

CHAPTER 1

INTRODUCTION

1.1 Background of the Research

Language is a tool of communication. As a tool of communication, language is used to exchange ideas, information, and feelings. Beyond its function, language is used to maintain social relationships. In all interactions, the speaker and interlocutor strive to be polite in their communication. In some situations, communicative action can violate or threaten, especially the face, which namely as face-threatening acts (FTAs). The concept of face refers to the social identity that individuals wish to maintain in communication (Miller, P. C., et al., 2022).

When face-threatening acts happen, politeness tends to fail or be ignored, which can lead to misunderstanding and conflict. Politeness itself is a universal social norm in human-human interaction, resulting in an appropriate behavioral pattern expected from people in different contexts and situations (Ribino, P. 2023: 445–482). Politeness not only functions as a linguistic norm, but also as a tool for character building and strengthening social relationships (Ningsih, R. 2020: 159–169).

Face-threatening acts that cause damage to the speaker's positive face are self-humiliation, acceptance of compliments, and confessions. In terms of the face-threatening acts that cause damage to the hearer's negative face, the common FTAs are suggestions, promises, requests, threats, challenges, dares, reminders, compliments, offers, and suggestions (Aporbo, R. 2024, pp 1-17). Therefore, FTA

determine as rude, impolite, or socially insensitive and undermining of solidarity and harmony.

Face-threatening acts are closely related to pragmatics. Pragmatics can be defined as the appropriate use of language in social interactions (Andreou, G et al., 2022: 777–791). It has become an interesting topic to be studied by many researchers. Pragmatic focusing to understand how meaning is interpreted in context. The focus is not only on language structure, but on how language utterances are used in real situations, such as the speaker's intentions, the listener's interpretation, and the influence of social and cultural background.

Face-threatening acts are a phenomenon that is directly related to the dynamics of interpersonal communication and politeness in society. In this era, interactions between individuals take place more quickly, openly, and across cultures because of the development of digital communication and globalization. This condition makes society sensitive to forms of speech such as rejection, criticism, sarcasm, and commands that can offend their pride and freedom. Face-threatening acts also correlate with the differences in cultures that can have an impact on society's perspective on politeness and impoliteness. The study of face-threatening acts helps to give knowledge to each individual about maintaining social relationships, describes the complexities of human communication, and analyzes how language can maintain, threaten, or build social relationships.

In Walt Disney Pixar's Luca, the story talks about friendship, identity, and self-acceptance. The movie is presented in light and child-friendly terms but

implicitly presents politeness strategies and violations. In *Luca* (2021), the use of face-threatening acts is predominantly performed by Ercole Visconti, a character representing dominant authority. His interaction with Luca Paguro frequently involves insults, threats, and humiliation that threaten Luca's face. Face-threatening acts play a role in building the conflict, driving the plot of the story, and describing the relationships between the characters.

Based on that, the researcher is interested in choosing Walt Disney Pixar *Luca* (2021) as the object of research. In conducting this research, the researcher is interested in conducting a study that focuses on the utterances of the main antagonist character in this movie, Ercole Visconti, toward Luca Paguro and Alberto Scorfano and analyzes them using politeness theory because the movie contains various interactions between those characters that potentially involve face-threatening acts (FTAs). This research is entitled "*When Politeness Breaks: Face-Threatening Acts Come in Luca (2021)*." This study explores the use of a pragmatic approach that focuses on dialogues between the characters in Walt Disney Pixar's *Luca* (2021). Also, the movie, because the movie has received popular and critical acclaim.

This research serves to explore types and social factors that cause face-threatening acts in the movie, also applying Brown and Levinson's politeness theory pragmatic approach, which allows for identifying and analyzing the types of face that are being threatened and how the utterance can cause face-threatening acts that appear to contribute to conflicts in the movie.

1.2 Research Question

Based on the explanation above, the researcher analyzes face-threatening acts in Walt Disney Pixar's *Luca*. This research aims to answer the following questions:

1. What types of face are threatened by face-threatening acts performed by Ercole Visconti towards Luca Paguro and Alberto Scorfano in *Luca* (2021)?
2. What are the factors that cause the face-threatening acts performed by Ercole Visconti towards Luca Paguro and Alberto Scorfano in *Luca* (2021)?

1.3 Objective of the Research

Based on the research question presented above, this study aims to achieve the following objectives:

1. To identify the types of face are threatened by face-threatening acts performed by Ercole Visconti towards Luca Paguro and Alberto Scorfano in *Luca* (2021).
2. To analyze the factors that cause the face-threatening acts performed by Ercole Visconti towards Luca Paguro and Alberto Scorfano in *Luca* (2021).

1.4 Focus of the Research

This research focuses on the analysis of face-threatening acts performed by Ercole Visconti towards Luca Paguro in the 2021 animated Walt Disney Pixar film *Luca* (2021). The writer focuses the research topic only on the dialogues that involve face-threatening acts. To collect the data, the writer observed the dialogue

from the movie related to the research. After the data is collected, the writer starts to analyze the face-threatening acts of the pragmatics of Walt Disney Pixar's Luca. The writer refers to Brown and Levinson's (1987) work on the politeness theory to analyze how each individual used language strategies to maintain social relations and face in daily conversation.

1.5 Methods of the Research

In conducting this research, the writer uses qualitative research methods. According to Creswell and Poth (2023), a qualitative approach was used to explore and understand the meaning that individuals or groups ascribe to a social or human problem through the analysis of textual data. In this research, the data sources are from dialogues uttered by the main antagonist character, Ercole Visconti, toward Luca Paguro and Alberto Scorfano that contain face-threatening acts in the movie. Also, this research employs a library research approach; Haryono et al. (2024) explain that the library research approach involves collecting and analyzing information from written sources and other relevant literature without conducting field research. The data will be collected by reading the movie script and then identifying the types of face that were threatened by FTAs and the social factors. The writer analyzes the data using Brown and Levinson's (1987) politeness theory and concludes.

1.5.1 Data and Source Data

According to Potiron, A (2024), data is a power to constrain what humans can say about the world; they connect our ideas of the world through theory,

knowledge, and statements. Therefore, data can be defined as a product of research activity that is collected, stored, or distributed for use as evidence in the construction of knowledge. In this research, the data focuses on utterances that contain face-threatening acts (FTAs) spoken by Ercole Visconti towards Luca Paguro and Alberto Scorfano in the movie Walt Disney Pixar entitled *Luca* (2021). The data will be taken from the movie dialogues and analyzed based on Brown and Levinson's (1987) politeness theory.

The source of data is Walt Disney Pixar's *Luca* (2021) movie transcript, which was obtained from the movie script to ensure accuracy. The researcher chose Walt Disney Pixar *Luca* because the movie has received popular and critical acclaim. *Luca* received several awards and nomination; People's Choice Awards 2021 – Family Movie of 2021 Category (best family movie 2021) announced on 07 December 2021, San Diego Film Critics Society Awards 2021 – Best Animated Film announced on 10 January 2022, Academy Awards 9 (Oscars) 2022 – Best Animated Feature Nomination announce on 27 Maret 2022, Golden Globe Awards 2022 – Best Animated Featured Film Nomination, Annie Awards 49th (2022) – *Luca* gets eight nominations such as Best Animated Featured, Character Animation, Character Design, Directing, Music, Voice Acting, Writing, Editorial.

1.5.2 Method and Technique for Collecting Data

In analyzing the data, this research employed descriptive methods. This method is appropriate because the data consisted of dialogue or utterances in the movie *Luca* (2021). The analysis focused on Ercole Visconti's utterances towards

Luca Paguro and Alberto Scorfano that contained face-threatening acts (FTAs), which were identified, classified, and analyzed according to Brown and Levinson's (1987) framework of face-threatening acts. The analysis also considered the context of each conversation and the relationship between the characters to determine the social factors influencing the occurrence of face-threatening acts. Finally, the findings were interpreted to identify the types of face-threatening acts and explain the social factors underlying their use in the movie.

1.5.3 Analyzing the Data

In analyzing the data, the researcher conducted several steps:

a. Reading the Movie Script

The researcher began the analysis by carefully reading the movie script while repeatedly watching the movie. Reading the script and watching the movie simultaneously enabled the researcher to verify the accuracy of the dialogues and understand each utterance within its original context. This process was important because the meaning of an utterance cannot be interpreted only from the written text but also from the characters' expressions, tone of voice, gestures, and the situational context in which the interaction occurred. Therefore, using both the movie and its script helped the researcher avoid misinterpretation and ensured that the selected data accurately represented the event in the movie.

b. Identifying Utterances

After becoming familiar with the movie and its script, the researcher identified the utterances produced by Ercole Visconti toward Luca Paguro and Alberto Scorfano. Since this study specifically investigates face-threatening acts, only utterances that potentially contain face-threatening acts that threatened two types of face, which are positive and negative face, were selected as the research data. During this step, the researcher carefully examined each interaction by considering the context of the conversations, the participants involved, and the communicative purpose of the speaker. Utterances that did not contain potential face-threatening acts were excluded from the analysis. This selection process ensured that the data were relevant to the research objective.

c. Classifying the Data

After the relevant utterances had been identified, the researcher classified each utterance according to the type of face that was threatened by face-threatening acts: positive face or negative face. The classification was carried out by examining how Ercoles' utterances affected the hearer's face wants in each interaction. By distinguishing those two categories, the researcher was able to determine which type of face was threatened by each utterance before proceeding to more detailed analysis.

1.5.4 Presenting the Result of Analysis

The findings of this research were presented descriptively to provide a comprehensive explanation of the face-threatening acts performed by Ercole Visconti toward Luca Paguro and Alberto Scorfano in the movie *Luca* (2021). A

descriptive presentation was considered appropriate because this study aimed to identify the type of face that was threatened by face-threatening acts in each utterance and also explain the contextual factors underlying its occurrence.

Each selected utterance was presented in a table containing the datum number, the utterance, the type of face that was threatened, and the social factor influencing the occurrence of the utterance. The table served as a concise summary of the analytical result and facilitated a clearer understanding of the relationship between the utterances and the type of face and the factors.

Following each table, the researcher provided a descriptive analysis of the selected utterance. The analysis explained how the utterance threatened the hearer's positive and negative face. In addition, the interpretation considered the conversational context, the relationship between the characters, and the social factors to explain why the face-threatening acts occurred.

1.6 Definition of Key Terms

There are key terms that are used in this research. Below are the key terms and their definitions to help the reader to comprehend those key terms:

Face: Face refers to the self-image that everyone wants to maintain in social interaction. The concept of "face" pertains to a speaker's linguistic and social identity perception. A person's face represents the self-image they want to maintain and desire to protect, and utterances and threats from others might jeopardize

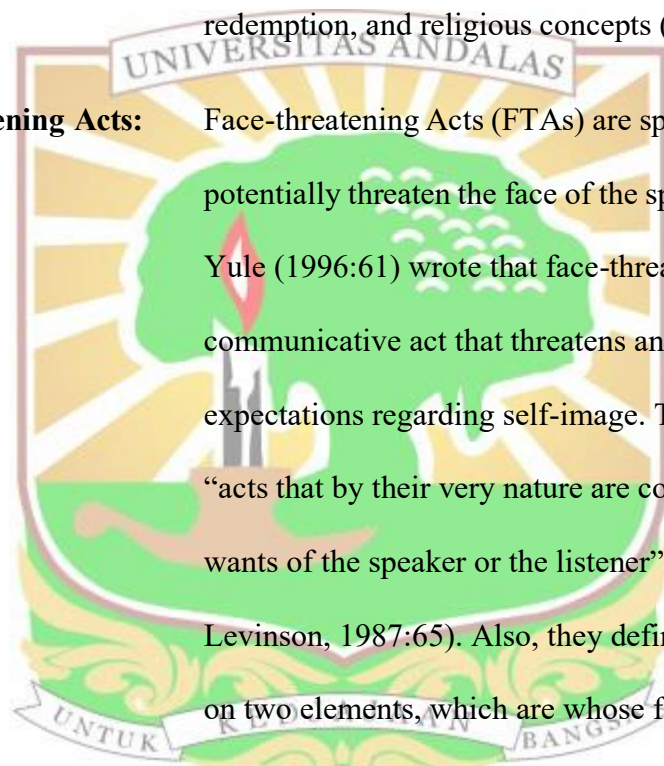
this (Aporbo, Bernadette, Barabag, Claveria, 2024, p.414). Brown and Levinson (1987) emphasize in their book entitled *Politeness: Some Universals in Language Usage* that notions of face naturally link up to fundamental cultural ideas about the nature of social persona, honour and virtue, shame and redemption, and religious concepts (p.13).

Face-Threatening Acts:

Face-threatening Acts (FTAs) are speech acts that can potentially threaten the face of the speaker or listener. Yule (1996:61) wrote that face-threatening acts are communicative act that threatens an individual's expectations regarding self-image. These acts act as "acts that by their very nature are contrary to the face wants of the speaker or the listener" (Brown and Levinson, 1987:65). Also, they defined FTAs based on two elements, which are whose face is being threatened (the speaker's or the listener's), and which type of face is being threatened (positive or negative face).

Politeness:

Leech (1980:19) defines politeness as "strategic conflict avoidance". It refers to those types of behaviour that are used to maintain the harmony of



social relations with consideration of right, desire, and self-image of the speaker and listener.

Positive Politeness:

Positive politeness refers to communicative strategies intended to satisfy the hearer's positive face by expressing approval, solidarity, or shared values.

These strategies are employed to reduce the potential threat caused by face-threatening acts (Brown & Levinson, 1987; Fathi, 2024). According to the statement, mean positive politeness is redress aimed at the addressee's positive face, his lasting desire that his wants should be considered desirable.

Negative Politeness:

Negative consists of communicative strategies intended to respect the hearer's autonomy and minimize imposition. These strategies occur when the speaker performs potentially face-threatening acts to lessen the impact on the hearer (Brown & Levinson, 1987; Fathi, 2024). Through this statement, negative politeness is a redressive action addressed to the addressee's negative face: his want to have his freedom of action unhindered and his attention unimpeded.

