

POLITENESS PRINCIPLE MAXIM IN *YES MAN* MOVIE

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Abstrak

Penelitian ini dilakukan untuk menjelaskan bagaimana maksim prinsip kesopanan membantu pembicara agar terdengar sopan saat berbohong atau berbicara terlalu banyak di sisi lain. Penelitian ini dianalisis secara kualitatif untuk menggambarkan apa dan bagaimana prinsip kesopanan membantu seorang pembicara sementara melanggar prinsip kooperatif. Penelitian ini menemukan bahwa pelanggaran maksim kualitas dan kuantitas dalam percakapan dalam film juga mengandung maksim persetujuan dan kederawanan. Sebagai contoh, ketika seseorang setuju saat diminta memberikan semua uangnya pada seorang tunawisma, atau ketika dia bersedia datang ke kantor di hari libur. Ini membuktikan bahwa pelanggaran maksim koperasi juga membuat ucapan seseorang lebih sopan. Dengan demikian, penelitian ini dapat digunakan sebagai dasar bagaimana prinsip kesopanan membantu seorang pembicara agar tetap berkata sopan meskipun melanggar maksim prinsip kooperatif di sisi lain dan sebagai penyedia deskripsi singkat tentang hubungan kesopanan dan prinsip kooperatif.

Kata kunci: Prinsip kooperatif, Prinsip Kesopanan, Maksim.

Abstract

This study is done to explain how politeness principle maxims help the speaker to sounds polite while telling lie or speaking too much on the other and to identify what politeness principle maxims are found in the utterances. This study is analyzed qualitatively to describe what and how the politeness maxim help the speaker while violating cooperative maxim. The study found that in quality and quantity maxim violation in the conversation in the movie also contain approbation and generosity maxim. For example when a speaker agreed to give all his money to a homeless guy, or when he agreed to come to the office in his day off. It proofs that the cooperative maxim violation also make someone's utterance more polite. Therefore, this study can be used as a basic of how politeness principle helps the speaker to keep talking politely while on the other violating cooperative principle maxims and provides future studies a brief description about politeness-cooperative principle relation.

Keywords: *Cooperative Principle, Politeness Principle, Maxim.*

INTRODUCTION

Communication is a way from one to socialize with others. A good communication will be achieved when the speaker is telling the truth, talking as needed, related to the context, and shows good manner. The Cooperative Principles (CP) are the principle for both the speaker (*s*) and the hearer (*h*) to show their cooperation by giving appropriate contribution in their conversation. However, a participant in a talk exchange may fail to fulfill the maxim in various ways, which may end in a maxim violation (CMV).

Logically, while somebody is violating cooperative principle maxims, the communication will end unsuccessfully. However, the politeness principle proofs itself as the savior of the cooperative maxim when the cooperativeness fails to provide good communication. It is because the

possibility to maintain politeness while violating cooperative principle.

The politeness principle can be analyzed from politeness principle's maxim from Leech (1983). In Leech's study, he lists six maxims: tact, generosity, approbation, modesty, agreement, and sympathy (Leech 1983, p 75). Other studies focusing on cooperative principles, one is *The Multiple Violations of Conversational Maxims in Lying Done by the Characters in Some Episodes of Desperate Housewives* from Tupan & Natalia, and another from Miranda titled *The Cooperative, Relevance, and Politeness Principles in jokes: interpretation and complementariness*. This study combines both research and studies cooperative maxim violation and politeness principle.

It is about a man who was previously a 'No Man', an antisocial-type man, who was always say no to any favors, then change dramatically to a man

who always say yes, hence called 'Yes Man'. During the change, the main character, Carl, is doing a lot of CMV to maintain his new personality. The writer choose the movie because *Yes Man* contains a lot of CMV that make a significant contribution to the story, like the character's politeness, especially the main character.

METHOD

This research uses descriptive qualitative. The data is a video of *Yes Man* movie that is next analyzed to collect the utterances by Carl, the main character that contain politeness maxim in the movie.

To collect the data, the writer uses observation techniques, including several steps. First, the writer transcribes the data need with the setting, timeline, characters involved, and the dialogue. The writer makes this transcription to identify the politeness maxim appears in the utterances.

The writer is the key instrument of the study. According to Patton (2001), the researcher is the instrument. Besides, the writer also uses tools as follows: a laptop, a headphone, a flash disk, *GOM player*, a *download manager* application, a pen, and a book.

RESULTS

The data are grouped by the cooperative principle maxim that is being violated, which consist of maxim of quality and maxim of quantity. In each data, it also explains the politeness principle maxim observance in the utterance. The writer finds out that the maxim violation that occur the most is the quality maxim. Approbation maxim is the politeness maxim that occur more often in the data.

No.	Maxim Violation		Politeness Maxim
	Quality	Quantity	
1	√	-	Generosity
2	√	-	Generosity
3	√	-	Generosity
4	√	-	Generosity
5	√	-	Approbation
6	√	-	Approbation
7	√	-	Approbation
8	√	-	Approbation
9	√	-	Approbation

10	√	-	Approbation
11	√	-	Approbation
12	√	-	Approbation
13	-	√	Approbation
14	-	√	Approbation
15		√	Approbation
16		√	Approbation
17		√	Generosity

Each pair of data (quality-generosity, quality-approbation, quantity-generosity, and quantity-approbation) has one example below.

Data 3

PETE

All right. Look, gets you out of the house, I'm all for it.

(asking to a waitress) Excuse me. Could we get another round of drinks? And actually, we're gonna start a tab... and our good friend here, Carl, will be taking care of it.

(asking to Carl) Well, you're okay with that, right, buddy?

CARL

Yes. Yes, I am. (smiling confidently)

WAITRESS

Okay.

00:31:29,269 => 00:31:33,865

Scene: Carl and his friends Pete and Rooney are in a pub, where Carl tells his friends that saying yes to all favors has made his life better. Carl also apologizes to Pete for his girlfriend's party missing.

Cooperative Maxim Violated: Maxim of Quality.

Politeness Maxim Observed: Generosity Maxim.

The 'yes' utterance in Data 3 is also a lie. This is done because Carl wants to convince his friend Pete, who does not believe that saying yes to all opportunities will change Carl's life. Carl is likely telling lies stimulated by Carl's idea to make his friend Pete doing the same thing as him.

Carl looks very generous to his friends in Data 3. He is willing to pay the bill for a little party they've organized and attended. The word 'Yes. Yes, I am'

above proofs that he maximizes cost to himself. Therefore, he obeys generosity maxim.

Data 5

CARL Hello.
NORMAN Carl, it's your buddy Norman. So look, we're kind of short on Saturday staff. Is there any way you could come in?
CARL *(paused for a second)* **Sure. Nothing I like better than the inside of a bank on a beautiful Saturday.**

00:28:04,397 => 00:28:09,257

Scene: This conversation occurs the morning after Carl met Allison and felt the goodness of saying yes. He is enjoying his Saturday morning reading the seminar's brochure again and speaks to himself not to avoid any opportunities. He becomes surer about becoming a yes man. Carl is reading the seminar's brochure, while his boss Norman calls him to the office to do extra job, replacing another staff who can't attend.

Cooperative Maxim Violated: Maxim of Quality.

Politeness Maxim Observed: Approbation Maxim.

After convincing himself of the goodness of saying yes, Carl is more confident about his luck. Carl feels that saying yes to all opportunities seems to make his life better (he met Allison who later becomes his girlfriend and who kissed him the night before). He decides to keep going and intentionally wants to be a more polite guy. Therefore, Carl's utterance that is printed bold above, can be concluded as quality maxim violation.

Also, Carl avoids to be impolite by just approve his boss' order to work on Saturday. Therefore he says yes to make Norman satisfied and avoids offence to him. In other words, he uses approbation maxim.

Data 17

00:52:45,310 => 00:52:47,540

Scene: Carl and Pete are having lunch in a restaurant, with Carl telling story of the goodness of being a yes man, when Pete's fiancée Lucy is coming and telling Pete that

PETE Hey, I have an idea. Carl, would you like to throw Lucy a bridal shower?
(asking for fun)

CARL *(paused for a second)* Yeah, sure.
(enthusiastically)

Why not? That'd be great. Yeah, I'd love that.

none of her friend offer to throw her a bridal shower. Pete wants Carl to do it.

Cooperative Maxim Violated: Maxim of Quantity.

Politeness Maxim Observed: Generosity Maxim.

Carl does not need to say 'I'd love that' to Pete's statement. However, that utterance makes the hearer feel more pleased and make the speaker looks sincere to help. The result is Lucy being surprised and happy to see somebody will do a favor for her. She is also surprised to see the new and friendly Carl.

In Data 4, Carl's quantity maxim violation proofs enhancing his politeness by adding utterance 'Why not? That'd be great. Yeah, I'd love that', which is unnecessary. He looks as if he is more willing to do what Pete has asked him for because the utterances indicates Carl's willingness, especially in 'I'd love that.'

Data 13

CARL *(calling from distance)* Hey, Allison, it's me, Carl. I'm here.
(running toward Allison)

ALLISON *(surprised and smiling)* Hey. Who were those guys?

CARL *(speaking strangely and continuously)* That's Rooney and my friend Lee.

He's a nurse. I was making fun of him.

We hit a couple raves last night.

It was totally off the hook.

00:48:14,239 => 00:48:20,611

Scene: Carl is late for Allison's jogging and photography class in the morning because he went out with his friend Pete and Lee the night before. He comes to Allison in half-conscious because he had Red Bulls party in the club.

Cooperative Maxim Violated: Maxim of Quantity.

Politeness Maxim Observed: Approbation Maxim.

Carl answers to Allison's question is too much. He can just saying "That's Rooney and my friend Lee" without addition that Lee is a nurse and they had a party last night. However, those addition with the combination of Carl's expression makes Allison entertained that morning, since he is still drunk.

The combination of showing drunk face, speaking strangely, and quantity maxim violation makes Carl looks happy, and makes him looks funny for Allison. It entertains Allison, and the quantity maxim violation itself is also an approbation maxim observance.

From the data analysis we can see that there are two politeness maxims observance in *Yes Man* movie, one is approbation and another is generosity.

The reason why is that sometimes societies giving politeness a higher rating than cooperation in certain situation, as one of the main purposes of socio-pragmatics is to find out how different societies operate maxims in different ways (Leech, 1983). When it is not possible to maintain cooperativeness by saying the truth, for example when an offence has been given to *h*, the speaker *s* tends to ignore cooperativeness, and tries to maintain politeness, to avoid more offence.

The reason why Carl tells lie also fits Christoffersen's theory that people believe that a lie is the natural tool to survive and to avoid them from anything that may put them in an inappropriate condition. In Carl's case it is because he wants to avoid bad luck that happened to him anytime he breaks the rule of 'saying yes to all opportunities'. By telling lie, Carl also (unintentionally) become more polite because he looks more friendly and open to his friends.

CONCLUSION

In conclusion, the cooperative maxim violation **does** make someone's utterance more polite. It is indicated by the politeness principle maxims he followed. The politeness principle by Leech explain how Carl's politeness help saving him from the effect of the CMV. Therefore, the CMV contribution was to provide polite utterance for the character in the movie.

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