

### Abstract

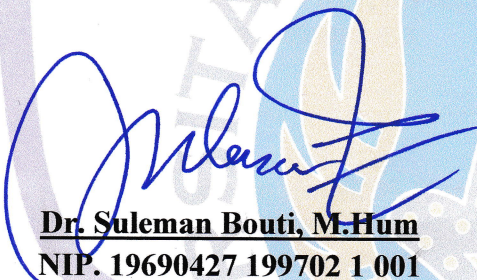
**Said, Mega S. T. (2014). *An Analysis on Negative Politeness Strategy Used in The Proposal (A film directed by Anne Fletcher)*. English Study Program, Faculty of Letters and Culture, Universitas Negeri Gorontalo. Advisors: (1) Dr. Suleman Bouti, M.Hum, (2) Fahria Malabar, S.Pd., MA.**

This research aims to analyze the dialogue of the characters in film entitled *The Proposal* in order to find out 1) the utterances that contain negative politeness strategy; 2) the application of sub-strategies of negative politeness by the characters; 3) the factors that influencing the use of negative politeness strategy; and 4) the ineffectiveness of negative politeness strategy. To achieve these objectives, the data that has been collected were going to be analyzed as the following steps. First, this research showed the conversations that were categorized as negative politeness strategy. Then it gave an analysis and explanation about the data that included in each sub-strategies of negative politeness strategy. Also, this research gave an analysis and explanation about the factors that influencing the characters in employing negative politeness strategy where the data was separated based on the unequal (high and low) and or equal power and distance of the participants (i.e. speaker and hearer). At last, this research gave an analysis and explanation about the ineffective of negative politeness strategy. The result of this research showed that there are 15 conversations that contain negative politeness strategy. From those conversations, there are 19 utterances that are included in eight of ten sub-strategies of negative politeness. It also showed the factors that influencing the characters are the payoffs and the circumstances (i.e. social distance, relative power, and the ranking of imposition) as proposed by Brown and Levinson. Moreover, there was one of the data that included in the ineffectiveness of negative politeness strategy that was influenced by the context of the utterance.


***Key words: Politeness strategy, negative politeness strategy, sub-strategy***

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