

Pragmatic Analysis of Leech's Politeness Principles in *Encanto* Movie

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Abstract

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This study explores how politeness works in the animation movie called Encanto in theory of Geoffrey Leech's Politeness Principle. It focuses on how the six maxims of tact, generosity, approbation, modesty, agreement, and sympathy appear in the characters' dialogues and how they build the story and their relationships. The data collected from selected lines in the movies and were analyzed using a qualitative descriptive method. The researchers identified the dialogues that presented politeness, classified them based on Leech's maxims, and analyzed how each maxim functions in the characters' communications. This helps us know how polite language can reduce tension and guide emotional responses during conversations. It also shows how everyday family talk reflects values like respect, care, and modesty. The findings reveal that all six maxims appear in the film, with approval being the most frequent and sympathy the least. In more emotional scenes, the characters tend to rely on tact and generosity. The approval maxim often helps maintain relationships and encourages warmth between characters. Overall, the study suggests that politeness in Encanto supports family harmony and plays an important role in character development and conflict resolution. It also shows that pragmatic theories can be applied to fictional stories and adds to the growing research on politeness in animated films.

Kata Kunci:

Encanto,

Geoffrey Leech,

Maksim,

Prinsip Kesopanan

Makna

Abstrak

Penelitian ini meneliti bagaimana prinsip kesopanan bekerja dan ditunjukkan secara realistik dalam film animasi berjudul Encanto dengan menggunakan teori Politeness Principle dari Geoffrey Leech. Penelitian berfokus pada bagaimana enam maksim diterapkan, diantaranya tact maxim, generosity, approbation, modesty, agreement, dan sympathy dalam dialog karakter-karakter di dalamnya, serta bagaimana maksim-maksim tersebut membangun alur cerita dan hubungan antara karakter. Data diperoleh

dari beberapa dialog yang dipilih dalam film dan dianalisis dengan metode deskriptif kualitatif. Peneliti mengelompokkan penuturan yang memperlihatkan kesopanan dan mengkategorikannya berdasarkan maksim menurut Leech, serta menganalisis fungsi setiap maksim tersebut di antara karakter. Hasil penelitian ini menunjukkan bahwa seluruh maksim muncul dalam film, dengan approbation maksim sebagai yang paling banyak dan sympathy maksim sebagai yang paling jarang muncul. Pada adegan-adegan yang sarat emosi, tokoh-tokoh cenderung menggunakan tact maxim dan generosity maxim. Dominasi approbation maxim berperan dalam menjaga hubungan interpersonal dan menciptakan kehangatan antar karakter. Secara keseluruhan, penelitian ini menyimpulkan bahwa kesopanan berkontribusi pada keharmonisan keluarga dalam cerita serta memainkan peran penting dalam pengembangan karakter dan penyelesaian konflik. Selain itu, penelitian ini menunjukkan bahwa teori pragmatik dapat diterapkan pada karya fiksi dan memperkaya kajian mengenai kesopanan dalam film animasi.

INTRODUCTION

Language has an important function in human life. To fulfill their needs and understand each other, humans communicate using language to express feelings, intentions, and purposes. It is impossible for humans not to speak the language (Fridolini et al., 2021). Sapir (1924) states that language is a non-instinctive means used by humans to convey desires, emotions, and concepts through voluntarily created symbols. In other words, language is a unique, created system allowing intentional expression through established symbols like speech or writing. Language not only acts as a communication tool but reflects culture, identity, and social values within a community. Through language, people convey respect, build relationships, and negotiate meaning in everyday life.

Conversation is a natural form of verbal communication, it is used for communications and maintaining relationships. It showed emotion, intention, and social roles. Clark and Wilkes-Gibbs (1986) explained it as a collaborative process. Hafizi and Sarah (2019) said it as a main part of everyday communication. As Harley (2021) stating it is as a shared oral communication. (Sacks et al., 1978) add

that conversation follows patterns that function to manage interaction. So even though conversation may seem spontaneous, it often pursues patterns that bring meaning and help us connect. Within these interactions, speakers naturally apply social and linguistic strategies that build how messages are presented and interpreted. One of the key strategies in communication is politeness, which confirmed conversations run smoothly and relationships remain peaceful. In this research, politeness is seen as a key aspect of communication that reflects social awareness and cultural values.

According to Leech (1983), the Politeness Principle is a pragmatic principle that guides speakers to reduce potential conflict and maximize expressions that are polite, friendly, or harmonious. Its core purpose is to maintain social harmony and promote cooperation in communication. Since politeness influences how people maintain respect and harmony, it becomes relevant to analyze how it appears in daily interactions and movie dialogues.

Previous studies have analyzed how politeness appears in movies. (Fridolini et al., 2021) analyzed “Little Women” movies and found some politeness approaches, shows that aspects like age and social status affects how politeness is applied. Another study by (Rosyidah et al., 2019) studied “Kung Fu Panda” and found characters often used Leech’s maxims, especially tact and agreement, to maintain harmony. Other researchers state that movies show real-life interaction, making them suitable for studying politeness (Huang, 2008; Locher & Watts, 2005).

These researchers show that scripted dialogue often reflects real life communication. Since the authors of movies reliably write dialogues to reflect social norms and emotional depths, movie conversations gave good examples of how politeness is functioned pragmatically. Furthermore, films often feature characters of varying ages, levels, and cultural backgrounds, allowing for comparative perspectives into how politeness adapts across social levels.

More recent research applies Leech’s maxims to animation movies. Aswan and Susanto (2023) examined how the characters in Upin & Ipin reflect politeness through all six of Leech’s maxims, while Dewiyani and Candra (2023) performed

a similar analysis on Turning Red, presenting that these maxims are actively used in many conversational contexts. (Jamilah, 2014), in their study of the movie Emma (2020), not only classified the types of maxims used but also analyzed their frequency, providing a detailed view of how politeness reveals itself in fictional narratives. These studies indicate the effectiveness of Leech's framework for examining pragmatic features in animation movies. However, not many studies have particularly examined Leech's politeness maxims in animation movies like Encanto. Most available research focuses on live-action movies or cross-cultural aspects of politeness (Kádár & Haugh, 2013; Kecske, 2014). There is an earlier study titled "Positive Politeness Strategies Used By The Main Character In The Animation Movie 'Encanto'" by Dewiyani and Puspita Candra (2023) that focused and analysed Brown and Levinson's politeness principles portrayed by the characters.

While Brown and Levinson's (1987) model focuses on face-saving acts, Leech's Politeness Principle provides a more detailed look at linguistic balance and social ethics. The six maxims allow researchers to separate between politeness motivated by discipline (tact, modesty) and that inspired by empathy (generosity, sympathy). Implementing this to Encanto movie deepens our understanding of how dialogue produces moral and emotional meaning. Specifying that Encanto focuses on intergenerational and cultural values, Leech's framework allows a research of how language preserves familial respect and affection even during conflict.

Leech's (1983) Politeness Principle enhances Brown and Levinson's theory by focusing not only on face-saving acts but on the pragmatic consistency between speaker and hearer advantages as well. His six types of maxims, which are tact, generosity, approbation, modesty, agreement, and sympathy that offer a detailed framework for analyzing how politeness purposes in language use across various situations, including film dialogue from each character.

Meanwhile, previous studies have applied Leech's maxims to multiple animated movies, there are still limited studies of how these rules are revealed in culturally rich narratives like Encanto, which concentrates on Colombian family dynamics and social values. This gap highlights the need for an analysis that

considers both linguistic politeness and cultural context. For that reason, this study used Leech's Politeness Principle to analyze the six maxims portrayed by the character in the movie Encanto. The research focuses on how Leech's six politeness maxims are represented in the conversations between each character. It analyzed how these principles impact how characters speak to each other and build relationships. By this approach, the researcher wants to explore politeness in movies from a linguistic and cultural point of view in more depth.

Literature Review

Pragmatics concentrates on how meaning is shown through the context and the communication. One of its main components is politeness, which plays an important role in maintaining social harmony. Various researchers, such as, Brown and Levinson (1987), and Leech (1983), have contributed importantly to the study of politeness. Learning these theories is important because they provide the conceptual framework for analyzing how characters in Encanto movies express politeness and maintain social harmony through language.

To avoid miscommunication, speakers follow specific rules like the politeness principle. Politeness helps smooth social communications and avoid conflict (Lakoff, 1977). Brown and Levinson (1987) emphasize its function in sensible dialogue behavior. Meanwhile Leech (1983) adds that politeness acts as a strategy for better social interaction. In pragmatic terms, politeness is often analyzed as a mirror of social awareness and interpersonal regard. It reveals how speakers balance their purposes with the need to respect others' feelings, which makes it an important subject for linguistic and cultural analysis.

Brown and Levinson's (1987) politeness theory emphasizes strategies for saving positive face (the desire to be liked) and negative face (the desire not to be imposed upon). And Leech's Politeness Principle (1983) extends and complements these frameworks by offering a set of conversational maxims which are tact, generosity, approbation, modesty, agreement, and sympathy that specifically highlight how politeness works as a means of social harmony. While Brown and Levinson focus on face management, while Leech outlines the discussion by highlighting how people stable respect, empathy, and harmony in conversation.

This study chose Leech's Politeness Principles because it offers a better way to see how politeness works in everyday conversations, making it suitable for analyzing the dialogues in Encanto.

METHOD

This study uses a qualitative descriptive approach to explore and analyze the portrayal of six maxims by Leech through characters' dialogues in the movie Encanto. Qualitative research collects spoken or written data and observable behavior (Taylor et al., 2015). As Creswell (2014) cited in Lima and Newell-McLymont (2021) states, qualitative research considers the meanings that individuals or groups ascribe to social phenomena. It purposes to interpret everyday experiences openly and clearly.

Based on Alase (2017), qualitative descriptive research within interpretative frameworks such as IPA investigates individual life experiences and personal interpretations. Allen (2015) also supports using qualitative methods to present findings in a natural, accessible way that stays close to participants' perspectives. These frameworks justify the use of descriptive methods in this study to explore how politeness maxims appear in the characters' dialogues in Encanto.

The data in this study is the transcription of the movie Encanto, particularly the characters' utterances. Data is collected by watching the movie and underlining utterances that portray Leech's politeness principles.

The data analysis process contains identifying Geoffrey Leech's Politeness Principles and interpreting communicative functions through contextual and linguistic clues. Then, each utterance is analyzed and classified according to its type of maxim through the following steps:

1. Transcription Making and Verifying

The researchers make a transcription from the movie by watching the original version. To make sure accuracy, the movie is watched many times so that the transcription fits the original dialogue with no mistakes.

2. Segmentation

The transcription is divided into segments or utterances based on the types of maxims, meaning each utterance carries a specific communicative function. This helps make the analysis of each utterance clearer according to its communicative purpose.

3. Analysis and Interpretation

The transcription is read several times to interpret each utterance and determine what kind of Politeness Principle it represents. Linguistic elements such as word choice, tone, and contextual aspects are analyzed to decide politeness strategies. In Leech's framework, the function of these principles is to keep social harmony and avoid conflict or offense in communication.

4. Classification

Each utterance is being classified into one of the six types of Politeness Principles by Geoffrey Leech: Tact, Approbation, Agreement, Modesty, Generosity, and Sympathy. For example, that time when a character says, "Could you please help me with this?" It represents the Tact Maxim because the speaker avoids demand by using a polite request form.

5. Pattern Identification

The researchers identify the whole patterns of politeness principles found in the movie to decide which maxims appear most frequently. This helps reveal the most used maxim and how politeness is portrayed or emphasized through the characters' communication.

FINDINGS AND DISCUSSION

Finding

Table 1. Types of maxims found in *Encanto* movies.

No	Types of Maxims	Frequency	Percentage
1.	Tact	15	21.43%
2.	Generosity	12	17.14%
3.	Approbation	18	25.71%
4.	Modesty	8	11.43%
5.	Agreement	10	14.29%
6.	Sympathy	7	10.00%
Total		70 Utterances	100%

This study analyzes the use of politeness in the movie Encanto based on Leech's Principles of Politeness. After analyzing the script, the researcher found that all six of Leech's principles of politeness appear in the characters' conversations in the movie. These principles help keep communication polite and describe various social situations in the movie.

The six maxims found are: Tact, Generosity, Approbation, Modesty, Agreement, and Sympathy. These can be seen in the way family members talk to each other during happy, sad, and emotional moments. Their use demonstrates how the characters try to maintain peace within the family, show concern, and manage their relationships.

Based on the result table above, 70 maxims utterances were found from Encanto characters' dialogues. Approbation Maxim appears the most, while Sympathy Maxim appears the least. This shows that praise is more often used to keep harmony in the family, and sympathy is used more occasionally, often during serious or emotional moments. The difference in how often each maxim appears may reflect the different ways characters show politeness and care, which can be seen more clearly in how each maxim is used by the characters in different scenes.

1. Tact maxim

Minimize cost to others, maximize benefit to others. Tact Maxim is concerned with reducing the imposition on others and promoting actions that benefit the hearer.

1.1. Mirabel: “You have nothing to worry about Antonio... You are going to get your gift and open that door... and it is going to be the coolest ever. I know it.”

Mirabel states this to comfort Antonio before his gift ceremony. Instead of being neutral or mentioning her own disappointment, she fully reassures him. Saying “you have nothing to worry about” minimizes Antonio's nervousness, and calling the gift the “coolest ever” is meant to comfort, not deceive. Based on Leech's tact maxim, politeness is demonstrated by minimizing emotional pressure and maximizing benefit to the hearer. Mirabel does this perfectly, focusing on Antonio's confidence, not her own feelings, making this a clear application of the tact maxim.

1.2. Julieta: “Mi vida, are you okay? You do not have to over-do it.”

Julieta states that statement when she notices Mirabel trying too hard before Antonio’s gift celebration. Despite directly stopping her, Julieta replies with warmth and empathy. The “Mi vida” words shows connection and affection, while her next statement “you don’t have to over-do it” acts as her polite reminder, softens the sense of pressure. Julieta doesn’t judge Mirabel, but she lets her act comfortably. This fits Leech’s tact maxim since it reduces stress and shows kindness. Julieta helps Mirabel without judging her that can make her feel bad.

1.3. Mirabel: “Sorry, I will get one more squeeze.”

Before Antonio walks out, Mirabel gives him a final hug and says “sorry.” Even though she’s showing love, she’s scared that it might delay the ceremony. This small apology reflects tact maxim, which: she respects that the moment is about Antonio. Leech’s tact maxim is about minimizing imposition, and Mirabel doing it by showing thoughtfulness even in a loving act. Her joking tone still conveys modesty and respect, showing tactful communication.

2. Generosity Maxim

Minimize benefit to self, maximize cost to self. This maxim is usually found when the speaker tries to make themselves appear humble and considerate by putting others' needs first.

2.1. Mirabel: “If it doesn’t work... you had to stay here in the nursery... with me. Forever.”

Mirabel states this to Antonio before his present celebration, giving comfort instead of focusing on her own past disappointment. She brings the worst-case scenario with love and humor; he will stay with her forever. This reflects the generosity maxim: Mirabel puts aside her emotional needs to support Antonio, showing emotional security and selflessness. Her attention is completely on making Antonio feel safe, not on reliving her own past pain. This moment shows how generosity in language can create comfort without demanding anything in return.

2.2. Agustín: “We say nothing. Abuela wishes for a perfect night. You did not break into Bruno's tower, the magic isn't fading, the home isn't collapsing, Luisa's gift isn't waning, no one will notice it, just act normally...”

This scene takes place after Mirabel uncovers the cracks in the house and the strange events related to the fading magic. After that Agustín protects her by covering up the situation. He takes the risk and the blame. This is a great example of the generosity maxim which is when he puts Mirabel's comfort and safety instead of his own image by taking the risks that may come from doing so. His motivation shows how much he cares for Mirabel's emotions at this tough moment. Agustín's words illustrate what it means to be a father who is kind, polite, and protective at the same time.

2.3. Bruno: “She did not do this! I gave her a vision! It was me! ... I do not care what you think of me, but if you are too stubborn to...”

This emotionally intense line is spoken by Bruno when Abuela blames Mirabel for the destruction of the magic. He takes full responsibility, saying again that Mirabel is innocent and revealing that he gave the vision. He doesn't care about his own image and puts himself in a position of shame to protect her. This brave act shows the generosity maxim since he takes up the emotional, making his reason an act of brave politeness. Bruno sacrifices his already fragile reputation to prevent Mirabel from being blamed. His choice to speak up, despite years of silence, shows the depth of his selflessness.

3. Approbation Maxim

Minimize dispraise of others, maximize praise of others. Approbation Maxim focusing on giving compliments rather than pointing out faults.

3.1. Julieta: “I wish you could see yourself the way I see you. And you are perfect just like this. You are just as special as anyone else in this family”

Julieta says this after Mirabel feels left out during Antonio's party. She realizes that Mirabel is insecure of herself and gives her honest comfort. The Approbation Maxim is shown when she says “you are perfect” and “just as special,” as this does not criticize Mirabel and makes her feel better about herself. Her gentle

words help others feel better about themselves and show that she cares without making them feel bad or putting pressure on them.

3.2. Isabela: "It is a dream when we work as a team. You are very strong."

Luisa: "Yeah, but I still cry sometimes."

Isabela/Mirabel: "So do I!"

The scene happens when the characters are singing "All of You," which is when the family starts to come together and reconnect. Luisa shows emotional strength by admitting that she cried. Isabela says, "You are so strong," which follows the *Approbation Maxim* by giving honest praise without judging. They said "So do I!" shows that they are both sensitive and honest strength means feeling honest about feelings.

3.3. Abuela Alma: "I knew you could do it... a gift just as special as you are."

Abuela says this at the end of the movie, after tension with Mirabel has been resolved. Earlier, she judged Mirabel for not having a gift, but now she acknowledges her true worth. Her words reflect the *Approbation Maxim* because she offers full price without criticism. Calling Mirabel "a gift" redefines what special means in their family. This moment helps to repair their bond and shows how humility can restore relationships.

4. Modesty Maxim

Avoid appreciation of self, encourage dispraise of self. The phrase tells the speakers to avoid talking about their own achievements or qualities, but to minimize them instead. It typically happens when someone gets praise but doesn't act like they'll be better than everyone else.

4.1. Pumped Juancho : "What is your gift?!"

Mirabel : (teasing) "Who is asking?"

Kids : (BEAT) "Us!"

Mirabel : "Well, "us," I cannot just talk about myself... I am only part of the amazing Madrigals."

This scene happens early in the movie when local kids eagerly ask Mirabel about her magical gift. Mirabel doesn't feel sorry for herself or say plainly that she

has no authority. Instead, she utilizes comedy and shifts the focus to her family. Her answer fits with the Modesty Maxim since she downplays how important she is and doesn't bring attention to the fact that she doesn't have a talent. She keeps a happy and interesting tone instead of making a complaint out of the occasion. This shows not only being humble, but also that she is strong emotionally. Mirabel puts the picture of her family above her own pain.

4.2. Luisa : "Maybe I overdo it."

Mirabel : "Yup."

Luisa : "Um, there is something you should know: last night, when you saw the cracks, felt... weak."

In this emotionally honest moment, Luisa opens up about the pressure she feels and her sense of failure. Simple reply of "yup" that Mirabel gave is confirming without taking over the event. She follows the Modesty Maxim by not talking about herself or bragging how she helped Luisa. Instead, she allows Luisa show her weakness in a way that doesn't catch attention to it. Because Mirabel is humble, her sister may communicate and listen without being stopped. This simple act of support helps them trust each other.

4.3. Mirabel : "I may not be as powerful as Luisa or as flawless as "Señorita Perfecta," Isabela, who has never experienced a poor hair day. But... whatever."

This scene shows Mirabel trying to explain her actions while surrounded by criticism from her family. She pulls herself down by comparing her own characteristics to those of her sisters instead of praising her bravery or determination. It's obvious that she follows the Modesty Maxim since she doesn't make herself the main protagonist or main character in her words. The word "whatever" shows her emotionally drained, masking deeper hurt with a dismissive tone. Even when she is attempting to help someone, her humility shows that she loves peace more than standing for herself. It illustrates how hard it is for her to stay humble while still wanting to be noticed.

5. Agreement Maxim

Minimize disagreement and maximize agreement between self and other.

This maxim encourages speakers to express agreement whenever possible, helping conversations stay positive and cooperative.

5.1. Isabela : “Did you just slide down the house?”

Mirabel : “Yes, I did!”

Isabela : “Did you see what you did?”

Mirabel : “Yeah, yeah, I did! My gift!”

This scene happens after Mirabel and Isabela argue, and Mirabel realizes that Isabela doesn't want to be perfect all the time, she wants to express herself freely. When Isabela is surprised by her own new power, Mirabel responds excitedly with “Yes, I did!” and “Yeah, yeah, I did!” This portrayed the Agreement Maxim because Mirabel chose to agree and support rather than disagree, which helps strengthen their relationship.

5.2. Antonio : “I need you.”

Mirabel : “I got you.”

Before Antonio's ceremony, he's nervous. Mirabel understood and responded, “I got you.” Without any doubt and hesitation, the words just came out of her. Mirabel's straight forward and comforting answer follows the Agreement Maxim since she doesn't fight back and instead focuses on emotional well being which shows how much Antonio can trust her.

5.3. Isabela : “Did you see what I did?”

Mirabel : “Yeah! That was so amazing!”

When Isabela showed her creative side, she wanted a compliment from Mirabel, who replied with enthusiastic praise. “Yes!” “That's so amazing!” and that meant not just agreeing but showing appreciation as well. Mirabel is completely behind Isabela's growth. This scene clearly shows the Agreement Maxim, where agreeing with someone makes you feel more confident and connected to them.

6. Sympathy Maxim

Minimize negative feelings and maximize empathy between self and those around. This maxim motivates speakers to express empathy and kindness, especially during tough times, strengthening emotional bonds in communication.

6.1. Mirabel : "Are you nervous?"

Antonio : "I do not want to go."

Mirabel : "I know you want to stay, and I understand. But you will be great. I promise."

Antonio : "Will you come with me?"

Mirabel : "Of course. I got you."

This scene happens just before Antonio receives his magical gift. Antonio is clearly worried, but instead of ignoring his nervousness, Mirabel says, "I know you want to stay, and I understand." Her answer is gentle and understanding, showing that she is caring instead of dominating. When he invites her to go with him, she quickly says, "Of course. I understand you." This conversation shows the Sympathy Maxim because Mirabel understands how Antonio is feeling, comforts him, and gives both mental and physical support without making him feel bad or judging him.

6.2. Abuela : "Look at our home... it is gone."

Mirabel : "I am sorry. I tried to be someone I am not."

Abuela : "You wanted to help. I see that now."

Mirabel : "I never meant to hurt the family. I only wanted to make you proud."

This scenario happens after the Casita is destroyed. Abuela and Mirabel are both upset. Mirabel says "I am sorry" and then explains why she did it, which is because she wanted to help and make Abuela proud. Abuela doesn't blame anyone. She says, "You wanted to help. I see that now." This conversation shows the Sympathy Maxim because both characters are open about their feelings and show sympathy for one other's pain. Their common empathy starts to repair their broken connection.

6.3 Abuela : “I lost sight of what really mattered.”

Mirabel : “You were just trying to protect the miracle.”

Abuela : “You are exactly what this family needs.”

Mirabel : “Really?”

Abuela : “Yes. You have held us together even when everything was falling apart.”

This scene occurs when Abuela finally admits that she didn't understand what is really important and matters. Instead of blaming her, Mirabel responds with understanding, saying, “You are just trying to protect the magic.” This moment illustrates the Sympathy Maxim, as both characters show careness. This reduces the tension between them, providing the space to fix all things up to restore harmony to their family.

Discussion

The analysis shows that all six of Leech's politeness maxims appear in Encanto. The Approbation Maxim is the most common, followed by Tact, Generosity, Agreement, Modesty, and Sympathy being the maxim that appear the least. This means that compliments and positive messages play an important role in the movie. The dominance of the Approbation Maxim matches the main theme of affirmation, support, and belonging in the Madrigal family.

Many scenes show that characters giving encouragement, such as when Julieta comforts Mirabel after she feels left out during Antonio's ceremony. Julieta says, “I wish you could see yourself the way I see you. And you are perfect just like this. You are just as special as anyone else in this family”. This dialogue clearly portray the Approbation Maxim because Julieta avoids any negative comments and focuses only on praise. Her words help reduce Mirabel's insecurity and strengthen their emotional bond. These examples show that praise is used not only as politeness but also as a way to solve emotional problems in the family.

Politeness also relates to conflict and relationship repair. In the river scene, the conflict becomes worse because Abuela talks with blame and ignores the Tact and Approbation Maxims. When later on, she accepts Mirabel's value and then

begins to speak with more appreciation, the Approbation Maxim reappears. This helps repair their relationship and supports the idea that politeness can restore emotional balance conversation in family communication.

Another example is when Mirabel talks to Isabela. Mirabel uses Agreement and Approbation to calm her by telling “You’re doing great. You don’t have to be perfect all the time.” This shows how politeness can avoid tension and make characters feel understood by others. It also shows that the use of positive language helps the family reconnect after conflict.

The sympathy maxim appears the least because the movie focuses more on encouragement and praise than on pity or expressing mercy. The characters show support by giving compliments instead of expressing sympathy. Sympathy Maxim usually appears when someone experiences loss or pain, but Encanto focuses more on pressure, expectations, and family misunderstanding. Therefore, the story uses praise and agreement more often than sympathy to resolve problems.

These findings are in line with previous studies. Fridoloni et al. found that Approbation was common in Little Women because the sisters supported each other with kind words. Jamilah reported that praise reinforced closeness in Emma. In contrast, Rosiydha et al. found that Tact and Agreement dominated Kung Fu Panda because the film deals with hierarchy. Meanwhile, Aswan and Susanto as well as Dewiyani and Candra discovered that Generosity and Sympathy were more frequent in Upin Ipin and Turning Red, reflecting different cultural values. This shows that the dominant maxim in a movie depends on cultural background and the emotional focus of the story.

Overall, the dominance of the Approbation Maxim proves that compliments and affirmation are central in Encanto. These positive expressions help maintain peace, reduce conflict, and support emotional well-being. This supports Leech’s thought that politeness encourages harmony and build relationships, showing how the movie uses language to express care, love, and connection within the family.

CONCLUSION

Based on this study, it is true that politeness plays an essential role in how the characters in Encanto communicate. Through Leech's six maxims which are Tact, Approbation, Agreement, Generosity, Modesty, and Sympathy, the family members of Madrigal can manage their relationships, solve problems, and show that they care about each other in ways that are true and significant. Mirabel is usually using kindness and empathy to help her family feel better. Meanwhile, Abuela shows sympathy as she learns more about what her family needs. The Approbation maxim which indicates giving compliments, appears the most. This suggests that affirmation is important to keep the harmony. Characters show how the small acts of kindness can make friendships stronger by putting down themselves or supporting each other's perspective. These actions show that being polite isn't only about following the rules. It's also about being kind, respectful, and thoughtful in daily life.

The study also portrays that animation movies like Encanto doesn't only entertain, but they also illustrate how people act and what they concern about in society. All character's communications illustrate how people naturally avoid arguments, support each other, and keep peaceful relationships. Every people shows different politeness in different conditions, whether they are happy, stressed, or sad. This kind of movie shows how language can change how people feel and talk to each other. The results show that movies can help learn about the way people talk to each other and how societies work. Politeness in Encanto changes based on all situations, which shows how people balance what society expects of them with how they want to express themselves. This study shows that even animated movies may help us how people act and talk each other in real life. It also shows how important it is to talk to each other in a meaningful way to keep harmony.

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