

THE USE OF POLITENESS STRATEGIES MANAGING ROMANTIC CONFLICTS CONTEXT IN BRIDGERTON'S NETFLIX SERIES (2020)

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Abstract

Romantic conflicts can be managed with the use of politeness strategies. Therefore, this study was carried out to investigate the usage of politeness strategies performed by main male and female characters in Bridgerton's Netflix Series (2020) while dealing with romantic conflicts. The aims of this present study are at identifying the types of politeness strategies employed by main male and female characters in Bridgerton's Netflix Series (2020) and revealing politeness strategies impact romantic conflicts of main male and female characters in Bridgerton's Netflix series (2020). In order to conduct this study, this study adapted theory of politeness strategies proposed by Brown and Levinson (1987) and conflict resolution strategies as proposed by Sillars et al (1983). The method applied was a descriptive qualitative method since the data were in the forms of utterances and being identified descriptively based on the theory adapted. This recent study found that all types of politeness strategies employed by main male and female characters in Bridgerton's Netflix series (2020) while dealing with romantic conflicts. This research revealed that there are differences regarding Simon and Daphne applying types of politeness strategies. Other than that, positive politeness is mostly employed to actualize cooperative strategy in dealing with romantic conflicts. Furthermore, in applying competitive strategy in dealing with romantic conflict, main male and female characters preferred adapting off-record. The least strategy in solving romantic conflicts used by main male and female characters is that avoidance strategy. This strategy can be done with mostly negative politeness.

Keywords: politeness strategies, romantic conflicts, Bridgerton series

Abstrak

Konflik romantis dapat diatasi dengan mengimplementasikan strategi kesopanan. Oleh karena itu, studi ini dilakukan untuk menginvestigasi penggunaan strategi kesopanan yang digunakan oleh karakter utama laki-laki dan perempuan dalam seri Netflix berjudul Bridgerton (2020) saat menghadapi konflik romantis. Adapun tujuan dari penelitian ini meliputi: mengidentifikasi jenis-jenis strategi kesopanan yang diaplikasikan oleh karakter utama pria dan perempuan dalam seri Netflix berjudul Bridgerton (2020) dan mencari tahu pengaruh adanya strategi kesopanan terhadap konflik romantis yang dialami karakter utama pria dan perempuan dalam seri Netflix Bridgerton (2020). Untuk mengkaji penelitian ini, studi ini menggunakan teori startegi kesopanan oleh Brown dan Levinson (1987) dan strategi resolusi konflik yang digaungkan oleh Sillars dkk (1983). Metode yang diaplikasikan untuk studi ini yakni metode deskriptif kualitatif karena datanya berupa ujaran yang kemudian diidentifikasi secara deskriptif berdasarkan teori yang diadaptasi. Studi terbaru ini menemukan bahwa semua jenis strategi kesopanan digunakan oleh karakter utama pria dan wanita dalam seri Netflix *Bridgerton* (2020) ketika menghadapi konflik romantis. Penelitian ini mengungkapkan bahwa terdapat perbedaan mengenai Simon dan Daphne yang menerapkan jenis strategi kesopanan. Selain itu, kesantunan positif (*positive politeness*) juga banyak digunakan untuk mewujudkan strategi kooperatif dalam menghadapi konflik romantis. Selain itu, dalam menerapkan strategi kompetitif dalam menghadapi konflik romantis, tokoh utama pria dan wanita lebih memilih beradaptasi secara *off-record*. Strategi penyelesaian konflik romantis yang paling sedikit digunakan oleh tokoh utama pria dan wanita adalah strategi menghindari konflik. Strategi ini sebagian besar dapat dilakukan dengan kesopanan negatif.

Kata kunci: strategi kesopanan, konflik romantis, seri Bridgerton

INTRODUCTION

Politeness is one of the crucial aspects in a way of communicating with others. Politeness that might be performed by individuals represent how they pay respect to the interlocutors. There are numerous ways in performing politeness. The way of saying 'please', 'thank you', and 'sorry' can also be represented as ways to perform politeness. Despite its function to pay respect to others, politeness is considered having many purposes in our daily basis. Individuals who perform politeness to their interlocutors show that they have intention to minimize misunderstanding (Putri & Fitrawati, 2021) or to avoid the potential conflict ('Azzah & Mujiyanto, 2023).

However, nowadays, it is almost impossible for individuals not dealing with the conflicts. The context of conflict cannot be separated since conflict occurs when someone appears disagree and face difficulty to get what they want further it might result them expressing negative emotion (Barki and Hartwick, 2004), as cited in Tjosvold (2006). Some individuals also prefer to minimize the potential of another conflict itself with the use of politeness. This statement is supported by Lakoff (1975) as cited in (Moses, 2020). Lakoff (1975) as in (Moses, 2020), stated that politeness can be used by partners in order to minimize the conflicts.

One of the series that is well-presented the use of politeness strategies is Bridgerton series (2020) that was aired on December 25th, 2020. Bridgerton series portrays mainly romantic story of high social class community during the debut era in the fictive of regency era. Within the romantic story portrayed within series of Bridgerton (2020), the Bridgerton series (2020) also depicts the romantic conflicts involving main male and female characters namely Daphne Bridgerton and Simon Basset. While dealing with the romantic conflicts, the researcher also found that the characters employ politeness strategies. Therefore, this recent study intends to investigate politeness strategies as proposed by Brown and Levinson (1987) and theory of conflict resolution strategy as proposed by Sillars, et al (1983) used by main male and female characters in Bridgerton's series (2020) while dealing with romantic conflicts.

There are numerous studies that have conducted research focusing on analysing the use of politeness strategies related to gender and also within the context of disagreement or conflict. The first study was carried out by Arief, D. R., Yassi, A. H., & Sahib (2022). The first prior study

intended to investigate the gender differences in performing politeness strategies. The study analysed an American reality show entitled *Keeping Up with the Kardashians*. The aims of this study were to identify the types of politeness strategies and the gender impact on the use of politeness strategies utilised by family member of Kardashians. Based on the result, this study revealed that gender is associated with the idea of politeness strategies as proposed by Brown and Levinson (1987). This can be seen that men have tendency utilising positive politeness with the use of in-group markers. Meanwhile, women prefer choosing positive politeness to show hedges and give compliment towards the interlocutors.

The second previous study is done by Kimotho Gichuhi Stephen (2009). This study intended to analyse the relationship of politeness strategies and verbal conflict resolution within the series entitled Makutano Junction. Further, this study also related to the effect of gender on the use of politeness strategies during the conflict. This study applied a descriptive qualitative method. Meanwhile, the theory used for this study is politeness strategy's theory as proposed by Brown & Levinson (1987) and Attribution's theory of conflict as proposed by Sillars (1986). This study revealed that male and female characters in Makutano Junction series applied different types of politeness strategies and the types of politeness strategies performed can also define how they also solve the conflict based on conflict resolution strategy as proposed by Sillars (1986).

The last study was done by Ramadhani et al., (2024) which studied on the use of politeness strategies utilised by male and female within the context of disagreement during Vice Debates talking about Parents, Teachers, & Students Debate the US Educative System. The previous study found that there are differences between male and female participants while stating disagreements during the Vice Debates. The last prior study revealed that male participants tend to express disagreement rather than female participants. In relation to the types of politeness strategies, male tended performing using positive politeness. On the other hand, female participants prefer using negative politeness most frequently.

The common aims between the previous studies and this present study are that regarding analysing the types of politeness strategies as proposed by Brown and Levinson (1987) and related them with gender differences. On the contrary, this present study intended to investigate

the usage of politeness strategies within the context of romantic conflict within the Bridgerton's series (2020) by focusing on main male and female characters. This recent study not solely aimed at identifying types of politeness strategies according to Brown and Levinson (1987), but also this research attempted to reveal on the impact of politeness strategies used by main male and female characters in Bridgerton's series (2020) during the romantic conflict adapted theory of conflict resolution strategies as proposed by Sillars et al (1983). Therefore, there would be two research questions to conduct this research. The research questions are:

- 1) What are types of politeness strategies employed by main male and female characters in Bridgerton's series (2020) while dealing with romantic conflicts?
- 2) How do politeness strategies impact romantic conflicts of main male and female characters in Bridgerton's series (2020)?

LITERATURE REVIEW

Types of Politeness Strategies

Types of politeness strategies according to Brown and Levinson (1987) can be distinguished into four types. Each type has different purposes, from the most direct to the most indirect as well as to satisfy the hearer's face or to perform the FTA without redressing action to satisfy someone's FTA. The types of politeness strategies are bald on-record, positive politeness, negative politeness, and off-record.

1. Bald On-Record

The initial type of politeness strategies is bald on-record. Bald on-record can be expressed when speaker urges to maximize the communication with the hearers by expressing directly and baldly. Since the main function of bald on-record tends to do the FTA towards the interlocutor rather than considering the interlocutor's face. There are several sub-strategies in bald on-record as follows.

Strategy 1: Maximum Efficiency

Strategy 2: Metaphorical Urgency for Emphasis

Strategy 3: Metaphorical Urgency for High Valuation of Hearer's Friendship

Strategy 4: Case of Channel Noise

Strategy 5: Task Oriented

Strategy 6: Power difference

Strategy 7: Advice or Warning

Strategy 8: Grant Permission

Strategy 9: Welcome and Farewell

Strategy 10: Offer

2. Positive Politeness

Positive politeness can be achieved when speakers attempt to satisfy the interlocutor's positive face (Brown & Levinson, 1987). The speakers who perform this type of politeness strategy demonstrate that they want interlocutor's face or wants to be satisfied or to be fulfilled. Therefore, the speakers who perform this strategy emphasize his/her common ground or similarities towards the addressee. There are fifteen sub-strategy that might be considered in performing positive politeness. The sub-strategies of positive politeness are listed as follows.

Strategy 1: Notice or attend to the hearer

Strategy 2: Exaggerate

Strategy 3: Intensify the listener's interest

Strategy 4: Use in-group identity markers

Strategy 5: Seek agreement

Strategy 6: Avoid disagreement

Strategy 7: Presuppose/Raise/Assert Common Ground

Strategy 8: Joke

Strategy 9: Emphasize or Presuppose Speaker Knowledge of and Concern for the Hearer's Wants

Strategy 10: Make an Offer or Promise

Strategy 11: Be optimistic

Strategy 12: Include Both Speaker and Hearer in the Activity

Strategy 13: Give or Ask for reasons

Strategy 14: Assume or Assert Reciprocity

Strategy 15: Give gifts to Hearer

3. Negative Politeness

As cited in Brown and Levinson (1987), negative politeness is performed by speakers whenever they want to pay respect to someone's negative face by minimizing the imposition and emphasizing the social distancing between the

speakers themselves or the interlocutors. Negative politeness refers a politeness strategy that attempts to satisfy negative face of hearer. Negative face refers to an action consider by speaker to fulfil a freedom of action. Negative politeness consists ten sub-strategies that are shown in the following:

Strategy 1: Be conventionally indirect

Strategy 2: Question or hedge

Strategy 3: Be pessimistic

Strategy 4: Minimize the imposition

Strategy 5: Give deference

Strategy 6: Impersonalize speaker and hearer

Strategy 7: Apologize

Strategy 8: State the FTA as general

Strategy 9: Nominalize

Strategy 10: Go on-record as incurring a debt or as indebteding hearer.

4. Off-Record

Off-record becomes the most indirect type of politeness strategies. It is said to be the most indirect since speakers have intention to avoid responsibility from doing FTA or for the hearer's interpretation (Brown & Levinson, 1987). There are at least fifteen sub-strategies of off-record politeness.

Strategy 1: Give hints or clue

Strategy 2: Give association clues

Strategy 3: Presuppose

Strategy 4: Understate

Strategy 5: Overstate

Strategy 6: Use tautologies

Strategy 7: Use contradictions

Strategy 8: Be ironic

Strategy 9: Use metaphors

Strategy 10: Use rhetorical question

Strategy 11: Be ambiguous

Strategy 12: Be vague

Strategy 13: Over-generalize

Strategy 14: Displace hearer

Strategy 15: Be incomplete or use ellipsis

Conflict Resolution Strategies

Sillars et al., (1983) stated that in solving the conflict, there are at least three strategies that can be considered by partners. The strategies consist of cooperative, competitive, and avoidance.

1. Cooperative

This strategy can also be named as integrative strategy. There are two ways in utilising this act: being informative related to the conflicts and emphasizing support. Related to the idea of politeness strategies, this action can be done with the use of positive politeness (Kimotho Gichuhi Stephen, 2009).

Example: *"I understand that you do not wish to see me, but please give me some seconds to explain all of this."*

2. Competitive

Sillars (1986) as cited in Kimotho Gichuhi Stephen (2009) also acknowledged that competitive strategy is shown with the direct statement and less intention to minimize the risk of the interlocutor's face. This can be done, based on politeness strategies theory, with the use of bald on-record.

Example: *"Sometimes you leave and you don't say goodbye or nothing. You just walk right out."* (Kimotho Gichuhi Stephen, 2009)

3. Avoidance

Relating to politeness, Kimotho Gichuhi Stephen (2009) in his study revealed that avoidance action during the verbal conflict can be represented with the use of Off-Record.

Example: *"I do not think we should have this conversation."*

METHODS

This recent study was carried out applying a descriptive qualitative method. The method was utilised for conducting this study since the data in the form of words and utterances were analyse and elaborate descriptively. The data of this recent study are series transcripts of Bridgerton's series that are taken from <https://8flix.com/transcripts/bridgerton-season-1-dialogue/>. Thus, since the data are in the forms of utterances that were taken from transcripts of the Bridgerton's series (2020), the technique chosen for this study was a documentation technique. The selected data are further analysed or identified

based on Brown and Levinson (1987)'s theory of politeness strategies. The theory proposed by Brown and Levinson (1987) is applied to identify the types of politeness strategies used by main male and female characters in Bridgerton's series (2020) while dealing with romantic conflicts. Further, this recent research also intended to relate the impact of politeness strategies used by main male and female characters in dealing with romantic conflicts adapted theory of conflict resolution strategies proposed by Sillars et al (1983).

RESULTS AND DISCUSSION

Types of Politeness Strategies	Frequency	
	Main Male Characters (Simon)	Main Female Characters (Daphne Bridgerton)
BALD ON-RECORD		
Strategy: Task Oriented	2	0
Strategy: Advice or Warning	2	0
TOTAL OF BALD ON-RECORD	4	0
POSITIVE POLITENESS		
Strategy: Notice or Attend to Hearer	0	2
Strategy: Intensify the Listener's Interest	1	1
Strategy: Seek Agreement	3	0
Strategy: Avoid disagreement	5	4
Strategy: Presuppose/Raise/Assert Common Ground	1	1

Strategy: Assert/Presuppose	1	0
Strategy: Include Both Speaker and Hearer in the Activity	1	0
Strategy: Give or Ask for Reasons	1	2
TOTAL OF POSITIVE POLITENESS	13	10
NEGATIVE POLITENESS		
Strategy: Be Conventionally Indirect	0	1
Strategy: Question or Hedge	1	4
Strategy: Be pessimistic	1	0
Strategy: Give Deference	1	5
Strategy: Apologize	2	1
Strategy: Impersonalize Speaker and Hearer	1	2
TOTAL OF NEGATIVE POLITENESS	6	12
OFF-RECORD		
Strategy: Give Association Clues	0	3
Strategy: Overstate	0	3
Strategy: Use Rhetorical Questions	1	1

Strategy: Displace Hearer	0	1
Strategy: Be Incomplete	0	1
TOTAL OF OFF-RECORD	1	9

Types of Politeness Strategies Involving Romantic Conflicts Employed by Main Male Character in Bridgerton's Series (2020)

This section provides the results and discussion of this recent study. The section presents the results and discussion the types of politeness strategies and factors influencing the choice of politeness strategies as proposed by Brown and Levinson (1987). To answer the first research question of this study, the collected data that contained of politeness strategies were analysed according to Brown and Levinson (1987) theory. All four types of politeness strategies as suggested by Brown and Levinson were applied by main male and female characters in the series Bridgerton (2020) while they are dealing with romantic conflicts. In total, there are fifty-six utterances of main male and female characters within romantic conflicts and contained politeness strategies.

Positive politeness becomes the most type of politeness strategies employed by main male and character, Simon, in the series of Bridgerton while dealing with romantic conflicts. Positive politeness was chosen when they state his/her arguments during romantic conflicts while also sharing knowledge, thoughts, or beliefs about the partner's wants. The next type mostly utilised by Simon in Bridgerton's series (2020) while dealing with romantic conflict is that negative politeness. Next is bald on-record that is used by the main male character whom intend to state his utterance directly over Daphne, his partner. Finally, off-record is the least type performed by main male character in the series of Bridgerton (2020).

1. Bald On-Record

Strategy: Task Oriented

Datum 23

Daphne : "Are you going to say anything? Well, then, leave. Very well."

Simon : "Miss Bridgerton. Miss Bridgerton. Miss Bridgerton! **Come back to the party. Stop walking!**"

Daphne : "Stop following me."

To stop Daphne, Simon requested Daphne by saying 'Miss Bridgerton! Come back to the party. Stop walking!'. From Simon's utterance, it was clearly stated that Simon employed bald on-record with a task-oriented sub-strategy. Simon applied the task-oriented sub-strategy, as in datum 23, Simon showed that he explicitly ordered Daphne to stop walking and avoiding him.

Strategy: Advice or Warning

Datum 24

Daphne : "Stop following me."

Simon : "It is not safe out here. I forbid you to go any further."

Knowing Daphne did not have intention to listen to Simon's explanation, Simon then stated, 'It is not safe out here. I forbid you to go any further'. In this utterance, Simon showed that he applied bald on-record with a warning sub-strategy. Simon's utterance appeared to be a direct sentence, with a warning: 'It is not safe out here'. A warning statement here was also followed by an imperative sentence that can be shown in 'I forbid you to go any further'. It showed that Simon tried to do the FTA to Daphne by showing his concerns towards Daphne.

2. Positive Politeness

Strategy: Avoid Disagreement

Datum 27

Daphne : Do you truly... Do you truly hold me in such low regard?

Simon : It is because I regard you so highly that I cannot marry you.

Simon's response as shown in datum above indicates that he performed positive politeness by avoiding disagreement. Rather than saying 'no', Simon replied by saying, 'It is because I regard you so highly that I cannot marry you'. Simon's statement indicates that he

applied avoiding disagreement sub-strategy of positive politeness since Simon went in twisting Daphne's utterance previously by providing his reason could not marry Daphne without appearing disagree towards Daphne's presumption.

Strategy: Assert or Presuppose Speaker's Knowledge of and Concern for Hearer's Wants

Datum 7

Daphne: "I suppose if someone were to find me here, it would be one way out of marrying him."

Simon: "**You cannot possibly be thinking of marrying him.**"

Simon asserted that Daphne should not think about marrying Lord Berbrooke. From Simon's utterance, it can be seen that Simon used a positive politeness strategy by asserting or presupposing his knowledge of and concern for the hearer's wants. In this case, Simon presupposed that Daphne would marry Lord Berbrooke. Additionally, based on Daphne's statement, Daphne shows that she is concerned if someone witnesses her with Lord Berbrooke in the garden. Knowing this fact, Simon also asserted his concerns for Daphne if she would marry to Lord Berbrooke by stating, *'You cannot possibly be thinking of marrying him'*. Simon's utterance also potentially emphasized a request to Daphne to not marry Lord Berbrooke. This suggests that Daphne and Simon shared the common concerns towards presumption of Daphne marrying Lord Berbrooke.

3. Negative Politeness

Strategy 4: Apologize

Datum 21

Daphne : "*Your goodbye is wholly unnecessary. We are not friends. We never were friends as you made abundantly clear.*"

Simon : "*And I am sorry for that.*"

As in datum 21, Simon's statement can be categorized as applying a negative politeness strategy with apologies sub-strategy. In this case, the use of the apologize sub-strategy showed that Simon tried to communicate with

Daphne and admitted his mistake by saying *'And I am sorry for that'*. It indicated that Simon realized and expressed his regret to say that he and Daphne were not friends.

4. Off-Record

Strategy: Use Rhetorical Question

Datum 6

Daphne : "*Presumptuous? Clearly. Arrogant? most definitely. You are a rake... through and through. Tell me I'm wrong.*"

Simon: "**Who is to refrain from thinking about whom again?**"

The utterance stated by Simon as seen in datum 6 represents the use of off-record. The use of off-record applied by Simon can be seen when Simon stated a question sentence, a rhetorical question. This is because Simon did not intend to obtain an answer from his partner, Simon.

Types of Politeness Strategies Involving Romantic Conflicts Employed by Main Female Characters in Bridgerton's Netflix Series (2020)

This study revealed that main male and female characters in Bridgerton's series (2020) have different choices in performing each type of politeness strategies during romantic conflicts. Daphne as the main female character tended to use negative politeness with total 12 occurrences, followed by positive politeness, and off-record. This recent study did not find Daphne applied bald on-record.

1. Positive Politeness

Strategy 2: Intensify the Listener's Interest

Simon : "*You should not have come. My mind's not changes.*"

Daphne : "***It must. If not for your sake, then mine. Simon, we were seen. Cressida Cowper witnessed us in the garden. She knows. It is not merely your own life that hangs in the balance now. If you do not marry me, I shall be ruined.***"

Daphne's response, as shown in datum 25, showed that Daphne tried to get attention

from Simon. Daphne's intention to get Simon's attention here showed that Daphne applied a positive politeness. In this case, Daphne tried to communicate with Simon by sharing that she wanted to be married to Simon. Instead of explicitly saying her desire to get married, Daphne communicated her wants to Simon by relating to the past event when Cressida Cowper witnessed them kissing in the garden. Additionally, Daphne stated by switching from present and past tense back and forth as seen in her utterance.

2. Negative Politeness

Strategy 1: Be Conventionally Indirect

Datum 53

Simon : "We do not need to have this conversation."

Daphne : "**Do I not deserve an explanation as your wife?**"

In utterance of datum 53, Daphne made her statement indirect by performing negative politeness by being conventionally indirect. However, at the same time, Daphne also conveyed a question addressed to Simon that was based on Daphne's curiosity on why Simon did not want to talk about the conversation by saying, '*Do I not deserve an explanation as your wife?*'. The question made by Daphne also conveys that might be a "*prelude to a request*" (Brown & Levinson, 1987).

Strategy 3: Give Deference

Datum 47

Simon : "*But I shall not darken your doorstep again. Our lives will be entirely separate. This... This cannot happen. This will not happen. Do you understand me?*"

Daphne : "**That we no longer trust each other? Yes, Your Grace. I understand that quite well.**"

As response to Simon's statement, Daphne answered by saying '*That we no longer trust each other? Yes, Your Grace. I understand that quite well.*' Daphne as in datum 47 shows that she utilised negative politeness by giving deference sub-strategy. The use of this strategy

can be seen since Daphne appeared agree towards Simon's statement following addressing him politely as in '*Yes, Your Grace*'. The use of the address form '*Your Grace*' implies that she emphasised social distance. In her statement, Daphne Bridgerton also implied that she understood what Simon's desire that is separation by stating '*I understand that quite well*'. The utterance made by Daphne conveys that she valued her partner/her husband decision to separate.

3. Off-Record

Strategy: Give Association Clues

Datum 39

Daphne : *My brother seems to have been embroiled in scandal. I must return to my family immediately. They will need me.*

Simon : *I will accompany you.*

Daphne : ***This is a family matter.***

The datum displayed above occurred when Simon attempted to accompany Daphne visiting her family. However, Daphne responded by saying, '*This is a family matter*'. The utterance made by Daphne Bridgerton as seen above demonstrated that she made a use of off-record with the sub-strategy of giving association clues. The line of Daphne Bridgerton is used to emphasize an indirect refusal towards Simon's offer to accompany her. However, Daphne uttered it implicitly that conveyed Simon did not have to accompany Daphne Bridgerton to visit her family. Further, Daphne conveyed an indirect refusal by giving clue or implicit reason which referring to a family matter.

Strategy: Use Rhetorical Question

Datum 4

Daphne : *Perhaps, Your Grace, it would be better if you refrained from thinking about me at all.*

Simon : *It is simply surprising.*

Daphne : ***Yes! However, is it possible for a lady to offer anything other than a smile whilst seated beside a duke?***

Daphne's statement as response to Simon's sentence shows that Daphne Bridgerton applied off-record by utilising rhetorical questions. The use of rhetorical

question made by Daphne Bridgerton implies that Daphne did not have intention to get the answer from her partner, Simon Basset. Instead, she actually declared a sarcasm implicitly towards Simon by making it as a rhetorical question. Before stating a rhetorical question, Daphne gave response as a ‘yes’ towards Simon then stating ‘*However, is it possible for a lady to offer anything other than a smile whilst seated beside a duke?*’.

Politeness Strategies Impact Romantic Conflicts of Main Male and Female Characters in Bridgerton’s Netflix Series (2020)

According to the results of this study, it shows that main male and female characters in Bridgerton’s series (2020) implemented all three conflict resolution strategies as proposed by Sillars et al (1983) during romantic conflicts. The strategies include cooperative strategy, competitive strategy, and avoidance strategy. Cooperative strategy is the most applied by main male and female characters in Bridgerton’s series (2020) while dealing with romantic conflicts with total 29 occurrences followed by competitive with total 22 occurrences and least type used is that avoidance with 5 occurrences. The strategies found then would be related with the idea of politeness strategies as proposed by Brown and Levinson (1987).

Conflict Resolution Strategies	Main Male Character				Total
	BOR	PP	NP	OR	
Avoidance	1	1	0	0	2
Cooperative	1	10	5	0	16
Competitive	2	2	1	1	6

Conflict Resolution Strategies	Main Female Character				Total
	BOR	PP	NP	OR	
Avoidance	0	0	2	1	3

Cooperative	0	5	7	1	13
Competitive	0	5	4	7	16

1. Cooperative

Cooperative strategy is the most strategy employed by main male and female character in Bridgerton’s series (2020) in dealing with romantic conflicts. However, associating with gender, Simon as the main male character in Bridgerton’s series (2020) utilised this strategy more frequently rather than Daphne, the main female character in Bridgerton’s series (2020). Therefore, the results align with prior results by Kimotho Gichuhi Stephen (2009) that revealed male prefers employing cooperative strategy in solving conflicts with female characters. Correlating with politeness strategies theory, this strategy is mostly represented with the use of positive politeness. The results supported the idea of positive politeness as proposed by Brown & Levinson (1987) in which positive politeness can be achieved by emphasizing that the speaker and interlocutor are cooperatively included in a particular context. Other than positive politeness, cooperative strategy can be done by implementing negative politeness.

Datum 28

Simon: “*Daphne, you must know, if I were to wed, I can never give you children. It is your dream to be a mother, is it not? To have a household full of love and laughter, like the one you have known all your life? You deserve nothing less. You deserve everything in your heart desires. But, I cannot provide it for you. Nor could I ever ask such a sacrifice. Please, Daphne, for your own sake, you must stand aside and let your brother finish this.*”

From the utterance above, Simon tried to communicate or find the solution in dealing with romantic conflict with the use of cooperative strategy. The use of cooperative strategy in above utterance can be seen that Simon declared a statement by which he acknowledged about Daphne’s wants in having children. Furthermore, Simon also expressed support and positive regard towards Daphne’s desire although not marrying her since Simon did not capable to grant Daphne’s wish to have children. The utterance made by Simon also conveys that Simon tried to convince Daphne that the duel between Simon and Daphne’s

brother, Anthony, is the best solution for both of them. In this utterance, Simon made a use of positive politeness by intensifying Daphne's interest.

2. Competitive

Competitive strategy was defined by Sillars et al., (1983) as a verbally competitive action and self-oriented strategy. The action might include criticizing the partner, raising demands, debating, and disregarding responsibilities. The result shows that competitive strategy is the most strategy employed after cooperative strategy. In total, there are 22 occurrences in competitive strategy. In terms of gender, the main female character in Bridgerton's series (2020), Daphne Bridgerton, completed this act more frequently than the main male character, Simon Basset, with 16 occurrences. This corresponds with Kimotho Gichuhi Stephen (2009) finding which revealed that female character has tendency to employ competitive strategy in dealing with conflicts. Different with study by Kimotho Gichuhi Stephen (2009), the result of this present study found that the most common strategy for demonstrating competitiveness performed by main male and female character is that off-record rather than bald on-record. This can be interpreted that the main characters preferred to express competitive strategy indirectly rather than directly.

Datum 3

Simon : *"It is simply surprising."*

Daphne: *"Yes! However, is it possible for a lady to offer anything other than a smile whilst seated beside a duke?"*

The utterance made by Daphne as seen in datum 3 indicates that Daphne employed a competitive strategy. It can be seen that Daphne expressed a hostile question. In competitive strategy, a hostile question presents when the speaker tries to make questions that criticise the partner (Sillars, et al., 1983). In this situation, Daphne raised a complaint as a consequence of Simon's surprise that Daphne appeared displeased seated next to him, the Duke of Hastings. It occurs since Simon's surprise is not reasonable for Daphne knowing that what reaction Daphne should do while seating next to him other than smile. In terms of politeness strategies, the use of hostile question performed by Daphne is conveyed indirectly through the usage of off-record with using a rhetorical question.

3. Avoidance

Based on the results of this present study, avoidance strategy is the least type applied by main male and female characters in Bridgerton's series (2020) while dealing with romantic conflicts. Avoidance strategy solely appears five times. Here are the data that represent the use of avoidance strategy performed by main male and female characters in Bridgerton's series (2020) while dealing with romantic conflict.

Datum 52

Daphne : *"What did your father do to make you take that vow in the first place?"*

Simon : *"We do not need to have this conversation."*

Simon in datum 52 demonstrates that he made a use of avoidance strategy in dealing with romantic conflict. The implementation of avoidance strategy can be seen when Simon intended to avoid topic of the conversation by saying *'We do not need to have this conversation'*. Simon attempted to end the conversation or did not want to talk about it since presumably Simon found discomfort talking about that topic.

DISCUSSION

Types of Politeness Strategies Used by Main Male and Female Characters in Bridgerton's Series While Dealing with Romantic Conflicts

The current study revealed that there are differences between Simon and Daphne in performing each type of politeness strategies. The first difference is that regarding the most type applied by main male and female character in Bridgerton's series (2020) while dealing with romantic conflict. The results support Mills (2003) statement which revealed that women have tendency to perform negative politeness comparing to men. On the contrary, main male character has tendency to apply positive politeness. This means that Simon intends to emphasize that he shared some wants or needs with Daphne as his partner (Brown & Levinson, 1987).

Another difference is that Daphne Bridgerton as the main female character showed using an off-record politeness strategy more frequently rather than main male character, Simon Basset. This results confirmed Amalia et al. (2023) that was revealed that female characters in

Bridgerton's series (2020) have tendency to perform their utterance implicitly and politely with the use of off-record politeness. This study is in line with Kimotho Gichuhi Stephen (2009) in the least type of politeness strategies used by male character in dealing with the conflict.

By implementing this type of strategy, Simon was capable to state his need over Daphne Bridgerton as his partner directly. The strategy was chosen by Simon since Simon intended to stop and urge Daphne to listen to his explanation. This also supported Amalia et al. (2023) result's study that uncovered male characters of Bridgerton series (2020) have the tendency to make a use of bald on-record politeness strategy and intend to emphasize their direct communication and his authority towards their addressee.

Impact Politeness Strategies on Romantic Conflicts of Main Male and Female Characters in Bridgerton's Series

This study shows that the most applied strategy in solving the romantic conflict is that cooperative strategy. Cooperative strategy is in line with the idea of positive politeness knowing that cooperative strategy is mostly represented with the use of positive politeness. The results supported the idea of positive politeness as proposed by Brown & Levinson (1987) in which positive politeness can be achieved by emphasizing that the speaker and interlocutor are cooperatively included in a particular context. Since cooperative strategy is the most applied strategy by main male and female characters in Bridgerton's series (2020) during romantic conflicts, it may be drawn that they intend to solve the conflict while also maintain their romantic relationships (Weiss & Heyman, 1990) as in (Guerrero, 2020).

Following cooperative strategy, competitive strategy is the most commonly used by the main male and female characters in Bridgerton's series (2020) to deal with romance conflicts. The result of this present study found that the most common strategy for demonstrating competitiveness performed by main male and female character is that off-record rather than bald on-record. This can be interpreted that the main characters preferred to express competitive strategy indirectly rather than directly. The idea of

competitive strategy with the use of off-record politeness corresponds with each other since the strategies involve certain negative behaviors including insulting or sarcasm (Guerrero, 2020; Brown & Levinson, 1987)

The least strategy used by main male and female characters in Bridgerton's series (2020) is that avoidance strategy. Main female character more dominantly applied this strategy rather than main male character while dealing with romantic conflicts in Bridgerton's series (2020). The finding contrast with the past study done by (Bhau, 2023) in which revealed that male dominantly apply avoidance strategy rather than female since men are born to be independent.

CONCLUSION

In conclusion, all four types of politeness strategies as proposed by Brown and Levinson (1987) were applied by main male and female characters in Bridgerton's series (2020) during the romantic conflicts where positive politeness is the most type utilised by main male and female characters in Bridgerton's series (2020) while dealing with romantic conflicts. Additionally, this study found differences in a way that Simon and Daphne applied politeness strategies during romantic conflicts in Bridgerton's series (2020). First difference is that the most type applied by main male and female characters in Bridgerton's series (2020). Simon as the main male character tend applying positive politeness strategy. On the other hand, main female characters in Bridgerton's series (2020), Daphne Bridgerton, applied negative politeness most frequently while dealing with romantic conflicts. Secondly, the use of off-record is more frequently performed by Daphne Bridgerton rather than Simon. The last difference is that the implementation of bald on-record. This recent study found that bald on-record is solely implemented by main male character in Bridgerton's series (2020) while dealing with romantic conflicts. It may be concluded from the results that Daphne Bridgerton as the main female character did not applied bald on-record.

This present study also found that main male and female characters in Bridgerton's series (2020) applied strategies in solving the romantic conflicts as proposed by Sillars et al (1983). The strategies applied are cooperative, competitive, and avoidance. The recent study has proven that these three strategies are correlated with the idea of politeness strategies as proposed by Brown and

Levinson (1987). The cooperative strategy can be achieved mostly with the use of positive politeness and mostly performed by main male character. On the other hand, competitive strategy mostly can be represented with the use off-record and more dominantly employed by main female character while dealing with romantic conflicts. The least strategy applied that is avoidance strategy can be done mostly with the use of negative politeness.

SUGGESTION

Based on the results, this study stimulates more investigation into the usage of politeness strategies, particularly within the same series, Bridgerton. Furthermore, the researcher recommends utilizing the other seasons of Bridgerton's Netflix series. Since then, this series has been used to implement numerous parts of linguistics, particularly politeness strategies.

This study additionally suggests that future researchers who interest to do research on politeness strategies in any context or object implement Brown and Levinson's (1987) theory. Since Brown and Levinson's (1987) theory will be advantageous in research on politeness strategies, particularly in exploring the types and factors of politeness strategies.

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