

**STRATEGI KESOPANAN YANG DIGUNAKAN
OLEH KARAKTER KORRA DALAM *THE AVATAR:*
FILM *THE LEGEND OF KORRA***

**POLITENESS STRATEGIES USED BY KORRA
IN *THE AVATAR: THE LEGEND OF KORRA* MOVIE**

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Abstrak

Penelitian ini membahas strategi kesantunan berbahasa yang dilakukan oleh Korra dalam film “The Legend of Korra” menggunakan teori Brown dan Levinson. Studi ini fokus membahas dua strategi yaitu strategi kesantunan positif dan negatif. Studi ini menggunakan metode deskriptif kualitatif untuk menganalisa tuturan yang mengandung strategi kesantunan bahasa yang digunakan oleh Korra dan menjelaskan bagaimana proses strategi tersebut digunakan dalam sebuah komunikasi. Hasil kajian menunjukkan bahwa terdapat 51 data yang mengandung strategi kesantunan positif dan negatif yang digunakan oleh Korra (34 data terdiri dari strategi kesantunan positif dan 17 data terdiri dari strategy kesantunan negatif). Studi ini diharapkan dapat memberikan manfaat bagi kita dalam berkomunikasi untuk menjaga komunikasi agar tetap hangat.

Keyword: strategi kesantunan, kesantunan positif, kesantunan negatif, film *The Avatar: The Legend of Korra*

Abstract

This study discussed the politeness strategies used by Korra in *The Avatar: The Legend of Korra* movie by using Brown and Levinson’s theory. The discussion focussed on two strategies. Those are positive and negative politeness strategies. This study used descriptive qualitative approach to analyze the utterances containing politeness strategies used by Korra and to explain how the strategies are applied in her conversation. The data of this study were 51 Korra’s utterances containing positive and negative politeness strategies (34 data of positive politeness and 17 data of negative politeness). This study is expected to be useful for us in our daily conversation to keep a good communication.

Keyword: politeness strategy, positive politeness, negative politeness, *The Avatar: The Legend of Korra* Movie

I. INTRODUCTION

Traditionally, people talk to express their feelings. Speaker and hearer construct a good dialogue to understand each other correctly what exactly the speaker's means to decrease misunderstanding. Grundy (2000:146) states that politeness is an indication of the wider concept of etiquette or appropriate behaviour. In short, politeness is not only about how we communicate to other people through verbal language, but also through non-verbal one. It is because meaning of the utterance can be derived from the speaker's expressions covered by the context. In this case, speaker tries to maintain hearer's face and avoid embarrassing other people.

Politeness has different effects on each of us because polite utterance depends on the intimacy of the speaker and hearer. When somebody wants to ask a stranger to turn the air conditioner, he says: "Excuse me, could you please turn on the air conditioner? On the other hand, when he asks a friend, he says "hey, Dturn the air conditioner now." People naturally adjust themselves to the situation and produce the acceptable utterances.

The phenomenon of politeness strategies can be encountered in any context of conversation. Movie contains conversation in which the politeness strategies occur. The Avatar: The Avatar: The Legend of Korra is an interesting object to be analyzed because this movie has what other works like novel, poem and drama do not have. The movie involves four genres including action, adventure, fantasy, and drama- comedy.

The scope of the study was pragmatics because the research analyses the meaning of an utterance through studying the context surrounding politeness strategies. The study concerned on the Korra's utterances toward positive and negative politeness strategies based on Brown and Levinson's theory in the movie *The Avatar: The Legend of Korra* (book 1 chapter 1 "Welcome to Republic City") because in this chapter, Korra adapted to the culture and interacted to the other people in a new place namely Republic City.

There are two inspiring previous researches from two journals. First is written by by Junita (2012) entitled "*Politeness Strategies and Sociocultural Impact Used by the Main Character in Alice's Adventures in Wonderland by Lewis Carroll.*" This study was to find out politeness strategies used by Alice and how the strategy resembled Alice's social, cultural background, and her self-image. Secondly, a study is written by Murliati (2013) entitled "*Politeness Strategies used by George Milton in John Steinbeck's of Mice and Men*". The writer described how politeness strategies used in a novel by *John Steinbeck* entitled *Of Mice of Men*. This study aimed to describe how politeness strategies used by

George Milton, the main character, in *John Steinbeck's of Mice and Men* through his directive utterances (command, suggestion and request). Inspired by the prior studies, this study wants to investigate Korra's utterances toward positive and negative politeness strategies and how those strategies used by Korra represent her characters and social culture both in Northern Water Tribe and in Republic City. It is because Korra, as newcomer, adapts and interacts with many people in the new place namely Republic City.

Brown and Levinson found there are two basic assumptions; 1) all interactants have a *face*, which refers to public self-image that every member wants to claim for himself, 2) the interactants have the abilities to achieve certain goals (Kedves, 2013:434). There are two aspects relating to face according to Brown and Levinson's theory.

- a. Negative face: the basic claim to territories, personal preserves, rights to non-distraction – i.e. freedom of action and freedom from imposition.
- b. Positive face: the positive consistent self-image or personality (crucially including the desire that this self-image be appreciated and approved of) claimed by interactants (Brown & Levinson, 1987:61)

In second assumption, it is assumed that everyone has self-esteem not to be imposed by one's other (freedom of action and imposition). They save and maintain their face from being embrace in everyday communication, it relates to face threatening acts (FTAs) that threaten both positive and negative face of the speaker and hearer. They can impede both positive and negative of one's face because face can be preserved, damage or even lost. Kedves (2013:435) states that positive FTAs impose damage to one's face by denoting the interlocutor's lack of appreciation or approval for one's feelings, wants, desires, etc.

These acts may threaten toward speaker's positive face when speaker are lost control, such as the following act: "apologies, acceptance of a compliment, bodily leakage, self-humiliation, confessions, admissions of guilt, emotion leakage, etc" (Brown & Levinson, 1987:68). Therefore, politeness is expressed not only to satisfy the interlocutor's face but also to minimize FTAs, although FTAs occur or not.

As cited by Kedves (2013:435) that negative FTAs obstruct the speaker's or the hearer's freedom of action and freedom from imposition. Negative FTAs may offend speaker's negative face, e.g. 'expressing thanks, acceptance hearer's thanks or apology, excuses, acceptance of offer, responses to hearer's faux pas, unwilling promises and offers' (Brown, Levinson, 1987:67-68). They argues five strategies of politeness in relation to

FTAs: bald on record, positive politeness, negative politeness, off-record and don't do the FTAs.

This study focuses on positive and negative politeness. Kedves says that positive politeness strategy is the strategy which offers friendliness, intimacy and claiming common ground. It is expressed to satisfy hearer's positive face. On the other hand, Negative politeness strategies are used to avoid or decrease potential damage to the hearer's negative face and it expresses respect and consideration to the hearer (Kedves, 2013:436). This study analyses positive and negative politeness strategies holistically to give more understanding for the reader or the next researcher who deal in the same field.

III. RESEARCH METHOD

The research applied descriptive qualitative approach. This research described the types of positive and negative politeness strategies in a movie. The description was about how positive and negative politeness strategies were used by Korra, the main character, in *The Avatar: The Legend of Korra* movie. This study was analyzed based on Brown and Levinson's theory. Besides, this study tried to figure out Korra's intuition through her utterances via the examples of the data found. The data of this research were the utterances of dialogue between the characters containing politeness strategies found in *The Avatar: The Legend of Korra* movie. The data were taken from the movie of *The Avatar: The Legend of Korra* book 1 chapter 1 (welcome to republic city) consisting of 24 pages. The script of *The Legend of Korra* movie was downloaded from http://avatar.wikia.com/wiki/Transcript:Welcome_to_Republic_City.

IV. ANALYSIS

1. Positive politeness strategy

a. Strategy 1 (Notice attend to hearer)

Context:

Korra says proudly to Saikhan, the police officer. She arrests the Triple Threat Triad in the middle trip to the Air Temple Island when she become lost.

Korra : "I caught the bad guys for you, officers."

Saikhan : "Arrest them!"

The utterance “**I caught the bad guys for you**” is a kind of positive politeness strategy of redressing action and more specifically under the sub-strategy of notice: attend to hearer (his interest, wants, needs, goods). It means that Korra wants to show high solidarity to the officers by helping them arrest the gangster without expecting a reward although Saikhan, one of the police officer, considers that Korra did the wrong thing by smashing up the shop and did not call the police. In Korra’s opinion, she thinks that she is in the right way and she notices the officer’s condition by arresting first the gangsters who oppress Mr. Chung, the old man, because she can’t let the problem happen. In this case, Korra cares about the officer’s wants by saving hearer’s positive face.

b. Strategy 2 (Exaggerate)

Context:

Korra speaks to Master Tenzin when he and his family visited The South Pole to see Katara (his mother). Korra hopes to start the air-bending training immediately with Tenzin.

Korra : “Master Tenzin, **I’m so glad you’re here.**” “I can’t wait to get started.”

Tenzin : “Yes, well...[*he sigh*]”

The utterance is uttered by Korra to Tenzin, Ang’s son when he visits The South Pole. Korra uses the utterance “**I’m so glad you’re here**” when she meets him and his family and shows her feeling that she is very glad at the time. She uses positive politeness strategy by using redressing action under the sub-strategy of exaggeration. It can be proved by the word “*so*” in her utterance above. It means that she becomes so happy because she will start the air-bending training as soon as possible with the only one master of air-bending, Tenzin. She wants to save Tenzin’s positive face.

c. Strategy 3 (Intensify interest to H)

Context:

Korra holds press conference to introduce the people in Republic City that she is the new Avatar. The journalists ask to Korra a lot of questions about her planning like “Does this mean you’ve moved to Republic City?”, “Were you trying to send a message to the Triads yesterday?” and “Will you be fighting crime or the Anti-bending Revolution, or both?”

Male journalist #3 : “Will you be working with Chief Beifong and the police?”

Korra :“Uh... yes, I am definitely here to stay, but honestly I-I don't exactly have a plan yet.” **“See, I'm still in training, but, look, all I know is Avatar Aang meant for this city to be the center of peace and balance in the world, and I believe we can make history a reality.”** “I look forward to serving you!”

Korra uses the utterance **“See, I'm still in training, but, look, all I know is Avatar Aang meant for this city to be the center of peace and balance in the world, and I believe we can make history a reality”** to intensify the interest of her own (Korra's) contribution by sharing her wants in a press conference. She wants to keep this city to be the center of peace and harmony in the world by telling the old history of the Avatar Aang. She uses positive politeness strategy of redressing action by intensifying interest to hearer. She tries to get closer to people in Republic City by sharing some of her wants in the press conference. She wants to convince the people by saving their positive wants.

2. Negative politeness strategy

a. Strategy 1 (Be conventionally indirect)

Context:

At night, Korra who takes Naga's saddle that hangs on a pole. As she is busy tightening the straps of the saddle. She turns while standing up to see Katara. Korra says to her that she has decided to go to Republic City and she allow her.

Katara :“Nice night for an escape, isn't it?”

Korra :“**I have to leave. I have to find my own path as the Avatar.**”

The utterance used by Korra to Katara, Tenzin's mother, is the polite one covered in a question sentence. She uses negative politeness strategy of redressing action by giving the reason indirectly when Katara says “Nice night for an escape, isn't it?”. In this case, she expresses her mature as the new young Avatar. She is not angry or offended by Katara's speech. She uses the sub-strategy of being conventionally indirect because she pleads Katara to let her go. She doesn't answer yes or no and prefer to give reasons because she believe that Katara will understand her condition and let her go to Republic City.

b. Strategy 2 (Question and hedge)

Context:

Gommu (one of the beggars in Republic City) says to Korra. He asks some fishes to her.

Korra :“So, do you... live in that bush?”

Gommu :“Yes, presently that is what I do call home. Took me a while to procure a bush that beautiful. This park is quite popular with all the vagabonds.”

The utterance used by Korra is a direct utterance using imperative sentence. She uses negative politeness strategy of redressing action and under the sub-strategy of question and hedge. She speaks to the beggar she meets in Republic City. She uses this sub-strategy to ask Gommu (the beggar) awkwardly because she is curious with his life. This act is to save Gommu's face because she is worried if Gommu's face will be threatened. This question is not to presume or coerce Gommu to answer her question.

c. Strategy 3 (Be pessimistic)

Context:

Korra speaks to White Lotus leader. He considers that Korra ignored the spiritual side of bending.

White Lotus leader :“Ever since you were a little girl, you've excelled at the physical side of bending, but completely *ignored* the spiritual side.” “The Avatar must master both.”

Korra :“**I haven't ignored it, it just doesn't come as easy to me..**”
“But that's why I should start training with Tenzin immediately. He's Mister Spiritual.”

The utterance “*I haven't ignored it, it just doesn't come as easy to me*” is an indirect speech using negative politeness strategy of redressing action more specifically under the sub-strategy and being pessimistic. In this case Korra is expressing doubt with the condition that the avatar must master both physical and spiritual side of bender. It is proved through the utterance “*it just doesn't come as easy to me*”. It is told that she wanted to learn more and start training with Tenzin immediately. The speaker (Korra) wanted to save their negative face by giving reason to the elder.

After analyzing 51 data of Korra's utterances that have been analyzed, there are 34 data using positive politeness strategy and 17 data using negative politeness 7 strategy. Here are 34 utterances used in Korra's utterances containing positive politeness strategy: *notice: attend to hearer (1), exaggeration (2), intensify interest to hearer (1), use in group identity markers (4), seek agreement (2), presuppose/raise/assert common ground (1), assert or presuppose speaker's knowledge of and concern for hearer's want (3), offer and promise (3), be optimistic (5), give or ask for reasons (10) and assume or assert reciprocity (2)*. The use of this strategy is to save the hearer's positive face. The second strategy deals with negative politeness. There are 17 sentences in this strategy. Those sentences contain some sub-strategies like *be conventionally indirect (4), question and hedge (3), be pessimistic (2), minimize the imposition (1), give deference (4) and apologize (3)*. The use of this strategy is to save hearer's negative face.

From this study, Korra often uses the strategy of positive politeness. She mostly uses positive politeness strategy under the sub-strategy of giving or asking for reasons because she is the Avatar who is very brave, tough, impatient, headstrong, sarcastic, and assertive. Sometimes, Korra also uses negative politeness strategy when she speaks to the Elder/Master (Katara, Tenzin, White Lotus Leader, Lin) and to the people she met in Republic City (Shopkeeper, Pedestrian, Gommu, Protester, The Journalists, The Guard and Saikhan). Although she is a stubborn girl, she still preserves hearer's negative face by using negative politeness strategy when she surrenders her wants over her hearers.

V. CONCLUSION

This study describes politeness strategies focused on positive and negative politeness strategies based on Brown and Levinson's theory. Related to the practical significance of the study, this study is expected to be useful for us in our daily conversation to keep a good communication. It can be inferred that Korra always uses positive politeness strategy under the sub-strategy of giving or asking for reasons in a condition when she should keep her opinion over the hearer when she speaks to the Master and Elder, and moments when she should help one of people of Republic City who need help and fight the crime. Based on the analysis, Korra seems successful in applying both positive and negative politeness strategies. It can be proved that Korra is accepted as the new Avatar in her new environment both in Republic City and in the Southern Water Tribe. Therefore, in line with

the result of analysis, positive politeness strategy is appropriate to do when we communicate to others with the same level and use negative politeness strategy when we communicate with new people and the Master/elder. This study can be expanded by using other topics of pragmatics approach like implicature, deixis, speech act, presupposition etc.

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