

## **POLITENESS STRATEGIES IN DIALOGUE CHARACTERS JOHN WICK CHAPTER 3**

**I Nyoman Dika Adi Putra<sup>1</sup>, I Made Yogi Marantika<sup>2</sup>**

Mahasaraswati Denpasar University : [dikaaputra978@gmail.com](mailto:dikaaputra978@gmail.com),

[yogimarantika@unmas.ac.id](mailto:yogimarantika@unmas.ac.id)

WA: 082146566636

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### Abstrak

Penelitian ini bertujuan untuk mengidentifikasi empat aspek strategi kesantunan, yaitu bald on record, strategi positif dan negatif, off record berdasarkan teori strategi kesantunan dari Brown dan Levinson (1987). Pengumpulan data dilakukan dengan beberapa langkah: mengunduh film, menonton film, membaca naskah dan mengidentifikasi ucapan yang digunakan oleh karakter dalam film. Sedangkan deskripsi kualitatif dipilih sebagai metode. Hasil penelitian ini menunjukkan 34 data bagaimana karakter menggunakan strategi kesantunan dalam film John Wick Bab 3. Data diklasifikasikan menurut empat jenis strategi kesantunan, bald on record, kesantunan positif dan negatif, off record. Berdasarkan hasil penelitian Dalam film John Wick Bab 3, memahami berbagai jenis strategi kesantunan dapat membantu pembicara dan pendengar untuk saling memahami dan untuk mencapai tujuan komunikasi.

**Kata Kunci:** *strategi kesopanan, jenis kesopanan, John Wick Bab 3*

### Abstract

The aims of this study is to identify four aspects of politeness strategies, those are bald on record, positive and negative strategies, off record based on the theory of politeness strategies from Brown and Levinson (1987). The data were collected by several steps: downloading the movie, watching the movie, reading the script and identifying the utterances use by the characters in the movie. While the qualitative description was chosen as the method. The result of this study shows 34 data how the characters used the politeness strategies in the film John Wick Chapter 3. The data is classified according to the four types of politeness strategy, bald on record, positive and negative politeness, off record. Based on the results of the study In the film John Wick Chapter 3, understanding the various types of politeness strategies can help speakers and listeners understand each other and to achieve communication goals.

**Keywords:** *politeness strategies, type of politeness, John Wick Chapter 3*

## A. INTRODUCTION

The use of appropriate language is required for daily communication. According to Hornby (2000) language is a system of communication in speech and writing used by people of a particular country. When people think about it, they may try to come up with some words. Some people may pause before using those words in a conversation with another person. Its action is intended to demonstrate respect and politeness to others. Politeness strategy is used the suitable behavior in some circumstances to preserve the successful relationship in society. Politeness is used by people, used by parents to kids, boss to the staffs, or also among friendship. Politeness also can be accomplished in any situation of social distance or closeness. It means that politeness is usually used by people who are so close to each other to make the flow of communication easier to understand.

In communication, it is necessary to use politeness to speak. Politeness is a strategy to avoid misunderstanding and show behavior to develop a relationship between each other. People need to communicate with other people in their daily life. According to Yule (2000:60), Politeness in an interaction then defined as the means employed to show awareness of another person face (Prasetyani, 2014). Based on this theory, it explains how the speaker acts to conduct awareness of the other's face. Furthermore, the speaker will act carefully whenever he faces the addressee to respect his or her face, as the addressee has a higher status than the speaker. According to Watts, (2003) politeness is dynamic, interactional, and negotiated it cannot be imposed from outside by the researcher/scholar. Meanwhile, Mills

(2003). Stated politeness is the expression of the speaker's intention to mitigate the face threats carried by certain face threatening acts toward another.

According to Brown and Levinson (1987), being polite is the act of conveying a speech in the politest manner possible, which is necessary in this situation to reduce confrontation with others. They went on to say that human "politeness" behavior can be broken down into four categories: indirect off-record strategy, negative politeness, positive politeness, and bald on record. An apology is one of the manners that may be expressed in communication. Because of this, politeness is employed as the appropriate behavior in some specific situations to maintain Successful relationships in society. Bald on-record politeness tries to minimize the threat to the listener's face, although there are ways that it can be used implicitly to reduce face-threatening behavior. Positive politeness strategies seek to reduce the potential threat to the hearer's positive image. Negative politeness strategies are oriented towards the hearer's negative feelings and emphasize avoiding imposing on hearer. Negative politeness strategies are oriented towards the hearer's negative feelings and emphasize avoiding imposing on them.

Some researchers discussed politeness strategies in daily life in their research. (Aditiawarman and Elba, 2018) analyzed the politeness strategies used in the movie "The Chronicles of Narnia." They found four types of politeness strategy with 95 data including three indirect off-record strategies, 19 negative politeness, 31 positive politeness, and 42 bald on record. They also found the way politeness

strategies utterances The Chronicles of. Narnia utilize their 95 own sub strategies bald-on record has seven sub-strategies: warning (9), using imperative form (13), showing disagreement (7), offering (4), giving suggestion (3), task oriented (4), and requesting (2). Positive politeness has seven sub-strategies: noticing, attending to hearer (3), intensifying interest to hearer (7), avoiding disagreement (5), including both S and H (1), offering, promising (6), giving or asking (2), and being optimistic (7). Negative politeness has four sub-strategies: being pessimistic (7), giving deference (3), apologizing (8), and being indirect (1). Moreover the last off record strategies has one sub-strategies: overstating (3). Another study regarding politeness strategies was conducted by Meiratnasari et al. (2019), who analyzed the Politeness Strategies in Indonesian English Textbooks. The study revealed that four kinds of politeness strategies emerged by Brown and Levinson (1987) reflected in the dialogues in Indonesian English textbooks. They are bald on-record strategies, positive politeness strategies, negative politeness strategies, and off-record strategies. The analysis shows that positive politeness strategies have the highest frequency. Then, followed by negative politeness strategies in number 2. Bald on record strategies are number three even though the differences of the frequencies are too far with positive and negative politeness. Furthermore, off-record strategies are in the last place with a few frequencies. Xafizovna, 2022, researched about politeness strategies in Literary Work: Speech Acts and Politeness Strategies. The result of her research shows how the positive politeness strategies, especially the ones

examined here, are capable of reflecting people's intention to establish common grounds and ultimately maintain friendly and harmonious relationships with others.

More specifically, her study shows how the character 'Anne Shirley', the socially marginalized female orphan with low P, except for that of being 'eloquent and influential', and low D is successful in manipulating low-numbered strategies, namely super-strategy 1 (baldly, on record) and super-strategy 2 (on record with redress to positive face) to get what she wants, i.e., positive politeness in her interaction with the people of Avonlea to achieve social harmonious relationships with them.

It is very interesting to study politeness strategies because it is such an important aspect of society. Furthermore, the politeness strategy proposed by Brown and Levinson (1987) is worth investigating because the politeness strategies contain types of politeness in different situations which consist of four strategies. This study focused on the form of politeness strategies used by the characters' utterances in John Wick Chapter 3 Movie. The aim of this study is to find out the types of politeness strategy found in characters in John Wick Chapter 3 Movie.

## **B. METHOD**

The method of this study was descriptive qualitative. Qualitative research studies in natural settings and attempt to interpret phenomena (Denzin & Lincoln in Aspers, (2019)). The purpose of choosing a qualitative method is to focus on more in-depth character observations so that the study of a phenomenon that occurs in the John Wick Chapter 3 movie is more comprehensive. The data of this study was

taken from the conversation between characters in John Wick Chapter 3 movie. This movie is a 2019 American neo-noir.action thriller film was created by Lionsgate. It grossed \$326 million worldwide, becoming the highest-grossing film of the franchise. This movie has been analyze through several steps. The first step was watching the movie included the movie script, and listing the conversation to find out the data, which included the types of politeness strategies. Then, the data was classified based on analyzing the conversation between characters in the movie, which include four strategies: bald on record, off record, positive and negative politeness. After that made an interpretation of the data based on Brown and Levinson's (1987) politeness strategies that were applied by characters' utterances found in John Wick Chapter 3 Movie.

The last step is presenting the result of analysis. There are two types of method to present the result of the analysis they are; formal method and informal method. The formal method was used commonly with detail illustration data by using picture and table. The informal method is the description data in the dialogue found in the movie.

### C. RESULT AND DISCUSSION

#### Result

According to the analysis politeness strategies in John Wick Chapter 3 Movie. During the conversation, the characters in this movie used four types of politeness strategies to communicate with each other in their situation. They are : bald on record 12 data out of 34, positive politeness 7 data out of 34, negative politeness 9 data out of 34, off record 6 data out of 34.

Types of Politeness	Quantity
Bald on record	12
Positive politeness	7
Negative politeness	9
Off record	6
Total	34

In this section, the data was collected by using the theory proposed by Brown and Levinson (1987) which showed about the types of politeness strategies. The data were presented in a bold style for utterances demonstrating each type of politeness strategy.

#### Discussion

##### Bald on record

Bald on record strategy does not attempt to minimize threat to the listener's face, although there are ways in which bald on record politeness can be used to try to implicitly minimize face-threatening acts, such as giving advice in a non-manipulative manner. This strategy surprises or embarrass the recipient, so this strategy is most used in situations where the speaker has a close relationship with the listener, such as family or close friends.



**Figure 1.** John Wick comes to the doctor's house

##### Data 1

John Wick : I still have five minutes. Please.

Doctor : Come on. Come on. All right, sit there.

(John wick chapter 3, 2019 : 00.10.00)

The utterance above was produced by John Wick and doctor who always helped him when he was in danger. This strategy is used when the speaker asks the hearer to do something (invitations). This part happened when John Wick had an injury to his stomach and he went to the doctor for help. At first, the doctor refused because John Wick was a fugitive, but because they had become friends, the doctor finally allowed John Wick to enter his clinic and treated him. In this situation the doctor produces an utterance “*Come on. Come on*”, this utterance is part of bald on record, it consist of urgency because the doctor wants him to enter his clinic directly and John Wick doesn’t have more time anymore, so that’s why the doctor uses this strategy.



**Figure 2.** John Wick make a negotiation with a woman

## Data 2

The Director : You hand me your ticket, I will tear it.

(John wick chapter 3, 2019 : 00.30.12)

The utterance of the director is kind of warning for him. This is the strategy that

usually used in the great urgency or desperation. This scene depicts John Wick returning home to his old place to ask for help. John had a ticket that could be exchanged for help offered by the director when he was in a pinch. the director warned John Wick that if he handed over the ticket, the director would tear it up and John Wick could not come back home therefore. The director’s utterance is part of bald on record because it produces alerting statement.

## Positive Politeness

Positive politeness strategies aim to minimize the threat to the listener's positive face. These strategies are used to make the listener feel good about themselves, their interests, or possessions, and are generally employed in situations where the audience knows each other fairly well or where positive face needs or the listener's self-esteem are met need to be individual. Some examples of this strategy found in this movie are as follows.



**Figure 3.** The adjudicator met Zero to ask him to hunt John Wick

## Data 1

Adjudicator : There is a task.

Zero :I have served,  
I will be of service.

(John wick chapter 3, 2019 : 00.47.33)



The utterance above was produced by Adjudicator and Huang. Where they apply positive politeness attend to the hearer interest, approval. The adjudicator visits Huang's sushi shop and assigns him an assignment to hunt down John Wick. Huang agreed and he was very interested in John Wick. Zero produced a speech "*I have served, I will be of service*", this utterance has positive politeness because it means he agree with the adjudicator decision. This speech is kind of asserting speaker's knowledge of and concern for hearer's wants.



**Figure 4.** John Wick and his dog go to Hotel Continental

## Data 2

John Wick : Can you see that he's received by the concierge?

Driver Taxi : Yes, sir, Mr. Wick.

(John wick chapter 3, 2019 : 00.04.52)

The utterance above was produced by John Wick and Driver Taxi. Where they apply positive politeness avoid disagreement. This part happens when John Wick is in a taxi and he is looking at his watch and sees that he runs out of time. He also told the taxi driver to get him to see his dog was received by the hotel clerk. The taxi driver said "*Yes, Sir, Mr. Wick*", this utterance has positive

strategy because it conveys that the driver cares about John Wick, it because the driver asserting speaker's knowledge and concern for hearer's wants that he will drop his dog at the place where John Wick wants him to drop it.

## Negative Politeness

Negative politeness strategies focus on the hearer negative face and emphasize avoiding imposing oneself on the listener. By trying to avoid imposition by the speaker, the risk of a face threat to the listener is reduced. Negative Politeness strategies include: being indirect, hedging, minimize imposition, be apologetic, give deference, impersonalize, and using a general rule. Brown and Levinson also classified them based on the level of politeness: social distance, power, and degree of imposition.



**Figure 5.** John Wick asked for help to a woman

## Data 1

The Director : They could kill me just for talking to you.

(John wick chapter 3, 2019 : 00.26.26)

The utterance of the director to John Wick is indirect. When John Wick asked the director for help, he said that "they" (High Table) would kill him even if he just talked

to the director but John Wick ignored him and kept asking for help. Being indirect allows the speaker to convey a message that would otherwise pose a threat to the listener's face. Being indirect is therefore a politeness strategy. It is part of negative politeness and this strategy uses non-binding statements that make the listener feel like they are under no obligation to do anything. The function of the utterance that produced by the director is to minimize the imposition from John Wick because John Wick forces her to help him but she can't because she has no power.



**Figure 6.** John Wick asked for help to the doctor

#### Data 2

Operator : John Wick, Excommunicado. In effect in five, four, Three, two, One.

Doctor : Sorry, Mr. Wick.

(John wick chapter 3, 2019 : 00.11.26)

The utterance of the doctor to John Wick is apologetic. Doctor apologized to John Wick because he could not continue his treatment because according to the rules when time runs out all services provided to John Wick abolished including treatment. Violation will be subject to consequences. This strategy trying to avoid imposition by the speaker, the risk of a face threat to the listener

is reduced. The speech of the doctor is to minimize the imposition from John Wick because before John Wick forced him to finish the suturing process directly.

#### Off Record

The off-record strategy is to express something general or different than the speaker's true meaning, and relies on the listener's interpretation to convey the speaker's intent.



**Figure 7.** John Wick and Winston make an agreement

#### Data 1

Winston : This haven is safe no more.

John Wick : Are services still off limits to me?

Winston : Under the circumstances, your privileges are reinstated immediately. What do you need?

John Wick : Guns. Lots of guns.

(John wick chapter 3, 2019 : 01.28.30)

The utterance above was produced by Winston and John Wick. Winston said "*this haven is safe no more*". This haven refers to the continental hotel managed by Winston. This strategy is to express something general or different than the speaker's true meaning. It is not safe because it will be destroyed by the adjudicator. John Wick understood the

situation and he asked for a restoration of his rights and asked for a lot of weapons to fight with the adjudicator forces. This speech is part of off record strategy because he express a hint by saying the speech. That's like a hint because he wants John Wick and him do something because the place is not safe anymore.

#### **D.CONCLUSION**

Politeness is a strategy for acting appropriately in specific situations to maintain a successful relationship with others. Based on the data that has been analyzed, it has been found that there are four types of politeness strategies in John Wick Chapter 3 Movie. The total data found is 34 data. They are Bald-on record, Positive politeness, Negative politeness, and Off-record strategy. Among the four strategies, Bald-on Record strategy is the most frequent strategy that occurs 12 times out of 34 total data. It is followed by Negative politeness strategy (9 out of 34), Positive politeness strategy (7 out of 34), and Off record strategy (6 out of 34).

Politeness strategies are speech acts that express concern for others and..minimize threats to ("face") specially social contexts. In this case, it can be concluded that in this John Wick Chapter 3 film, there are all types of politeness strategies which are hown in each expression. Finally, as shown in the movie " John Wick Chapter 3", Students who want to learn about pragmatics especially politeness strategies are supposed to learn it seriously and continuously understanding the various types of politeness strategies can help speakers and listeners understand each other and achieve communication goals.

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