

**THE ANALYSIS OF POLITENESS PRINCIPLES BASED ON LEECH
THEORY IN “CINDERELLA MOVIE” DIRECTED BY KENNETH
BRANAGH**

S K R I P S I

Presented to the English Department

Letters and Culture Faculty of State University of Gorontalo

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2017

DECLARATION

I, Velmiwaty R. Amir, declare that the study entitled 'The Analysis of Politeness Principles Based on Leech Theory in "Cinderella Movie" Directed by Kenneth Branagh contains no material that has been submitted previously, in whole or in part, for the award of any other academic degree or diploma. Except where otherwise indicated, this thesis is my own work.

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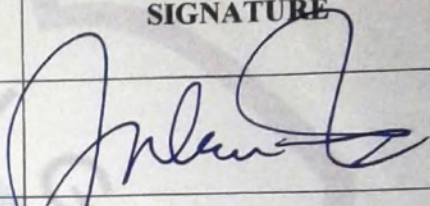
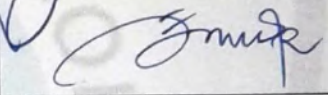

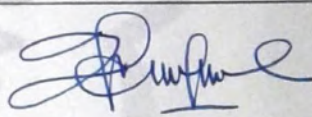
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ABSTRACT

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The study focuses to analyze maxims in Cinderella Movie directed by Kenneth Branagh. This study leads by Leech theory (1993). The methodology of this research is standing on descriptive method for analyzing the data. In analyzing the data this study refers to Creswell (2009) technique. There are six techniques to analyze the data: Organize and prepare the data for analysis, classifying the data from the dialogues in the movie, describing the context of situation in the conversations in the movie, analyzing and interpreting the data based on Leech's politeness principles, clarifying the aspects make the utterances of the participants less or more polite in relation to Leech's politeness principles. The result shows that the most maxim occurs in Cinderella movie is approbation maxim with 16 utterances, second is second is tact maxim with 14 utterances, the third is generosity maxim with 7 utterances, the fourth is modesty maxim with 6 utterances, the fifth is agreement maxim with 5 utterances and the last rarely maxim occur is a sympathy maxim with 2 utterances. The approbation maxim became the most maxims because in this movie there are a lot of utterance contain of say thankfulness, congratulation, welcoming, and also contain of giving opinion, comment, suggestion, and complain.

Keyword: Politeness principles, Leech maxims, Cinderella movie

ABSTRAK

Velmiwaty, R. Amir. 2017. Student's ID 321410150. Analisis Prinsip Kesopanan Berdasarkan Teori Leech dalam "Fillm Cinderella" Disutradarai oleh Kenneth Branagh. Skripsi. Jurusan Bahasa Inggris, Fakultas Sastra dan Budaya, Universitas Negeri Gorontalo. Pembimbing (1) Dr. H. Syarifuddin Ahmad, M.Pd (2) Indri Wirahmi Bay, S.Pd, M.A.

Penelitian ini bertujuan untuk menganalisis maksim dalam film Cinderella yang disutradarai oleh Kenneth Branagh. Penelitian ini berdasarkan teori Leech (1993). Metodologi penelitian ini berdasarkan metode deskriptif untuk menganalisis data. Dalam menganalisis data penelitian ini mengacu pada tehnik Creswell (2009). Ada enam tehnik untuk menganalisis data: Mengatur dan menyiapkan data untuk analisis, mengklasifikasikan data dari percakapan dalam film, menjelaskan situasi konteks percakapan dalam film, menganalisis dan menginterpretasi data berdasarkan prinsip kesopanan Leech, mengklarifikasikan aspek ujaran dari partisipan yang kurang atau lebih sopan berhubungan dengan Leech teori prinsip kesopanan. Hasil menunjukkan bahwa maksim yang paling banyak terdapat dalam film Cinderella adalah maksim penerimaan dengan 16 ujaran, kedua adalah maksim kebijaksanaan dengan 14 ujaran, ketiga maksim kemurahan dengan 7 ujaran, keempat adalah maksim kesederhanaan dengan 6 ujaran, kelima adalah maksim persetujuan dengan 5 ujaran dan terakhir maksim yang jarang terjadi adalah maksim simpati dengan 2 ujaran. Maksim penerimaan menjadi maksim yang paling banyak karena dalam film ini ada banyak ujaran yang mengandung ucapan terima kasih, ucapan selamat, sambutan, dan juga mengandung pemberian pendapat, komentar, saran, dan keruhan.

Kata Kunci: Prinsip kerjasama, Maksim Leech, film Cinderella

