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POSITIVE POLITENESS STRATEGIES IN REQUESTING ON AVATAR'S MOVIE

THESIS



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In the name of God, the most gracious and merciful,

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The Writer

ABSTRAK

Skripsi ini membahas strategi kesantunan positif oleh para pemeran dalam film Avatar. Tujuan penelitian ini adalah untuk mendapatkan gambaran tentang penggunaan strategi kesantunan positif dalam meminta sesuatu yang diaplikasikan penutur dalam ucapannya dan menentukan strategi yang paling sering digunakan.

Data dalam penelitian ini dikumpulkan melalui beberapa tahap, yaitu; metode simak bebas libas cakap (*non participant observation method*). Dalam menganalisis data, penulis menggunakan teori Brown dan Levinson (1987) tentang strategi kesantunan positif yang terdiri dari lima belas strategi dan teori Hymes 'SPEAKING' sebagai acuan dalam menganalisa konteks. Selanjutnya, data disajikan dengan metode formal dan informal.

Dalam penelitian ditemukan bahwa para pemain menggunakan 7 strategi kesantunan positif dalam meminta, yaitu; strategi 1 *notice, attend to hearer* ditemukan sebanyak 4 kali, strategi 3 *intensify interest to hearer* 2 kali, strategi 4 *use in-group identity markers* 7 kali, strategi 10 *offer, promise* 1 kali, strategi 12 *include both speaker and hearer in the activity* 1 kali, strategi 14 *assume or assert reciprocity* 1 kali dan strategi 15 *give gifts to hearer* 2 kali. Hasil analisis menunjukkan strategi 4 *use in-group identity markers* merupakan strategi yang paling sering digunakan. Ini menunjukkan bahwa dalam menggunakan strategi kesantunan positif, para pemeran cenderung menggunakan *address form* untuk memperhalus makna tuturnya dalam meminta sesuatu.

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CHAPTER I

INTRODUCTION

1.1 Background of the Research

In doing communication, people use language to say or deliver their ideas and opinions, and give information to other people. There are many ways of communication. People always do conversation among them in every their social activities. Sometimes the conversation cannot be successful because there is misunderstanding among speaker and hearer during the conversation. It is important to consider the attitude of someone when they are doing or saying something. If the speaker decides to say something, it means that he has already thought about the way and choice of word that he will do during the conversation. In this case, politeness plays an important role in human life.

Levinson (1983, p.9) stated that the study of principles of language usage could be an embarrassment because at first sight there is the extremely important implications. The important thing when people meet someone at the first time is his attitude especially in communication. People have to use appropriate way and word in communication. It can gives good or bad impression on that. People can know what kind of people we are from our language.

Politeness is not only for one group society, but politeness is done by everyone in all conditions that using language as their tools in daily conversation in order to make a good social interaction with other people in their life. Thomas (1995, p.150) stated that politeness as a real-world goal (politeness interpreted as

a genuine desire to be pleasant to others, or as the underlying motivation for an individual's linguistic behavior).

Especially, when someone asking or requesting someone else to do something for him/her. By using politeness, it makes someone that speaker asks will give a good response for speaker's asking or request. According to Yule (1996, p.60) politeness is showing awareness of another person's face; it is related to social distance or closeness.

The fact is many people do not take care on their attitude when they are doing or saying something. Sometimes when someone talks to his friends, family or someone else, he did not think about the choice of words and the way that he will do during the conversation. It makes the conversation cannot be successful because the hearer cannot catch what the speaker's meaning immediately or there is misunderstanding among them and the hearer feels uncomfortable with speaker's way in that conversation. In other words, it gives bad impression or decreases the relationship among speaker and hearer after the conversation. Politeness is really needed to avoid any misunderstanding, to build a good relationship also to have a good social interaction with other people in the world.

Politeness can show people's expression in their idea, opinion and give information in a good way. In order to make other people can understand what they say and mean immediately and give a good response on it. Politeness is closed to norms and rules in one society. Each society has their way in communication and politeness. Sometimes, there is a way in one society that is politeness but it does not mean to other society. It can be non-politeness.

Wardhaugh (1992, p.275) stated that impoliteness depends on the existence of standard and norms of politeness.

There are so many things that can use as a media on communication. Each of them can create any impact on human aspect of life, such as; politic, life style, fashion, behavior, etc. Movie is one of media on communication in the world that can influence people in any aspects of human life easily. Not only to entertain, but many people use movie to deliver their idea or opinion about something also to teach a moral of life to people around the world. People tend to act like a character on one movie that he/she likes. According to Thomas (1995, p.158) politeness is interpreted as strategy (or series of strategies) employed by a speaker to achieve a variety of goals, such as promoting or maintaining harmonious relations.

Avatar is an American film on 2009 that written and directed by James Cameron. This film spent \$237million. By using 3D technology, this film can reach high attention from many people. It becomes box office movie around the world and also nominated in Academy Award including Best Picture and Best Director, and won three for Best Cinematography, Best Visual Effects and Best Art Direction. The story of this movie has a good message to people around the world. Through this film, James tried to deliver his message about global warming. As human being, we have to care about our environment. The story is set in 2154. Where there are many people want to destroy a forest to build something regardless its effect to other species after that.

Avatar's movie was a great movie which has a good message to viewer. James was direct this film as well. The writer analyzed politeness on this movie to learn the way and choice of word of each characters using politeness on their team work. How James built the attitude of each character can use politeness on every situation and function of them on that movie.

Politeness strategies are way of communication by using appropriate way and polite word in different situation. For example, in situation of speaker wants hearer to do something for him that usually called as a request. Request is one of expression that shows what speaker's wants hearer to do. In order to make hearer doing what the speaker's wants, he has to use an appropriate way and polite word. That is called as politeness strategies.

1.2 Identification of the Problem

Politeness strategies are the ways to deliver what speaker's intend by using appropriate way in certain situation. It aims to build social harmony between the speaker and the hearer in conversation. On the other hand, it tries to minimize the possibility of failure in communication.

The writer conducts this research based on the following questions:

1. What are the types of positive politeness strategies in requesting used on AVATAR's movie?
2. What is the specific positive politeness strategy in requesting used on AVATAR's movie?

1.3 Objectives of the Research

The purpose of the study is to find out request strategies used by characters on AVATAR's movie. Furthermore, this study aims to see the types of politeness strategies used by those characters. The writer has found two main points on this research; they are;

1. To find out of positive politeness strategies in requesting used on AVATAR's movie.
2. To find out specific positive politeness strategy in requesting used on AVATAR's movie.

1.4 Limitation of the Research

This research discussed about politeness strategies among people on communication. It focused on positive politeness strategies in requesting utterances used by characters on AVATAR's movie. The writer used Brown and Levinson's (1987) theory as the main theory and using Hyme's SPEAKING to analyze the context of request strategies occurred in the conversation among the characters.

1.5 Methods of the Research

In this research, the data were taken from the utterances of characters in AVATAR's movie. This research is done qualitatively through three procedures. They are; collecting the data, analyzing the data, and presenting the result of the analysis.

In this research, the writer used non participant observations technique. Firstly, the writer watched the movie for several times then notes the conversation of the characters. Then, the writer selected some utterances which relate to positive politeness strategies. Finally, the writer classified some utterances of the characters that refer to positive politeness strategy in requesting and choose them as the data of this study.

In analyzing the data, the writer uses pragmatic identity method that refers to politeness strategies. The writer used theory which is proposed by Brown and Levinson (1987) as the main theory and Hyme's SPEAKING which related to the context in analyzing politeness strategies. They are; Situation, Participants, Ends, Act sequences, Key, Instrumentalities, Norms, and Genre. The writer categorized the data into type of politeness strategies. Then, the writer analyzed each sentences based on the type of politeness strategies.

In presenting the result of the analysis, the writer used descriptive analysis. The writer used table to show list of politeness strategies. The writer pointed out the conclusion of the analysis through the table.

CHAPTER II

REVIEW OF THE RELATED STUDIES AND THEORITICAL FRAMEWORK

2.1 Review of the Related Studies

For the first related studies, there is a research which conducted by Saxena (2002). Saxena described about request and command in Kinnauri: the pragmatics of translating politeness. This study used Blum Kulka's (1989) theory to describe the speech act of request and to find out that language like Kinnauri may display degrees of politeness. The researcher was examined the request and command strategies in Kinnauri and contrast it briefly with strategies in English and relate its implications for translation purposes. The result of this study is in Kinnauri both request and command expressions are expressed mainly by means of the imperative construction, whereas in standard English it is only in certain restricted contexts that the imperative construction is used. This has important implications for the enterprise of translation.

The second related study has been done by Jalilifar (2009) who focus on request strategy of Iranian EFL learners and Australian native speakers. The study is cross sectional investigation into request strategies used by Iranian learners of English as a Foreign Language and Australian native speakers of English. It is used Brown and Levinson's (1987) as the main theory to analyze the data which get from 96 BA senior and MA students majoring in Teaching English as a Foreign Language and English Language Translation theory also ten native

Australian speakers of English. This study used DCT to generate data related to the request strategies used by each group. Selection of request situations in DCT was based on two social factors of relative power and social distance. It aims to identify the type and frequency of request strategies made by learners and find out the relationship between language proficiency levels of Iranian learners and the type and frequency of request strategies. The findings of this research revealed that as far as social power is concerned EFL learners display closer performance to native speakers. However considering social distance, it seems that Iranian EFL learners have not acquired sufficient sociopragmatic knowledge to display proper social behavior.

The last related study conducted by Ali Al-Marrani et al (2010) who focused on polite request strategies by male speakers of Yemeni Arabic in male-male interaction and male-female interaction. This study is used Blum Kulka's (1989) theory as the main theory and DCT as the instrument to collect the data; 168 Yemeni male and 168 Yemeni female university students. The study investigated the linguistics strategies employed by monolingual native speakers (NSs) of Yemeni Arabic in making requests.

The result of this study shows that there is a general trend in Yemeni Arabic for higher levels of directness in male-male interactions. Male speakers of Yemeni Arabic in the male-male interactions employed high levels of directness without the fear of losing 'face'. Also it was found that there is a general trend in Yemeni Arabic for higher levels of indirectness in male-female interactions. The

use of indirect strategy by male speakers of Yemeni Arabic in male-female interaction could be attributed to culture and religious values.

This present study has different and same point with the other researches above. Actually, this present has the same theory with the second related studies above in analyzing the data. That is Brown and Levinson's (1987) theory. The different points of the present and related studies are on the data and the theory or method. First relate studies examining request and command from Kinnauri language and using Blum Kulka's (1989) theory. Second related studies examining request strategies from students of English as Foreign Language in Iranian and Australian native speakers and using Brown and Levinson's (1987) theory also DCT as the instrument in analyzing the data. Third related studies focus on polite request strategies from male and female of Yemanic Arabic and using Blum Kulka's (1989) theory also DCT as the instrument in analyzing the data. This present take the data from a movie. Because movie is one of the media on communication which can influence people around the world in many aspects of human life easily.

2.2 Definition of Key Terms

Positive politeness is oriented toward the positive face of hearer, the positive self-image that he claims for himself. (Brown and Levinson 1987, p. 70).

Strategy is the term in which people can be seen to be doing something before doing or in order to do something else. Strategy used in a great range of subtle evidence from conversation analysis. (Brown & Levinson, 1987).

Requesting is one of expression that shows what speaker' wants hearer to do. **Avatar's movie** is a movie which tells about people who want to destroy a forest and build something regardless its effect to other species after that.

2.3 Theoretical Framework

A. Politeness Strategies

Politeness strategies are communicated through the use of appropriate word. Politeness can be applied when someone conveys idea, opinion and giving information to other people in a good way. According to Yule (1996:60), politeness in an interaction, can be defined as the means to show awareness of another person's face. Face means the public self-image of a person. It refers to the emotional and social sense of self that everyone else to recognize. In this case, politeness really need to build a good relationship and has a good social interaction with other people.

The use of politeness depends on the context which followed without avoiding the norms on that society itself. The norms are different from one society to other society. Sometimes, there is a way in one society that is considered as politeness but it does not mean to other society. It can be non-politeness. It depends on the society itself also on the situation when it is happened. Sometimes there is a situation which makes people become quite impolite to the speaker. Wardhaugh (1992) state that;

“Politeness itself is socially prescribed. This does not mean, of course, that we must always be polite, for we may be quite impolite to others on occasion. However, we could not be so if there were no rules of politeness to be broken”. (Wardhaugh, p. 274).

In this research, the writer is guided by Brown and Levinson's (1987) theory as the main theory and used Hyme's SPEAKING to analyze the requesting which occur on the conversation among the characters as well as the context of its occurrence. Brown and Levinson divided politeness strategies into four types. They are; bald on record, positive politeness, negative politeness and off record. In this research, the writer only focuses in analyzing positive politeness strategies used by characters on AVATAR's movie.

B. Positive Politeness

According to Brown and Levinson (1987), positive politeness oriented toward the positive face of hearer, the positive self-image that he claims for himself. Positive politeness is approach based; it 'anoints' the face of the addressee by indicating that in some respects, speaker wants hearer' wants.

There are 15 strategies of positive politeness. They are:

Strategy 1; notice, attend to hearer (his interest, wants, needs and goods)

In this strategy, the speaker wants to show his interest, wants, needs and good by taking notice of hearer's condition.

e.g: “Bagus sekali gaun pestamu ini. Siapa yang merancangnya?”

From that utterance, it shows that speaker feels interest with hearer's dress and she wants to know who the designer is.

Strategy 2; exaggerate (interest, approval, sympathy with hearer):

In applying this strategy, the speaker conveys some aspects such as; interest, approval, sympathy with the hearer.

e.g: “Bagus sekali penataan ruangan ini!”

The utterance shows that speaker feels amazing with hearer’s decoration room and he wants to describe his feeling by saying that statement.

Strategy 3; intensify interest to hearer

This is another way for speaker to communicate his interest or some of his wants to the hearer by intensifying it in a good story.

e.g: “Pagi tadi sewaktu berangkat kesini, saya melewati sebuah restoran yang sepertinya masih baru. Saat melewatinya saya melihat penataan ruangnya sangat bagus dan rapi. Saya juga bias mencium bau masakan yang sangat harum dan menggugah selera. Saya pikir tidaklah salah untuk mencoba masakan restoran itu kapan-kapan”

Strategy 4; use in-group identity markers

In applying this strategy, usually the speaker use in-group identity markers such as; address form, language or dialect, jargon or slang, and ellipsis. Address form that can be used to convey in-group membership include generic names and terms of address like *Katherine, honey, dear, luv, babe, Mom, brother, sister, cutie, sweetheart, guys.*

e.g: “Bagaimana kalau kamu menjemputku di bandara nanti sore, sayang!”

The utterance shows that speaker wants hearer to pick her up at the airport.

She used 'sayang' (address form) to show their close relationship.

Strategy 5; seek agreement

In the conversation, the hearer will seeking ways to agree with speaker by repeating part or all of speaker's said to stress that hearer has heard correctly of speaker.

e.g: A: "Apakah kamu menikah minggu ini?"

B: "Ya, minggu ini!"

Strategy 6; avoid disagreement

Sometime hearer cannot pretend to agree with speaker's said. Avoid disagreement can be used to achieve positive politeness strategy by applying these four ways; token agreement, pseudo-agreement, white lies and hedging opinions.

e.g : A: "Apa kamu akan tetap melanjutkan bisnis ekspor-impor ini?"

B: "Ya, akan tetap saya melanjutkannya sampai saya benar-benar telah menemukan bisnis yang cocok dengan impian saya"

Strategy 7; presuppose/raise/assert common ground

The speaker can apply this strategy by presupposing, raising and asserting common ground. The speaker may speak as if hearer were speaker, it is for softening request.

e.g: "Saya telah berusaha keras sehingga bias seperti ini, bukankah begitu?"

Strategy 8; joke

The speaker may use jokes to share their background knowledge or values.

e.g: "How about lending me this old heap of junk?" (Hearer's new Cadillac)

Strategy 9; assert or presupposes speaker's knowledge on and concern for hearer's

wants

This strategy is another way of indicating that speaker and hearer are cooperators in doing something.

e.g: "Saya tahu kalau anda ingin jalan-jalan di kota ini. Bagaimana kalau saya menjadi pemandu wisata anda hari ini?"

Strategy 10; offer, promise

This is a strategy that speaker demonstrates his good intention in satisfying positive face wants of hearer.

Strategy 11; be optimistic

The speaker thinks that hearer wants speaker's wants for speaker. Being optimistic can build motivation and positive thought for people.

e.g: "Aku tahu kamu akan memberikan pinjaman untuk modal usahaku ini"

Strategy 12; include both speaker and hearer in the activity

The speaker may invite hearer in the activity. By using an inclusive 'we' form, when speaker really means 'you' or 'me' in the conversation.

e.g: "Bagaimana kalau kita mendekorasi ulang kamarmu ini?"

Strategy 13; give (or ask for) reasons

The speaker wants to invite the hearer in the activity by giving reasons of his wants to the hearer.

e.g: “Bagaimana mungkin aku tidak membantumu menyiapkan pernikahanmu”

Strategy 14; assume or assert reciprocity

This is a kind of cooperation among speaker and hearer by giving evidence of reciprocal rights.

e.g: “Aku telah menemanimu hari ini, jadi kamu harus menemaniku ke pesta tahun baru nanti malam”

Strategy 15; give gifts to hearer (goods, sympathy, understanding, cooperation)

Speaker may satisfy positive face want of hearer by satisfying some of hearer’s want to be liked, admired, understood, cared about and so on

C. Context

In pragmatics study, context plays an important role in order to guide the researcher to find out the result of the analysis. Fromkin and Rodman (1993) stated that we have referred to the context of a sentence or discourse, and the importance of context in interpreting language. Context influences the participants in choosing the function and politeness strategies that will be used. Context can be understood as surrounding sense that enable the participant in the communication process to interact and make the linguistic expression of their intelligible.

Thomas (1995, p.188) stated that the best known framework for describing context is proposed by Hymes (1972) but it is not the most appropriate one. Hymes (1972) in Schifffrin was interested in describing rather formal, often highly ritualized events. They are;

Situation	: This can be a physical setting or an abstract setting
Participant	: Speaker, hearer, audience, etc.
Ends	: Some of speech events have conventional outcomes or individual goals.
Act sequence	: Message form, message content.
Key	: Tone, manner or spirit of act.
Instrumentalities	: Channel or mode, form of speech.
Norms	: Norms of interpretation, norms of interaction.
Genre	: Categories such as joke, lecture, advertisement.

Finally, from the explanation above it can be concluded that politeness is the way people show their ideas, opinion and feeling in appropriate way. Politeness strategies are really needed to build a good relationship in human life, especially in a social interaction. It also aims to avoid misunderstanding and lack of communication among people in conversation. In relation with this, there are 15 positive politeness strategies which are proposed by Brown and Levinson.

CHAPTER III

POSITIVE POLITENESS STRATEGIES IN REQUESTING ON AVATAR'S MOVIE

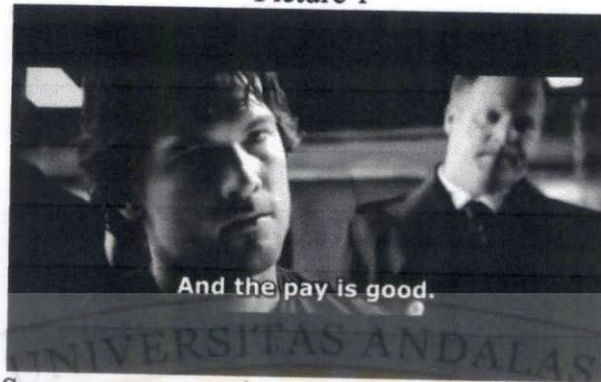
3.1 Introduction

In this chapter, the writer analyzed positive politeness strategies in requesting on Avatar's movie by using some related theories. Avatar is a movie which tells about people who want to destroy a forest without thinking about human beings who live inside and any impacts that will happen. The effort of few people to save the forest from people who does not have responsibilities. In analyzing the data, the writer uses the theory of positive politeness strategies which proposed by Brown and Levinson and Hyme's SPEAKING to analyze the context which occurred in the conversation among the characters on the movie. There are 18 data on this chapter that the writer analyzed. The writer analyzed the data through some steps; describing situation of the utterance and determining the utterance based on the type positive politeness strategies.

3.2 Positive Politeness Strategies in Requesting on Avatar's Movie

- Datum 1 : Man 1 : "Your brother represented a significant investment.
We'd like to talk to you about taking over his contract"*
- Man 2 : "And since your genome is identical to his, you could stop
into his shoes, So to speak"*
- Man 1 : "It'd be a fresh start, in a new world and the pay is good.
very good"*

Picture 1



Source: conversation among Jake and men of Pandora on Avatar's movie.

The conversation happened at the beginning of the movie. Jake Sully as the main character has a twin, Tom. Tom was a scientist and died by a guy with a gun. People of Pandora want to make Jake replace Tom on Pandora. Pandora is like an enterprise where has a purpose to destroy a forest and build something on it. Jake is not a scientist but the people of Pandora need him because he has the same genome with Tom who has avatar. Avatar is something which is created to be like a human by a scientist to approach people who is living on a holy tree (the clan of Omaticaya) in order to make they leave it and go to another place. In the other hand, avatar drives by its own only.

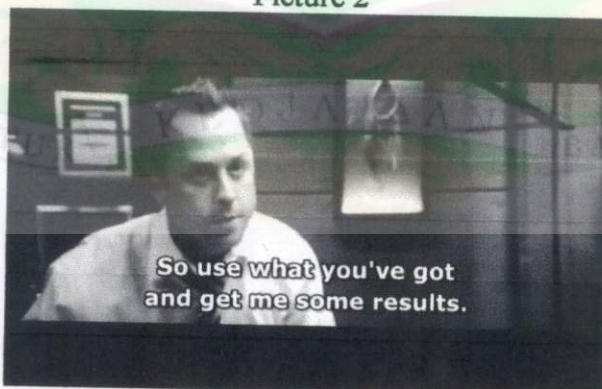
Those men say that utterances to make Jake feel interest to replace Tom. They said '*Your brother represented a significant investment, we'd like to talk to you about taking over his contract. And since your genome is identical to his, you could stop into his shoes*'. From that utterance the man tries to explain to Jake that his twin was a good scientist to the project and he could not finish his contract because he was murdered. They relate it with the same genome of Jake and Tom to make sure that only Jake who can finish Tom's contract. Then, they said '*and*

the pay is good, very good'. It is to make Jake wants to join to that project and replace Tom. On the other hand, those men will give a good pay for Jake, because they know that Jake will need it to cure his foot. Jake got paralysis on his foot that make him cannot walk like the other people. Finally, Jake takes it. He thinks that even though he is not a perfect man like the other, but he trusts that he could pass any test that a man can pass.

From the explanation, the writer pointed out the utterance is applying the third strategy of positive politeness strategies. Strategy 3 is to intensify interest to hearer: another way for speaker to communicate to hearer that he shares some of his wants by making a good story in that conversation. Those men apply positive politeness strategies. By making a good story or explanation about what they want, they hope Jake will be interested and wants to join to Pandora.

Datum 2 : Parker : "We're on the brink of war and you're supposed to be finding a diplomatic solution. So use what you've got and get me some results"

Picture 2



Source: conversation among Parker and Grace on Avatar's movie.

The utterance happened when Grace complained to Parker about Jake. Grace is a scientist on Pandora. She has a duty to get people on Pandora (sky people) become close to people on the holy tree. She has to find out some solutions in order to make the people on the holy tree want to go out from there. Parker is a leader on Pandora's project. Grace does not agree if Jake replaces Tom. She thinks that Tom was PhD student with 3 years training cannot be replaced by a man who does not have any training about that project.

Parker tried to explain to Grace that the decision is right. By saying *'you're supposed to be finding a diplomatic solution'*, Parker wants to realize Grace about her position and her own duty on that project. She only has to find out a diplomatic solution and give it to him. Finally, Grace cannot say anything to Parker. She just keeps silent at the end of the conversation and realizes that she only has to follow the rules on Pandora.

That utterance is applying the first strategy of positive politeness strategies. It is categorized as a notice which is attending to hearer (his interest, wants, needs and goods) or suggesting speaker should take notice of aspects of hearer's condition. The utterance shows that Parker tries to explain to Grace that he is on the right way by choosing Jake to replace Tom. It explains Grace's condition and position on Pandora. She only has to follow the rules.

Datum 3 : Colonel : "I need to know how to force their cooperation or hammer them hard if they won't"

Jake : "am I still with Augustine?"

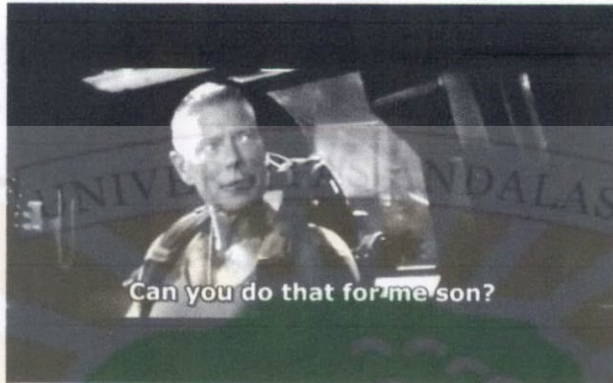
Colonel : "On paper

You walk like on of her science puker

You quak like one, but you report to me

Can you do that for me, Son?"
Jake : "Yeah, Sir"

Picture 3



Source: conversation among Colonel and Jake on Avatar's movie.

Colonel is a head of security on Pandora. He has a duty to command all marines in Pandora about steps that they will do to face the clan of Omaticaya if they do not want to leave the holy tree. Colonel is a strong man and stand on his principle to move the clan of Omaticaya from holy tree in many ways. The situation of the conversation happened when Jake met Colonel at the first time in personally. At the beginning of the conversation, Colonel explains about the duty of marine and what Jake will does on his job later on in Pandora.

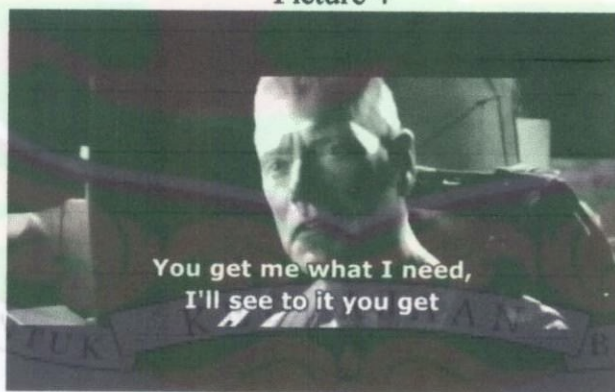
On the conversation, Colonel asks Jake to give him any report about what he is doing with his job especially about the clan of Omaticaya and the holy tree. Then, he can choose the way to face the clan of Omaticaya. It can be seen from his utterance, "*I need to know how to force their cooperation or hammer them hard if they won't*". Colonel knows that Jake is Grace's team and it means that Jake does not work for him. However, Colonel still wants Jake to do that. By saying "*am I still with Augustine?*", Jake wants to know that does he still on

Grace's team or not. Colonel says that Jake is still on Grace's team on paper but he still has to report anything to him.

Colonel applies the fourth strategy of positive politeness strategies, that is the used of address form by saying 'Can you do that for me, Son?'. The address form 'Son' indicates that Colonel wants to give good impression at their first meeting and also to build close relationship with Jake. He hopes that Jake will do what he asks to him with pleasure. By saying 'Yeah, Sir', indicates that Jake will do what Colonel asks to him with pleasure.

*Datum 4 : Colonel : "You get me what I need
I'll see to it what you get your legs back when you rotate
home
Your real legs"
Jake : "That's sound real good, Sir"*

Picture 4



Source: conversation among Colonel and Jake on Avatar's movie.

The situation occurs at the end of the conversation among Jake and Colonel at their first meeting. To make sure that Jake will report anything about what he doing on his job especially about the clan of Omaticaya and the holy tree, Colonel tries to make a deal with Jake. On the conversation above, there is a deal

among them. Colonel asks Jake to do what he wants; by giving him any report about the clan of Omaticaya and the holy tree. From Jake's information, he can consider the way he will choose to face the clan of Omaticaya if they do not want to move from the holy tree.

On the other hand, by saying the utterance *'I'll see to it what you get your legs back when you rotate home. Your real legs'*, he also promises Jake that he will give the real legs for him when he rotates home. Jake feels quite satisfy from Colonel utterance, because he does not have a good legs like the other people has. The utterance of Colonel is considered as one of positive politeness strategies. By saying *'You get me what I need. I'll see to it what you get your legs back when you rotate home. Your real legs'*, shows that there is a deal among them. Jake will gives him any report and he will gives Jakes the real legs.

This is in line with strategy 14, they cooperate each other. Colonel tries to make a deal with Jake that he will give Jake real legs if he wants to give him any report about clan of Omaticaya and the holy tree. By saying *'That's sound real good, Sir'*. That utterance indicates that Jake feels happy with that deal and agrees with it. In other words, both speaker and hearer give evidence or obligation.

*Datum 5 : Jake : "Come on, can't we talk?"
Where did you learn to speak English?
Dr. Augustine's school?"*

Picture 5



Source: conversation among Jake and Neytiri on Avatar's movie.

On Jake's first task in driving his avatar to go to the forest of the clan of Omaticaya, he makes a mistake. He does not follow Grace's command to stand beside her. He going around and disturb the plant. Suddenly, there is a wild animal behind it that feels bothered then try to kill him. He is separated from his team and lost in the forest alone when he tried to save his life from that animal. Grace and her team try to find him but it is already dark and dangerous for them to stay then they decide to continue it tomorrow.

Jake tries to survive on that forest but suddenly there are some wild animals that trying to kill him. Neytiri saves him from those wild animals. Neytiri is a daughter of the leader of Omaticaya people. At the beginning, Neytiri does not like Jake, because she thinks that Jake is like a baby. The utterance above is said by Jake to Neytiri. Jake wants to say thank you to Neytiri for saving his life from wild animals but she ignores him, keeps silent and go away from him. Jake

feels upset and tries to chase her while saying *'Come on, can't we talk? Where did you learn to speak English? Dr. Augustine's school?'*

That utterances show that Jake trying to talk to Neytiri and build nice conversation with her after saving his life from wild animals. *'Come on, can't we talk?'*, that utterance shows that Jake applies strategy 12 of positive politeness strategies. By choosing *'we'* form, indicates that Jake tries to include Neytiri into conversation with him. In other word, the speaker of the utterance tries to include hearer in the activity.

*Datum 6 : Colonel : "By the way, you're gonna get your legs back
I got you cooperative approval
It's a done deal, gonna have you on a shuttle tonight
I'm a man of my word"*
Jake : "I got to finish this"

Picture 6



Source: conversation among Colonel and Jake on Avatar's movie.

Jake's avatar is lost in the forest because of his fault. He does not listening Grace's command for him. On the other hand, it gives him luck because he meet Neytiri; one of Omaticaya people. At the beginning, Neytiri wants to leave him

alone at the forest after saving his life. However, she looks there are many of their holy plants are approaching him then decide to bring him to her clan. In front of Neytiri's parents, the leader of the clan of Omaticaya and Omaticaya people, Jake get some questions from Neytiri's parent and he has been decided to learn about life style of Omaticaya people. If he gets success, he will recognize as one of the clan of Omaticaya people.

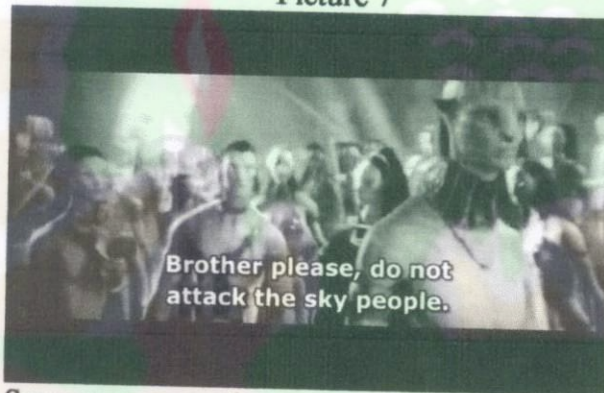
People of Pandora know it and proud of him. Jake doing his job as a representative on Pandora and become a spy to give any report about the clan of Omaticaya and the holy tree. In the middle of his job, he confuse that his effort to persuade the clan of Omaticaya to move from the holy tree will be success. He knows that, the clan of Omaticaya will not give the holy tree to everyone. On the other hand, he feels that he already one of Omaticaya people and love the people especially Neytiri unconsciously.

The limit time of Jake has been finished but he does not give any progress on his job to Pandora. Colonel's utterance *'By the way, you're gonna get your legs back. I got you cooperative approval. It's a done deal, gonna have you on a shuttle tonight. I'm a man of my word'* shows that he reminds Jake about their deal a few times ago; Jake has to give him any report about the clan of Omaticaya and the holy tree and he will give Jake the real legs when he rotates home. Colonel asks Jake to commit with his promise and finish his job as soon as possible. Jake says *'I got to finish this'* to convince Colonel that he will finish his job and keep his promise.

From that utterance, Colonel applies strategy 10 of positive politeness strategies; offer, promise. By reminding Jake about their deal a few times ago and emphasize Jake that he is a man of his word, he asks Jake to do his job seriously and finish it as soon as possible. In other words, speaker may choose to stress his cooperation with hearer in another way.

*Datum 7 : Jake : "Brother please, do not attack the sky people.
Many Omaticaya will die if you do"*

Picture 7



Source: conversation among Jake and Tsu'tey on Avatar's movie.

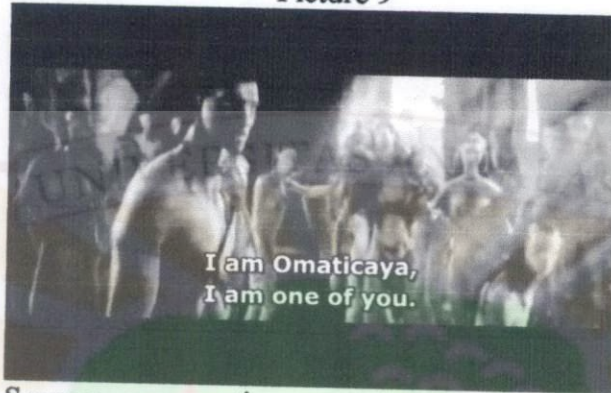
This utterance said by Jake to Tsu'tey. Tsu'tey is a man from the clan of Omaticaya and will be the next leader to that clan replaces Neytiri's father. Tsu'tey is an emotional man. He cannot accept a fact that if there is a man who better than him. He realizes that he will be the next leader of the clan of Omaticaya and it is make him won't accept any command or suggest from other people.

The situation of the utterance is when people of Pandora start to destroy the holy tree of the clan of Omaticaya. At the same time, the clan of Omaticaya knows that Jake come to them as a representative of Pandora and knows that the destruction will be happened. When Jake tries to explain everything to make it clear to that clan, Tsu'tey tries to kill him and ask his people to fight with people of Pandora and save their holy tree. Realized it, Jake tries to stop them because he knows that the clan cannot fight with the people of Pandora, they will be losing. They do not have same power to fight. By saying '*Brother please, do not attack the sky people. Many Omaticaya will die if you do*', Jake tries awaking Tsu'tey up that he cannot win if he chooses to fight the people of Pandora because it will gives bad impact for him and the clan of Omaticaya. Such as, there are many people will die by that decision.

The utterance of Jake '*Brother please, do not attack the sky people. Many Omaticaya will die if you do*' is applies fourth strategy of positive politeness strategies; use in-group identity markers. By choosing address form '*brother*', it shows that Jake already considered Tsu'tey as his brother. He asks Tsu'tey does not command his people to fight with the people of Pandora. He knows that it will be useless.

*Datum 8 : Jake : "I am a Omaticaya.
I am one of you.
And I have the right to speak!"*

Picture 9



Source: conversation among Jake and the clan of Omaticaya people on Avatar's movie.

The clan of Omaticaya people does not want to hear Jake's explanation. They think that Jake is lying to them by becoming a man who does not know anything. The situation of that utterance is when people of Pandora want to destroy the holy tree of the clan of Omaticaya. It caused that Colonel got a video log of Jake. In his video log, Colonel found Jake's statement that all of he did to getting close with the clan of Omaticaya people and persuade them to move from the holy tree are nothing and wasting time.

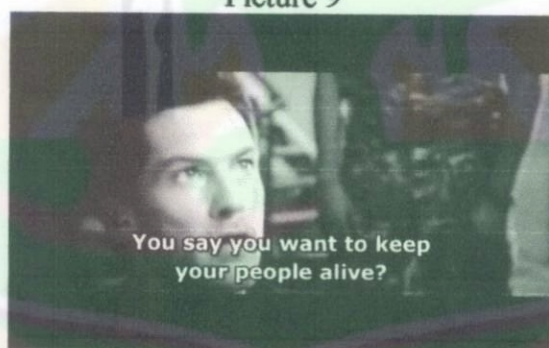
Jake believes that the clan of Omaticaya people does not want to leave the holy tree. They will stay and keep the holy tree. Jake Sully as a representative Pandora who delivered to the clan of Omaticaya by becoming a spy has to report anything about the clan of Omaticaya and the holy tree. In the middle of his journey, he falls in love with Neytiri and does not want to destroy that tree. But when he tries to solve that problem, the clan knows the truth and hates him. Jake

tries to explain but there is no chance anymore. Finally, Jake said *'I am a Omaticaya. I am one of you. And I have the right to speak!'* in order that the clan of Omaticaya want to hear his explanation.

Jake's utterance is applying the fourth strategy of positive politeness strategies. By saying *'I am a Omaticaya'* Jake uses in-group identity markers and stated that he is one of that clan. Then from Jake's utterance, the clan of Omaticaya cannot argue with him because Jake is true. He is really one of them through a sacral ceremony. Then, Jake's request to be heard is accepted.

Datum 9 : Jake : "You say you want to keep your people alive? start by listening to her"

Picture 9



Source: conversation among Jake and Colonel on Avatar's movie.

This is Jake's utterance to Colonel. The situation of the utterance is when there is a debate between Grace, Jake, Colonel and Parker. It happened after the first attack of Pandora to destroy the holy tree of clan of Omaticaya. Grace and Jake think that they do not have to attack the clan of Omaticaya in order to destroy the holy tree because they will find diplomatic solutions to solve the problem. On

the other hand, Colonel and Parker already got Jake's video log and watched it. Then they think that there is no more chance for diplomatic solution. They have to attack the clan of Omaticaya if they want to destroy the holy tree.

Grace tries to explain that she has been founded a discovery about content of the holy tree. It will be useful for people around the world. However, when Grace trying to explains it, Colonel always ignores her and still on his principle to attack the clan of Omaticaya. Then, Jake says *'You say you want to keep your people alive? Start by listening to her'* to make those people keep silent and listen to Grace's explanation.

By saying that utterance, it means that Jake is applies the first strategy of positive politeness strategies; taking notice of aspects of hearer's condition. By saying *'You say you want to keep your people alive? Start by listening to her'*, Jake tries to realize Colonel's condition and position on Pandora. He is a head security on Pandora and cannot decide or doing something without command from the leader on Pandora; that is Parker. On the other hand, he has to keep his promise to his marines that he will save all of them. Then, he has to listen to Grace's explanation. Finally, Colonel keeps silent and starts listen to Grace's explanation.

*Datum 10 : Grace : "There are families in there
Children, babies
Are you going to kill children?"*

*Jake : "You don't want that kind of blood on your hands, believe me
Let me try to talk to them out
They trust me"*

Picture 10



Source: conversation among Grace and Parker on Avatar's movie.

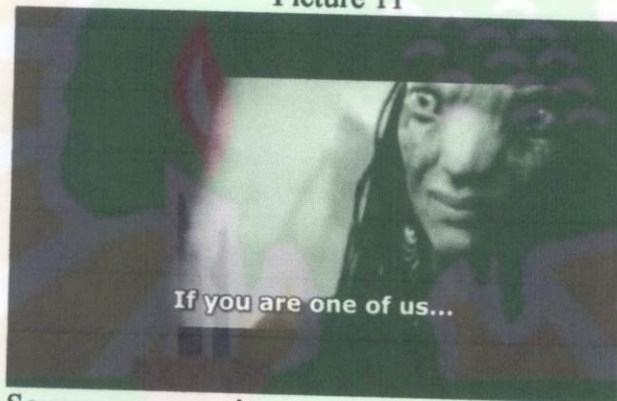
It happened when Pandora attacks the holy tree of the clan of Omaticaya. Colonel and Parker do not accept Grace's explanation and suggestion about the holy tree of the clan of Omaticaya. After they got Jake's video log which explained that the clan of Omaticaya will not leave their holy tree and what he is doing right now is only wasting time, they decide to attack and destroy the holy tree and the clan of Omaticaya as soon as possible. Grace and Jake go to Parker's room in order to persuade him not to attack the clan of Omaticaya. Grace and Jake are still on their principle that they are on the way to get diplomatic solution to solve the problem. They will try hard to get it.

Grace tries to persuade Parker by saying *'There are families in there. Children, babies. Are you going to kill children?'*. Grace make Parker imagine that there are many people especially children and make sure him that he does not want to kill children. Jake adds Grace's statement by saying *'You don't want that kind of blood on your hands, believe me. Let me try to talk to them out. They trust me'*. Hope that his statement will change Parker's mind and he will stop to destroy the holy tree and the clan of Omaticaya.

The utterances of Grace and Jake are including to the third strategy of positive politeness strategies. By making a good story or explanation, they ask Parker to stop his attack to the holy tree and the clan of Omaticaya. Finally, Parker is influenced by the explanation and decides to stop it if Grace and Jake can find out diplomatic solutions with the clan of Omaticaya in one hour.

*Datum 11 : Moat : "If you are one of us
Help us"*

Picture 11



Source: conversation among Moat and Jake on Avatar's movie.

People of Pandora are destroying the holy tree and the clan of Omaticaya. There are many marines of Pandora who attack the holy tree and the clan of Omaticaya by using many guns. At the same time, Grace and Jake trying to explain to the clan of Omaticaya about the situation that people of Pandora will destroy the holy tree. Then, they ask the clan of Omaticaya people to leave the holy tree but no one believe them.

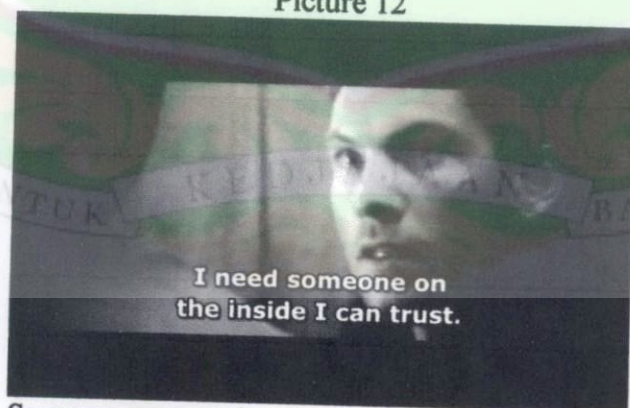
On the contrary, the clan of Omaticaya arrest and ties them into a tree and start to fight people of Pandora. Grace and Jake cannot do anything else to make the clan of Omaticaya people believe their statement. Parker knows it and decides

to continue the attack and finish it as soon as possible. There are many people of the clan of Omaticaya died because of the attack. It was because the clan of Omaticaya and people of Pandora do not have the same power.

Moat is name of Neytiri's mother. She realizes that Grace and Jake's statements are true and no one of them who can stop the war. She decides to liberate Grace and Jake. Before doing that, she said *'If you are one of us. Help us'*. She asks them to help the clan of Omaticaya from the war. She applies fourth strategy of positive politeness strategies; using in-group identity markers. By saying *'If you are one of us'* she already recognized that Grace and Jake are one of Omaticaya people also hope that they will help the clan of Omaticaya to fight the attack of Pandora.

*Datum 12 : Jake : "Max, stay here
I need someone on the inside I can trust"
Max : "Ok, go"*

Picture 12



Source: conversation among Jake and Max on Avatar's movie.

Jake and his friends are prisoned on Pandora's jail because they are standing on their principle by do not attack the clan of Omaticaya. They think that there is a wise way to solve this problem except attack the clan of Omaticaya. They try hard to discuss with them in order to get diplomatic solutions. Trudy helps them to escape. Trudy is a pilot on Pandora. She drives a plane which is use to attack the clan of Omaticaya. She is on the same line with Jake. She does not want to attack the clan of Omaticaya because she believes that there is a wise way to solve that problem.

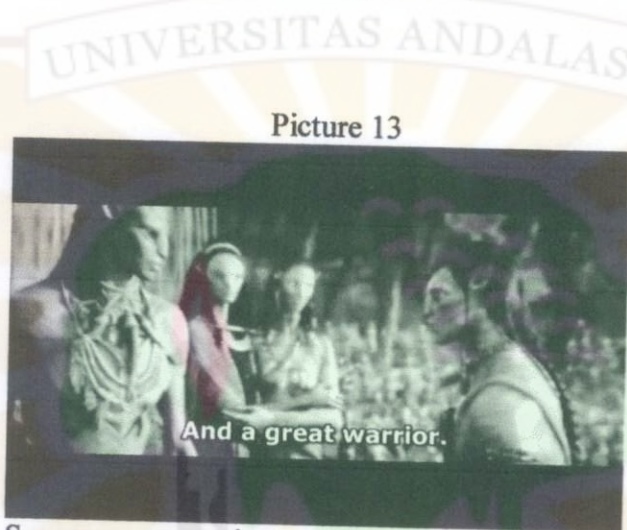
The conversation happened when Jake and his friends want to escape from Pandora in order to help the clan of Omaticaya from the attack of Pandora. They will use a plane which is driven by Trudy. On the way they go to the plane, Jake asks Max to stay on Pandora. Max is a scientist on Pandora who has a duty to check condition of each avatar. Jake and his friends will need someone who they can trust to give them any information about Pandora later. By saying the utterance; *'Max, stay here. I need someone on the inside I can trust'*, Jake tries to say that he trusts Max. He really needs Max to stay on Pandora to give him any information that he needs.

It can be seen that Jake is applying first strategy on positive politeness strategies. That utterance shows Jake's need of Max. Jake notices Max's condition that he is the only person that he can trusts on Pandora. Moreover, Max is people who do not want to attack the clan of Omaticaya and do not mark yet by Pandora as a betrayer that make only him who can stay on Pandora. Jake is success in convincing Max about that. By saying *'Ok, go'*, Max convinces Jake that he

already got the point of Jake's utterance and will do it for him. They have to hurry before people on Pandora know that they are escape from the jail.

*Datum 13 : Jake : "You are the leader and a great warrior
I can't do this without you"*

Tsu'tey : "Toruk Makto, I will fly with you"



Source: conversation among Jake and Tsu'tey on Avatar's movie.

Jake and his friends try to escape from Pandora by using a plane driven by Trudy. One of Colonel's staff knows and tells it to him. Grace gets shout by Colonel. She is dying and loses so many bloods. There is only first aid on the plane. Jake and his other friends have to help Grace immediately but they do not have any choice to help her. He decides that they have to go to the clan of Omaticaya as soon as possible to get some aids. To drive the avatar, Jake has to use a machine that will connect him with his avatar.

On avatar's world, Jake reminds he has to find out some aids for Grace and his principle to help the clan of Omaticaya. He thinks that to reach it, he has to conquer the scariest thing of the clan of Omaticaya; that is Toruk. Toruk is the

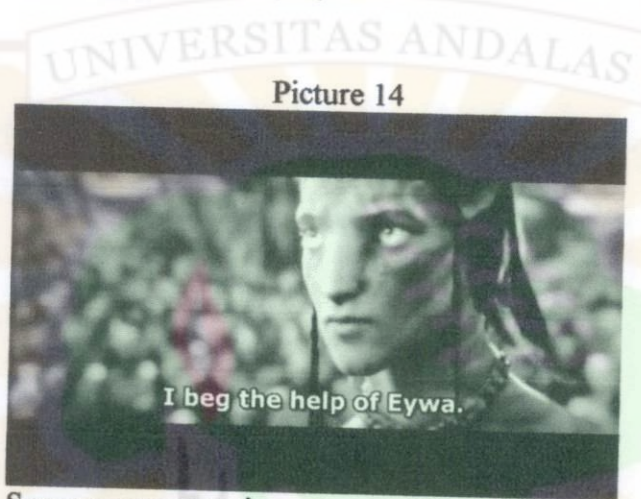
scariest animal for the clan of Omaticaya. The clan of Omaticaya believes that only the strongest people who will choose by him and can drive him. Jake thinks that he has to conquer Toruk in order to make the clan of Omaticaya trust him, fight the Pandora with him as well as to get some aids for Grace. Finally, by trying hard he can conquer Toruk and going to the clan of Omaticaya by Toruk.

The clan of Omaticaya people feels shock by his present with Toruk. They do not believe that Jake can conquer Toruk. Toruk already choose his driver and the person is Jake, a man who had been ignored. Jake goes to Neytiri who standing behind the clan of Omaticaya people. The clan of Omaticaya people feels afraid that Jake will revenge to them. Neytiri and her mother feel amazed to Jake. In front of the clan of Omaticaya people, Jake convincing Tsu'tey to ask the clan of Omaticaya people to fight people of Pandora together and need some aids for Grace. In this condition, Jake thinks that only Tsu'tey who can give any command to the clan of Omaticaya people. It caused that Neytiri's father was murdered on the attack of Pandora Jake says *'You are the leader and a great warrior. I can't do this without you'* to convince Tsu'tey's condition that he is a great warrior. That utterance also indicates Jake's need from Tsu'tey.

Jake's utterance is applying first strategy of positive politeness strategies; take notice of aspects of hearer's condition. From that utterance, he needs Tsu'tey's cooperation in this condition and asks the clan of Omaticaya people to fight against Pandora also to save the holy tree. Tsu'tey feels confident because the statement of Jake. He can take a fact that Jake is better than him and he needs Jake to help the clan of Omaticaya from the attack of Pandora. By saying *'Toruk*

Makto, I will fly with you', indicates that Tsu'tey feels confident and agree fight together with Jake.

*Datum 14 : Jake : "My friend is dying
Grace is dying
I beg the help of Eywa"*



Source: conversation among Jake and the clan of Omaticaya people on Avatar's movie.

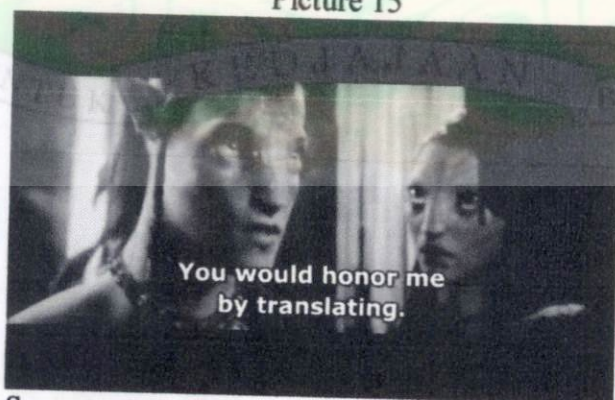
Jake can conquer Toruk as the scariest animal of the clan of Omaticaya and bring Toruk to them. In front of the clan of Omaticaya he can prove that he already one of Omaticaya people and he is not a liar. By bringing Toruk with him, Jake shows that he really wants to help the clan of Omaticaya from the attack of Pandora. From his seriousness he can convince Tsu'tey that he is not as bad as Tsu'tey's thought and he has good purposes. Tsu'tey agrees to fight against Pandora together with him. He also invites the clan of Omaticaya to fight against Pandora together with them and take Jake as the new leader of the clan of Omaticaya after the death of Neytiri's father.

Jake reminds that Grace is dying and really need some aids for her before everything is too late. He needs the clan of Omaticaya to help Grace immediately. Jake says *'My friend is dying. Grace is dying. I beg the help of Eywa'* to inform the clan of Omaticaya about Grace's condition right now. He asks the clan of Omaticaya people to help Grace by using Eywa. Eywa is the soul of the clan of Omaticaya's ancestors. The clan of Omaticaya has a belief that their ancestors are not leaving them but their ancestors will answer their pray if they asks it seriously.

Jake's utterance applies one of strategy of positive politeness strategies. By saying *'My friend is dying. Grace is dying. I beg the help of Eywa'*, Jake indicates that he needs the clan of Omaticaya's help for Grace. This is in line with strategy 15, give gifts to hearer (goods, sympathy, understanding, cooperation). Jake tries to get sympathy, understanding, and cooperation from the clan of Omaticaya in order to make them want to help Grace.

*Datum 15 : Jake : "With your permission, I will speak now
You would honor me by translating"*

Picture 15



Source: conversation among Jake and Tsu'tey on Avatar's movie.

Jakes already get back the trust from the clan of Omaticaya. The clan of Omaticaya people takes him as the new leader for them after the death of Neytiri's father. Jake and the clan of Omaticaya are agreeing to help Grace and fight against Pandora together. The clan of Omaticaya tries hard to help Grace. They are praying together to their Eywa to help Grace. However, it is too late to help Grace. They do not have any chance and Grace is passing away. All of them feel so terrible, especially Jake. He has to lose his friend. Nevertheless, he has to commit with his purpose to help the clan of Omaticaya.

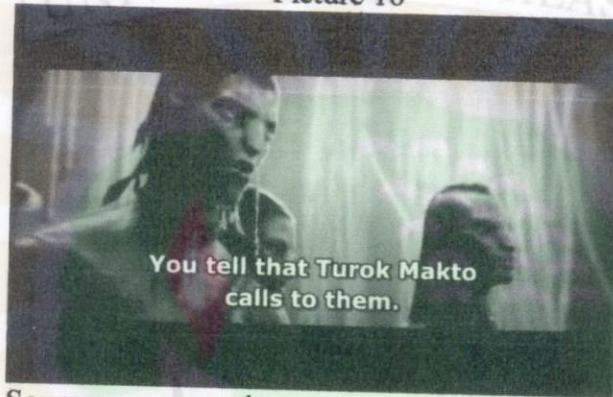
As the leader of the clan of Omaticaya, Jake wants to explain the way to fight against Pandora to the clan of Omaticaya directly by using English language. He wants Tsu'tey to translate his speech to the clan of Omaticaya, because not all of them can speak and understand English language. Jake says *'With your permission, I will speak now. You would honor me by translating'* to inform Tsu'tey that he wants to speak to all of the clan of Omaticaya people right now and he asks Tsu'tey to translate his speech into Omaticaya's language. It is in order to make the clan of Omaticaya people can catch the meaning of his speech directly. On the other hand, Jake does not want Tsu'tey feels being ignored on that situation. He wants Tsu'tey join with him to encourage all of the clan of Omaticaya spirit to fight against Pandora together with them.

By saying *'With your permission, I will speak now. You would honor me by translating'*, Jake applies strategy 15 of positive politeness strategies. It indicates that Jake wants the cooperation of Tsu'tey in that mission. In other

words, speaker may satisfy hearer's positive face want by actually satisfying some of hearer's want.

*Datum 16 : Jake : "We tell the other clans to come
You tell that Toruk Makto calls to them"*

Picture 16



Source: conversation among Jake and the clan of Omaticaya people on Avatar's movie.

Jake feels so terrible when Grace pass away but he does not forget his purpose to help the clan of Omaticaya to fight against Pandora. By taking Neytiri's hand to strengthen his heart, Jake stand up in front of clan of Omaticaya people. He wants to speech in front of them to encourage their spirit and explain the way to fight against Pandora. He wants Tsu'tey to translate his speech into Omaticaya's language. Tsu'tey feels honorable from Jake's utterance that asks him to translate Jake's speech in front of the clan of Omaticaya. He does not feel being ignored of Jake after become new leader of the clan of Omaticaya. He wants to be a translator at Jake's speech with pleasure. By Neytiri standing beside him, Jake feels strong and confident to give some speech in front of the clan of Omaticaya people. Jake and Tsu'tey speak clearly. All of clan of Omaticaya

people gets main point of Jake's speech and have high spirit to fight against Pandora. They become united to reach their purpose.

Jake says *'We tell the other clans to come. You tell that Toruk Makto calls to them'* to give the clan of Omaticaya high spirit to fight against Pandora and also to ask them to invite the other clans on that forest to join with them. By saying *'You tell that Toruk Makto calls to them'* shows that the strongest people on that tree has come and ask for their help. Toruk Markto is a name for people who can drive Toruk, the strongest animal in the forest.

Jake utterance is applying the fourth strategy of positive politeness strategies; use in-group identity markers. By choosing address form *'Toruk Makto'*, Jake hopes that the other clans on that forest will join with him and the clan of Omaticaya people to fight against Pandora.

*Datum 17 : Jake : "My brothers, sisters, and we will show the sky people
That they cannot take whatever they want!"*

Picture 17



Source: conversation among Jake and the clan of Omaticaya people on Avatar's movie.

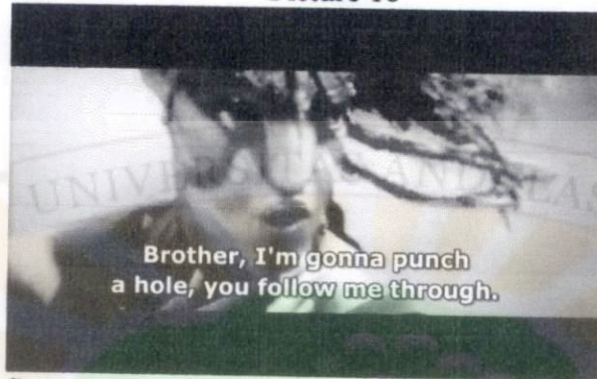
Jake still on his speech in front of the clan of Omaticaya in order to encourage their spirit, unite them, and to explain the way to fight against Pandora. Tsu'tey helps him to translate his speech into Omaticaya's language. Both of them are trying to make the clan of Omaticaya people believe that they do not have to give up and give everything to Pandora. They have to believe that they can win the war. The clan of Omaticaya feels they get challenge from Jake's speech. All of them stand and scream loudly that indicate they are have high spirit to fight against Pandora.

From Jake's utterance '*My brothers, sisters, and we will show the sky people. That they cannot take whatever they want!*' indicate that Jake really feels as one of Omaticaya people and he already consider the clan of Omaticaya people is his family. That utterance shows that Jake tries to convince the clan of Omaticaya people that they do not have to be afraid of Pandora's attack. They have power to fight against Pandora and make them cannot take whatever they want from their forest. They have to defend their forest especially their holy tree.

According to Jake's utterance in front of the clan of Omaticaya, it can point out that Jake is applies fourth strategy of positive politeness strategies; use in-group identity markers. By saying '*My brothers, sisters, and we will show the sky people. That they cannot take whatever they want!*', Jake asks the clan of Omaticaya people being optimist that they have power and fight against Pandora with him. The choosing of address form *my brothers, sisters*, indicate that Jake already consider all of Omaticaya people as their family.

*Datum 18 : Jake : "Brother, I'm gonna punch a hole
You follow me through"*

Picture 18



Source: conversation among Jake and Tsu'tey on Avatar's movie.

Jake and all of Omaticaya people are united in one vision; they will try hard to keep their holy tree and the forest from Pandora. They call the other clans on that forest to ask for their help. They explain the situation that Pandora wants to destroy them and their forest as soon as possible. They tell that Toruk Makto as the strongest people on the forest call them to fight against Pandora together with him. By including Toruk Makto in their invitation of war, the other clans on that tree agree to help them to fight against Pandora directly. The day of war has come and all of them are ready to attack Pandora.

Jake as Toruk Makto and the leader for all of the clans will give an instruction when the first attack should be held. Jake and some of the clans are flying on the sky to attack Pandora's marines on the plane and some of them are on the land to fight Pandora's marines who stay in land. All of Pandora's marines are get ready to attack all of the clans and destroy the forest. Jake thinks that it is the right time for them to attack Pandora. He will give an instruction for them

with Tsu'tey's help. By saying '*Brother, I'm gonna punch a hole. You follow me through*' show that Jake will go first to attack Pandora and he asks Tsu'tey to follow him. Tsu'tey nods his face to indicate that he gets Jake's instruction.

From Jake's utterance, it can be seen that Jake applies fourth strategy of positive politeness strategy; use in-group identity markers. By choosing the address form '*brother*', indicate that Jake do not want Tsu'tey being ignored and want him feels comfortable at this war. On the other hand, he shows that he already considers Tsu'tey as his brother.

3.3 Findings of Positive Politeness Strategies in Requesting on Avatar's Movie

The aim of this study is to find out the application of positive politeness strategies in requesting on Avatar's movie. This study determines each positive politeness strategies that had been used by characters through context of each utterance. After being analyzed the data, it shows the occurrence of each positive politeness strategy in requesting that had been used on Avatar's movie through the table below:

The Occurrence of Request Strategy of Positive Politeness Strategies on Avatar's Movie

Data	Positive Politeness Strategies														
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
1			✓												
2	✓														
3				✓											
4														✓	
5												✓			
6										✓					
7				✓											
8				✓											
9	✓														
10			✓												
11				✓											
12	✓														
13	✓														
14															✓
15															✓
16				✓											
17				✓											
18				✓											
Total	4	-	2	7	-	-	-	-	-	1	-	1	-	1	2

Source: Processed from the analysis of positive politeness strategies in requesting on Avatar's movie.



CHAPTER IV

CONCLUSION

Through the findings of this study, the writer finds out that not all types of positive politeness strategies applied by characters on Avatar's movie. The occurrence of positive politeness strategies on Avatar's movies because of considering positive face wants among the characters during the conversation.

The findings of this study answer all the research questions. The first finding is about the types of positive politeness strategies in requesting which used by characters on Avatar's movie. They are; strategy 1 (notice, attend to hearer), strategy 3 (intensify interest to hearer), strategy 4 (use in-group identity markers), strategy 10 (offer, promise), strategy 12 (include both speaker and hearer in the activity), strategy 14 (assume or assert reciprocity), and strategy 15 (give gifts to hearer). The second finding is about the specific positive politeness strategies in requesting which used by characters on Avatar's movie, that is strategy 4; use in-group identity markers. This strategy is applied by some of characters on Avatar's movie through their utterance.

From all data that the writer had been analyzed, characters on Avatar's movie tend to use strategy 4 in their conversation. Generally, the choice of strategy 4 as the specific strategy used by the characters on Avatar's movie is influenced by speaking context that occurs on that movie. Use in-group identity markers; by using any of the innumerable ways to convey in-group membership, speaker can implicit claim on the common ground with hearer.

All the characters on Avatar's movie applied request strategy on positive politeness strategies which can support their wants and make hearer can catch the meaning of their utterance immediately. It is also to minimize the possibility of misunderstanding among them during the conversation. Finally, the writer can conclude that the characters on Avatar's movie can apply positive politeness strategies in requesting to manage their utterance during the conversation.



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SYNOPSIS

Jake Sully has a twin, Tom. Tom is a scientist in Pandora, a kind of company that has a project to build something by destroying a forest. In doing his job, Tom is killed by a guy with a gun and ends his journey for paper on his wallet. In Pandora, every scientist has their own avatar. Avatar is an imitation of them that will be used to approach people who live in the forest and make them want to move from there. One avatar is created for one scientist and it drives by its own only. It caused that the avatar and the scientist have same genome.

Head of Pandora's project, Parker, wants Jake to replace Tom's position and drives the avatar. Parker sends people to ask Jake to join with Pandora and replace Tom's position. The people meet Jake and give a good explanation why he has to join and replace Tom's position. Jake feels interest and will take the chance. In a plane to go to Pandora, Jake is the only one man who gets different with other marines in that plane. Jake cannot stand by his legs but he trusts that he can pass what man can pass. On his first day on Pandora, he and all marines are meeting in a room and listen for Colonel's speech about what they have to do in Pandora. Colonel is a head of security on Pandora. He has responsibility to keep his marines still alive on his mission. After the meeting, Jake meets Norm Spelman. Norm is a scientist. He knows Tom and

hears about his dead. He also knows that Tom's twin will replace Tom's position in Pandora.

Norm invites Jake to go to avatar's room. There, he introduces Jake to Max. Max is a scientist in Pandora who controls the avatar's condition. Max invites Jake to see Tom's avatar. Jake feels amazed with the avatar because it looks like Tom. Jake makes a video log to documenting his activity in Pandora. Then, Max invites Jake and Norm to see Grace. Grace is a leader for all the scientists in Pandora. When he introduces them to her, Grace appreciates Norm but not for Jake. She thinks that a scientist and a PhD people who trained for 3 years cannot replace by people with no one experience in science. She ignores Jake and goes to Parker to say that she is not agree with Jake.

On that situation, Parker tries to explain to Grace that he has right decision by choosing Jake. He explains that Grace only has to do her job as a scientist on Pandora. The first day Jake will connect with his avatar, Grace explains everything that he can or cannot do as long as he still connects with the avatar. When Jake already connected with the avatar, he feels shock that he has a perfect leg and he can stand on it. Jake loses control and he wants to use his leg at that time. He ignores the doctors' command on him. He runs out from that room to go outside. Outside, he meets Grace in her avatar. Then, Grace invites him to see around and asks him to sleep when the day is going to dark. When the avatar is sleep it means that the connection with people will disconnect.

Then, Jake meets Trudy, a pilot in Pandora. She invites him to see Colonel in personal. In their first meeting, Colonel explains Jake's duty in Pandora. He asks Jake to give him any report about his activity. He makes a deal that he will give Jake the real legs if he wants to give him any report about his activity on Pandora. Jake feels satisfy and agree with it.

In another day, Grace invites Jake and Norm to go to the forest as their first task. Jake feels happy with it. In the forest, Grace will scan one of the trees for her research. When Grace and Norm are scanning the tree, Jake goes around and finds a flower. He plays with it and makes an animal behind it feels disturbed. The animal tries to kill Jake and make him separate with his team. Grace and her team try to find him but the day is already dark and they cannot continue it. Finally, Jake can survive from the wild animal. At night, he tries to survive but what he doing is taking the attention of other wild animal.

Neytiri helps him immediately. Neytiri is a people who live in that forest and he is a daughter from the leader of clan of Omaticaya, clan who lives in that forest. Jake says thank you to her but she angry with him. She asks Jake to go away from her but she gets sign from Eywa. Eywa is clan of Omaticaya's ancestors. Then, she decides to bring him to her clan. On the way to go there, they meet Tsu'tey and his friends. Tsu'tey is one of Omaticaya people who will be the next leader for that clan. In clan of Omaticaya's place, Jake meets Neytiri's parents. They decide that she will teach Jake about their life style.

The avatar is sleep and the connection is disconnected. All people in Pandora are waiting for Jake explanation. They are become proud of him. Parker explains what he knows and what Jake has to do in his task in Pandora and give him 3 months. In his next connection with avatar, Grace explains about the clan of Omaticaya. Day by day are gone when Jake learn about clan of Omaticaya's life style with Neytiri. They are getting close and become friend. On the other hand, Tsu'tey still hates him. The time is come and Neytiri thinks that Jake is ready. Then, Jake has to choose his own Ikran as the custom in clan of Omaticaya. Ikran is an animal that will accompany his man anytime and he will choose his man by trying to kill that man. Finally, by trying hard, Jake gets his Ikran and flies it with Neytiri. In his first flying with the Ikran, he sees the tree of soul, the holy tree of clan of Omaticaya. When they are playing around with their own Ikran, Toruk chase him. Toruk is the scariest animal in that forest. No one can drive Toruk as their Ikran. Only choose man who can drive him.

On day, Jake realizes that the clan of Omaticaya people will not move from the forest. They will defend it. Colonel meets him to remind him that his time is already passed and he has to finish and prove their deal before. Jake convinces Colonel that he will do their promise. Finally, Jake is one of Omaticaya people by a sacral ceremony. Neytiri asks Jake to go to the tree of soul. There Jake says that he falls in love with Neytiri and they make a commitment. In Pandora, Grace delays his connection to the avatar and asks him to get eat. In the forest, the marines on Pandora

are destroying the forest. Jake wakes up and tries to stop it by destroy the camera on that machine.

Jake and Neytiri go to the holy tree of clan of Omaticaya to ask the people want to move from the forest. If not, Pandora will kill him. There Jake and Neytiri said that they are already made a commitment in the tree of soul. Tsu'tey cannot hold his emotion and attack Jake. Neytiri stops them. On the other hand, Pandora knows that Jake is destroying their camera. Colonel disconnects Jake with his avatar immediately. Jake, Grace and Colonel go to Parker to discuss their problem. Grace tries to explain about her research but Parker and Colonel mock her.

Colonel says that all of them have to watch Jake's video log where Jake said that what he doing to approach Omaticaya people are wasting time and they will not move from the forest. Jake feels shock and speechless. Parker decides to continue to destroy the forest, especially the holy tree. Grace and Jake convince Parker that he they can make Omaticaya people move from the forest. Then, Parker gives him an hour to prove their statement. In the forest, Jake explains everything to Omaticaya people about his mission but in the middle of that mission, he falls in love with that forest and the Omaticaya people. Neytiri feels disappointed with them and the people restrain them. Colonel knows that situation and decides to continue the attack.

There are many people getting kill because of the attack, including Neytiri's father. Moat, Neytiri's mother liberate them ask for their help. Pandora's people disconnect them from the avatar and restrain them. Trudy and Max help them to escape by using the plane but Max stay on Pandora to give Jake any information. On the way their escape, Grace getting shoot from Colonel and lose many blood. They go to Halleluyah Mountain to connect with their own avatar. Halleluyah Mountain is a private mountain on that forest for Grace to do her research. In the forest, Jake conquers Toruk and goes to the clan of Omaticaya.

All of Omaticaya people getting shock and amazed with Jake that he can conquer Toruk. They cannot attack him. There, Jake says that he wants to help Omaticaya people to attack Pandora but he needs them to help Grace. Omaticaya people help Grace, but it's too late. Grace is gone. Jake asks Omaticaya people to invite the other clan to attack the Pandora. On that war, all of clan of that forest becomes united to attack Pandora. At the end, Jake fights with Colonel. Colonel died in that fighting. Jake feels very exhausted and disconnected himself from his avatar. He tries to reach the oxygen mask to get breath but he is too weak to reach it. Neytiri's helps him to reach the oxygen mask. She knows that the man is Jake.

At the end, Jake and Omaticaya people command all of Pandora's people to go out from the forest. Jake leaves his last video log and decides become the Omaticaya people and leave his life.