POSITIVE POLITENESS STRATEGIES USED BY THE CHARACTERS IN "TURNING RED" MOVIE

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Abstract

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This research purposed to discover the positive politeness strategy and used the theory from Brown and Levinson (1987) of positive politeness. And for the data source, this research took a movie titled "Turning Red". This study used the descriptive qualitative method from (Creswell, 2013). In collecting and analyzing the data this research applied the theory from (Sudaryanto, 2015). The final result of this study discovered 21 data of positive politeness done by the characters. Offer,promise, occurred 5 times as the most strategy used. And Exaggerate occurred 2 times. Use in-group identity markers that appeared 2 times. Seek agreement appeared 1 time. Presuppose appeared 1 time. Assert or presuppose speaker's knowledge of and concern for interlocutor's wants appeared 2 times. Include both speaker and interlocutor in the activity with 4 times occurrence. Assume or assert reciprocity occurred 3 times, and Give gift occurred 1 time. The results of this study contribute to knowledge of various positive politeness strategies that exist in "Soul" films and the role of research results to broaden understanding.

Kata Kunci:
Kesopanan,
Kesopanan Positif,
Pragmatik,
Strategi
Kesopanan Positif

Abstrak
Penelitian ini bertujuan untuk menemukan strategi kesantunan positif dan menggunakan teori dari Brown dan Levinson (1987) tentang kesantunan positif. Dan untuk sumber data, penelitian ini mengambil film berjudul "Turning Red". Penelitian ini menggunakan metode deskriptif kualitatif dari (Creswell, 2013). Dalam mengumpulkan dan menganalisis data penelitian ini menerapkan teori dari (Sudaryanto, 2015). Hasil akhir dari penelitian ini menemukan 21 data kesantunan positif yang dilakukan oleh para tokoh. Penawaran, janji terjadi 5 kali sebagai strategi yang paling banyak digunakan. Dan Berlebihan terjadi 2 kali. Gunakan penanda identitas in-group yang muncul 2 kali. Carilah persetujuan muncul 1 kali. Anggapan muncul 1 kali. Menyatakan atau mengandaikan pengetahuan pembicara tentang dan kepedulian terhadap keinginan pendengar muncul 2 kali. Libatkan pembicara dan pendengar dalam kegiatan dengan 4 kali kejadian. Asumsikan atau nyatakan timbal balik terjadi 3 kali, dan Berikan hadiah terjadi 1 kali. Hasil penelitian ini memberikan kontribusi pengetahuan tentang berbagai strategi kesantunan positif yang ada dalam film "Soul" dan peran hasil penelitian untuk memperluas pemahaman.

INTRODUCTION

Communication does not deal with utterances only. The tone of the voice and the way it is delivered can also be part of the communication. The communication provided a space for the exchange of ideas and opinions. When expressing ideas or opinions, it is important to have a positive attitude to avoid intimidating the interlocutor during the conversation. This action was done to make the interlocutor or other participants had the same desire as the speaker. As a result, after the speaker has fulfilled the interlocutor's needs, they may easily get their genuine motive after pleasing the interlocutor's wants. This action leads to one of the politeness strategies names positive politeness. The interlocutor may or may not understand the speaker it all depends on how the interlocutor interprets the context in conversation. Hence, it connects to the pragmatics study as it is concerned with analyzing context and unstated meaning in the conversation (Yule, 2014).

Below is one of the phenomena that researchers found related to the positive politeness strategy.

> Charlie Puth : "That's been out for six month"
> Host : "**Yeah right. Sure, yeah**"

The conversation above was from the talk show in YouTube channel "Jimmy Kimmel Live" with Charlie Puth as the guest star. The video was uploaded on March 18th, 2022 and it happened in the minute of 01:31-01:34. The host as the interlocutor earlier mentioned that the making of the song had more views than the actual song has listened to. And Charlie as the speaker tried to clarify that the making of the songs was out for six months. So that was why the making of the songs had more views and attention. The interlocutor quickly agreed with the speaker. He said yes two times and stressed that he also had the same thought about it. The interlocutor did not want to threaten the speaker's face and choose to agree with him. This phenomenon leads to **seeking agreement in a positive politeness strategy** where the interlocutor in conversation stresses the agreement to satisfy the speaker's desire. As defined by Brown and L*e*vinson (1987), strategy

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seeking agreement allows the participants to seek the possibility to agree with the interlocutor.

The phenomenon of positive politeness can be found in various circumstances as long as the conversation had the speaker, interlocutor, and the context in it. One of the media where the phenomenon of positive politeness can be found is the movie. It was shown in the phenomenon from the movie titled "Turning Red" below,

Mom : "Is there anything else I should know about, Mei-Mei?"
Mei-Mei : "**Nope. All good**"

The conversation above happened in the minute of 00:14:08-00:14:13 with Mom as the speaker and Mei-Mei as the interlocutor. The earlier conversation started when the speaker figured out that her daughter had a relationship with a boy. The speaker tried to protect the interlocutor and asked the boy to stay away from her daughter. However, the speaker's actions humiliated the interlocutor because she did it in front of so many people. The interlocutor did not want to make things worse. Thus when the speaker asked what else she needed to know, the interlocutor said all good. The interlocutor tried to agree and avoid an argument with the speaker. Hence, the interlocutor's response is considered as **avoid disagreement strategy**. Brown and Levinson (1987) defined avoiding disagreement as the attempt of the speaker to appear agree or pretend to agree with the interlocutor.

In conducting this research, the researchers involved several previous researches to support the research. The research from Santoso and Indriani (2021) aimed to reveal the strategies of politeness along with the functions. This previous study applied the main theory by Brown and Levinson (1987). As for the data source, this previous research used WhatsApp contained the conversation between students and teachers while learning English. The result of the study showed that 15 strategies of positive politeness were found. In addition, strategy four appeared as the most frequent strategy. In this previous research, the positive politeness strategy functioned as the indicator to show respect and minimize the possibility of threatening others.

The previous study from Yoseka and Ambalegin (2021) purposed to find out the positive politeness strategy. Their research implemented the theory of Brown and Levinson (1987). Regarding the data, it examined the politeness utterances conveyed by the characters in the "Switched" movie. This study revealed that out of 15 strategies of positive politeness, seven strategies were applied in the "Switched" movie. The avoid disagreement strategy appeared as the most frequent strategy done by the characters. From 15 data found, avoid disagreement appeared 5 times. Exaggerate strategy and use of in-group identity markers appeared 3 times at the same time. Lastly, there were presuppose strategy, assert or presuppose strategy, including both the speaker and interlocutor strategy, and assume or assert strategy appeared 1 time. The similarities found in the previous studies and this present study were the similar topic discussed and the same theory used. Moreover, for the novelty, this present research used the new movie titled "Turning Red" as the data source. The data source has not been analyzed as the data source for positive politeness before.

From the two phenomena and previous studies shown above, the researchers are interested to conduct this present research. It is important to show a positive attitude while having conversations with others. So that, the speakers can reduce the potential to threaten others' image or face and can avoid having rude conversations. This situation can be avoided as long as the speakers wanted to make a good conversation and shared the same common ground (Cutting, 2002). Moreover, this research purposed to reveal the positive politeness strategies used by the characters in "Turning Red" movie.

Positive Politeness

Brown and Levinson (1987) said that positive politeness is redress directed to the addresses positive face. The redress refers to the want of the speaker to convince the interlocutor to want similar things to the speaker. The purpose of the positive face by the speaker is to save the interlocutor's face or to notice something from the interlocutor to get what the speaker wants. Yule (2015) also added that positive politeness is how we reduce the threat of other people's faces to us when making a request to the other person with polite words. Positive

politeness has the purpose to save face by adopting a close relationship and most importantly stressing that both speakers have a common goal. (Cutting, 2002). Moreover, any attempt from the speaker to make others feel good is considered a strategy in doing positive politeness .As grouped by Brown and Levinson (1987), positive politeness has 15 strategies and those are explained below.

a). Notice, attend to H

Generally, the output of Notice, attend to H strategy urges the speaker to notify the interlocutor condition such as what the interlocutor wants, the interlocutor's interest, and the interlocutor's desire. This strategy required the speaker to notice every aspect of the interlocutor needs and wants (Brown & Levinson, 1987). One of the utterances is as taken from Brown and Levinson (1987).

> "**What a beautiful vase this is! Where did it come from?**"

b). Exaggerate

The exaggerate strategy is frequently used to intensify the compliment by exaggerating or stressing the intonation (Brown & Levinson, 1987). Thus, when the speaker compliments the interlocutor they tend to do it dramatically to save the interlocutor's face. As for the example from the journal article by Probosini (2020) below.

> "Christian Thompson? You're kidding**. No, you're... You write for, like, every magazine I love**."

c). Intensify interest to H

The other way to do the positive politeness is by applying **intensify interest to H**. This action can be done by communicating some of the speaker's want to intensify the interlocutor's interest by creating story (Brown & Levinson, 1987). Like the example from the article by Saragih et al., (2019) below.

> "**I want to share with you a big secret today, and it's not one that a lot of you are going to want to hear**".

d). Use in-group identity markers

Brown and Levinson (1987) declared that use in-group identity markers often used when the speaker indirectly claims a common ground with the listener that is supported by the identity of group. This can be done by using in-group

usages like address forms, dialect, slang, and jargon. The purpose of using that in-group usage is to make the speaker and interlocutor appear to have close relationship or at least they tried to be close. Yoseka and Ambalegin (2021) revealed the example of this strategy as shown below.

"That would gonna really confuse your audience **baby**."

e). Seek Agreement

This strategy is the way the speaker possibly agrees with the interlocutor in any conditions. As mentioned by Brown and Levinson (1987), this can be done with a safe topic to satisfy the face of interlocutor where the speaker stressed the agreement with the interlocutor. The speaker may use repetition as a safe topic and appear to agree with the interlocutor. Below is the example taken from the journal article by (Sartika & Ambalegin, 2020).

"**That secret is this: what if I told you that every single day kids go to school they become less intelligent**?"

f). Avoid Disagreement

The strategy avoid disagreement done by the speaker when they forced themselves to appear agree with the interlocutor. They may pretend to agree to avoid conflict with the interlocutor. As mentioned by Brown and Levinson (1987), token agreement is the speaker's urge to cooperate or agree with the interlocutor or pretend to be in agreement with the interlocutor. As the example from the article by Sartika and Ambalegin (2020) below.

"**Exactly.**"

g). Presuppose

This strategy softens requests from the speaker to the interlocutor by adding the unrelated topic to the conversation. Thus the speaker stressed their general interest to the interlocutor so that the interlocutor does what the speaker wants (Brown & Levinson, 1987). As shown from the below utterance cited in the article by Saragih et al., (2019) below.

"**And it's not one that a lot of you going to want to hear, but at the same time, time is so important that I have to tell you.**"

h). Joke

Joke strategy happened when the speaker turn jokes to make the interlocutor feel at ease. This strategy is the basis of positive politeness since by making jokes the speakers stress how they shared the same knowledge and values (Brown & Levinson, 1987). The utterance is for example shown in the following utterance.

"**I wanted to be a professional call of duty players**" (Saragih et al., 2019).

i). Assume or Presuppose Speaker's Knowledge of and Concern for Hearer's Wants

Brown argued that, the other way to make the interlocutor wants to be cooperative with the speaker is to put pressure for the interlocutor. This can be done by implying what the speaker's wants as what the speaker wants. As shown from the following example.

"**I know you love roses but they did not have any roses anymore, so I brought you sunflower instead**"(Brown & Levinson, 1987).

j). Offer, Promise

The other way to reduce FTA to the interlocutor is by offering promise. The speaker is able to choose to emphasize the cooperation with the interlocutor (Brown & Levinson, 1987). This strategy stressed about anything that the interlocutor wants the speaker will do it. By offering promises to the interlocutor the speaker demonstrates his good intention to the interlocutor. The utterance of this strategy is as follows.

"**I'll guard it with my life.**" (Probosini, 2020).

k). Be Optimistic

The strategy **be optimistic** includes the believe that speaker assumed the interlocutor wants what the speaker wants and they will help the speaker to get it (Brown & Levinson, 1987). Be optimistic strategy is applied in the following utterance.

"**Oh I guess that is cool, but I feel like this place will end up being really fun and we will learn a lot!**" (Khoirunnisa & Hardjanto, 2018).

l). Include Both the Speaker and the Interlocutor

This strategy involves both the speaker and the interlocutor in the utterances by emphasizing the words "we" or "us". Brown and Levinson (1987) stated that by using the word "we" it means the speaker made the interlocutor cooperate with them and including the interlocutor in conversation to redress the FTA. The utterance of this strategy is as displayed in "**We** need to get out of here. Give me the keys." (Yoseka & Ambalegin, 2021).

m). Give Reasons

When the speaker includes the interlocutor in conversation, they can use the strategy of give reasons. This strategy can be done by joining the interlocutor in practical reasoning and assumed what the speaker wants as what the interlocutor wants (Brown & Levinson, 1987). The use of this strategy is as in **"It's probably part of the reason why I'm good at it**." (Sartika & Ambalegin, 2020).

n). Assume or Assert Reciprocity

In this strategy, the cooperation of the speaker and the interlocutor is able to be stressed or promoted by demonstrating equal rights or duties between the speaker and the interlocutor. The speaker can say "**I'll do this for you if you do this to me**" to stress that there are obligation to the interlocutor to do things. As Brown and Levinson (1987) mentioned by implying the reciprocal right the speaker can reduce the FTA.

o). Give Gift

The give gift strategy can be done by satisfy the interlocutor's face and give some of the interlocutor's wants to please the interlocutor. This action does not only include physical gift but also human-relation wants. As argued by Brown and Levinson (1987) there are desire of people to be wanted, admired, and liked so that also considered as giving gift. The speaker might satisfy the face of interlocutor and knows what the interlocutor wants. One of the utterances is as "**Thanks for the recommendation, but I'm going to go with something else**." (Khoirunnisa & Hardjanto, 2018).

METHOD

In conducting this study, researchers used a qualitative descriptive method from Creswell (2013) as a research design. Then, the researcher is interested in researching this topic because there are many phenomena that occur in the surrounding environment regarding positive politeness. Therefore, the researcher examines various strategies on positive politeness. The researchers adopted observational methods and non-participatory techniques to collect data, where the researchers did not participate in the movie because they only heard, watched and then collected data. For the data collection steps, the film is watched. Then, the researcher chooses utterances related to positive politeness. After that, the collected data is underlined. The analysis process uses Sudaryanto's theory (2015). The pragmatic identity method and the pragmatic competence technique in equalization were used as a way to analyze the data. For the data analysis step, the first step is that the collected data is interpreted according to the positive politeness strategy. These data elements are equated with the main theory of Brown and Levinson (1987) about positive politeness. Finally, all theories are applied to analyze the positive politeness strategies used by the characters in the movie "Turning Red".

FINDINGS AND DISCUSSION

Findings

This research found 21 utterances of positive politeness in the movie "Turning Red" and it contained the strategy of positive politeness. From the 15 strategies as proposed by Brown and Levinson (1987), the present researchers found nine strategies in the "Turning Red" movie. Moreover, all of the data were analyzed in the sub-chapter and the table below provides the findings of this research.

Table 1. Positive Politeness Strategies in "Turning Red" Movie

No	Positive Politeness Strategies	Frequency
1.	Exaggerate	2
2.	Use in-group identity markers	2
3.	Seek agreement	1
4.	Presuppose	1
5.	Assert or presuppose speaker's knowledge of and concern for hearer's wants	2
6.	Offer, promise	5
7.	Include both speaker and hearer in the activity	4
8.	Assume or assert reciprocity	3
9.	Give gift	1
	Total	21

Discussion

Data 1

Mei : "Ready to change the world?"
Abby : "**Let's burn this place to the ground!**"

The conversation above happened in the minute 00.02.37-00.02.42. Mei was the speaker and Abby was the interlocutor. The word "Let's" spoken by the interlocutor implied that she wanted to do the activity with others. By including others in the activity, the interlocutor tried to reduce the threat and involved others to do things as the interlocutor wanted. The strategy done by the speaker was including both the speaker and interlocutor in the activity. Brown and Levinson (1987) argued that by emphasizing the word "we" or involving the interlocutor, the speaker may make a cooperative assumption and reduce the FTA.

Data 2

Miriam : "Mei, every day is cleaning day…"
Mei : "But I like cleaning…"
Miriam : "**Fine. I'll let you go if you can pass the gauntlet**"

The conversation happened in the minute of 00.04.56-00.05.12 with Miriam as the speaker and Mei as the interlocutor. The speaker asked the interlocutor to spend more time. However, the interlocutor could not join them. So when the interlocutor tried to refuse the invitation the speaker offered alternative solutions. The speaker would let the interlocutor go home as long as the interlocutor passed

a particular test from the speaker. This situation refers to strategy assume or assert reciprocity in positive politeness. The speaker could reduce the potential of FTA by pointing to the reciprocal right and making it seems like an obligation for the interlocutor to do things (Brown & Levinson, 1987).

Data 3

> Mei : "Mir not now"
> Miriam : "**You cannot resist it. You know you want to**"

The conversation happened in the minute 00.05.13-00.05.18. Mei was the speaker and Miriam was the interlocutor. The speaker earlier was asked to dance to the beat the interlocutor playing. The interlocutor intentionally did that so the interlocutor would dance with the interlocutor. The interlocutor knew the interlocutor well and assumed the interlocutor wanted to dance as well. The interlocutor put pressure on the interlocutor so that the interlocutor wanted to cooperate with the interlocutor. Hence, the bolded utterances refer to assume or presuppose the speaker's knowledge of and concern for the interlocutor's wants. According to Brown and Levinson (1987) the speaker may reduce the FTA by making the interlocutor cooperate with them and by putting pressure on the interlocutor.

Data 4

> Miriam : "**That was good. You passed and here is your reward. Ninety-nine Australian tour, with the girl I love you remix**"
> Mei : "OMG, Mir! I'll guard it with my life!"

The conversation above happened from the minute 00.05.33-00.05.46. Miriam was the speaker and Mei was the interlocutor. The speaker earlier asked the interlocutor to do something. While the interlocutor was realizing what the speaker wanted, the speaker was giving the interlocutor some gift. The gift was the reward considering the interlocutor did what the speaker had asked. The action by the speaker refers to give gift. Brown and Levinson (1987) clarified that the speaker can please the interlocutor positive face by giving gift. This can include both the physical or non-physical gift.

Data 5

Mei : "**We'll karaoke another time, I promise**"
Miriam : "Okay, sure Mei"

Mei appeared the speaker and Miriam as the interlocutor. The conversation above happened in the minute 00.05.53-00.05.55. The speaker before refused to join her friends to do karaoke together. The speaker got something else to do and she needed to go home. Thus before she got on the bus, she promised her friends that she will join the karaoke next time. The bolded utterances above consider offer promise. Brown & Levinson (1987) said that by giving a promise the speaker has a good intention for the interlocutor and satisfies the positive face of the interlocutor.

Data 6

Mei : "Still down for a rematch, Mr.Gao?"
Mr.Gao : "Brin it, Lee. What a **good girl**"

The conversation between Mei and Mr.Gao above happened in the minute 00.06.38-00.06.43. Mei was the speaker and Mr.Gao was the interlocutor. The speaker earlier helped the interlocutor to win the chess game. The interlocutor then called the speaker a good girl for how nice the speaker's attitude. The term "good girls" was used by the interlocutor to show the close relationship with the speaker. The interlocutor did the claimed common ground with the speaker by using the particular term to call the speakers. This action is related to strategy use in-group identity marker of positive politeness. Brown and Levinson (1987) explained that the speaker may use certain address forms to implicitly claim the common ground with the interlocutor.

Data 7

Mom : "How was school today?"
Mei : "Killed it per usual. Check it out"
Mom : "**Oh. That's my little scholar**"

The above conversation happened in the minute 00.07.08-00.07.16 with mom as the speaker and Mei as the interlocutor. The conversation happened when the interlocutor was asked about her school. The interlocutor was a very smart student and always got a good score. Thus when the speaker asked about the

school the interlocutor confidently said she did great like usual. The bolded utterances showed how proud the speaker was. In order to show proudness, the speaker used the term little scholar to express a close relationship with the interlocutor. This situation is connected to the positive politeness strategy use in-group identity marker. When the speakers apply in-group membership they can indirectly declare the common ground with the interlocutor (Brown & Levinson, 1987).

Data 8

> Mom   : "You ready?"
> Mei   : "**Let's do this**"

The conversation above involved Mom as the speaker and Mei as the interlocutor. This happened during the minute of 00.08.07-00.08.09. The speaker and the interlocutor were ready to do house chores together. Then when the speaker asked if the interlocutor was ready, the interlocutor agreed. The bolded utterances spoke by the interlocutor involved both the speaker and the interlocutor. It means the interlocutor wanted to do the chores with the speaker. This referred to the strategy include both the speaker and the interlocutor in activity of positive politeness. By involving the interlocutor and the speaker in the activity, the speaker reduce the FTA and create a cooperative assumption with the interlocutor (Brown & Levinson, 1987).

Data 9

> Mom   : "He should have listened to his mother and married Ling Yi."
> Mei   : "**Totally. Siu-Jyu is so two-faced**"

The above conversation happened in the minute 00.09.56-00.10.01. Mom was the speaker and Mei was the interlocutor. The speaker and the interlocutor were watching a drama together. They were talking about the characters in the drama. When the speaker said how fake the character was, the interlocutor directly agreed with the speaker. To save the topic and reduce the threat, the interlocutor agreed without even making additional argument. Hence, the bolded utterances above consider as strategy seek agreement. As mentioned by Brown and Levinson (1987) the seek agreement strategy can be done by saving the topic and satisfy the interlocutor desire to redress the FTA.

Data 10

Mom : "**Do you want a snack?**"
Mei : "Cool, great, thanks."

The above conversation happened in the minute 00.12.19-00.12.21 with mom as the speaker and Mei as the interlocutor. The speaker went to the interlocutor's room and asked the interlocutor about the snack. The speaker was giving a question that required a yes or no answer. By asking a question to the interlocutor the speaker assumed and implied that she knew what the interlocutor wants. Thus the bolded utterance can be considered as strategy presuppose. Brown and Levinson (1987) explained that the FTA can be reduced when the speaker presupposes or presume the interlocutor's wants and attitudes. This action can be done by giving questions that presume yes or no answer.

Data 11

Mom : "**I know it feels strange Mei-Mei. But I promise, nobody will notice a thing**"
Mei : "Thank you for your concern mother. But I'll be fine."

The conversation above happened in the minute 00.20.07-00.20.14. Mom was the speaker and Mei was the interlocutor. The speaker was concerned about the interlocutor because she thinks the interlocutor was having her first period. Thus, the speaker tried to comfort the interlocutor by promising no one will notice anything. The speaker did strategy offer, promise of positive politeness. As confirmed by Brown and Levinson (1987), to reduce the potential threat the speaker can choose to stress the cooperation with the interlocutor. This can be done by giving whatever the interlocutor wants or needs and offering promise is the natural way to show the good intention to the interlocutor.

Data 12

Mom : "**Well, here is your lunch. I packed extra snacks and herbal tea for cramps. It helps relax your**"

Mei : "I got it thank you bye"

The above utterances happened in the minute 00.20.16-00.20.22. Mom involved as the speaker in the conversation and Mei was the interlocutor. The speaker was trying to make sure the interlocutor was well prepared. Hence, she

gave stuff that probably the interlocutor needs. By giving things to the interlocutor, the speaker intentionally wanted the interlocutor to feel at ease and comfortable. This action is related to the strategy of positive politeness give gifts. The speaker tried to satisfy the interlocutor by giving a gift to fulfill the interlocutor's positive-face wants (Brown & Levinson, 1987).

Data 13

> Mei : "Why didn't you warn me?**"**
>
> Mom : "I thought I had more time. **But it's going to be fine. I overcome it and you will to**"

The conversation above happened with Mei as the speaker and mom as the interlocutor. It happened in the minute 00.28.39-00.28.56. The conversation was said when they talked about the generational blessing that happened to the speaker. The speaker asked why the interlocutor did not warn her earlier. The interlocutor then tried to comfort the speaker and said things will be fine. The bolded utterances showed how the interlocutor put pressure on the speaker to believe the interlocutor. This action is related to assert or presuppose the speaker's knowledge of and concern for the interlocutor's wants. This strategy indicates the cooperation between the communication partners and it is done by putting pressure on the interlocutor and stressing the interlocutor's wants to fit into the speaker's wants (Brown & Levinson, 1987).

Data 14

> Mei : "That's a whole month away!**"**
>
> Mom : "We'll wait it out together and **I'll be with you every step of the way**"

The conversation above featured Mei became the speaker and Mom as the interlocutor. It happened in the minute 00.28.39-00.28.56. Previously, they talked about the ritual that they can do to cure the speaker's problem. The ritual can only be done after a month. It made the speaker upset. And then the interlocutor tried to reassure the speaker. The interlocutor promised to always be with the interlocutor and they would wait together. The interlocutor wanted the speaker to be calm and tried to reduce the FTA using promises. This action refers to strategy

offer, the promise of positive politeness. Brown and Levinson (1987) explained that to reduce the threat possibility the speaker should cooperate with the interlocutor and give whatever the interlocutor needs and wants.

Data 15

> Ming : "This is awful. What are we gonna do?"
>
> Jin : "**Don't Worry. We'll get through this**"

The above utterances took place in the minute 00.30.40-00.30.45. It had Ming as the speaker and Jin featured as the interlocutor. The speaker and the interlocutor were talking about their daughter's problem. The speaker was worried about their daughter's situation. The interlocutor tried to calm the speaker and comfort the speaker. By using the word "we", the interlocutor tried to involve the speaker in the activity as well. This means they both will solve the problems together. This situation is related to strategy include both the speaker and the interlocutor in the activity. According to Brown and Levinson (1987), this strategy of positive politeness stresses the usage of the words "we". The word "we" can make cooperative assumptions and loosen the FTA.

Data 16

> Mei : "**It's Mei. Calm down alright? I'm gonna let go and you're gonna be chill. Got that?**"
>
> Mei's friends : "Mmm-hmm"

The above utterances happened in the minute 00.30.40-00.30.45. Mei was the speaker talking to her friends as the interlocutors. The conversation started when the interlocutors found a giant panda and they were freaked out. Turned out the giant panda was the speaker. The speaker closed their mouth so they won't scream. Hence, the speaker said that she would let go if the interlocutors were calm. This situation refers to strategy 14: Assume or assert reciprocity of positive politeness. When the speaker said she would let go she assumed that the interlocutors would clam. According to Brown and Levinson (1987), the speaker may give the urge or obligation to obtain something when the speaker cooperates with the interlocutor.

Data 17

Miriam : "Mei what the heck happened?"

Mei   : "It's just some, you know… **I mean it'll go away. Eventually**"

The conversation happened in the minute 00.32.33-00.32.47. Miriam was the speaker and Mei was the interlocutor. The speaker found out about the interlocutor that changed to a giant red panda. It was very odd and the speaker asked about what happened. The interlocutor was trying to explain the situation to the speaker. However during the explanation the interlocutor tried to make she believe that she can turns back into human. The interlocutor tried to be optimistic and convinced the speaker that everything was fine. This situation can be considered as strategy is optimistic. The optimistic expression in positive politeness can work to reduce or minimize the potential of a face threat (Brown & Levinson, 1987).

Data 18

Mei   : "**Thanks guys you're the best**"

Miriam   : "Aw we love you, Mei."

The conversation above happened between Mei as the speaker and Miriam as the interlocutor. It happened in the minute 00.34.29-00.34.33. The conversation was delivered because the speaker's friends attempted to comfort the interlocutor and made the interlocutor calm. The speaker felt helped by her friends and thanks to them. The bolded utterances express how the interlocutor appreciated the friendship. And the interlocutor emphasized it by saying how the best her friend was. The word "the best" refers to strategy exaggerates positive politeness. As Brown and Levinson (1987) explained, the exaggerate strategy is done by exaggerating intonation and stressing words to satisfy the face of the interlocutor. Thus when the speaker stressed the word "best" she exaggerated the compliment to please the interlocutor.

Data 19

Mei   : "My mom already doesn't like you"

Miriam : "Wait she doesn't?"

Mei   : "**I'll call you I promise**"

The above utterances happened between Mei as the speaker and Miriam as the interlocutor. It happened on the minute 00.35.52-00.35.55. The conversation above was being produced while the speaker was asking the interlocutor to leave. The speaker was scared that her mom found the speaker's friend at that moment. However, the interlocutor was still worried about the speaker. Thus to calm the interlocutor, the speaker made a promise. The speaker promised that she will call the interlocutor and explain it later. The speaker did strategy 10: Offer, promise of positive politeness. As she offered anything that the interlocutor wants, they will leave. Brown and Levinson (1987) argued that to reduce the threat possibility the speaker needs to cooperate with the interlocutor and provide anything the interlocutor needs and wants.

Data 20

> Stacy : "But she's like a magical bear?"
>
> Mei : "Red Panda!"
>
> Stacy : "**You are the cutest thing ever**"

The above conversation happened in the minute 00.42.22-00.42.30. This happened with Stacy as the speaker and Mei as the interlocutor. The speaker found out about how the interlocutor can turn into a giant bear or red panda. The speaker first thought it was a Panda but the interlocutor corrected it and said it was a red panda. After knowing that it was a red panda, the interlocutor suddenly said that the interlocutor was cute. The speaker's utterances are considered as strategy 2: exaggerate as the speaker overly complimented the interlocutor. The speaker stresses the compliment as well by saying "the cutest thing ever" to the interlocutor. Brown and Levinson (1987) mentioned that the exaggerate strategy is often done by stressing the intonation and noticing the interlocutor interest.

Data 21

> Mom : "You're not going out like that, are you?"
>
> Mei : "My panda my choice mom! **I'll be back before dinner, okay**?"

The conversation above happened between Mom as the speaker and Mei as the interlocutor. It happened in the minute 01.28.08-01.28.15. The context started when the interlocutor asked permission from the speaker to go out. And then the

speaker mentioned the interlocutor's appearance as a joke with the interlocutor. The interlocutor took the joke and said it was her choice. They both laughed and then the interlocutor promised she will be back before dinner. The interlocutor was trying to convince the interlocutor so that she can go out with her friends. This action refers to offer, promise. Thus, to reduce the FTA or the potential of threat the speaker notices what the interlocutor wants. And cooperate with the interlocutor by offering whatever the interlocutor needs and wants (Brown & Levinson, 1987).

CONCLUSION

Communication can be expressed in many ways. In expressing the attitude during the communication it is crucial to protect the positive face of the interlocutor. So that, the speaker may reduce the potential threat. This action can be done by applying the positive politeness strategy. The positive politeness strategy also can be found in various media such as Movies. And this research used the "Turning Red" movie as the data source to analyze positive politeness. And 21 data were found related to the 15 positive politeness strategies. From the 15 strategies, nine strategies were discovered in the movie. In addition, the strategy 10: offer promise appeared as the most frequent strategy. The characters tend to save the positive face of their interlocutors by giving promises to redress the FTA. This way the speaker would calm the interlocutor and provide the interlocutor's interests, needs, and wants. So that, the interlocutor would feel at ease. Moreover, in applying the positive politeness the characters tend to save the interlocutor's face by offering promises.

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