

Politeness Strategies Used by The Antagonist Characters in Rodgers & Hammerstein's Cinderella Adaptation

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Abstract:

In the realm of linguistics, there is a strategy where people do polite behaviors to others called politeness strategies. This study aims to determine the types of politeness strategies carried out by the characters, especially the antagonists in the Rodgers & Hammerstein's Cinderella adaptation released in 1997. Using the theory Brown & Levinson (1987) which explains that politeness strategies are divided into 4 types, namely positive politeness, negative politeness, bald on record and off-record. Using qualitative methods, researchers focus on collecting data through conversations with the antagonist characters in this film, namely the stepmother and two stepsisters when talking to other people. After the researchers finished analyzing, it can be concluded that the antagonist characters in this film use more positive politeness compared to other strategies with 15 positive politeness, 2 negative politeness and 1 bald on record. The existence of this strategy can show how power and social status influence the choice of language from a character.

Keywords: Politeness; character; cinderella;

Abstrak:

Dalam ranah linguistik, terdapat suatu strategi di mana orang melakukan kebiasaan sopan kepada orang lain yang disebut dengan strategi kesantunan. Penelitian ini bertujuan untuk mengetahui jenis-jenis strategi kesantunan yang dilakukan oleh para tokoh, khususnya tokoh antagonis dalam film adaptasi Cinderella karya Rodgers & Hammerstein yang dirilis pada tahun 1997. Dengan menggunakan teori Brown & Levinson (1987) yang menjelaskan bahwa strategi kesantunan dibagi menjadi 4 jenis, yaitu positive politeness, negative politeness, bald on record dan off-record. Dengan menggunakan metode kualitatif, peneliti memfokuskan pengumpulan data melalui percakapan dengan tokoh antagonis dalam film ini, yaitu ibu tiri dan dua saudara tirinya ketika berbicara dengan orang lain. Setelah peneliti selesai menganalisis, dapat disimpulkan bahwa tokoh antagonis dalam film ini lebih banyak menggunakan kesantunan positif dibandingkan dengan strategi lainnya dengan jumlah 15 positive politeness, 2 negative politeness, dan 1 bald on record. Adanya strategi ini dapat menunjukkan bagaimana kekuasaan dan status sosial mempengaruhi pilihan bahasa dari seorang tokoh.

Kata kunci: kesantunan; karakter; cinderella

INTRODUCTION

Times have passed, but musical dramas are still popular with the public today. Musical drama is a show that contains drama, music and sometimes includes dance into one show. In the process of making, it certainly takes a long time such as making scripts, choosing sets, finding actors, and making music. In musical dramas, not only acting, but the language used is also important. The role of language here is important to convey the story presented to the audience. Herman et al., (2021) said in their research that language is used as a medium in showing what is thought, felt, and expected. When the listener or audience does not understand the language conveyed by the actor, the storyline of a drama will not be conveyed properly. Sintamutiani et al., (2019) in their research stated that language and humans are interconnected and cannot be separated from one another, this is because when humans speaking indirectly communicate that can be understood by one another.

When speaking, most people do not understand that speaking politely is necessary to maintain harmony between people's communication. In linguistic this is called politeness, it is a strategy to organize language so that it is more polite and understandable to both speakers and listeners. Politeness strategies are a theory developed by Brown and Levinson in the 1970s and 1980s, where this explains that all humans have the name 'Face' which refers to the self-image of a person when interacting with others. Hakim & Novitasari (2022) explained in their research that many previous studies have examined characters in literary work using politeness strategies, novels and films being literary works that are widely used as data sources in research. In this study, researchers will discuss politeness strategies used by antagonist characters in a drama.

One of the musical dramas that will be discussed in this paper is Rodgers & Hammerstein's Cinderella or also known as Cinderella. Rodgers & Hammerstein's Cinderella is an American musical drama released in 1997 and directed by Robert Iscove. This movie is an adaptation of the classic fairytale by Charles Perrault, telling the story of a young kind woman named Cinderella who lives with her stepmother and two evil stepsisters. After her father died, she was treated as a maid in her own house by her mother and two stepsisters, from cleaning the house, cooking food for them, everything was done by Cinderella alone. One day, the king announced there would be an all-ages ball held at the palace to find a wife for the prince. Everyone would come, including Cinderella's



mother and two stepsisters, but not Cinderella, her stepmother told her to stay at home and not attend the ball. When Cinderella felt sad about this, the fairy godmother suddenly appeared and used her magic to help Cinderella to go to the ball, turning Cinderella's shabby clothes into a very beautiful dress, turning pumpkins into carriages, and mice into horses with the condition that this magic would only last until midnight. At the ball, the two fell in love and danced together, until the clock struck 12pm. Cinderella, who knew that immediately left the prince and accidentally dropped one of her glass shoes. The prince decided after that day to look for Cinderella throughout the kingdom using the help of the glass shoe. Finally, the prince found Cinderella, married her and brought her to the royal palace to live happily.

Many previous researchers have studied about politeness, such as Darta et al. (2023) which analyzes how politeness strategies are used to determine the relationship of the main character named Yasmin with other characters in the novel *Maya* by Ayu Utami. Amalia et al. (2023) on their analysis about representation power in with politeness strategies in characters of a movie entitled 'Bridgerton' season 1. Agustina & Cahyono (2016) they analyzed about the use of politeness strategies between Learners and Lecturers in the EFL Classroom, this study is aim to increase self-awareness in politeness of English lecturers when learning in class. Yusuf & Anwar (2019) on the use of politeness by English University Students in the classroom, and Hakim & Novitasari (2022) in their analysis discussing politeness used by the main character of the *Onward* film. It can be concluded from several studies above that the use of politeness in language needs to be discussed to find out whether the language used by someone is in accordance with the rules or not. The purpose of this research is to find out how the antagonist characters in the *Rodger and Hammerstein's Cinderella* movie adaptation, namely the stepmother and Cinderella's two stepsisters, using politeness to prove that power and social status influence language choice and the purpose of researchers choosing antagonist characters is because politeness is usually related to good or positive things; and by choosing this antagonist character, researchers want show how politeness is used to strengthen the negative side and dominating of the character among the other characters.

LITERATURE REVIEW

Politeness Strategies

According to Yule (1996) explains that the concept of politeness is behavior in a polite and ethical social environment. Politeness strategies were developed by Brown and Levinson, where this theory suggests that all people have a so-called 'face' to communicate with others. 'Face' here refers to the self-image or desire that people make to show it to others. 'Face' is divided into 2 namely positive face and negative face, positive face leads to the desire to be liked, appreciated while negative face feelings of wanting to be appreciated and the desire to be free. Politeness strategy is divided into 4 types: positive politeness, negative politeness, bald on record, and off-record.

Positive politeness according to Brown & Levinson (1978) is when the speaker wants must also be desired or obeyed by the person who hears and what they want looks almost the same. While negative politeness Actions aimed at making the wishes of the listener unobstructed and free to make decisions of their own. Then there is bald on record where the speaker says directly what he wants and states without any mitigation or so that it seems to soften the speech to the listener. While off-record is the opposite of bald on record where the speaker gives signals or orders indirectly to the listener, it seems ambiguous, but this strategy can help the listener choose whether he will ignore it or still want to do it.

RESEARCH METHODS

In this study, the researcher uses a qualitative approach to analyze the politeness strategies that exist in the antagonist characters in Rodgers & Hammerstein's Cinderella, namely the stepmother character and the two stepsisters named Minerva and Calliope. To get the data, researchers need time to watch Rodgers & Hammerstein's Cinderella movie until it is finished which lasts 1 hour and 16 minutes. Then, based on the results of watching, researchers have searched for transcripts of the film and then analyzed them using politeness strategies. This research uses Rodger & Hammerstein's Cinderella as the main object, then the data is taken through transcripts of conversations between antagonists and other characters. After finding the analysis, the researcher then groups

the data that has been analyzed in the form of a table, followed by a discussion and then concludes the research.

FINDINGS AND DISCUSSION

In this study, it has been found that there are politeness strategies in the antagonist characters in the film adaptation of Rodger and Hammerstein's Cinderella including 15 positive politeness, 2 negative politeness, 1 bald on record and 0 off-record. In positive politeness, there are several strategies found, namely using in-group identity markers (forms of greeting), paying attention to H (interests, desires, needs, goods), exaggerating (interest, approval, sympathy for H), intensifying interest in listeners, supposing/raising/stating similarities, offering promises. Then the negative politeness that characters have from this movie is question hedge and be conventionally indirect (politeness and the universality of indirect speech acts). There is just one bald on record that has been found and zero for off-record from the movie.

Table 1.

Strategy	type	Sentence	Number
1.Positive Politeness	Use in-group identity markers (address forms)	<ul style="list-style-type: none"> • Minerva: What do you think of <i>mother</i>? • Calliope: I saw it first; how do you think it looks on me <i>mother</i>? • Mother: How can a mother choose between two such extraordinary <i>daughters</i>. • Mother: Whatever you do <i>girls</i>, you mustn't let the prince know how clever you are. Men can't stand to be around smart women. • Mother: And what are you going to say <i>Calliope</i>? • Minerva: Do you really think so <i>mother</i>? • Mother: Tell me <i>Cinderella</i>, what would you say to capture the prince? • Mother: Because you're common <i>Cinderella</i>, your mother was common and so are you. Oh, you can wash your face and put on a clean dress but underneath you'll still be common that a prince would even consider taking you for his bride. It's laughable. 	8

	Notice, attend to H(his interest, wants, needs, goods)	<ul style="list-style-type: none"> • Mother: I wouldn't be surprised if the prince chose one of you for his bride. • Mother: My girls are going to be the Envy of everyone at the ball. 	2
	Exaggerate (interest, approval, sympathy with H)	<ul style="list-style-type: none"> • Both Stepsisters: You've got too big a heart mother. • Both Stepsisters: Yes, mother. 	2
	Intensify interest to Hearer	<ul style="list-style-type: none"> • Mother: After your father died, everyone said I should have thrown you out the street, but I keep you on here all these years and this is a thanks that I get. I've always been told I've got too big a heart. 	1
	Presuppose/raise /assert common ground	<ul style="list-style-type: none"> • Mother: And I suppose you think the prince is going to take one look at you and fall madly in love? 	1
	Offer, promise	<ul style="list-style-type: none"> • Mother: Take my advice Cinderella, know your place and be satisfied with what you've got, I promise you, you'll be much happier. 	1
2.Negative Politeness	Question, hedge	<ul style="list-style-type: none"> • Mother: It's certainly not the sort of thing you see every day. 	1
	Be conventionally indirect (politeness and the universality of indirect speech acts)	<ul style="list-style-type: none"> • Mother: For Heaven's Sake Minerva stop scratching yourself. 	1
3.Bald on record	Cases of non-minimization of the face threat	<ul style="list-style-type: none"> • Stand still!! 	1

In the table above, the character mother is proven to use more positive politeness strategies which aim to support but actually try to control the interlocutor to agree to what she wants. The use of group identity markers (address forms) in the first table by the two stepsisters, Minerva and Calliope, as well as the mother repeating the words 'mother' and 'girls' shows that they have closeness because this creates a shared group identity that the

two stepsisters are her children, and the stepmother is their mother. Secondly is notice attend to Hearer (interest, wants, needs, goods), the mother character shows interest in the success of her two children as it is assumed that one of them succeeded in binding the prince's feelings at the ball, showing that the mother character understands what the audience wants. In the third sequence, the two stepsisters confirmed what the stepmother said by saying 'yes, mother', this positive politeness is to attract attention, sympathy to the stepmother by using exaggeration.

Furthermore, the fourth sequence is intensifying interest to hearer, the stepmother character tries to get Cinderella's sympathy and interest by saying this sentence. By saying that she sacrificed everything so that Cinderella would stay with them is a manipulation technique so that Cinderella feels guilty and complies with what she wants. The fifth line of the table, presuppose/raise/common ground, shows that Cinderella's stepmother is trying to pretend as if she and Cinderella have something in common by presupposing and asking that does she think the prince will love Cinderella with just a first glance, this question can be assumed that the stepmother is trying to make that Cinderella's intention is like that and can create reproach. The last strategy in positive politeness is offer and promise, stepmother promises more happiness to Cinderella if Cinderella does what she wants. However, this is a false promise that aims to pressure Cinderella not to think of crossing the line under the guise of guidance.

In the table of negative politeness, the mother used hedge 'certainly' to understand the situation and conditions that were happening when Minerva and Calliope asked about their bad appearance, rather than saying it directly, the stepmother's character used a sentence that seemed less demonizing. The second is to be conventionally indirect, the word that shows indirect in the sentence above is 'Heaven's sake' Where the stepmother character here feels frustrated and annoyed because one of her children, Minerva, does not stop scratching her body when preparing to leave for the Royal ball, she expresses her feelings using this word. Because of the off-record is not found in this study, the last discussion is bald on record, the strategy found is the use of non-minimization of face threat. The use of the sentence at the table was done directly by the stepmother, rather than using long and soft sentences, she chose to give the order directly because she felt she had the right to the interlocutor.

From all the data that has been analyzed, it can be seen that the mother character dominates and uses more politeness strategies, especially positive politeness. However, the use of politeness here is to give attention to other characters, especially Cinderella, but also seems manipulative and authoritative. The characters of the two stepsisters, Minerva and Calliope, show evil traits because they are influenced by their mother, it can be seen that the nature of dependence occurs. With the use of this politeness strategy, it shows that the stepmother character of Cinderella is very powerful here, where her manipulative nature makes all characters obey and be controlled by her.

CONCLUSION

From this research, it can be concluded that the existence of this politeness strategy can show how power and social status influence the choice of language from a character, especially antagonist characters. In this movie, it can be concluded that the antagonist characters in this film use more positive politeness compared to other strategies with 15 positive politeness, 2 negative politeness and 1 bald on record. It can be seen that of the three characters, that is the stepmother and 2 stepsisters of Cinderella, that had used the most politeness strategy is the stepmother character. The way the stepmother character shows her status is by utilizing the use of politeness as a tool to control the interlocutor so that they seem to agree with what she says.

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