THE LINGUISTIC POWER OF PERSONAL DRIVE IN THE GREATEST SHOWMAN

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Abstrak

Beberapa orang telah merasa dirinya cukup untuk memahami tentang kesopanan dalam masyarakat, yang digunakan tidak cukup tepat membuat beberapa kesepakatan baik persahabatan dan loyalitas telah ditekankan saat menggunakan jenis strategi tertentu. Saat menggunakan kesopanan, ada ekspresi dari tujuan pembicara untuk mengurangi ancaman wajah yang dibawa oleh tindakan mengancam Wajah percaya diri terhadap orang lain. Oleh karena itu, kesopanan menjadi cepat dipahami yang dapat memperburuk keadaan dengan salah menanggapi lawan bicara. Ini memiliki strategi untuk menunjukkan kekuatan dan memperlakukan lawan bicara. Selain itu, film yang mengangkat kesopanan berjudul The Greatest Showman memenangkan penghargaan Golden Globes untuk karya orisinal terbaik, yang dapat dikategorikan sebagai sesuatu yang baru. Dengan demikian, peneliti memilih strategi kesopanan sebagai topik karena drama film jarang memikirkan tentang kesopanan.Tujuan dari penelitian ini digunakan untuk mengetahui apa saja jenis strategi kesopanan yang dibangun oleh dorongan pribadi untuk memotivasi orang lain dan apa saja faktor yang memicu dorongan pribadi dalam menggunakan strategi kesopanan untuk mendorong orang lain. Penelitian ini menggunakan pendekatan kualitatif untuk menjawab pertanyaan penelitian. Pendekatan kualitatif dipilih sebagai metodologi untuk menganalisis temuan data karena merupakan metode yang paling tepat untuk menjawab pertanyaan penelitian. Penelitian ini menggunakan strategi kesopanan yang memimpin faktor bahasa dan kekuasaan sebagai data yang diucapkan oleh dorongan pribadi dalam film The Greatest Showman. Studi ini menunjukkan bahwa empat jenis strategi kesopanan (Brown dan Levinson, 1987) dibangun oleh dorongan pribadi untuk memotivasi yang lain, itu juga menunjukkan bahwa faktor bahasa dan kekuasaan (Fairclough, 1989) memicu strategi kesopanan.
Kata Kunci: menghadapi tindakan mengancam, kekuatan linguistik, bahasa dan kekuatan, pribadi pendorong

Abstract

Politeness has become quickly to understand that can make things worse by wrong responding to the interlocutors. It has the strategy to show the power and treat the interlocutors. Besides, a movie that raised politeness entitled The Greatest Showman won a Golden Globes award for best original, which can have to categorize as something new. Thus, the researcher chose politeness strategies as a topic because of movie drama rarely thoughts about politeness.The aim of this research uses to find out what are the types of politeness strategies that constructed by the personal drive to motivate others and what are the factors that trigger the personal drive-in using politeness strategies to encourage others. This research used a qualitative approach to answer the research questions. The qualitative approach was chosen as the methodology to analyze the data findings because it is the most appropriate method to answer the research questions of the study. This research uses the politeness strategy leading the factor of language and power as the data which are spoken by the personal drive in The Greatest Showman movie. The study shows that four types of politeness strategies Brown and Levinson (1987) constructed by the personal drive to motivate the others, it also shows that factors of language and power Fairclough (1989) trigger politeness strategies due.
Keywords: face threatening acts, linguistic power, language and power, personal drive

INTRODUCTION

The most prominent aspect within the relation of a human being is language. The interaction can build with some others through the word is. That indicates if the language can take the interaction between some of the groups in daily life. Moreover, language has an essential role as an instrument to make the interaction between a group of people. Several things must be considered in language to communicate in social life, such as people's feelings, desires, and independence (Chaer and Agustina, 1995). Meanwhile, language can also have defined as communication media in the form of a sound-symbol produced by people. According to Malinowski (1923:310), language is the necessary means of communication, and it is an essential tool for making the lies of the concerns without which unified social activity is impossible. When using language or getting feelings, desires, and independence (Chaer and Agustina, 1995).

communication in frequent interaction that the language user suitable uses the strategy where called politeness. Politeness is a fundamental instrument that can have seen as an occasion of every culture in the world. Politeness is a way to deliver something when dealing with others, and politeness can also have to describe as a method to learn courtesy. At the same time, they participate in communication before they engage in conversation. Politeness applies as it should through use languages; it takes because it can describe getting to it into consideration the feelings of others (Holmes 1992).

Communication is one of the essential forms of language polite. It can have described as some influence and consists of more factors, includes age, gender, the social gap between the two sides of the language user. According to Lakoff (1972), politeness rules were regarded to provide broad descriptive power concerning the use of language. In underlined, the politeness strategy studies how to know how people use the word, thus interacting and getting some communication. Theory of politeness defined to maintaining the insults to face posed by face-threatening acts on the part of the interlocutor. The first theory, as Brown and Levinson put it in 1987, the study of politeness always has expanded to the academy of politeness is.

In contrast, according to (Mills 2003), expression of politeness is the manifestation of the speaker's willingness to reduce threatening face challenges particular toward others threatening face act. The simple definition is the alignment of social skills, the aim of which is to ensure that everyone feels affirmed in the context of social interaction. Therefore, being polite is trying to save the face of others. The politeness directly is not suitable for individualism, but also for everyone in every condition that uses language as an instrument in daily communication to have a good social interaction with other people in real life. According to Thomas (1995), the goal of politeness itself was a real-world goal, which is interpreted as a genuine desire to please others or as the underlying purpose of an individual's linguistic behavior. Courtesy indicates to the emotional and social understanding by self to everyone else to be recognized (e.g., requesting, offering, criticizing, complaining, etc.). The politeness shows consciousness of the other's face, which relates to social distance and closeness (Yule 1996). In this case, politeness is hope to make a good relationship and have a good social interaction with others. Moreover, politeness is indicated by the purpose of the speaker to minimize face-threatening created by the particular face-threatening act.

Politeness Strategies has developed to save the hearer's face, stated by Brown and Levinson (1987). By that statement, Brown and Levinson (1987) noted that look here refers to an individual's self-esteem and maintains that "self-esteem" in a particular situation. The face is a public self-image where asserted attempts to protect others or to make them uncomfortable sense. However, In the strategies of politeness, there an action that violated, so the hearer needed to maintain his/her "self-esteem" to be respected, usually called FTA, is known as face-threatening act. Politeness strategies have built for the primary purpose of coping with the FTA. Brown and Levinson (1987) start with the first initiator's main idea about model persons, special agents who think they are strategically aware of their language selection. The influencers are Brown and Levinson when determining Goffman's theory of version of the face, and they confirmed that particular agents used both positive and negative faces.

Besides, politeness is an activity that involves emotions towards others. The speaker requires being polite to make interlocutor comfortable; someone who is polite can make hearer's comfortable. Furthermore, the listener considers inappropriate utterance or language to be indelicate politeness in daily activities involving social distance, intercourse, status, and solidarity. According to Fairclough (1989:66), politeness is focused on understanding the differences in power levels of social range and soon and is work towards generating them without any change. The social context involves language and power theory that consist of a relationship with language and society within emphasis power and ideologically.

Moreover, Fairclough (1993), he claims to explore how the discourse affects the construction of social identities, social relation, and systems of knowledge. The researcher concludes politeness strategies do not escape the language power theory within each situational aspect. However, in addition to acting as an irrelevant sign, that linguistic power may be attended to and processed systematically and affects persuasion, motivation and ability to think about the subject, both the recipients of the messages elaborate on the relevant arguments and the wheedling, according to (Petty & Cacioppo, 1986). Based on the data, the researcher used Norman Fairclough's theory of language and power section. Language and power in a factor of society side examine the structure of discourse within someone's ideologies, which determines of intention. According to Fairclough (1989), he believed if the capitalist has the powers where force it to controls the state where inverse others view of state for standing neutrally above classes.

The Greatest Showman was produced in 2017 by Michael Gracey, an America drama film and starred by many prominent celebrities. The film tells the story of a humanisitory where raises from nothing to create a

mesmerizing spectacle that became a real worldwide sensation. It occurs to be dealing with a politeness strategy and language power class through the discourse of class and power. The movie implicitly shows Barnum's power to invite another character to join the Greatest Showman. The plot begins of personal drive (Barnum's) lives where he is felt about adversity, really sorrow, and underestimated. When Barnum was grown up, he has fired his job at an expedition company because the company was out of business. In a daring risk, Barnum borrows a massive loan from the bank as collateral for the lost ships of the former employer. He uses the fund to buy Barnum American Museum in Manhattan. The problem is rising when his children suggest showcasing something alive, which formed a member of the circus company by P.T Barnum.

The story of Barnum is exciting to analyzed through politeness strategies leading to language power as a theory. There are two reasons for that. First, politeness strategies are essential for the personal drive to constructed or informed someone to be polite. Second, Barnum has a language and power while communicating with others to convince all circus members because he has a higher social status than other characters. It means that he has his way of convincing others and has politeness strategies leading four types where affect most of the crews of P.T Barnum company. Somehow, he deals with language power throughout his utterance..

This study chooses *The Greatest Showman* as the subject of the analysis because the movie portrays the characters caught between politeness strategies, and language and power. Therefore, the writer necessarily conduct the study to depict the politeness strategies leading language and power theory has apply in linguistic work by developed into statement of the problems. The statement of the problems that need to be answered in this study is: *What are the types of politeness strategies that are constructed by the personal drive (Barnum) to motivate the others in The Greatest Showman movie?* and *What are the factors that trigger the personal drive (Barnum) in using the politeness strategies to motivate others in The Greatest Showman movie?*

It can be shown the types of politeness strategies lead the language and power in particular conversations that are used by the personal drive in The Greatest Showman movie. The research is also estimated to have a good result as it will become useful and have some advantage not only for the researcher self but also for other people. It acknowledges the readers about the contribution in the field of linguistics focuses in matters of courtesy when having communication with others. Practically these studies expected to provide basic science based on a researcher that was analyzing by manner more in-depth.

RESEARCH METHOD

Linguistic in politeness strategies play an active role; the expression of the speaker politeness intention to eased face threats carried by particular face-threatening acts according to (Mills, 2003). Another definition is social skills whose purpose is to ensure that everyone feels affirmed in social interaction. By the concept, face relates to being regard that an individual has for him or her, no exception preserving the self-esteem in every situation. Furthermore, according to Goffman (1993), he identified the concept of the face, which establishes that face is the positive social value. The primary matter of the speaker is the intention of communication that may inform the hearer about something or to enjoy some attention yet (Lyon, Brown and Yule, 1983). It plays an essential role in establishing and creating relationships with other people. Some people need to see who they're talking to, and the worst possibility is there because there might some interaction become rude.

From that study, it shows that Politeness strategies and context are useful for communicating with others. Besides, this study is appropriate to use Brown & Levinson's theory (1987) or George Yule's approach (1996) since it is related to politeness speech in social. Having polite behavior, therefore, consists of attempting to keep face for the others. Another concept is a form of social skills that has the purpose of ensuring that everyone feels valued in the context of social interaction; being pleasant consists of managing to save face to face. While in the theory of politeness, try to keep for another. In the principle of politeness, there are two forms of face specification, which consist of a positive face and a negative face. According to Brown and Levinson (1996:67), they subsequently distinguished two types of face requirements that are positive and negative. Positive face means about the desire that appreciated as a social person. Otherwise, a negative face implies the desire to see one action unblocked by others that regarded to be recognized.

Compatible with the previous two forms of faces, Language societies are exploring several strategies to be part of the positive and negative face they seek. According to Brown and Levinson (1987), the approaches were referred to as positive and negative politeness techniques named for, in particular, the negative face. The researcher develops a definition of face-threatening acts that applies to individual verbal acts that are necessarily threatening. Therefore the faces involve regressive action.

FTA is the action that attempts politeness strategies that have formed the purpose of communicating with the FTA in an attempt to save the face of the hearer and are primarily used to avoid

embarrassing the other. In order, the face-threatening act is the action that desirable of the hearer needs where maintains the interlocutor self-esteem and to be respected. To avoid or reduce risks to the speakers used in different strategies, the author describes several procedures of politeness through Brown and Levinson's (1987), which explains the theory of humans called politeness behavior. According to Brown and Levinson, that portrays concepts of strategies consist of; Bald on Record, Negative Politeness, Positive Politeness, and Off Record had explained below.

Bald On-Record Strategy in Linguistic

Bald on record is a tactic that has proven that there is no attempt by the speaker to minimize the impact of the FTA. The speakers usually shocked the hearers, embarrassed them, and sometimes made them feel a little uncomfortable. The reason, bald on the record is simply to maximize the effectiveness of the FTA on an informative speech strategy. This form of procedure is commonly identified by people who know each other very well, such as the family. Related to the policy of speaking submission to maxims (Grice, 1975).

Off-Record Strategy in Linguistic

The primary purpose of the off-record strategy is to remove those burdens from the audience. Moreover, the researcher carried an action intend the hearer could have interpreted that as some other act. Off-record utterance usually uses an auxiliary language that contracts more general statements or differs from what one means. As a consequence, the meaning of the statement is heavily dependent on the presence of the environments that form the personal drive sentences. Brown and Levinson (1987) have clarified some of the categories that depend on the off-record policy as follows: 1) Invite Conversational Implications. In conversational implication, therefore, that situation needed to define the true meaning of off-record utterance by violating the maximum relevance, some strategies stress: (a) Give hints (b) Give association clues (c) Presuppose.

Positive Politeness in Linguistic

Positive politeness is approached-based on Brown and Levinson (1994:2), for instance, there are two students who O wants, and Z wants (share Z's positive face desires) which implies they have the same thing in some respects, or that O wants Z needs to have Z's positive face. According to Brown & Levinson, Goody (1996), the positive politeness of the solution directed to the positive face of the addressee is positive, his desire that his will (or the action/acquisitions/values resulting from it) should be considered desirable.

The positive face affirmed the share's behavior and values. For example, when the chief asks an employee to necessarily subordinate by the used nickname, this case called positive politeness "expressing solidarity" and points out that both speakers and listeners want the same thing where they have a common goal (Yule,1996:62). According to Brown & Levinson, Goody, the speaker having communicated to the interlocutor that have positive politeness (108-134).

Negative Politeness in Linguistic

Negative politeness originated in the form of a negative face. It is a strategy usually known as formal politeness/respect politeness that primarily focuses on believing that you may be infringing and disruptive on Z's space. On the other hand, the speaker tries to mitigate the force of Z or to consider the negative face of Z. The negative politeness focuses on some social distance or awkwardness between speakers and interlocutors. Somehow it is feeling to be used whenever the speaker wants to put a social brake on his interaction-based (Brown and Levinson, 1987). It is also a curious expression that refers to the speaker, not the hearer. In other terms, the vocabulary highlights the autonomy of the speaker and the audience. For example, Yule (1996) asked, "There's going to be a party if you can make it.

Negative politeness, also referred to as a good strategy were very appropriate to a group of people in the social process, has a need not to be interrupted, and to be challenged. However, Brown & Levinson, Goody (1996) stated the negative politeness was a regressive action directed at the addressee's negative face, his desire to have his freedom of movement unhindered by his unimpeded attention.

Fairclough (1989) as a linguist who published language power books through part of the language in daily life. A language power by social life series to institutional discourse that language can be a more powerful way to make influence people as they can be used to persuade, to control people. Language could be powerful to make an influence on people as a persuasion. The power itself can be improved through a situation by politeness studies in communication between the written or spoken. Somehow using language power was not separated from the term of discourse analysis. Discourse analysis will help the linguist's or researcher's doing the communication as to how throughout the power language is being testified

Constraints on Access Formality

Language shapes are the way people see the world and how they act daily. Many Linguists are well done in their research, how language style used, which contained in the power concept. The linguist determined the term power language from various aspects; one of them happened as how they use language strategy. The notion that language represents social power is not fresh.

Over three decades ago, Norman Fairclough explored the language power on discourse and power through formality.

Formality regarded as an asset of social situations that has peculiar effects upon language forms. According to Fairclough (1989), As an asset of social situations, it manifests in an emphasized form the three types of constraint upon a practice which he had associated with the exercise of power: restrictions on contents, subjects, and relations. In terms of content, discourse in the formals situation as subjects exception constraint on the topic of relevance where in terms of more or less fixed interactive routines. In terms of issues, the social identities of those qualified to occupy subject positions in the discourses of formal situations are defined more rigorously than is usual. In terms of relationship, the structured condition is identified by an extraordinary disposition, which distinct labeling of the status, position, face, and power; the last is the social distance. There is a marked tendency towards politeness where politeness based on recognition of differences of power, degrees of social range, which veiled to oriented reproduce them without change. For example, the allocation of turns at talks to participants may have regulated by a formula; e.g., participants must speak by order of rank. In contrast, in conversation, peoples do it out as they go along. Somehow, encounters may have to proceed according to a strict routine that lays down stages in a fixed sequence.

ANALYSIS

This chapter discusses about the statement of the problems. The theories mentioned in the previous chapter are used to analyze the politeness strategies leading language and power in *the personal drive in The Greatest Showman*. Since this study has two statements of the problems to be analyzed, this chapter is divided into two parts. The first part talks about the types of politeness strategies that are constructed by the personal drive (Barnum) to motivate the others in *The Greatest Showman movie* and the factors that trigger the personal drive (Barnum) in using the politeness strategies to motivate others in *The Greatest Showman movie*?. Direct and indirect quotations related to the event are used to reveal and explain the statement of the problems.

Types of Politeness Strategies Constructed by The Personal Drive

First thing to do to describe politeness strategy as constructed in The Greatest Showman movie is find out four types and characteristics of politeness strategy such bald on record, second, off-record, third, positive politeness, and the last negative politeness.

1. Bald on Record

First strategies of politeness, linguistic work bring out the bald on-record. This strategy such as Brown and levinson (1987) stated the speakers usually shocked the hearers, embarrassed them, and sometimes made them feel a little uncomfortable. This type of strategy is commonly find with people know each other very well where make comfortable in their areas such close and family.

Datum 1
Charles Mother   : Charles!
P.T Barnum   : P.T Barnum at your service, I am putting together a show and I need a star (kneel before him)

Charles : You want people to laugh at me?

P.T Barnum   : **Well they are laughing anyway kid**, so might as well get paid. (staring his eyes)

Charles   : (look at to Mr. Barnum, leave him in the room and entering his bedroom).

The dialog above showed that Barnum used the bald on-record strategy. In the dialog above, Barnum gives an order to the interlocutor who directly stated to the listener, Charles. Based on that sentence, "Well, they are laughing anyway kid, so might as well get paid" is clear order from Barnum to the listener. In this case, Barnum as the personal drive uses politeness strategy to be polite. He intends to show that he has the potential to do so, to make the listener cooperative with him, because in this situation, the hearer, Charles, can create the advantage of his physical scarcities. The statement used by Barnum primarily using a bald on-record strategy. The strategy used by the speaker already shocks or embarrasses the listener. The speaker uses this strategy when the speakers build a close relationship with the listener. In the discourse above, the speaker used the term "kid," and, throughout truth, Charles was an individual with facial deformities as a child, but he was older than that number.

Datum 2
P.T Barnum   : I see a soldier (close to the Charles door). No, a general riding. across the stage with a sword and gun, and the most beautiful uniform ever made.

P.T Barnum   : People will come from all over the world and when they see him. **They won't laugh**

Charles   : (opened the door)

P.T Barnum   : They will be salute.

Charles : (deep touched till he smiling).

The utterance above indicates that Barnum was using the bald on-record strategy. It can be shown from the order Barnum gives to the interlocutor, Charles, by saying, "They won't laugh." Barnum states if he wants to ensure his listener, in this case, Barnum, as a founder of the Barnum & Bailey Circus, presents to invite some unique people to his greatest showman. Barnum also strengthens his strategy by clarifying the utterance of why he asks the unique traits on stage to perform. The personal drive uses this strategy to get a direct act from the listener, in other words, to assure the listener to do by himself.

2. Off-Record

Second type of strategy is that have a purpose to the speaker taking some pressures off the hearer. . Off-record utterance usually uses an auxiliary language that contracts more general statements or differs from what one means. As a consequence, the meaning of the statement is heavily dependent on the presence of the environments that form the personal drive sentences. The categories that depend on the off-record policy as follow, invite Conversational Implications. In conversational implication, therefore, that situation needed to define the true meaning of off-record utterance by violating the maximum relevance, some strategies stress: (a) Give hints (b) Give association clues (c) Presuppose. (Brown, and Levinson, 1987)

Datum 3
Lettie Lutz : Sir, I'll have to ask you to leave.

P.T Barnum : You are so talented, blessed. Extraordinary a unique. **I would even say beautiful.**

Lettie Lutz : Sir, please leave me alone.

P.T Barnum : They don't understand it but they will.

The way Barnum saying the sentence "I would even say beautiful" indicates that he was using the off-record strategies. Here, Barnum thinks that her extraordinary unique and talented voice by occupying the criteria of the exceptional people on the stage in which the concept humanizes humans through The Greatest Showman circus. He tries to deliver his thought about it by not saying directly but by providing conditional sentences toward the hearer, Lettie Lutz, hoping that the hearer would understand what he means by delivering the off-record strategies. Barnum as the personal drive uses the off-record intending to provide his thought that she (Lettie Lutz) is terrific with extraordinary unique, and talented voice. He wants to tell the hearer that she is blessed. Barnum's strategy, off-record, could be called a hint because the way Barnum states it is not following the reality, so the utterance after the underlined sentence can

take as support of hint off-record strategy that he has performed.

3. Positive Politeness

Positive politeness represnts the want of every participant of conversation that the speaker wants be desirable to the interlocutors. Another definition of that strategy according to Brown, and Levinson (1987:70) is aimed to satisfy the positive face of the hearer by approving or including him as a friend or as a member of an in grup.

Datum 4
P.T Barnum : P.T Barnum at your service, **I am putting together a show and I need a star**. (kneel before him)

Charles : You want people to laugh at me?

P.T Barnum : Well they are laughing anyway kid, so might as well get paid. (staring his eyes).

The dialog above showed that the speaker uses the positive politeness strategy. The speaker uses the word "together" as an indication of positive politeness. The goal of this strategy is to show the friendship, closeness, and the similar purpose among the interlocutors. The word "together" is used by Barnum's to involve a member as the one group to cooperate, which means that they have a similar goal, and they have a close social distant each other. The word "together" regarded also as an aspect to show respect to each other where the positive politeness strategy usually happens. It refers to both activities of Barnum as the personal drive and listener involved; in the dialog above, Barnum feels dissatisfied with the facial deformities of the speaker.

Datum 5
P.T Barnum : Ah, Mr. Barnett from the Herald, **come to take in another show, huh?**

Mr. Bennett : Tell me, Mr. Barnum, does it bother you that everything you're selling is fake?

P.T Barnum : Do these smiles seem fake? It doesn't matter where they come from. The joy is real.

The dialog above showed that Barnum uses a positive politeness strategy toward interlocutors. Barnum as a personal drive trying to persuade the hearer by following what the listener expects to hear. Barnum was trying to be what the listener expected because Barnum was in under situation where he invited the interlocutor, and the listener was the one who did not want to comes. He must be able to cooperative with the hearer to achieve what he wanted to; in this case, borrowing the show of the context so using this strategy was the most

appropriate strategy for Barnum to use. This strategy occurs because they had the same goal, where they need each other. The speaker needs the hearer to show his purpose of the show while the listener was required as the speaker stuff, and they show respect one to another to achieve the same goal what they want to, and the positive politeness has occurred.

4. Negative Politeness

A fourth type of strategy is negative politeness where originated in the form of a negative face. It is a strategy usually known as formal politeness/respect politeness. This strategy assumes that there might be some social distance or awkwardness between speakers wants to put a social brake on his interaction (Brown, and Levinson, 1987).

Datum 6

P.T Barnum : Can I just ask how heavy you are? **Do you have a number of that?**

The lords of leeds : I prefer not to say it, but…

P.T Barnum : Just between you and me. 500 pounds?

The lords of leeds : 750 pounds? Is what you said?

PT Barnum : 750 pounds! "World's heaviest man"

In utterance above showed that Barnum was using the negative politeness. It has seen from the way Barnum says, "do you have a number of that." Here, Barnum, as a speaker, tries to minimize the context of the show's negative politeness and to avoid the conflict which could happen during their conversation. The utterance "have a number" is the way Barnum in showing his respect to the interlocutor even though by Barnum's social status. He has the highest social than the interlocutor. The personal drive inquiry indicates that he uses language persuasion through politeness strategy to soften the way how the interview happened, and it strengthens his negative face (Brown & Levinson, 1987).

Politeness Strategies of the Personal Drive in The Greatest Showman movie's

All the types of politeness strategies used in this movie have their purposes or reasons in terms of using them. Every goals and purpose of each type depend on the topic through a conversation where supported the situation they were. For instance, when Barnum, as the speaker, used the Bald on Record type of politeness, he used the type to make a direct order where the main word "kid" shows the most why Barnum as the personal drive used this strategy. Based on the context, Barnum meant to use this term in purpose to show that Charles, as the

interlocutor, is a person with facial deformities as a child but that age elder than that figure. In this case, it is a line with the theory of Goody, Brown & Levinson (1996) about the variant of FTA (Face Threatening Act) that uses on record strategy. It has two classes, which is one of them is about oriented-usage of FTA where the directness reduces the listener's anxieties to threaten the speaker's face by preemptively inviting the listener to impinge on speaker's preserve. The situation was where he must use the straight command toward the interlocutors to avoid any unnecessary debate or question. According to Yule (1996), bald on record happened in an imperative form where this strategy has occurred because the speaker had the authority or power to use the approach; it would potentially represent a threat to others because of the use of imperative form.

The personal drive used the second type of politeness strategies in the Greatest Showman movie is off-record strategy. This strategy occurred where the speaker usually hoped the hearer would understand what he wanted to do so. Based on the result, Barnum, as the personal drive, uses "beautiful" as the main word when he said it to a woman who has a beard where a most beautiful woman does not have it. It is because she has a beautiful voice; the personal drive uses that word to depict the pleasing of her personality. That appropriate with the theory concerns mentioned by Brown and Levinson (1987) through politeness strategy on off-record strategy has three kinds of conversational implicatures; give hints, give association clues, and presuppose. Moreover, this result only used to provide hints as a kind of conversational implicature where a word can be meant implicitly through the utterances or context.

The third type of politeness strategy is positive politeness. In this result the personal drive said "come to take in another show," the personal drive used the word "another show" as the main word when Barnum said it to Mr. Bennett from the Herald, he feels the show of the personal drive (Barnum) as the first weird circus of humbug. It is because the personal drive arranges the show with extraordinary unique, and talented people; Mr. Bennet considers that the show is officially weird. When Barnum asks him to come to another show of him, he answers Barnum's question by also giving back questions about how shame having that kind of show. The meaning of his utterances is Mr. Bennet does not like Barnum's circus of the show. The personal drive uses some words to maintain his face to be polite. The listener and the speaker would make the positive politeness the primary appropriate strategy for the particular listener in Datum 5, where the positive politeness of the solution directed

towards the positive face of the addressee, his perennial desire according to Brown & Levinson and Goody (1996:106). It is appropriate with the theory of positive politeness theory through pragmatics theory mentioned by Yule (1996); the positive politeness means the request of the common goal by its speaker, and even friendship.

While the positive politeness is usually used by the speaker to make some deals that generally between the speaker and the listener have the same goal while creating the conversation, the negative politeness has the opposite usage for the speaker. Negative politeness used by the speaker to show disagreement, asking for permission, and other things where the theory as formal politeness/respect politeness (Brown and Levinson, 1987). The result, the personal drive uses it by asking for permission in Datum 6, where the main words "have a number of that" would answer Barnum's curiosity about his weight. Still, the interlocutor does not want to answer it, because by coming to register himself as an extraordinarily unique and talented person of having overweight, it can answer the question of Barnum. Barnum adds one more question by saying, "Just between you and me," which means that the interlocutor and Barnum only know his weight. Finally, Barnum gets the answer to it. In this case, the way Barnum as the personal drive constructed negative politeness that was shown to the interlocutor by giving a direct strategy in which the listener would do something like he wants to. It is appropriate with the theory which is mentioned by Brown & Levinson (1987) through his question by asking for permission that maintains the personal drive about not to be body shaming of the interlocutor

The Factors that Triggers Personal Drive in The Greatest Showman movie

After analyzing the linguistic power that leads to politeness, which occurs within the conversation in The Greatest Showman Movie, this research found the factors that trigger the personal drive (Barnum) character. The politeness based on the recognition of different power according to degrees of social distance and the position was oriented to reproduce them without change. The factor that encourages Barnum to apply the politeness is because of the language power within the utterances of him. There are only four factors that emerge in Barnum's statements; position, status, face, and social distance (Fairclough, 1989). However, these factors face's not all used in this section. The researcher found that the differences were about the 'face' of politeness strategy side within language and power.

Throughout the movie, there are so many conversations that can be encouraged the language and power within formality spoken by the personal drive utterances to the other characters of the circus. Some of those conversations were believed that could trigger the act of correctness within language and power. One of the characters named P.T Barnum assumed that he uses the concept of the face on linguistic, which is relative to those factors on formality within discourse and power.

The first factor which supports Barnum to use politeness is the position. Here, position means that Barnum has a higher position than the others as the crew of the circus because he recruited some extraordinary unique and talented people. In this case, the position could be a power that supports Barnum to use the politeness to trigger him. This below is the example of the position factor which helps the politeness strategy. In reduced data, it showed that Barnum was asking Charles to be his crew of the circus by saying, "Well, they are laughing anyway kid" (see Datum1); he does not directly tell Charles to join it. Still, he uses bald on record and positive politeness within his utterances. The reason way Barnum has the power to persuade the interlocutor used a role within the circus because indirectly Barnum as the head of the Barnum Circus.

Based on the data, the second factor which is influenced by the politeness strategy applied by Barnum as a subject in this study is status (Fairclough,1989). Meaning, the subject physically seems to be reasonable than the other characters of the circus. For instance, Barnum and Charles, with difference physically on the other side, actually they were almost the same age. Yet, Charles looked younger than Barnum because of his childish appearance. In a context, Barnum needs to kneel in front of Charles to respect him when Barnum is taking a conversation with him. According to Datum 4, Barnum has a part to say, "I am putting together a show, and I need a star (kneel before him)." In this case, Barnum uses the status factor which triggers him to use positive politeness within his utterances, and it shows his higher status rather than other characters who extraordinary unique and talented people.

Based on the data which elaborating the first RQ 1 about politeness, the face is a big part of using politeness strategy. Here, Barnum was involved in these types of politeness strategies; Bald on Record, Off Record, Positive Politeness, and Negative Politeness. For instance, Barnum's utterances in Datum 1, Datum 2, Datum 3, Datum 4, Datum 5, and Datum 6. In this case, it is because faces are a part of formality factors that trigger Barnum's utterances to dare to ask extraordinary unique, and talented people to work with him as his crew of the Circus & Bailey.

The last formality factor through the data is social distance. Again, Charles as the main interlocutor that supports Barnum to apply the factor of formality, social distance. In a moment, Barnum has no close

relationship with him, through the movie Barnum accidentally meets him in a Bank to loan money to begin his Barnum Museum. In the middle of the people who wait to be called, in the beginning, Barnum underestimates Charles when he sees him in the crowded, which is looked imperfect in appearance. When Barnum is still staring at him, Charles says, "what are you looking at, Flop doodle?" Barnum does not give much pay attention too. When the first time he opens the Barnum Museum, he does not get a single customer, then he fails. In a moment, his daughter whispers him, "you need something alive," it encourages him to have an idea by changing the Barnum Museum into Barnum Circus & Bailey, which is performed by extraordinary unique, and talented people. Here, Barnum, as an owner of the circus & bailey, has the power to create the role of all his crew. For instance, Charles has a role to be a soldier with a horse but not to be a general person because of that physical appearance. In this case, social distance as the formality factor, which supports the main character to apply the politeness strategy, could influence the willingness of the interlocutors. If Barnum as the personal drive and Charles have a close relationship, he will use different politeness strategies that may not be suitable in every context when Barnum wants Charles to be one of his crew in this circus related to in the movie.

The Factors that Trigger Politeness Strategies of Personal Drive in The Greatest Showman movie

The researcher uses the theory of language power by Fairclough (1989), he mentioned that there are some factors; position, status, face, and social distance which can trigger someone or the interlocutor to use politeness strategy. Based on the data, the subject as the personal drive, named Barnum, deals with those factors within his utterances makes some conversations with the members as the interlocutors.

Based on the result, the first factor which can trigger Barnum as the personal drive used is Position. In this case, the researcher takes one example in this movie is when Barnum makes conversation with Charles as one of the crews of the circus. The context is when the personal drive uses bald on record and positive politeness within his utterances. The way how the personal drive uses those politeness strategies shows that Barnum as the owner of the circus, wants to ask Charles to join his crew, the fact Barnum as the personal drive has a higher position rather than Charles. It is in line with the theory which is mentioned by Fairclough (1989) that position influences the language power of someone within his utterance, which can differentiate someone who has a high and low position in using politeness strategy.

The second factor, which is also already mentioned by Fairclough (1989), is status. Here, status can be seen in Datum 4, where Barnum, as the personal drive, has a relationship with Charles as a crew of circus who has an extraordinarily unique and talented person. Status can be meant by the appearance condition of someone, which was compared to the other. The context shows that Barnum's disease and Charles's situation in the same age, yet, Charles has a different appearance, which is looked like a child because of his flaw. That could be a reason for Barnum to ask him to join his show as an extraordinary unique person. The personal drive used positive politeness, which is triggered by status as the factor of formality between Barnum and Charles persuades Charles to join it.

The next factor also becomes one of the essential things in using politeness strategy that trigger Barnum as the personal drive to use it. Face exists in almost all of politeness strategies, which is possible the personal drive uses that factor of language and power as a formality to do. The face can be meant as the main thing that supports the leading theory of politeness by Goody, Brown & Levinson (1996). In this case, face also becomes one of the factors that can trigger Barnum as the personal drive to use some kind of politeness strategies. (see Datum1, Datum2, Datum3, Datum4, Datum 5, and Datum 6). It is in line with the theory of Fairclough (1989).

The closeness between the subject as the personal drive and the interlocutor can also trigger the speaker to use some politeness strategies. Fairclough (1989), as the founder of the language and power, the social distance between the speaker and the listener is one of the factors. Based on the result, the researcher takes the example of the relationship between Barnum as the personal drive and Charles. In the beginning, Charles is no one until Barnum has an idea to create a circus which is performed by extraordinary unique and talented people, Charles becomes someone to him, he decides to ask Charles joining the crew of the show. In the context, Barnum uses politeness strategy, which is encouraged by social distance as one of the factors that can influence Barnum to use it within his utterances. Based on the concept of face and politeness within linguistic theory the strategy of politeness is affected by a variety of component variables, such as social distance, social status, and gender all of which determine the types of politeness strategies which seek to value and to save face according to (Brown & Levinson, 1987).

CONCLUSION

Based on analysis, this study has found some types found during the analysis of the kinds of politeness strategies used by the personal drive of The Greatest

Showman movie, P.T Barnum. Those types are the off record, bald.on-record, positive and negative politeness. Those strategies were used in different situations and other characters. Barnum would use the bald on record strategy to give a straight command and directly towards the other characters; this strategy was used to avoid any misunderstanding while communicating to the interlocutors. The off-record strategy was used if the interlocutors were someone that he had already known and someone that had a close social distant with him while the hint off-record strategy would be used to someone that had not following the reality.

The positive politeness used to talk with someone he already knew, such as a friend, family, or a member of the group. The strategy generally meant has a goal to make some deal with the interlocutors, where friendship and loyalty were emphasized while using this kind of strategy. The interlocutors, while using this strategy, usually has a similar goal with the speaker so that the positive politeness would work best in this kind of situation. In distinction, the negative politeness occurred when the interlocutors were stranger, or someone that is just barely known by the speaker. The purpose of using this strategy mostly says what he wanted to say, without being imposed with others between the speaker and interlocutor meant independence. In this movie, negative politeness was used less rather than positive politeness. This situation happened because Barnum, as the main character, was the proprietor of Barnum Circus, which at that time, he wants to use negative politeness. It would make the crew of the Barnum Circus not confident with the deficiency of their transcendency on The Greatest Showman movie. Barnum needed to straight to the point while he talked to anyone to get something faster, assumed that all the interlocutors he met had the same goal as him.

While making the conversation and using a particular strategy in it, the interlocutors would understand properly. From all 6 data, all the politeness strategies were used by the speaker. The strategy did not escape from the language and power strategy covering factors; position, status, face, and social distance. As a result, the interlocutor seemed to have the same goal with the owner of Barnum Circus, whose he wanted to admit the existence of their transcendency to all the crew circus of the whole world.

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