

## **ABSTRACT**

**Yusnita Paputungan. 2012. NIM. 321 408 133. "Politeness Strategy in Directive Illocutionary Acts in Motion Picture Shakespeare in Love". ( a pragmatic Study).**

Politeness is takes an important role in order to create a good communication between speaker and hearer. In order to perform directive illocutionary acts politeness strategy aims to help the speaker to achieve the goal of his or her utterance. Politeness strategy and directive illocutionary acts are topics which are discussed in Pragmatic. This study is focus to analysis two problems, they are : (1) what kind of directive illocutionary acts are reflected in "Shakespeare in Love" motion Picture, and (2) How politeness strategies are used by the characters in uttering directive illocutionary acts. The aims of this study is to find out the kind of directive illocutionary acts and to describe the using of politeness strategy in directive illocutionary act in motion picture "Shakespeare in Love", The type of this study is descriptive qualitative. The data taken from "Shakespeare in Love" motion picture. The result of the study shows that the data contain four strategies of politeness strategy, they are bald of record, bald of record, positive politeness and negative politeness when uttering fourteen kinds of directive illocutionary acts. Positive politeness is the strategy mostly used by the utterances of the motion picture.

**Key Word: Directive Illocutionary acts, Politeness Strategy**