

Negative Politeness Strategies used by Main Character “Moana II” Movie 2024

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Abstract:

This qualitative study analyses the use of negative politeness strategies in the dialogue of the main characters, Moana and Maui in the "Moana 2" movie. The research aimed to identify the types, functions, and factors of negative politeness in movie. The study's data consisted of the main characters' dialogue, with a specific focus on negative politeness. To obtain the types of dominant politeness strategies produced by the main character in the film "Moana 2" and to describe the context of politeness strategies used by the main character in the film "Moana 2". The data of this study are the dialogues of the main characters in the film "Moana 2". This study employed a descriptive qualitative design, focusing solely on the main character. The analysis revealed 85 instances of negative politeness, categorized into five types: Indirect, Questions and Hedging, Give Respect, Apologize and Minimize Imposition. The most prevalent strategy was to use Minimize Imposition. This dominant finding is attributed to the cultural context of the film's Polynesian setting, where politeness, freedom and respect are highly valued. Ultimately, this study confirms that negative politeness plays a role in being used by the characters to build and maintain harmonious relationships in a culturally rich royal environment.

Keywords: moana 2; movie; negative politeness; main character; maui

Abstrak:

Studi kualitatif ini menganalisis penggunaan strategi kesantunan negatif dalam dialog tokoh utama, Moana dan Maui, dalam film "Moana 2". Tujuan penelitian ini adalah mengidentifikasi jenis, fungsi, dan faktor kesantunan negatif dalam film. Data penelitian ini berupa dialog tokoh utama, dengan fokus khusus pada kesantunan negatif. Tujuannya adalah untuk mendapatkan jenis strategi kesantunan dominan yang dihasilkan oleh tokoh utama dalam film "Moana 2" dan untuk mendeskripsikan konteks strategi kesantunan yang digunakan oleh tokoh utama dalam film "Moana 2". Data penelitian ini adalah dialog tokoh utama dalam film "Moana 2". Penelitian ini menggunakan desain kualitatif deskriptif, dengan fokus khusus pada tokoh utama. Analisis ini mengungkapkan 85 contoh kesantunan negatif, yang dikategorikan menjadi lima jenis: Tidak Langsung, Pertanyaan dan Hedging, Beri Rasa Hormat, Minta Maaf, dan Minimalkan Pemaksaan. Strategi yang paling umum adalah menggunakan Minimalkan Pemaksaan. Temuan dominan ini dikaitkan dengan konteks budaya Polinesia dalam film tersebut, yang menjunjung tinggi kesopanan, kebebasan, dan rasa hormat. Pada akhirnya, studi ini menegaskan bahwa kesopanan negatif berperan dalam digunakan oleh para tokoh untuk membangun dan memelihara hubungan yang harmonis dalam lingkungan kerajaan yang kaya akan budaya.

Kata kunci: moana 2; film; kesopanan negatif; karakter utama; maui

INTRODUCTION

This research aims to identify negative politeness strategies displayed in the "Moana 2" movie main character utterances. This negative politeness strategy is a strategy that focuses on avoiding violations of the privacy or freedom of the other person and to

minimize disruption and respect others. Negative politeness strategies by (Brown & Levinson, 1988) is aim to minimize impositions on the listener's freedom and space, and include being indirect, using questions and prompts, deference, apology, imitation, stating general rules, and being pessimistic. These strategies acknowledge and respect the listener's desire to be free from impositions. Often, every utterance not only wants to convey meaning but also influences other people. The focus will be on the politeness strategy type negative politeness words utterance that appear in the movie. (Fithriani, 2019) stated that politeness plays a very important role in individual social interactions because politeness not only reflects good behavior, but also actively encourages and promotes behaviors that contribute to social harmony. This research will analyze Moana and Maui's dialogue, communication and interactions to identify specific instances of negative politeness, examining how these strategies function within the movie's narrative and social context. (Yule, 2010) stated that communication is regarded as the primary function of human language, the ability to reflect on the communicative process itself.

"Moana 2" is an American animated adventure film produced by Walt Disney Animation Studios and is a sequel to the 2016 film Moana, which was released in November 2024. "Moana 2" tell story that follows her as she breaks the curse of the lost island, finds the lost island, and reconnects with her culture and people at sea. In a vision, her ancestor, Tautai Vasa, tells her that the reason no one is connected anymore is because the evil storm God Nalo wanted power over humanity. The movie conveys a moral message about courage, leadership, and protecting nature. Moana learns that being a leader is not just about power, but also about protecting and serving others.

The background of choosing a negative politeness strategies in the "Moana 2" movie is to analysis allows understanding how these characters use language to respect or maintain social distance from each other, helping to identify how the characters in the movie use certain language strategies to minimize potential violations of the face or autonomy of the interlocutor. These strategies include the use of formal language, apologies, or indirect statements. The selection of negative politeness analysis in the "Moana 2" is based on the potential to understand the dynamics of character relationships, culture, and the application of politeness theory in the context of the movie. (Whorf, 1956) argued that language has a crucial role in shaping culture because language directly influences the way its speakers think. This analysis aims to respect each other in order to create harmony and achieve common goals. The movie is set in a kingdom that provides

influences and lives that make them respectful and polite to each other. The story is quite connected, and you don't need to watch the first Moana series to watch Moana 2. Contextual analysis of this movie has never been done and exists before because this movie was only released in 2024. In every movie, there is always a moral value that can be taken from this story, a moral value for those who watch it to learn more about determination and courage to achieve something together. This movie is quite light and entertaining, suitable for watching in your free time alone or with family, especially the film. This research also brings language and identity in that movie, according to (David Evans, 2020) relations of language and identity is the process by which individuals internalize the social meanings, plays a crucial role in shaping an individual's understanding and expression of their unique identity.

Several researchers have conducted previous research on politeness strategies in this film and other films. Analysis by (WULANDARI, 2024) analyzed "NEGATIVE POLITENESS USED BY THE MAIN CHARACTERS OF THE NETFLIX MOVIE "THE SCHOOL FOR GOOD AND EVIL"", and according to her, she found 10 strategies in negative politeness. Then, analysis by (Julius & Ambalegin, 2021) entitled "NEGATIVE POLITENESS STRATEGIES USED BY MAIN CHARACTER IN "THE IMITATION GAME" MOVIE" and the results of his research were found 5 being indirect, 16 asking and avoiding, 1 being pessimistic, 6 giving respect, 4 impersonalizing the interlocutor, and 4 stating FTA as a general rule, with a total of 36 indications of negative politeness strategies. Questions and hedging were the most frequently used strategies. The next analysis by (Susana et al., 2022) entitled "THE STRATEGIES OF NEGATIVE AND POSITIVE POLITENESS USED BY BRAD'S UTTERANCES IN FRONT OF THE CLASS MOVIE" found that In positive politeness strategies, 6: avoiding disagreements and 11: being optimistic were the most frequently discovered strategies by researchers. In negative politeness, only 2 strategies were found: strategy 3: being pessimistic and strategy 5: showing respect, both of which had the same amount of the data.

Therefore, the negative politeness that appears in the speech of "Moana 2" is interesting to study. Then, in conducting the research, the researcher only focused and was limited to finding negative politeness in the speech spoken by the main characters in this movie. Thus, the purpose of this study is to determine the negative politeness speech that appears in the speech of the main characters in "Moana 2", namely Moana and Maui.

LITERATURE REVIEW

Chomsky (2006) posited that language is a universal and innate human characteristic, a trait that enables us to understand and use complex communication systems. Language is a fundamental tool for social interaction, allowing us to share thoughts, ideas, and feelings with others. Its include integrated system of sounds, words, and grammar governed by a set of rules that produce meaningful expressions. These expressions serve as instructions for thinking and acting. The scientific study of language, known as linguistics, analyzes how language works, is structured, and is used, revealing the complex systems and hidden meanings that make communication possible.

Pragmatics is a linguistic study that is quite interesting to study in more depth (Searle, 1979). In this research, it is hoped that researcher will examine how context and speech influence and direct humans in their meaning. Pragmatics is a scientific discipline in researching politeness speech contained in language, which is called politeness strategies. (Brown & Levinson, 1988) stated that politeness strategy is a communication strategy, and speech messages are used to convey and send speech with a polite attitude and respect for the interlocutor. This strategy aims to avoid conflict, maintain good relationships, increase communication effectiveness, and display a good image. Brown and Levinson's theory provide a framework for understanding how human partners and conversations use language to maintain social harmony by overcoming the possibility of avoiding something that threatens the self-image and independence of others. Social interaction to avoid something bad, raises the concept of politeness, and minimizes involvement in bad words, elevates the concept of politeness and minimizes the presence of badness in speech, such as offending others and getting their support.

The purpose of the concept of "face" is related to the linguistic image that stands out rather than physical appearance, meaning that it refers to a person's self-image and identity, not their physical appearance, but rather the image of the spoken speech (Brown & Levinson, 1988). Four types of politeness exist. The first, Positive Politeness is a strategy that focuses on build a good relationship with the person you are speaking to. The second Negative Politeness is a strategy that focuses on avoiding violations of the privacy or freedom of the other person. The aim is to minimize disruption and respect others. Next Bald on Record is a strategy used to communicate messages directly and clearly without considering the politeness of others. The last is Off Record is a strategy used to convey messages indirectly and implicitly, no longer noting that others can interpret the message

according to their wishes. Politeness strategies are can found in the nature and culture of language or process of conveying which has a certain meaning.

RESEARCH METHODS

This study employed a descriptive qualitative research design, according to (ARY et al., 2019) is ideal for generating detailed data from written words, spoken language, and observable actions. This design was particularly well-suited for the research as the primary data source consisted of the utterances spoken by the main characters in the "Moana 2" movie. These characters were selected because of their central and influential roles throughout the movie.

Data were collected using observation and documentation methods, with the researcher acting as the key instrument. Following the approach of (Baker, 2006) the observation method involved a comprehensive review of the movie to understand the context and nuances of each utterance. The documentation method involved a systematic process of transcribing and noting each spoken line. This included details about its location in the film, the speaker, the listener, and the intended purpose. As (Rifa'i Abubakar, 2023) notes, the researcher's role is critical in this process, as their expertise and understanding of the research problem are essential for effective data collection and analysis.

The data analysis followed a systematic, multi-step process. First, the transcribed utterances were reviewed and compiled from the documentation notes. The analysis then focused on identifying and classifying instances of negative politeness strategies within the dialogue, as well as their specific types and functions. The findings were then organized and presented in a clear, structured manner to illustrate the results. Finally, conclusions were drawn from the analyzed and presented data, summarizing the study's findings on the use of politeness strategies in the movie.

FINDINGS AND DISCUSSION

This chapter contains findings and discussions based on the results of data analysis, in order to answer the research problems. In research questions, there are (1) How often does the negative politeness appear in the dialogue in the movie? (2) What is the function of the negative politeness strategy used in "Moana 2"? and (3) What are the factors of the negative politeness strategies used in "Moana 2"?

This report also presents findings and discussions based on related theories to confirm the findings. This research focuses on answering the research questions. The next

part is data collection. To get valid data, the researcher first downloaded the film on April 18, 2025, then watched the film many times, recording the utterances of the main emotional characters in "Moana 2" which contained negative politeness. The types and functions which was found of negative politeness contained in the "Moana 2" movie are as follows.

Types and functions of Negative Politeness Found in “Moana 2” Movie

To examine the negative politeness that often appears, researchers will discuss the types and functions of negative politeness. Researchers use Searle's theory to identify and classify the types and functions of positive politeness in the "Moana 2" movie. The first type of Negative Politeness is Be Indirect is to avoiding confrontation and conveying desires subtly. The second one is Questions and Hedging its forgive space to the person you are talking to, to show respect and caution. In the third is Give Respect is Respect the freedom and autonomy of the interlocutor, Maintain good social relations. The next is type Apologize the function is to acknowledge the potential for threats or errors, respect social norms and communication situations. The last is Minimize Imposition the function is to minimize speech burden and reduce threats. Every utterance in the movie demonstrates that not all utterances are indicative of negative politeness. Researchers found that there were 85 instances of negative politeness in the utterances uttered by the main characters in the "Moana 2" movie that found 20 Indirect, 17 Questions and Hedging, 7 Give Respect, 2 Apologize and 39 Minimize Imposition. There are five types of Negative politeness strategies contained in character dialogue. The researcher's findings regarding the types, functions and factors of Negative politeness strategies will be explained in the data below.

Data

Be indirect:

Context: At that time, Moana was looking for a crew to go find the lost island by ship, and she asked Mooney to go with her because she was the right person for her needs.

Mooney 25.13= “You really need someone who knows all the old stories, and someone who’s, like, super strong, and has great hair and just...”

Moana 25.21 = “I think I know someone else kinda like that.”

Mooney 25.24= “Yess”

Moana's utterance above is an indirect type of Negative politeness because it is said indirectly and Mooney or the person she is talking to feels it. Moana does not explicitly say that she has someone similar to the person being discussed, but uses the phrase "I think

I know someone else kinda like that." This indirectness gives the listener room to interpret her meaning and reduces the potential for conflict. Negative politeness focuses on respecting the freedom of others. By using indirect and careful language, Moana gives the listener space to express their own opinions without feeling pressured or judged.

Questions and hedging;

Context; at that time the ship's crew was in a place after they had gone through a series of events and had met Maui, and Maui warned them to work together.

Moana 01.02.45= "If I'm the reason our people's story just ends... This is serious!"

Maui 01 .02 .47 = "Is something distracting you? Maybe breaking the curse is like you said, we gotta work together."

The above utterance is a Negative politeness type of hedging, because the above utterance is intended to uphold the true value, they experience and it's working together. Maui uses a Negative politeness strategy by asking questions to avoid direct confrontation, using hedging to reduce the strength of the statement, and emphasizing the common goal of maintaining good relations.

Give Respect:

Context; At that time Moana was about to perform a ritual at a place on her island to travel and be guided by the legacy of her deceased ancestors, and Moana said she was honored to be chosen, represent and serve her community.

Simya 14.17= "Big sis!"

Moana 14.18= "I am honored to serve our people. May the ancestors continue to guide us."

Moana's utterance above is a Negative politeness expression because it demonstrates a Negative politeness expression of respect. This utterance avoids the impression of arrogance or hubris. Moana doesn't say that she is a great leader or that she does an extraordinary job. Instead, she emphasizes that she is honored to serve, demonstrating humility and respect for her people.

Apologize:

Context; In this incident, Moana was excited to meet Maui and tell Maui all about the series of events they experienced, then Maui told Moana to be quiet and close her mouth because she talked a lot, then Moana apologized to Maui and told Maui to speak in turn.

Maui 56.32= "Curly!"

Moana 56.33= "...we're gonna break Nalo's curse together and... Sorry.
You go."

Maui 56.34= “You’re all gonna die.”

Moana's utterance above is a Negative politeness type apology because it is clear that what Moana said was a series of apologies. Moana's utterance uses a Negative politeness strategy by explicitly apologizing for actions that may have disturbed her, prioritizing others, minimizing the negative impact of her actions, and respecting others' personal space. This is a way to maintain good relationships and show respect for others.

Minimize Imposition:

Context: At that time, Moana was with her sister to show and go to the heritage site of her ancestors and Moana wanted to continue the struggle of her ancestors, and Moana spoke gently to her sister so that her sister would not be disappointed that Moana left her.

Simya 09.17= “How long did it take?”

Moana 09.18= “ Few weeks.”

Simya 09.19= “ Weeks? That’s longer than forever.”

Moana 09.20= “I know. But it was important. And, if I hadn’t gone, I never would’ve become a wayfinder. Like our ancient chiefs. Like the last great navigator ... Tautai Vasa.”

Moana's utterance above is a Negative impoliteness type imposition because it aims to minimize and explain what appears to be happening. By providing strong reasons and connecting herself to cultural traditions, Moana attempts to reduce the impression that her actions are solely based on personal interests. She demonstrates that her actions have a greater purpose and are relevant to her community.

The data findings and exploratory analysis of Negative politeness strategies in "Moana 2 (2024) movie above provide valuable insights and a better understanding of how the main character interacts with others in various social situations. These findings can also contribute to a broader understanding of how politeness is represented in the main character's interactions in the movie with other characters and events.

CONCLUSION(S)

The first after analysis of Negative politeness strategies in the “Moana 2” movie shows that the main characters who is Moana and Maui function to play an important role in the course of the story movie by using Negative politeness strategies to build and respect the freedom of good and effective communication relationships with other characters to achieve their common goals. Negative politeness strategies used is Indirect, Questions and Hedging, Give Respect, Apologize and Minimize Imposition. Found in the main characters, there are 85 utterances included in Negative politeness in the main characters

Moana and Maui, in the main characters found 20 Indirect, 17 Questions and Hedging, 7 Give Respect, 2 Apologize and 39 Minimize Coercion. Second, there are factors that cause and influence the negative politeness strategies used in the movie “Moana 2”, is in the cultural context of the “Moana 2” movie which is set in the world of Polynesia, where politeness and freedom are very valuable, appreciated in culture. In situations that have the potential to create conflict or tension, Moana frequently employs Negative politeness strategies to maintain harmony and respect individual autonomy. Negative politeness is an important politeness strategy in the “Moana 2”. By using indirect, polite, and deliberate language, Main character is able to communicate effectively and maintain good relationships with various characters, while still respecting individual autonomy and freedom.

Understanding Negative politeness helps understand the nuances of speech, communication, and relationships in the “Moana 2” movie and its relevance to underlying cultural values. An analysis of Negative politeness in the speech of the main characters in the film Moana and Maui reveals that these characters are not only strong and brave, but also socially and culturally intelligent. Their ability to communicate effectively, while still respecting the autonomy of others, makes them ideal characters and good role models for the audience. In the "Moana 2" movie, the use of this Negative politeness strategy will continue to be a characteristic of the characters of Moana and Maui, strengthening their image as wise and caring leaders. Thus, the Negative politeness strategy used in the “Moana 2” movie is important for building good and effective relationships between characters and achieving the desired communication goals. This study is useful as a reference for gathering further information on politeness strategies.

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