucy) tends to accept what the speaker (Daniel) says or what the speaker thinks by saying "That's good" which shows that the hearer cooperate with the speaker. In the second example, the speaker shows sympathy by saying *"I'm sorry to hear that"* and the hearer responds it by saying *"well"* which means that the hearer accepts the speaker's sympathy utterance.

There are four types of response of the hearers to positive politeness expressions, one of them is explained as follows.

1.   **Not responding**

Example 1

Lucy : "Maybe he'll care. You don't know that"

Marnie : "He won't. He's had a lot of chances to care and he hasn't"

After Lucy hung up the phone for the last time she stood in front of the mirror. *(Page 12)*

Example 2

Lucy : "Who'd Stephen come with"

Marnie: "Shut up'

Lucy did shut up for a while, watching the smoke climb and dissipate. *(Page 13)*

From the two examples above, we can say that the hearer in this case Lucy shows "not responding" response, we can see that although the speaker (Marnie) uses impolite phrases in her utterances like *""He won't. He's had a lot of chances to care and he hasn't"* or *"Shut up'* , the hearer doesn't respond it by saying impolite phrase too but tends to keep silent because she may think that it is impolite and there is no reason to respond such an impolite attitude.

6. Conclusion

Based on the result of the whole analysis, there were only 14 strategies used in the novel, strategy 2 exaggerate was not found in the novel. And there were only 7 types of impoliteness strategy used in the novel, strategy 2 (exclude the other from an activity), strategy 3 (disassociate from the other) and strategy 6 (use obscure or secretive language) were not found in the novel.

From the data analysis, it can also be concluded that the hearer's response to positive politeness like accept, evade, and reject were used in the novel and the hearer's response to positive impoliteness like not responding, accepting impoliteness, countering defensively, and countering offensively are also applied in the novel.

7. Bibliography

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