POSITIVE POLITENESS STRATEGY USED BY JAE MIN JUNG AND MARI BAEK IN ORANGE MARMALADE WEBTOON

THESIS

Submitted as Partial Fulfillment of the Requirements for the Bachelor Degree of English Department Faculty of Arts and Humanities UIN Sunan Ampel Surabaya

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ABSTRACT


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Key words : Positive Politeness, Jae Min Jung and Mari Baek, Webtoon

This research attempted to analyze the usage of positive politeness strategy used by Jae Min Jung and Mari Baek in Orange Marmalade Webtoon’s English version. The aimed of this research was to found out what kinds of positive politeness strategies that used by Jae Min Jung and Mari Baek and the factors that influence JaeMin Jung and Mari Baek used polite strategy.

This research, the researcher applied qualitative approach. The source of data was taken from webtoon and the data were taken from the utterances which consist of words, phrases, and sentence that expressed by Jae Min Jung and Mari Baek in Orange Marmalade webtoon. The researcher used theory about positive politeness strategy from Brown and Levinson (1968) and some other supporting theories to conduct this research.

By this research, the researcher found that the main characters Jae Min Jung and Mari Baek applied ten positive politeness strategies. Those strategies were Avoid Disagreement, Notice, attend to hearer (his interest, wants, need, goods), Intensify to the hearer activity, Seek agreement, Include both speaker and hearer activity, Exaggerate (interest, approval, sympathy, with the hearer), Give gift to the hearer (goods, sympathy, understanding, cooperation), Presuppose/ rise/ assert common, Offer and promise, and Assume and assert reciprocity. And the researcher also found two factors that influenced the main characters used positive politeness strategy. Those are payoff and social distance. The main characters used those factors as a mean to maintain the social distance between the speaker and the hearer. By reading this study the researcher hopes, this study will be useful and be inspire work for the readers, especially, for students of English Department to understanding positive politeness strategy.
INTI SARI


Advisor: Prof. Dr. Hj. Zuliati Rohmah. M.Pd

Kata kunci : Positive Politeness, Jae Min Jung and Mari Baek, Webtoon

Penelitian ini mencoba untuk menganalisa penggunaan positive politeness strategy yang digunakan oleh Jae Min Jung dan Mari Baek di Orange Marmalade webtoon versi bahasa Inggris. Penelitian ini bertujuan untuk menemukan macam-macam positive politeness strategy yang digunakan oleh Jae Min Jung dan Mari Baek dan faktor-faktor yang mempengaruhi Jae Min Jung dan Mari Baek menggunakan polite strategy.

Di penelitian ini, peneliti menerapkan pendekatan kualitatif. Sumber data diambil dari webtoon dan data diambil dari pengucapan yang termasuk pada kata, prase, dan kalimat yang di ekspresikan oleh Jae Min Jung dan Mari Baek di Orange Marmalade webtoon. Peneliti menggunakan teori tentang positive politeness strategy dari Brown and Levinson (1968) dan beberapa teori pendukung lainnya dalam mengerjakan penelitian ini.

Oleh penelitian ini, peneliti menemukan bahwa karakter utama Jae Min Jung dan Mari Baek menerapkan 10 macam positive politeness strategy. Strategi–strategi itu adalah Avoid Disagreement, Notice, attend to hearer (his interest, wants, need, goods), Intensify to the hearer activity, Seek agreement, Include both speaker and hearer activity, Exaggerate (interest, approval, sympathy, with the hearer), Give gift to the hearer (goods, sympathy, understanding, cooperation), Presuppose/ rise/ assert common, Offer and promise, and Assume and assert reciprocity. Dan peneliti juga menemukan dua faktor yang mempengaruhi karakter utama menggunakan positive politeness strategy. Faktor itu adalah payoff dan social distance. Karakter utama menggunakan factor-faktor tersebut bermaksud untuk menjaga jarak soaial antara pembicara dan pendengar. Dengan membaca penelitian ini peneliti berharap penelitian ini akan bermanfaat dan menjadi karya yang menginspirasi untuk pembaca, khususnya untuk mahasiswa dijurusan bahasa Inggris untuk memahami positive politeness strategy.
# TABLE OF CONTENTS

<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Inside Cover Page</td>
<td>i</td>
</tr>
<tr>
<td>Inside Title Page</td>
<td>ii</td>
</tr>
<tr>
<td>Declaration Page</td>
<td>iii</td>
</tr>
<tr>
<td>Motto</td>
<td>iv</td>
</tr>
<tr>
<td>Dedication Page</td>
<td>v</td>
</tr>
<tr>
<td>Advisor’s Approval Page</td>
<td>vi</td>
</tr>
<tr>
<td>Examiner’s Approval Page</td>
<td>vii</td>
</tr>
<tr>
<td>Acknowledgement</td>
<td>viii</td>
</tr>
<tr>
<td>Table of Contents</td>
<td>x</td>
</tr>
<tr>
<td>Abstract</td>
<td>xii</td>
</tr>
<tr>
<td>Intisari</td>
<td>xiii</td>
</tr>
</tbody>
</table>

## CHAPTER 1 INTRODUCTION .....................................................................1

1.1 Background of The Study .............................................................1

1.2 Research Problems .......................................................................20

1.3 Research Objectives .....................................................................21

1.4 Significance of Study ..................................................................21

1.5 Scope and Limitation ....................................................................21

1.6 Definition of Key Term ................................................................22

## CHAPTER 2 REVIEW OF LITERATURE ..................................................23

2.1 Politeness Strategy .....................................................................23

2.1.1 Face and Face Threatening Act (FTA) .....................................23

2.2 Positive Politeness Strategy .....................................................26
2.3 Factors Influences the Use of Positive Politeness Strategy Based on Brown and Levinson Theory .............................................................33
2.4 Webtoon ..................................................................................................36
2.5 Orange Marmalade ....................................................................................36
CHAPTER III RESEARCH METHOD .............................................................38
3.1 Research Design ......................................................................................38
3.2 Data Collection .......................................................................................38
  3.2.1 Data and Source of Data ....................................................................38
  3.2.2 Instrument .......................................................................................39
  3.2.3 Techniques of Data Collection ...........................................................40
3.3 Data Analysis ..........................................................................................40
CHAPTER 4 FINDING AND DISCUSSION ..................................................45
4.1 Research Finding .....................................................................................45
4.2 Discussion ...............................................................................................73
CHAPTER 5 CONCLUSION AND SUGGESTION ......................................76
5.1 Conclusion ...............................................................................................76
5.2 Suggestion ...............................................................................................77
REFERENCES
APPENDICES
CHAPTER I

INTRODUCTION

This chapter consists an overview of the language that is used by the main characters on the webtoon, under the title *Orange Marmalade’s English version*. This chapter presents the introduction of this research that consist of six parts, they are: background of study, research problem, research purpose, significance of study, scope and limitation, and operational definition.

1.1 Background of Study

Communication is the act of conveying information for the purpose of creating and shared understanding. It is something that people do to connect with each other’s. According to Gartside (1986:1), communication is the art of splitting anything such as of idea and feeling in a case of mutual understanding. Moreover, in doing communication, people need instrument which is called language. According to Crystal (2000:212), language is the systematic and conventional use of sounds, signs or written symbols in human society for communication and self-expression. As an instrument for human communication, language is used in many ways, not only by speaking but also by picture or by written text/messages. Wardhaugh (2006:2) states that language is when some people communicate with each other to express their thought and feeling by speaking, we can call the system of communication that they employ as a code. Communication is defined as the giving, receiving or exchanging of information, opinion, or ideas so that the message is completely understood by everybody involved. If the message cannot be received, it means that communication does not work well. The hearer must
know what the speaker’s aim in order to make the communication run in harmony.

   Besides, language has self-expression as actions via utterances, language is also commonly used in daily life. The utterance that is produced by people are not only come from their conscious mind but also their unconscious motivation that play an important role to contrast the utterance (Mills 2003:18). There are some ways to make the communication runs well and harmony. One of them is a politeness strategy.

   Politeness is practical application of good manners or etiquettes in communication. Politeness is important for communication because it represents the speaker’s care and reverences of the hearer’s feeling. There are a lot of advantages when using polite. The first is to help the conversation runs more smoothly. The second is to preserve between two parties. The third is to make good impression to the hearer. It means that the hearer will tend to be more comfortable when we communicate using politeness. It will also make good relation between the interlocutor and addressee. The fourth is to show solidarity. It is about keeping good relation with others. By using more polite language in communication, we are keeping the good relation with others.

   Furthermore, phenomenon of politeness is defined and interpreted from various perspective. Apart from Brown and Levinson’s theory which is chosen as the background for this research and will be presented further on, many other scholars make significant contribution and theorized the concept of politeness.

   In communication, Yule (1996:134) defines politeness is showing consciousness of another person’s face. face itself refer to public self-image of a
person. By applying politeness strategies the speaker can respect the public self-image of the hearer. On the other hand, Mill (2003:6) states that politeness is the expression of the speaker’s aim to lessen face threats carried by certain face threatening acts toward another.

Being polite may also involve the dimension of formality. In a formal situation the appropriate way of talking to somebody will depend on the person’s role in the context (Holmes, 1992:297). According to Watts (2003:86) politeness strategies will therefore be those which aim (a) encourage or enhancing the addressee’s positive face (positive face) and (b) at avoiding transgression of the addressee’s freedom of act on and freedom from imposition (negative face). Positive politeness being addressed to the addressed to her/his negative face.

Brown and Levinson (1987:61) assume that every individual has two kinds of face, positive and negative. Positive face explains as the individual’s desire that someone wants to be appreciated and approved in social interaction, whereas negative face is the desire for freedom of action and freedom from imposition.

In order to figure out the phenomenon, the researcher applied the theory of politeness strategies proposed by Brown and Levinson (1987:92). There are four kinds of politeness strategies: Bald On-Record, Positive Politeness, Negative Politeness and Off-Record but the researcher focused on the positive politeness strategy and its types of positive politeness strategy to conduct this research. According to Brown and Levinson (1987:71) there are two factors that influence the use of positive politeness strategies, they are Payoff and Relevant circumstances. Therefore, each type of positive politeness may be influenced by different social factor.
There are some reviews of previous studies that related to positive politeness strategy. The first previous study is conducted by Hanifah (2015) entitled *Positive Politeness Strategy Used by Katniss Everdeen in The Hunger Games Movie*. In her research the researcher focused on positive politeness strategy based on Brown and Levinson theory. This research used descriptive qualitative study because the data were taken from all the dialogs containing positive politeness strategy that are used by Katniss Everdeen in the hunger game movie. This research used movie as the source of data and the researcher found 11 strategies of positive politeness strategy employed by Katniss Everdeen in the hunger game movie and the factor that influence Katniss Everdeen used positive politeness strategy is payoff and circumstances.

The second previous study is conducted by Sekarwangi (2018) entitled *Politeness Strategy Used in Conversational Verses of Surah Al-A’raaf*. The research focused on the phrases, sentences and utterance that containing politeness strategy based on Brown and Levinson (1987) theory which is used by the speakers in conversational verses of Surah Al-A’raaf. In this research the researcher used qualitative approach because this study concerns with describing the process of language in conversational verses of Surah al-A’raaf. The data were taken from utterances, phrases, and sentences that is used by speakers in Surah al-A’raaf. The result of this research, the researcher found 41 data containing politeness strategies. From 4 kinds of politeness strategies, there are 13 data containing bald-on record strategy, 12 data containing positive politeness strategy, 3 data containing bald-off record strategy, 13 data containing negative politeness strategy. The factors influencing the politeness strategy is payoff and relevance.
circumstance: social distance, ranking of imposition, and relative power. Those were influencing all of the data with different degree.

The third previous study is conducted by Maisaroh, (2015) entitled *Positive Politeness Strategy Used by Characters in Memoirs of Geisha Novel*. In this research the researcher used descriptive method because it was taken written material to be analyzed in the form of novel. Here the researcher wanted to supply a better understanding about positive politeness strategy based on Brown and Levinson (1987) in Memoirs of Geisha novel. The researcher used novel entitled Memories of Geisha which is written by Arthur Golden as the source of data and the data of this research were the utterances by all characters in the novel that contained of kinds of positive politeness strategy. The result of this research the researcher found five types of positive politeness namely, using in-group identity marker, In strategy offering / promising, being optimistic, including both the speaker and the hearer in the activity and giving (or ask for) reasons. The most dominant of type of positive politeness that is used by the characters in this novel is giving (or ask for) reasons.

The fourth previous study is conducted by Safitri, (2015) entitled *The Positive Politeness Strategies Used by Jimmy Kimmel Live Talk Show with Selena Gomez as Guest Star*. The researcher of this research taken the data from episode Selena Gomez who did the conversation about trending topic such as selfie and also about Selena Gomez’s life. The source of the data was the conversation between Jimmy Kimmel and Selena Gomez. Here the researcher only focused on the positive politeness based on Brown and Levinson (1987) theory. Seek agreement divided into two strategies there are safe topics and repetitions. The
result of this study is the researcher most found the strategy of see agreement for instance repetitions. It done by Jimmy Kimmel than Selena Gomez. It was mean the host wanted to get Selena attentions during the show. The researcher also found two influence factors that happened as the outcomes of positive politeness strategy. Jimmy and Selena employed positive politeness strategies with different proportion by choosing a certain strategy based on context and situation of both speakers.

Those all previous studies above used different data and data source. The first research used a movie as the data source of that research and focused on the positive politeness strategy, the second research used A-Qur’an as the data source and the researcher analyzed all the types of politeness strategy. Then the third research used a novel as the data of that research and focused on positive politeness strategy and the last previous study uses a talk show as the data of that research.

However from those previous studies there are no research that used a webtoon as the source of data in the research. So that is why the researcher conducted this research on the politeness strategy especially on positive politeness strategy by using a webtoon as the source of data. The researcher choose a webtoon to be analyzed by using pragmatics studies on politeness strategies. Webtoon is one of online comic which was launched in 2005 by Naver Corporation in Korea. The reader can choose many genres of stories such as romance, horror, comedy, drama, fantasy. It is also provided in various languages such as English, Korean, Chinese, Thai and Indonesian. The reader can read
webtoon whenever and wherever because it can be accessed online even through a smartphone application.

The researcher chosen *Orange Marmalade* webtoon because the researcher speculated that the conversation between the main characters in *Orange Marmalade* webtoon contained of kinds of positive politeness strategy. *Orange Marmalde* was written by Seok Woo that released on 1\textsuperscript{st} July 2014 and has 119 episodes on webtoon as the source of data in this research. Orange Marmalade is one of webtoon”s romance stories. It is one of the most favorite stories that got 1,5 Millions likes from the reader and it is also filmed. It is a story about a vampire girl who lives as if she is a human because she does not want to be known as a vampire. People believe that vampires are a monster because they drink human blood. Finally, she is caught by people and they scare of her except her close friends and her boyfriend. At the end of the story, people can accept her in their community.

1.2 Research Problem

Based on the background above, the researcher proposes two question as follow:

a. What are kinds of positive politeness strategies used by the main characters Jae Min Jung and Mari Baek in *Orange Marmalade* webtoon?

b. What factors influence Jae Min Jung and Mari Baek to decide their certain positive politeness strategy in *Orange Marmalade* webtoon?
1.3 Research Objectives

The source of data in this research are:

a. To find out kinds of positive politeness strategies are used by Jae Min Jung and Mari Baek in *Orange Marmalade* webtoon.

b. To explain the social factors that influence Jae Min Jung and Mari Baek in *Orange Marmalade* webtoon in using those strategies.

1.4 Significance of Study

This study is hopefully can be a positive knowledge for the researcher and the readers especially the students of “UIN Sunan Ampel Surabaya” about language variety. The writer gives information for readers about the employment of the positive politeness strategy in the webtoon/webcomic entitled “*Orange Marmalade*”. Therefore, the research can help the readers or the next researcher to understand the theory of positive politeness strategy and the varieties of language. Finally, this study will give a good assumption for the readers to choose their own style in using language.

1.5 Scope and Limitation

The scope of this research focused on positive politeness strategy theory by Brown and Levinson 1987, which is divided into fifteen types of positive politeness strategy namely: notice, attend to hearer (his interest, wants, needs, goods); exaggerate (interest, approval, sympathy, with the hearer); intensify interest to the hearer; use in-group identity markers; seek agreement; avoid disagreement; presuppose/raise/assert common ground; joke; assert or presuppose the speaker’s knowledge and concern for the hearer’s wants;
offer.promise; be optimistic; include both the speaker and the hearer in the activity; give (or ask for) reason; assume or assert reciprocity; and give gift to the hearer (goods, sympathy, understanding, cooperation). In this study, the researcher limits the utterance by the characters in Orange Marmalade webtoon. From all the characters the researcher only taken the utterances by Jae Min Jung and Mari Baek that contained positive politeness strategy.

1.6 Definition of Key Term

In order to avoid misinterpretation about the using of terms the researcher will give the suitable meaning of the key terms as follow:

a. Politeness strategies are kinds of communication strategies that emphasize polite words in action.

b. Positive politeness strategy is a face-saving action which is concerned with the person’s positive face which tends to show the solidarity.

c. Webtoon is a webcomic that distributed through the internet network. It can be read in one page of the website and it is also has color.

d. Orange Marmalade is a webtoon written by Seok Woo. It was released on 1st July 2014 that has 119 episodes.
CHAPTER II
RIVEW OF LITERATURE

This chapter presents the review of research and literature that relate with the topic, language that is used by the main characters in webtoon, under the title *Orange Marmalade*, especially in English version. The aims of this chapter is to support the concept of this study and the background in the previous chapter. There are three point of sub chapter. The first is about politeness strategy. It is describe the definition of politeness strategy and all the aspect based on Brown and Levinson point of view that consist of face (positive face and negative face) and face threatening act. The second sub chapter is about positive politeness strategy base on Brown and Levinson theory. It is describe the definition of positive politeness strategy and the fifteen types of positive politeness strategy base on Brown and Levinson theory. The third sub chapter is describe about webtoon and its advantages. The last sub chapter is tell about *Orange Marmalade*.

2.1 Politeness Strategy

For avoiding the face threatening acts of the hearer, it is better for the speaker to know about politeness strategies. Brown and Levinson (1987: 91) states politeness strategies are strategies that used to minimize or avoid the FTA (Face Threatening Acts) that the speaker means. There are four kinds of politeness strategies. They are bald on record, positive politeness, negative politeness, and bald off record. However the researcher only focus on positive politeness strategies because what the researcher going to analyze represents the implementation of positive politeness strategies.
2.1.1 **Face and Face Threatening Act (FTA)**

According to Brown and Levinson (1987: 95) politeness strategies are strategies that are used to formulate messages in order to save the hearer's face. Face refers to the self-image which the speaker or hearer would like to see and maintain the interaction. In other hand, Fasold (1996: 160) states that face is something that is emotionally invested and that can be lost maintained and must be constantly attended to interaction.

There are two types of face that are positive and negative face. Brown and Levinson (1987: 110) state that, positive face is the individual's desire that her/his wants to be appreciated in social interaction or the need to have positive image can be accepted by other. For example if your friend shows you her new shoes which she thinks it is pretty and expects your compliments, but your response is "what an old fashion shoes" which fails to meet her desire then her positive face is offended. Negative face is the individual's desire for freedom of action or from imposition, and to impeded by other. For example if you make your young brother reluctant to follow your instruction for the sake of your relative authority. This offends his negative face.

The act that threatens someone’s face is called face threatening act (FTA). According to Brown and Levinson (1987:92), FTAs are acts and strategies which could harm or threaten the positive or negative face of one’s interlocutors. Thus, An FTA means threatens the positive or negative face of the hearer. People need to saving face to keep the conversation run well. Therefore, face is the most part of our body which is used to show the expression, appearance, and identity among
others. FTA is described when a speaker says something that represents threat to another individual’s expectations regarding self-image (Yule 1996).

Even though FTAs can’t be avoided, there are certain strategies to minimize the threat. Brown and Levinson (1987) give five options that a speaker can choose in case face threatening act that should be performed. Each strategy requires a different amount of face saving effort.

In order to reduce FTAs, Brown and Levinson sum up four main types of politeness strategies those are:

1. Bald On Record Strategy

   Bald on record acts are performed when the speaker has significantly more power than the hearer or when the threat involved is very small. Brown and Levinson note that these acts follow Grice’s maxim of cooperation. The speaker and hearer are relevant, brief and avoid ambiguity and do not communicate more than required and thus no concern for face wants is expressed (Brown and Levinson 1987).

2. Positive Politeness Strategy

   Positive politeness is redress directed to the addressee’s positive face, his/her desire that his/her want should be thought of as desirable. This strategy is most commonly used in situation where the audience know each other fairly well. And this strategy can also attempt to minimize the threat of the hearer’s face. (Brown and Levinson 1987)

3. Negative Politeness Strategy

   According to Brown and Levinson (1987:129) Negative politeness is regressive action addressed to the addressee’s negative face. Negative face itself is
the want to have freedom of action unhindered and every attention unimpeded (Brown and Levinson: 1987: 125). In the other words, negative face is used by the speaker to show his behavior and to respect to his hearers.

4. Bald Off Record

The hearer’s face is protected by having the option to retreat behind the literal meaning of the word (Cutting, 2008). And the speaker can save by denying having performed the face threatening act. This strategy minimize the threat most successfully, however the speaker risk being misunderstood and failure to communicate the FTA.

2.2 Positive Politeness Strategy

According to Brown and Levinson (1987:70) positive politeness is oriented toward the positive face of the hearer, the positive self-image that he claims for himself and his perennial desire that his wants (or the action/acquisition/values/resulting/ from them) should be thought of as desirable. Positive politeness is useful to promote or maintain social relationship between the speaker and the hearer because it indicates solidarity. Brown and Levinson (1987:103), state positive politeness strategy involves fifteen strategies, they are:

1. Strategy 1 : Notice and attend to Hearer (his interests, wants, needs, goods)

The Speaker should take notice of Hearer’s condition (noticeable changes, remarkable possessions, anything which looks as though Hearer would want Speaker to notice and approve of it) Brown and Levinson (1987: 103)

For example:
“You must be hungry, it’s a long time since breakfast. How about some lunch?”

“Oh! It’s very nice!”

2. **Strategy 2 : Exaggerate (interest, approval, sympathy with Hearer)**

   Speaker likely to show his greater interest to Hearer with exaggerated intonation, stress and other aspects of prosodies, as well as with intensifying modifiers Brown and Levinson (1987: 104)

   For example:

   “How absolutely extraordinary!”

   “Yes, isn’t it just ghastly the way it always seems to rain just when you’ve hung your laundry out!”

3. **Strategy 3 : Intensify interest to Hearer in the Speaker’s contribution**

   Another way for Speaker to communicate to Hearer that he shares some of his wants is to intensify of his own (Speaker’s) contributions to the conversation, by „making a good story“. This may be done by using the „vivid present“ . This strategy uses to show that Speaker includes Hearer into the middle of the events being discussed Brown and Levinson (1987: 106). It commonly using tag questions or expressions that include Hearer as a participants in the conversation, like “Isn’t it?”, “See what I mean?”, “you know?”.

   For example:

   “I come down the stairs, and what do you think I see ...”

4. **Strategy 4 : Use in group identity markers**

   By using any of the innumerable ways to convey in group membership, Speaker can implicitly suggests common ground with Hearer that is carried by
that definition of the group. These include in-group usage of address form of language or dialect of jargon or slang and of ellipsis Brown and Levinson 1(987: 107)

It commonly uses with some words, address from or language that marks a certain identity or membership. Other address forms used to convey such in group membership include generic names and terms of address like Mac, mate, buddy, pal, honey, dear, and others. For example:

“How are you doing today, mate?”

“How are you doing today, mate?”

“Help me with this bag here, will you pal?”

5. Strategy 5: Seek agreement

There are two characteristic of seek agreement. The first is safe topic. It is another characteristic way of claiming common ground to hearer is to seek ways in which it is possible to agree with him. The rising of „safe topic“ allows speaker to stress his agreement with hearer and therefore to satisfy hearer’s desire to be „right“ or to be corroborated in his opinion Brown and Levinson (1987: 112) . For example, if your neighbor come with a new car and you think it hideously huge and pollution-production, you might still be able to say sincerely: isn’t it your new car, a beautiful color!.

The second is repetition, agreement may also be stressed by repeating part or all of what the preceding speaker has said, in a conversation Brown and Levinson (1987: 112) For example,

A : John went to London this weekend!

B : To London!
6. **Strategy 6: Avoid disagreement**

In order to satisfy hearer's positive face, speaker should avoid disagreement with hearer. There are three features of this strategy. The first is *token agreement*. It is desire to agree or appear to agree with hearer lead also to mechanism for pretending to agree Brown and Levinson (1987: 113). For example:

A: What is she, small?
B: Yes, yes, she’s small, smallish, um, not really small but certainly not very big.

The second is *pseudo-agreement*. It is the use of then as a conclusory marker, an indication that the speaker is drawing a conclusion to a line of reasoning carried out cooperatively with the addressee Brown and Levinson (1987: 115). For example: *I’ll meet you in front of the theatre just before 8.0, then.* Where then points to a conclusion of an actual agreement between speaker and hearer.

The third is *white lie*. Where the speaker confronted with the necessity to state an opinion, wants to lie rather than damage hearer’s positive face Brown and Levinson (1987: 115). For example: *can I borrow your radio?*. *No I can not, The batteries are dead.* Both speaker and hearer may know that thing is not true, but hearer’s face is saved by not having his request refused point-blank.

The fourth is *hedging opinion*. In this way the speaker may choose to be vague about his own opinions, so as not to be seen to disagree. Some hedges can have this positive-politeness function as well, most notably; sort of | kind of like,
in a way Brown and Levinson (1987: 116). For example: *I don't know, like I think people have a right to their own opinions.*

7. **Strategy 7: Presuppose/raise/assert common ground**

   In this case, Brown and Levinson use the word presuppose loosely, that is the speaker presupposes something when he presumes that it is mutually taken for granted. Firstly, as may presuppose knowledge of hearer's wants and attitudes. In doing so, as can use negative questions, which presume 'yes' as an answer, to indicate that he knows hearer's wants, and therefore partially redress the imposition of FTA, for example, we can say for offers wouldn't you like a drink? Or for opinions, isn’t it a beautiful day? Secondly, to redress the imposition of FTAs, speaker may presuppose familiarity in speaker-hearer relationship. The use of familiar address forms like darling, honey, mate, Mac, or buddy indicate that the addressee is familiar and therefore soften the threat of FTA, for example *look, you're pal of mine, so how about...* Brown and Levinson, (1987: 122, 123)

8. **Strategy 8: Joke**

   Alternative strategy to share common ground (background or values) is by creating a joke. Brown and Levinson state that joke is a basic technique of positive politeness. It is since by making a joke, speaker can put hearer at ease. For example in responding to a faux pass of H's and minimizes an FTA of requesting as well as in how about lending me this old heap of junk?(hearer's new Cadillac)' Brown and Levinson, (1987: 124).
9. Strategy 9: assert or presuppose Speaker's knowledge of and concern for Hearer's wants

The first way to show that speaker and hearer are cooperator is by declaring or implying knowledge of hearer's wants and willingness. Implying knowledge of hearer's wants and willingness allow speaker to put après sure on hearer to cooperate with him, e.g. to receive the speaker's request. Negative questions sometimes function to achieve such situation, for example for request or offer, “look, I know you can't bear parties, but this one will really be good-do come!” and example for offer and apology, “I know you love roses but the florist didn’t have any more, so I brought you geraniums instead” Brown and Levinson (1987: 125).

10. Strategy 10: Offer, promise

Another way to satisfy hearer's positive politeness is by stressing that whatever hearer wants, speaker wants for him and will help to obtain. Speaker may state offers and promises to create such condition with a purpose speaker's good intentions in redressing hearer's positive face wants even if they are false. For example, “I'll drop by sometimes next week” Brown and Levinson (1987: 125).

11. Strategy 11: Be optimistic

The cooperative strategy can be performed by assuming that hearer wants what speaker wants for himself (or for both of them) and hearer will help speaker to obtain it. On contrary of strategy 10, this strategy suggests speaker being presumptuous that hearer will cooperate with him for their mutual shared interest.
Being presumptuous or optimistic allows speaker to put pressure on hearer to cooperate with him.

For example *look I'm sure you won't mind if I borrow your typewriter or you'll lend me your lawnmower for the weekend, I hope.* These optimistic expressions of FTA appear to be successful by reducing the size of face thereat implying that the cooperation between speaker and hearer will only take a small thing to be granted by using certain expressions like a little, a bit, for a second, etc. or sometimes softening the presumptuousness with a taken tag like in *I'm borrowing your scissors for a second – OK? Or I just drop by for a minute to invite you all for tea tomorrow - you will come, won't you?*. Brown and Levinson, (1987: 126-127).

12. **Strategy 12: Include both Speaker and Hearer in the activity**

Including both speaker and hearer in the activity is another way to perform cooperative strategy. By using word 'we' (inclusive form), so it is commonly used to make hearer involved in speaker's action thereby redress FTA. Some common examples are “*let's have a cookie, then (i.e. me)*”, “give us a break and I will do it for our benefit. This strategy is often used to soften request where speaker pretend Is as if H wanted the requested thing to and offers where S pretend as if S were as eager as hearer to have the action, for example "*We (inclusive) want your salt, We (inclusive) will shut the door ma'am. The wind's coming in*," Brown and Levinson, (1987 127-128).
13. **Strategy 13: give or ask for reasons**

The other way for the speaker to include the hearer in the activity is for speaker gives the reason as to why he wants what he wants. In other words, giving reasons is a way of implying „I can help you“ or „you can help me“, and, assuming cooperation, a way of showing what help is needed. Example “Why don’t we go to the seashore!” Brown and Levinson (1987: 128),

14. **Strategy 14: Assume or assert reciprocity**

This strategy suggests that giving evidence of reciprocal rights or obligation obtaining between speaker and hearer can be used to claim or urge the existence of cooperation between speaker and hearer. It means that speaker may 'I'll do X for you if you do Y for me or 'I did X for you last week. For example: I’ll give you the bonus if you can sell a machine. In this way, S may soften his FTA by negating the depth aspect, Brown and Levinson (1987: 129).

15. **Strategy 15: Give gifts to Hearer (goods, sympathy, understanding, cooperation)**

Lastly, to satisfy hearer's face speaker may grant hearer what hearer wants e.g. by giving gifts to hearer, not only tangible gift which indicates that speaker knows hearer's wants and wants them to be fulfilled, but also human relations wants like the wants to be liked, admired, cared about, understood, listened to and so on for example “I am sorry to hear that” Brown and Levinson (1987:129).

2.3 **Factors Influences the Use of Positive Politeness Strategy Based on Brown and Levinson Theory**

The employment of politeness strategy is influenced by several factors. According Brown and Levinson (1987:71) there are two factors that influence to
the speaker to employ the politeness strategy. The factors are payoff and circumstances.

1. Payoff

The speaker employs the politeness strategy because they can get advantages. The speaker can benefit in following ways, they are: he can pay respect, deference, he can maintain social distance, and avoid the threat (or potential face loss) of advancing familiarity towards the addressee and he can give a real “out” to addressee. For example: Let’s get on for lunch today.

The example above shows that the speaker can give conventional outs to the addressee as opposed the real outs, that is pretend or offer an escape route without really doing so, thereby to indicate that he has the other person’s wants in mind.

2. Relevant Circumstances

The seriousness of an FTA is also influenced by the circumstance. According Brown and Levinson (1987:74) the circumstances is similar with the sociological variables. There are three dimensions to determine the level of politeness. Which consist of Relative Power, Social Distance, and Size of the Imposition.

a. Relative Power

Power is an asymmetric social distance of relative power, roughly in weber’s sense Brown and Levinson (1987:77). In general point, relative power is that we tend to use a greater degree politeness with people who have more power
or authority over us to those who do not. It is based on the asymmetric relation between the speaker and hearer. These type of power are most found in obviously hierarchical setting, such as courts, the military, workplace. For example, you would probably be more polite about conveying to your employer because he or she always arrive late, than in conveying to your family. This is because of your employer can influence your career in a positive way (reward power) or negative way (coercive way).

b. Social Distance

Social distance can be seen as the composite of psychologically real factors (status, age, sex, degree, of intimacy etc.) which together determine the overall degree of respectfulness within a given speech situation. It based on the symmetric relation between the speaker and hearer. For example, you feel so close to your friend because he is similar in terms of age or sex then you will get closer or maintaining to him and the distance rating will get smaller. As a result you will not employ polite utterance when you ask him to do something. So, you will employ the polite utterance when you interact with person whom you are not known well, such as person who is older than you.

c. Size of Imposition

Size of the imposition is a culturally define ranking of impositions by the degree which they are considered to interfere with an agent’s wants of self-determination or of approval. Size of the Imposition can be seen from the relative status between one speech acts to another in a context Brown and Levinson (1987:77). For example, borrowing a car in the ordinary time will make us feel
reluctant but in urgent situation it will natural. Thus, in the first context we will employ the polite utterance because the situation is urgent.

2.4 Webtoon

Now days is hard to live without media in the modern society. The media intertwine with people’s life. The “Webtoon” is one of the fastest growing media that has more subscribers than comic books. Various forms of digital cartoons appear through popularization of Internet PC in mid-to late 1990s, digitalization of analog contents and being able to see offline contents or online. The early stage of webtoon consist of simple sections which is created by anonymous netizen and it is spread via personal webpages. In May 2014, there are over 1,200 webtoons that are published on the internet and according to KoreaClick, as of February 2014 in Naver and Daum which are the top two portal websites in South Korea, the number of webtoon users were 6.3 million people and the number of page view was 900 million per month.

One of the advantages of webtoon is the fast communication with subscribers as it is a two-way communication media. On the other hand, one of the webtoon’s disadvantage is unlike the initial planning, the plot can be changed because of the lack of planning time for updating and also the lack of completion due to unexpected results.

2.5 Orange Marmalade

Orange Marmalade is one of Webtoon’s romance stories which is composed by Seokwoo. It is one of the most favorite story and it has filmed. It is a story about a vampire girl who lives as if she is a human because she does not want to be known as a vampire. People believe that vampires are monster because
they drink human blood. Finally she is caught by people and they were scared of her except her close friends and her boyfriend. At the end of the story people could accept her in their community.
CHAPTER III
RESEARCH METHOD

This chapter describes about how the researcher collect the data and analyze the data of this study. This chapter consist of research design, data collection that consist of data and source of data, instrument, techniques of data collection and the last is data analysis of this study.

3.1 Research Design

In this research, the researcher used qualitative approach to analyze positive politeness strategy by Jae Min Jung and Mari Baek in Orange Marmalade webtoon. The researcher used qualitative research because the data were gained from webtoon which is focused on utterances, phrase, sentence and word by the main characters rather than numbers.

3.2 Data Collection

3.2.1 Data and Source of Data

Source of data refers to the subject from which the data are obtained, Arikunto (2002: 107). Data themselves may appear in the form of discourse, sentences, clauses, phrases or words which can be obtained from magazines, newspapers, books etc, Subroto, (1992: 7). The data of this research were taken from the utterance which consists of word, phrase and sentence that are expressed by Jae Min Jung and Mari Baek on webtoon. The data source in this research is a webtoon entitled Orange Marmalade written by Seok Woo. It was published on 1th July 2014 on webtoon with 119 episodes. The researcher chosen Orange
Marmalade because the researcher speculated that the utterance of the main characters contain of positive politeness strategy. The researcher also interested with the story. The genre of this webtoon is romantic. This webtoon has finished by its creator and got 1,5 Millions likes from the reader. The story told about a high school vampire girl namely Baek Ma Ri, she accidentally nips with the most popular boy in school while napping.

Figure 3.1 Orange Marmalade Webtoon

3.2.2 Instrument

The major instrument for this research is the researcher herself. Because she has managed and leaded the process from the data collection and data analysis by herself. The researcher used smartphone to capture the utterances from webtoon that contained of positive politeness strategies and transcribed the data to her computer.
3.2.3 Techniques of Data Collection

To collect the data, the researcher used documentation technique in collecting the data. The data were taken from the utterance which consist of phrase, word, sentence that used by the main characters Jae Min Jung and Mari Baek in Orange Marmalade webtoon. There are some following steps used by researcher in collecting the data:

1. First, the researcher took the utterance by the main characters Jae Min Jung and Mari Baek in Orange Marmalade webtoon, episode by episode.
2. Second, the researcher captured all the utterance by the main characters Jae Min Jung and Mari Baek in Orange Marmalade webtoon that consist of positive politeness strategy by using smartphone.
3. Third, the researcher transcribed all the utterance that was captured to computer.

<table>
<thead>
<tr>
<th>Episode 1 : Meeting</th>
</tr>
</thead>
<tbody>
<tr>
<td>Her friend: “ Would you like to have lunch with us?”</td>
</tr>
<tr>
<td>Baek Ma Ri : “ No thank, I like eating by myself”.</td>
</tr>
<tr>
<td>Her friend : “ Ah,, yeah? . okay.“</td>
</tr>
</tbody>
</table>

Figure 3.2 The example of transcript from webtoon

3.3 Data Analysis

After collecting the data, the researcher did some activity to analysis the data. There are some following steps that used by researcher in analysis the data:

1. Identifying the utterances

   In this step the researcher used Brown and Levinson (1978) theory to identify the utterance and fond out the kinds of positive politeness strategies. In
this way the researcher gave underline and mark in each utterance which containing positive politeness strategies. To made the classification and the analysis of the data easier the researcher used code.

Each utterance by the main characters Jae Min Jung (JJ) and Mari Baek (MB) in Orange Marmalade webtoon were marked by code. The coding of data in this research can be seen through the following ways:

- Strategy 1 : notice and attend to hearer (his interest, wants, need good) : NA
- Strategy 2 : exaggerate (interest, approval, sympathy, with hearer) : E
- Strategy 3 : intensify interest to hearer in the speaker’s contribution : II
- Strategy 4 : use in group identity markers : UGM
- Strategy 5 : seek agreement : SA
- Strategy 6 : avoid disagreement : AD
- Strategy 7 : presuppose/raise/assert common ground : PRA
- Strategy 8 : joke : J
- Strategy 9 : assert or presuppose speaker’s knowledge of and concern for hearer’s wants : APS
- Strategy 10 : offer, promise : OP
- Strategy 11 : be optimistic : BO
- Strategy 12 : include both speaker and hearer in the activity : SH
- Strategy 13 : give or ask for reasons : GAR
- Strategy 14 : assume or assert reciprocity : AA
- Strategy 15 : give gift to hearer (goods, sympathy, understanding, cooperation) : GG
2. Classifying each kind of positive politeness strategies

After identified the utterances, the researcher classified the utterances that have been identified in the first step into each type of positive politeness. In table 3.4 below is the way of the researcher in classifying the data into each type of positive politeness.

<table>
<thead>
<tr>
<th>Type</th>
<th>Data</th>
</tr>
</thead>
<tbody>
<tr>
<td>NA</td>
<td>(23/14/MB), (63/62/MB), (112/84/JJ)</td>
</tr>
<tr>
<td>E</td>
<td>(52/5/MB), (84/15/MB)</td>
</tr>
<tr>
<td>II</td>
<td>(15/2/JJ), (16/1/JJ), (27/97/JJ)</td>
</tr>
<tr>
<td>UGM</td>
<td></td>
</tr>
<tr>
<td>SA</td>
<td>(6/5/JJ), (7/16/JJ), (14/40/MB)</td>
</tr>
<tr>
<td>AD</td>
<td>(1/29/MB), (1/53/MB), (5/8/MB), (16/97/MB), (33/46/MB)</td>
</tr>
<tr>
<td>PRA</td>
<td>(6/3/JJ)</td>
</tr>
<tr>
<td>J</td>
<td></td>
</tr>
<tr>
<td>APS</td>
<td></td>
</tr>
</tbody>
</table>
The next step in analyzing the data are determined of the kinds of positive politeness that are used in every classification and their frequencies. In this part, the researcher determined each type of positive politeness and counted their frequencies.

Table 3.5 Type of positive politeness strategy and their frequency

<table>
<thead>
<tr>
<th>Types of Positive Politeness Strategy</th>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>AD</td>
<td>5</td>
<td>20%</td>
</tr>
<tr>
<td>NA</td>
<td>3</td>
<td>13%</td>
</tr>
<tr>
<td>II</td>
<td>3</td>
<td>13%</td>
</tr>
<tr>
<td>SA</td>
<td>3</td>
<td>13%</td>
</tr>
<tr>
<td>SH</td>
<td>3</td>
<td>13%</td>
</tr>
<tr>
<td>E</td>
<td>2</td>
<td>8%</td>
</tr>
<tr>
<td>GG</td>
<td>2</td>
<td>8%</td>
</tr>
<tr>
<td>PRA</td>
<td>1</td>
<td>4%</td>
</tr>
<tr>
<td>OP</td>
<td>1</td>
<td>4%</td>
</tr>
<tr>
<td>AA</td>
<td>1</td>
<td>4%</td>
</tr>
</tbody>
</table>
3. The researcher identified the factors that influence the main characters that used kinds of positive politeness strategies with using Brown and Levinson Theory.

4. Drawing a conclusion based on the result of analysis.

   After described how the types of positive politeness used by the main characters in the webtoon, and in what the factors influenced the characters to applied the positive politeness strategy based on Brown and Levinson’s politeness scale which consists of payoff, relative power, social distance and absolute ranking of imposition. It is used, the researcher made a conclusion based on the result of the analysis.
CHAPTER IV

FINDING AND DISCUSSION

This chapter presents the finding and discussion of positive politeness strategies that is used by the main characters Jae Min Jung and Mari Baek in the Orange Marmalade’s English version. The researcher used the theory of positive politeness strategy and the factor that influence the main characters using positive politeness strategy by Brown and Levinson (1987).

4.1 Research Findings

The research findings are discussed according to the research problem. The first discussed the analysis of positive politeness strategies that are used by the main characters Jae Min Jung and Mari Baek in the Orange Marmalade webtoon. The second discussed the factors that influence the main characters to choose kinds of positive politeness strategy.

Based on the analysis of the data, the researcher found 24 data containing positive politeness strategies. The researcher found 10 strategies out of 15 kinds of Brown and Levinson’s strategies (1987). The table below showed that the data of positive politeness strategy divided into 15 strategies. It presented in total number and frequency of each strategy.
Table 4.1 Positive Politeness Strategy Applied by the Main Characters.

The chart above showed that “Avoid Disagreement” strategy was the highest frequency expressed by the main characters. It was the highest number which is 5 data out of 24 data or 20%. It showed that the main characters mostly used positive politeness to show their agreement rather than disagreement in order to save their hearer’s positive face. Then the second there are four kinds of strategies, they are “Notice, attend to hearer (his interest, wants, need, goods)”, “Intensify to the hearer activity”, “Seek agreement”, and “Include both speaker and hearer activity” each of them occurred of 3 data from 24 data or 13%. The third highest strategies are “Exaggerate (interest, approval, sympathy, with the hearer) and “Give gift to the hearer (goods, sympathy, understanding, cooperation) strategies, each of them occurred of 2 data from 24 data or 8%. The last strategies are “Presuppose/ rise/ assert common”, “Offer and promise”, and “Assume and assert reciprocity”, each strategy occurred of 1 data from 24 data or 4%. The kinds of positive politeness strategies and the influence factors of positive politeness strategies are explained in detail below.
4.1.1 Avoid Disagreement

Avoid Disagreement is applied when the speaker prefers to avoid disagreement by pretending the agreement to the hearer. There are four characters of this strategy the first is Token Agreement, for example; “Yes.. yes.. she is small...uhm.. not really small but certainly not very big”. The second is Pseudo-Agreement, for instance; “I’ll meet you in front of the theatre just before 8, then”. The third is White Lies, for example; “Oh I can’t the batteries are dead”. The fourth is Hedging Opinion, for example; “It is really beautiful, in a way”. The researcher found 5 utterances by the main characters that contained this strategy. Those are 3 strategies of white lies and 2 strategies of pseudo-agreement. All of them are presented on datum 1 until 5.

Datum 1: (1/29/MB)

Suri : Anyway drinking blood is disgusting, don’t you think so new girl?
Mari Baek : Yes I think so
Soo Ri : If any vampires show their faces, I’m gonna treat them like this! [she kicks a ball]

The dialog above takes place in the yard when they do exercise. In a spare time during exercise, her friends talk about the news of vampire on TV. Where it becomes a hot news in a neighborhood. Base on the information, they say that vampires have a place to take care of them, and their food is blood. Mari Baek doesn’t give comment anything to the conversation because of two reasons, the first Mari is a new student in that school. Her family currently moves from their place because they are often insulted from people because they are a vampire. The second Mari tries to hide her identity that she is a vampire so that when her
friends talk about vampire she is anxious. Then Soo Ri asks Mari Baek about 
blood which is disgusting to drink. She doesn”t know how to answer it. She is 
nervous then she chooses to agree with her that blood is disgusting.

Mari Baek”s utterance above showed that she employed positive politeness 
strategy of **Avoiding Disagreement** for instances of **White Lies**. She used avoiding 
disagreement for instance **White Lies**, because she wanted to minimize the FTA of 
Soo Ri. She better lies than damaged the positive face of her friend with hiding 
the disagreement. Actually, she disagrees with Soo Ri”s statement that blood is 
disgusting because she is a vampire who drank blood every day so that she said 
“Yes I think so” to Soo Ri. Mari Baek is anxious when her friends talked about a 
vampire. She didn”t want her identity known by her friend. If they know her 
identity they will be scared and hate her.

The factor that influenced Mari Baek used polite strategy to Soo Ri is 
payoff. Mari Baek is a new student in her school. So that she needs to maintain 
social distance with her new friends and minimize the FTA of the hearer so that it 
can make the relation be closer.

**Datum 2: (1/53/MB)**

Mari”s friend  : Would you like to have lunch with us?  
Mari Baek      : **I like eating by myself**  
Mari”s friend  : Ah yeah? Okay.

The dialog above takes place in the canteen when they will have lunch 
after class. Her friend intends to invite Mari to have lunch together with them, but 
Mari uninterested of it. Every day she should pretend to eat rice and drink a glass
of water in the canteen in a break time then she vomits it in the toilet. She also cuts her fangs every week to cover her identity that she is a vampire.

In the conversation above, Mari Baek’s utterance employed positive politeness strategy of Avoiding Disagreement. For example Pseudo-Agreement. She said “I like eating by myself” it is an indication or a line reasoning to the hearer that she didn’t want to do like the hearer wants but she prefers to do pseudo-agreement rather than showing her disagreement directly.

The influence factor Mari Baek employed polite strategy to her friend is payoff. Mari Baek used polite strategy to her friend because she wanted to minimize the FTA of her friend.

Datum 3: (5/8/MB)

Mari Baek : Why do you following me?
Soo Ri : I’m not following you I have to go this way anyway
Soo Ri : When did you start playing, join in my band
Mari Baek : I said its just a hobby
Soo Ri : Don’t you think you are wasting your talent?

When Mari feels weary and starving suddenly her aunt comes to her school and asks Mari to goes out for a while with her. She gives Mari a pig blood. While she drinks it, she tells a lot about a man called Jung Jae Min who has sweet blood to her aunt. After Mari feels better after drinks a pig blood, her aunt asks her to go back to her class. On the way into her class, accidentally she kicks a can into a band room, curiosity she gets into that room and plays a guitar. When she plays a guitar suddenly Soo Ri appears from behind and gives a praise to Mari. Of
course, Mari feels surprised and go away. Then Soo Ri follows her and offers to join her band. But Mari uninterested of it.

The conversation between Mari and Soo Ri above showed that Mari employed positive politeness strategy that is *Avoiding Disagreement* for instance *Pseudo-Agreement*. She prefers to not saying no or refuse directly to Soo Ri but Mari drawing a conclusion to a line of reasoning with saying “I said it is just a hobby” it means she is not really interested to join into a music group or another or perform in front of many people. She just playing guitar for herself.

The factor that influenced Mari used this polite strategy is payoff. Mari tried to minimize Soo Ri’s FTA with not refused directly in order to make a good relation to Soo Ri.

*Datum 4: (16/97/MB)*

Woomi : I’m going to visit her after school. do you wanna come with me?
Mari Baek : No I don’t have time for that.
Woomi : Ah yeah? Okay.

The conversation above takes place in the yard of their school. Soo Ri’s mom gets ill. Woomi has a plan to visit her after school and she also invites Mari Baek to join with her. But Mari doesn’t want to visit Soo Ri’s mom, she says that she doesn’t has time to visit her. Woomi is Soo Ri’s best friend they always go together and doing something fun together. Since Mari Baek enters that school she never joins with anyone, she always doing anything by herself. However she becomes an uncommunicative person because of her past, she is bullied by her
friends because she is a vampire. Soo Ri and Woomi try to be nice and friendly with Mari. Day by day the three of them can become a best friend.

The conversation above Mari Baek employs positive politeness strategy of *Avoiding Disagreement*. For a sample of *White Lie*. She prefers to say lie with saying “no I don’t have time for it”. It doesn’t mean that Mari really doesn’t have time. Both speaker and hearer may know that issue is not true but hearer’s face is saved by not having her request refused point-blank. Actually, she doesn’t mean to refuse her friend to visit Soo Ri’s mom in the hospital together but she should do that.

The influence factor Mari Baek used this polite strategy is payoff. The speaker used this strategy because she known that she will get the advantage of the hearer. Thereby Mari can maintain the social distance with Woomi.

**Datum 5: (33/46/MB)**

<table>
<thead>
<tr>
<th>Soo Ri</th>
<th>Hey.. I heard that you are leaving the band. Is this true?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mari Baek</td>
<td>Yes</td>
</tr>
<tr>
<td>Soo Ri</td>
<td>But why? Is something wrong?</td>
</tr>
<tr>
<td>Mari Baek</td>
<td>No, I just want to focus on my studies.</td>
</tr>
</tbody>
</table>

Since there is an accident of murder which is caused by a vampire a lot of student talk about it in their school. They are very angry and hate vampire. Includes Soo Ri and Woomi they also do it. Of course, it makes Mari Baek feels hurt and disappointed, but Mari can’t do anything except silence and listen to their conversation. Then Mari decides to leave the band. She is a worry, if they know
who she is, they will hate and kill her. Since that, Mari Baek begins to stay away from her friend includes Jae Ming Jung.

A few days later the case is revealed the murder is not caused by a vampire, but there are people who manipulate the corpse by making a mark like a vampire bite in victim’s neck so everyone will think that it is a vampire act.

The conversation above showed that Mari Baek employed positive politeness strategy of *Avoiding Disagreement*. For instance *White Lie*. Mari Baek is hiding the disagreement with saying lie “No I just want to focus on my studies” she better to saying the lie than damage Soo Ri”s positive face. It is impossible if Mari says that she is disappointed with her. It is because she hates a vampire and tries to kill vampires if she sees.

The influence factor Mari Baek used polite strategy is social distance. Because they known each other very well. Mari Baek used polite utterance because she has the same status and age with Soo Ri.

### 4.1.2 Notice, Attend to Hearer (his interest, wants and needs)

Notice, attend to the hearer (his wants, interest, needs, and goods) is applied when the speaker take notice or attention to the hearer”s condition and give the reason of it. It can make the hearer know that the speaker notices or pay attention to his condition. The researcher found 3 utterances that contained this strategy. Those are *attending to hearer’s need, attending to hearer’s interest and noticing to hearer’s want*. All of them are presented on datum 6 until 8.
Datum 6: (23/14/MB)

Mari Baek : By the way.. is your mom sick?
Soo Ri : Hmm
Mari Baek : I was just curious when I saw her at the hospital. It seemed kind of serious.
Soo Ri : You don’t have to tell me if you don’t want to. No worries its not a secret. She has a cancer.

A few days Soo Ri does not come to school because her mom ges ill and must be hospitalized. Soo Ri should take care of her mother in the hospital. Actually, she is worried about her mom condition but she never shows it to her friend she still enjoys and has fun when gather with Woomi and Mari Baek. When Woomi knows the information that Soo Ri’s mom is sick. She invites Mari to visit Soo Ri’s mom in the hospital. At first, Mari refuses it then she change her mind to join with Woomi. When they arrive at the hospital Soo Ri is shock and compassion because of their arrival. So after they do some conversation with Soo Ri and her mom then Soo Ri’s mom ask Suri and her friend to go out and get some food.

The conversation above showed that Mari Baek employed positive politeness strategy of Attending to hearer’s needs. The conversation showed that Mari Baek is worry about Soo Ri and her mom condition. She known what Soo Ri feels. This strategy is done by giving attend of the hearer’s needs. As she known Soo Ri only lived with her mom and seeing the condition of her mom who terminally ill, surely she needed a support from her best friends. Thereby she will not feel sad and alone. It means the speaker gave attention to the hearer’s condition.
The influence factor Mari Baek used polite strategy is social distance. Mari Baek knows Soo Ri very well because they have the same status and age. With using this strategy their relation can be closer.

**Datum 7: (63/62/MB)**

Mari’s mom : Yup, it was a special promotion. So we are celebrating.
Mari Baek : **Congrats dad**
Mari’s dad : This is only the beginning. I will work harder to buy a house and a car. I want you to be proud of me.

When Mari goes out of her room, she is shock to see pig liver from Jeju on the table. She knows that it is so expensive so that her mom was rare to prepare it for breakfast. Then she asks her mom “Is there any occasion today” then her mom tells her that her dad gets a special promotion from his company. Everyone is happy with that. So that they want to celebrate it with a special breakfast.

The conversation above showed that Mari Baek employed positive politeness of **Attending to hearer’s interest**. This strategy is done by giving attention to the hearer interests. Mary is happy when she known that her father got a special promotion from his company by saying “Congrats dad”. It was mean Mari is paying attention to the business interest of her dad in his company.

The influence factor Mari Baek used polite strategy is social distance. Mari Baek uses polite strategy when talks with her dad. Of course, they have a very close relationship and know each other.
Datum 8: (112/84/JJ)

Mari Baek : Why did you do that? What if they harm you?
Jae Ming Jung : Let them do whatever they want. Don’t worry I’m not scared at all.
Mari Baek : What will happen to me now .. [sad]

Finally, all the students know that Mari is a vampire. They are angry and throw the pig blood to Mari. They also expel her from school. Just her best friend Soo Ri and Woomi who want to protect her from their threat. Mari is very scared and sad about their treatment. Her body is filled with blood. When she walks slowly out of school, Shi Hu comes over her then asks her to go with him while extend his hand to Mari. Before she holds his hand, suddenly Jae Ming Jung appears from behind and hit the student who throw a pocket of blood to Mari. He comes to defend Mari even he drinks a pocket of blood in front of all students to show that he doesn’t care who Mari and what her food. Then he asks Mari to go to his house and clean up the blood in her body.

The conversation above showed that Mari Baek employed positive politeness strategy of Noticing to hearer’s want. This strategy is done by giving notice to the hearer wants. Mari Baek gives a notice to Jae Ming Jung that he will get harm if he defended and protects her because she is a vampire. Mari Baek and Jae Ming are different. Jae Ming is human than Mari Baek is a vampire. All people will hate him if they have known that he helped a vampire. In this case, the speaker takes a notice to the hearer wants to protect her.
The influence factor Mari Baek uses polite strategy is social distance. Mari Baek uses polite strategy with Jae Ming Jung Their because they have the same term in status. Their relation is close and they love each other.

4.1.3 Intensify Interest to the Hearer Activity

Intensify interest to hearer is applied when the speaker doing communication with the hearer, the aim is to intensify his interest to the conversation, here the speaker tries to put the hearer into the middle of the event being discussed. It commonly uses question tag or expression that includes hearer as the participant in the conversation. The researcher finds 3 utterances that contain this strategy. All of them are presented on datum 9 until 11.

Datum 9: (15/2/JJ)

Jae Ming Jung : Is it because what happened last night?
Mari Baek : I don’t know
Jae Ming Jung : You started this! Stop being so. How about we level with each other. You like me, don’t you?

The conversation above takes place on the subway. Jae Ming Jung is a popular student among young girls in his school because he is the most handsome and the best basketball player. Every time when he rides a subway some girls yell at him, not infrequently they also tease him. It makes Jae Ming Jung feels disturb. One day he meets Mari Baek in the same subway when she goes to school, he tries to come closer to Mari and tries to talk with her. She is shocked by his appearance. And some question is given to Mari but Mari doesn’t answer anything. She just cover her nose with the shawl because she can’t stand the smell of Jae Min Jung’s sweet blood. He is annoyed because she doesn’t respond then
he asks Mari why she doesn’t respond him “Is it because what happened last night?” the answers “I don’t know” then confidently he said “You like me, don’t you”

He uses utterance “don’t you?” when he shares some of his wants to

**Intensifying his Interest with The Hearer Activity** of his contribution to the conversation. In this case, Jae Ming Jung wants Mari Baek knows that she is so special for him so that he includes her into the middle of the events being discussed by using tag questions “don’t you?” It showed that Jae Ming Jung intensified his interest to Mari Baek.

The factor that influences Jae Min Jung uses polite strategy is payoff. With using this strategy, Jae Ming Jung can get the respect of Mari Baek and make their social distance be closer.

**Datum 10: (16/1/JJ)**

Jae Ming Jung :Why do you always wear clothes like that. Aren’t you hot?
Jae Ming Jung :It’s not winter
Mari Baek :This is the new trend these days.

Mari Baek always wears clothes and sweeter to keep her skin from the light of the sun. She can’t survive under the rays of the sun, she should keep her skin otherwise she will burn because she is a vampire. At the time when they walk together, Jae Min gives a comment on her clothes. He thinks that she should not wear clothes like that because it can make hot her body. But Mari doesn’t give her reason.
The conversation above shows that Jae Ming Jung employs positive politeness strategy of *Intensifying his Interest to Hearer Activity*. He used utterance “aren’t you?” when he shared some of his known to intensify his interest to the conversation. In this case, Jae Min Jung wanted Mari Baek knows that he is carried out about her so that he includes her into the middle of the events being discussed by using tag questions “aren’t you?” It shows that Jae Ming Jung uses Intensify interest to Mari Baek. In addition, Mari’s utterance also employed positive politeness strategy on avoid disagreement. For instance *white lies*. She prefers to lie than showed her disagreement because it can damage Jae Ming Jung’s positive face.

The influence factor Jae Min Jung and Mari Baek used polite strategy is payoff. Because they wanted to minimize the FTA of the hearer. And build a good relation.

**Datum 11: (27/97/JJ)**

Mari Baek : Why you don’t listen to me? I told you that I am fine.
Jae Ming Jung : Well you don’t look fine to me.
Jae Ming Jung : Just tell me what happened. Is someone bothering you? *Isn’t it?*

One day an accident happens. A man is killed by someone then police examine that human corpse. There is a bite mark on his neck like the vampire bite. The police doesn’t finds yet who the culprit is, but all people consider it is the act of vampire. In the school student talk about it. They feel angry and worry, even they say that they will kill him if they see a vampire. Mari Baek hears about it and certainly, she doesn’t feel fear. She doesn’t believe that it’s the act of vampire.
Finally, she goes out of the class and goes to the garden. She sits under the tree anxiously. Suddenly Jae Min comes over and sits curtains. He is worried about her. And ask her what caused her to be anxious.

The conversation above showed that Jae Min Jung employed positive politeness strategy of *Intensifying his Interest to Hearer Activity*. The conversation Jae Min Jung used a tag question “isn’t it?”. Its mean the speaker tried to put the hearer into the middle of the event that is discussed.

The influence factor Jae Ming Jung to used polite strategy is social distance. Jae Ming Jung uses polite strategy when talking with Mary Baek because Jae Min Jung was admired her. So he tries to minimize her FTA.

### 4.1.4 Seek Agreement

Seek agreement is applied when the speaker seeks ways to agree with the hearer. The speaker tries to intensify the hearer by showing the agreement. There are two characters of this strategy, the first is safe topic, for example; “wow its beautiful car, can borrow your cuter?”. The second is repetition, for instance, A: John went to London this weekend! B: London!. The researcher found 3 utterances that contain seek agreement for instance repetition. All of them are presented on 12 until 14.

**Datum 12: (6/5/JJ)**

Kyunhtae Oh :She transferred to this school recently. Boys call her ice princess

Jae Ming Jung :**Ice princes**

Kyunhtae Oh :She got the nickname because she is pretty but doesn”t talk much and act accidentialy.
The conversation above take place in the backyard of school when they have a break time after class. Kyungtae Oh tells to Jae Ming that the boys of their school call Mari with nickname ice princess. Her beauty and her attitude that show as uncommunicative person and has a beautiful face these make Mari called ice princess. There many boys in their school that ask her to be his girlfriend but Mari turned down all of them. But the boys more attractive after being rejected.

The conversation above showed that the Jae Ming Jung”s utterance employed positive politeness strategy of *Seeking Agreement*. For instance *repetition*. Jae Ming is stressing by repeating part of the hearer”s utterance that is “ice princess!”. It is the way of Jae Ming Jung to shows his agreement to Kyungtae Oh.

The factor that influences Jae Min Jung is social distance. Jae Ming used polite strategy because they have the same status that is a best friend. Not only has the same status but also they have the same thing in term age.

**Datum 13: (7/16/JJ)**

Mari Baek : I said I was sorry about earlier. It was a mistake.
Jae Ming Jung : A mistake

The dialog above took place in the school backyard. When Mari is listening to music with her earphone then Jae Ming comes to her and ask her about the incident in the subway. He tries to explain and remind her of the incident. He wants to know why she do it. Mari forgets about it all, then without
she knows the incident what she had undergone with him yesterday, she says sorry to Jae Ming and told that it is a mistake.

The conversation showed that Jae Min Jung employed positive politeness strategy of *Seeking Agreement*. For instance *repetition*. Jae Ming is stressing by repeating part of the hearer’s utterance that is “A mistake!”. It is the way of Jae Ming Jung to showed his agreement to Mari Baek’s utterance.

The factor that influences Jae Min Jung is payoff. Jae Min uses polite strategy because he wants to be closer to Mari. And he can maintain the social distance to her.

**Datum 14: (14/40/MB)**

Mari’s dad :I’ll be working in at my friend’s company in Ilcheon.
Mari Baek :Ilcheon! That’s too far from here. Are you be alright?
Mari’s dad :Its fine, no worries. As long as I get stable income. It would be worth it.

Mari lives with her parent and her young brother. Their family expel for many times because they are a vampire. After they move into the present place of their family live happily. However, they must keep their identity as a vampire from the human and live like a human being. The conversation above between Mari and her dad are in the dining room. At that time her mother prepares fresh pig blood. Mari is shock because it is unusual. Then her father tells her that he gets a new job in his friend’s company. They are so happy to hear that.

The conversation above showed that Mari Baek’s utterance employed positive politeness to *Seeking Agreement*. For instance *repetition*. Mari Baek is
stressing by repeating part of the hearer’s utterance that is “Ilcheon!” . It is the way of Mari Baek to shows her agreement to her father. She is happy and worry to her dad because the distance is too far from their house.

The factor that influences Mari Baek is social distance. Mari Baek used polite strategy because Mari is his daughter. Of course, Mari should be polite and respect to her father. And the relation between them is closer. They know each other.

4.1.5 Include Both Speaker and Hearer in the Activity

Include both speaker and hearer in the activity is applied when the speaker uses the term we while actually, the speaker intention is “you or me”. It is to show his cooperation and redress the hearer’s FTA. The researcher found 3 utterances that contained this strategy. All of them are presented on datum 15 until 17.

Datum 15: (15/28/JJ)

Mari Baek : What are you doing?
Jae Ming Jung : Hey let’s get out of here and walk [while hold Mari’s hand]
Mari Baek : What I don’t want to!
Jae Ming Jung : Come on, its noisy here. Let’s go.

When they are in the subway and have conversation there are some girls who feel hate and jealous of Mari. The girls yell at them and it makes the situation being crowded. Then Jae Min holds her hand to go out of the subway when it stops because he feels uncomfortable with the girls. He also worries if they are hurt Mari Baek.
The conversation above showed that Jae Min Jung applied positive politeness strategy of *Including both Speaker and Hearer in the Activity*. In the conversation, Jae Min said “Let’s go out” to Mari Baek when he wanted to go out from the subway. Let’s go out means “Me or you”. However, it showed the cooperation of speaker and redress the hearer’s FTA. An inclusive We.

The influences factor Jae Ming Jung used polite strategy is payoff. Jae Min Jung wanted to satisfy Mari’s positive face it can minimize Mari’s FTA so that she feels satisfied.

**Datum 16: (15/57/JJ)**

Mari Baek : Let me go
Jae Ming Jung : I don’t want to.
Jae Ming Jung : You will run away again! If I do. I don’t want that. Let’s go we are gonna be late for school.

When they go out from the subway Jae Ming Jung keep holding her hand while running away from the girls. But Mari doesn’t like if Jae Min holds her hand because she fears to do a mistake when she smells his sweet blood. So Mari asks him to release her hand but Jae Min refuses, he worries that she will go away from him if he releases her hand.

In the conversation above showed Jae Min Jung employed positive politeness strategy of *Including both Speaker and Hearer in the Activity*. Jae Min Jung says “Let’s go” when Jae Min Jung run away while he hold Mari’s hand. Let’s go is mean “Me or You”. This strategy is done by an inclusive „we”. Jae Ming Jung invites Mari to go to school together before they are going to late.
The influence factor Jae Min Jung used polite strategy is payoff. Jae Min Jung wanted to satisfy Mari’s positive face it can minimize Mari’s FTA so that their relationship will be closer.

**Datum 17: (20/35/JJ)**

<table>
<thead>
<tr>
<th>Speaker</th>
<th>Response</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jae Ming Jung</td>
<td>Come on. <strong>Let’s go!</strong></td>
</tr>
<tr>
<td>Mari Baek</td>
<td>No</td>
</tr>
<tr>
<td>Jae Ming Jung</td>
<td>I heard good thing about it</td>
</tr>
</tbody>
</table>

One day Jae Min wants to invite Mari to hang out and bring two movie tickets. He is sure that Mari will want to go hang out with him. When Mari see the ticket, she is shocked because the title of the movie is the vampire hunter, while she is a vampire. The movie tells about the war between vampires and humans stars. According to Jae Min it is a great movie and interesting to be watched. Without saying her reason Mari refuses his invitation and go back with Woomi.

The conversation above showed that Jae Min Jung employed positive politeness strategy of *Including both Speaker and Hearer in the Activity*. Jae Min Jung said “Let’s go” it means “Me or You”. This strategy is done by an inclusive We. Jae Min Jung invites Mari to hang out and watching a movie. In order to make Mari happy and doesn’t lonely anymore.

The influence factor Jae Min Jung uses polite strategy is social distance. They have the same status and age and Jae Min Jung wants to satisfy Mari’s positive face it can minimize Mari’s FTA so that their relationship will be closer.
4.1.6 Exaggerate (interest and sympathy with the hearer)

Exaggerate (interest, approval, sympathy with the hearer) is applied when the speaker shows his interest, approval, and sympathy to the hearer. The speaker can exaggerate intonation, stress or other aspect prosodics such as really, for sure, exactly, and absolutely. The researcher found 2 utterances that contain this strategy. Those are exaggerating interest with the hearer and exaggerating sympathy with the hearer. All of them are presented on datum 18 and 19.

Datum 18: (52/5/MB)

Mari Baek : Jae Ming Jung! We are going to the music store this weekend, right? Where are we going to meet up?
Jae Min Jung : I’m going with my friend. don’t worry about it.
Mari Baek : Really

Jae Min Jung expresses his feeling to Mari Baek that he loves her and he asks Mari to be his girlfriend. Mari is shock and she doesn’t expect that Jae Min Jung will ask her to be his girlfriend. She feels nervous she is confused about how to answer. Then Jae Min Jung says to her that she should not to answer now. After that incident Mari Baek can’t sleep well she always thinks about that. The next day she doesn’t want to meet Jae Min Jung in the school. She doesn’t know what should she does if she meets with him. She still can’t answer yesterday. Mari Baek tries to avoid him while he keeps looking for her in every corner of the school. Jae Min Jung feels disappointed why she tries to avoid him. Finally, after the school finish she comes to her aunt namely Nabi, she tells all the incident that happened to her. She asks her opinion what should she does. Then her aunt instead of her. She tells to Nabi that she doesn’t know what has to do so that why
she avoids him when in the school. Nabi gives advice to Mari that she should say no if she doesn’t like just say that should be a friend only. The next day in the school Mari feels nervous to say „No” with Jae Min. She tries to look for him and say it but he is disappointed with her. Jae Min who always comes and greet her, now he is indifferent. Because of it, Mari is guilty with him. She thinks how she can talk with him. And finally, she has the initiative to invite him to store music for buying some utility for a music festival. But Jae Min Jung refuses it by saying that he will go with his friend so she doesn’t need to worry about it.

The conversation above showed that Mari Baek employed positive politeness strategy of *Exaggerating Interest with the Hearer*. Mari wants to invite Jae Min Jung to go to a music store, she thought that he does, those she can talk about the incident that happened yesterday between her and him. But the fact he doesn’t go with her, he will go with his friend. Then she answers “Really” the word really indicates the exaggeration. This strategy is done by exaggerating the intonation of utterance to show her interest to the hearer.

The influence factor Mari Baek used polite strategy is payoff. She wants to save his positive face, thereby the relation between them do not broke.

**Datum 19: (84/15/MB)**

Mari Baek : What do you think about our teacher? Have you ever thought about that?
Jae Min Jung : I’m not really interested.
Mari Baek : Really

In accordance with their teacher that she will invite them to go to champing before the festival music be hold. Then they go to in a place where they
can spend their holiday there and overnight in the villa. They are very happy and enjoy it, playing and singing together then make a campfire on the evening chill.

At that night Mari Baek tries to be honest with Jae Min Jung that actually she is a vampire. Jae Min Jung invites her to go out for walk around just two of them. He tells about his childhood and why he doesn’t like if touched by a woman. From that Mari knows how he is actually. Well, Mari tells about their teacher that also Jae Min Jung’s mom. She says that their teacher is different with other and very open-minded and she likes vampire too, then Mari asks to him “Have you ever thought about it?” then he says “I’m not interested” Mari silent and says “really!”. 

The conversation above showed that Mari Baek employed positive politeness strategy of **Exaggerating Sympathy with the Hearer**. Deliberately Mari Baek tells about his mom who very open-minded and also like a vampire. She thinks that he will also like a vampire after he knows that his mom is like a vampire. But he says “I’m not really interested” then Mari says “Really!” The word really that is produced by Mari Baek indicates exaggeration. This strategy is done by exaggerating the intonation of utterance by showing her sympathy to the hearer.

The influence factor Mari Baek used polite strategy is payoff. She uses polite strategy when talks with Jae Min Jung in order to minimize his FTA.

**4.1.7 Give Gift to the Hearer (goods and cooperation)**

Give gift to the hearer (sympathy, understanding, and cooperation) is applied when the speaker wants to satisfy the hearer by giving gift, it can be his
sympathy, understanding or cooperation in order to the speaker can get the human relation such as desire of being liked, admired, cared about, understood and listen. The researcher found 2 utterances that contain this strategy. Those are giving cooperation to the hearer and giving goods to the hearer. All of them are presented on datum 20 and 21.

**Datum 20: (15/42/JJ)**

Mari Baek : Where will we go? We are gonna be late

Jae Ming Jung : Should we play hooky and go on a date [while he smile]

Mari Baek : Ha.. you just out of control.

Jae Min Jung tried to invite Mari to skip their school and go on a date with him. Jae Min plans to spend his time with Mari with going on date, thereby he can make his relationship with Mari be closer and know each other. But Mari doesn’t want to go on date with him because she can’t be longer next to him because of the smell of his sweet blood. In addition, she can’t skip her school for something that is not too important.

The conversation above showed that Jae Min Jung employed positive politeness strategy of **Giving Cooperation to the Hearer**. This strategy is done by giving a cooperation to the hearer. That is the first time Jae Min and Mari can be together in the same subway and getting some conversation. So that Jae Min feels happy and interested. He invites her to skip her school and go on a date with him in order to be liked by Mari.

Jae Min Jung used this strategy because he is influenced by payoff. Because Jae Ming Jung wants satisfy Mari’s positive face.
Datum 21: (20/20/JJ)

Mari Baek : What do you want?
Jae Ming Jung : I'm going to hang out with you today. Here .. [he shows of two movie ticket]
Mari Baek : What?

After the school finish, Mari and others students out of class and rush to go home. Without knowing by Mari, Jae Min waits for her in front of the school gate. She is shock and curious about why he waits for her. Is there any something wrong. Then he comes closer to her and shows two movie tickets. He wants to invite Mari to hang out and watch a movie. But Mari uninterested of it. However, he just wants to make Mari happy because she looks lonely.

The conversation above showed that Jae Min Jung employed positive politeness strategy of Giving Goods to the Hearer. A few days ago Jae Min saw Mari lonely. So he has the initiative to take her to watch the movie. This strategy is done by giving goods to the hearer that are two movie tickets.

The influence factor Jae Min used polite strategy is social distance. After a few days Jae Min is approached and get a conversation with Mari, their relation is better and they know each other. They also have the same status and age.

4.1.8 Assert Common Ground

Presuppose/ Rise/ Assert common Ground is applied when the speaker as if he was the hearer or his knowledge is same as the hearer. It can be his presuppose, rise or assert knowledge. The researcher only found 1 utterance that contains this strategy. That is asserting common ground. It is presented on datum 22.
Datum 22: (6/3/JJ)

Kyungtae Oh: here we go
Jae Min Jung: ok

Jae Min Jung: I already know all that.

The situation of the conversation above is when Jae Min Jung asks Kyungtae to search the information about a new student namely Mari Baek. He feels curious with her because in an event he ever meets with Mari in the busway. At that time Mari does strange to Jae Min Jun. Unconsciously she suck his neck because of her instinct as a vampire when smelling the sweet blood of the human. Jae Min Jung is shocked by that incident. Then Mari runs away from the busway when it stops. After that incident, Jae Min is more curious with Mari until he can’t sleep. Finally, in the school, he asks to his friend to find out the information about Mari Baek.

The conversation above shows that Jae Min Jun employs positive politeness strategy of Asserting Common Ground. The conversation showed when Kyungtae Oh gave the information about Mari to Jae Min Jung. But he has known about it so that he said; “I already know that all” to Kyungtae Oh. This strategy is done by asserting knowledge. Where the speaker asserts that he has the same knowledge with the hearer.

The influence factor Jae Min Jung to use polite strategy is social distance. Jae Min Jung feels close to Kyungtae Oh because the status of them is a bestfriend. They know each other.
4.1.9 Strategy 10: Promise

Offer, promise is applied when the speaker wants to create such condition with a purpose speaker’s good intention in redressing hearer’s positive face. The researcher only finds one the utterance that includes this strategy. The researcher only found 1 utterance that contained this strategy. That is promising. It is presented on datum 23.

Datum 23: (38/47/JJ)

Mari Baek : What are you doing?
Jae Ming Jung : Stand still [put a clip on her hair]. I’m done. Finally that clip went back to its owner. Don’t take it off now. I’ll get you another one later. Ok?

Jae Min Jung gives a beautiful clip to Mari secretly but in the end, she knows who gives that clip. She likes the clip and always wears it wherever she goes. One day when Mari feels disappointed with him, she takes it off to Jae Min Jung. Then a few days later Jae Min Jung gets some event with Mari and finally, he takes it back to Mari with touching. He applies to Mari in order to not take it off anymore. And he promises that he will give another one later for her.

The utterance that is produced by Jae Ming Jung employed positive politeness strategy of Promising. From Jae Ming utterance above Jae Ming tries to give Mari Baek understanding that they are a cooperator. In this case, Jae Ming stresses his cooperation with Mari Baek by promising that he will get another one for Mari.

The influence factor Jae Ming Jung is payoff. Jae Min wants to minimize the FTA of Mari Baek. And tries to redress her positive face wants.
4.1.10 Assert Reciprocity

Assume or assert reciprocity is applied when the speaker and hearer are doing cooperation. It means the speaker promise to do something for hearer if hearer wants to do something for speaker in cooperation. Or it may also be claimed or argued by giving evidence of reciprocity rights between speaker and hearer. The researcher only found 1 utterance that contained this strategy. That is asserting reciprocity. It is presented on datum 24.

Datum 24: (38/33/JJ)

Mari Baek :Erase it. Please erase it
Jae Ming Jung :No until you admit that you remember
Mari Baek :You!
Jae Ming Jung :Be honest and say it, if you do it I will erase it.

If vampires drink human blood, so they will not be able to control their self when they smell of human blood. Therefore Mari is anxious because she drinks human blood without her knowing. After she drink it, she feels dizzy and lose her balance. Finally, she is unconscious and Jae Min comes to help and take her home. Because she can’t stand by herself so he should carry her up to her house. Along the way, she licks Jae Min”s neck unconsciously. She also talks and acts like a drunken man. Accidently Jae Min takes the video of it. When she is not conscious she said what she felt. The one that she says is “Why I can’t stop to like you Jae Min”. It makes Jae Min wonder what does she means. The next day Mari”s mom tells her what happened last night. So that Mari feels ashamed to meet Jae Ming in the school. She tries to avoid him but Jae Ming still finds her
and asks her what she said last night. He forced her to remember if she is not he will blow up the video.

The conversation above showed that Jae Min Jung employed positive politeness strategy of **Asserting Reciprocity**. This strategy is done by asserting reciprocity between speaker and hearer. The conversation showed that Jae Min Jung is asserting reciprocity with Mari Baek. Jae Min Jung will erase the video if Mari tries to remember what she said last night.

The influence factor Jae Ming Jung to used polite strategy is social distance. Jae Ming Jung uses polite strategy when talking with Mary Baek because Jae Ming Jung was known her very well. So he tries to minimize her FTA.

### 4.2 Discussion

Communication process becomes something essential for people in building a social relationship. It will be impossible or useless to create friendship without communication. In communication, we need to maintain the other”s face so that we can make the communication runs well and smooth. The way to maintain other”s face is by employing politeness. Base on Brown and Levinson theory (1987), there are four strategies for doing politeness, it is bald on record, positive politeness, negative politeness, and bald off record.

In this research, the researcher only focuses on positive politeness strategy that is used by the main characters in the *Orange Marmalade* webtoon. As the result, the researcher finds 10 strategies that are used by the main characters Jae Min Jung and Mari Baek in the *Orange Marmalade* webtoon. The strategy of
“Avoid Disagreement” it is the highest strategy that are used by the main characters. It means most of the utterance of the main characters prefer to hide their disagreement rather than their agreement in order to save the hearer’s positive face or minimize the hearer’s FTA. The most factor that influences the main characters to use positive politeness is payoff and social distance base on the Brown and Levinson (1987) theory. The payoff can be seen if the speaker tries to maintain the social distance and save the positive face of the hearer. Then social distance can be seen as the composite of psychologically real factors (status, age, sex, degree of intimacy, etc) which together determine the overall a degree of respectfulness within a given speech situation. It is based on the symmetric relation between speaker and hearer.

Based on the explanation above, there are some important points explaining the positive politeness strategy. There are 10 strategies out of 15 strategies used by the main characters in the webtoon. The strategies are based on the finding, show that strategy 6 namely, “Avoid Disagreement” is the most frequently that is used by the main characters when they talk to their friend. The second most influencing factors in choosing the strategy by the main characters are payoff and social distance.

This research finding has the same term with Mafazy’s research (2016) which examines the politeness strategies. There are similarities between Mafazy’s research and this research. The first is using the same theory by Brown and Levinson (1987) to examine the polite strategy. The second is between this research and Mafazy’s research have the same aim. It is finding out the factors
that influence the speaker uses polite strategy. There are differences between Mafazy’s research and this research. The first is Mafazy’s research focuses on Negative Politeness strategy out of 4 kinds of politeness strategy. The result shows that the researcher found 7 strategies in case of negative politeness. Those strategies are; be conventionally indirect, question and hedges, be pessimistic, give deference, minimize the imposition, apologize, and impersonalize. While this research focuses on positive politeness strategy out of 4 types of politeness strategy. The second is the source of data. This research uses webtoon as the source of data while Mafazy’s research uses social media as the source of data.

Moreover, there are some differentiation of sources of data in my research among other research in politeness strategies. There are some sources of data that are used by some researcher in politeness strategies such as movie, novel, talk show, social media, Al Quran and the others. In my research, the researcher uses webtoon as the source of data and the researcher focuses on the type of positive politeness strategy and the factor that influence the use of positive politeness strategy. However, there are still no previous research that uses webtoon as the source of data in the politeness strategy.
CHAPTER V

CONCLUSION AND SUGGESTION

This chapter of this research consists of two parts that are conclusion and suggestion. The researcher explains the result of this research and gives some suggestion to the next researcher.

5.1 Conclusion

This research tries to find out the phenomena of positive politeness in webtoon. The data are taken from utterances, phrases, and sentences that are used by the main characters Jae Min Jung and Mari Baek in *Orange Marmalade*. The aims of this research is to describe the kinds of positive politeness strategies that are used by the main characters and the factors that influence the main characters to choose those strategies.

The researcher uses Brown and Levinson (1987) theory to analyze the strategy of positive politeness. Base on the analysis of the data, the researcher finds 24 data containing positive politeness strategies. And the researcher finds 10 strategies out of 15 kinds of Brown and Levinson’s strategies (1987). Those strategies are Avoid Disagreement, Notice, attend to hearer (his interest, wants, need, goods), Intensify to the hearer activity, Seek agreement, Include both speaker and hearer activity, Exaggerate (interest, approval, sympathy, with the hearer), Give gift to the hearer (goods, sympathy, understanding, cooperation), Presuppose/ rise/ assert common, Offer and promise, and Assume and assert reciprocity. The strategy of “Avoid Disagreement” is the highest strategy used by the main characters. It means most of the utterance of the main characters
prefer to hide their disagreement rather than their agreement in order to save the hearer’s positive face or minimize the hearer’s FTA. The most factor that influences the main characters to use positive politeness is payoff and social distance based on the Brown and Levinson (1987) theory.

Base on the Brown and Levinson (1987) theory. Payoff can be seen if the speaker tries to maintain the social distance and save the positive face of the hearer. Then social distance can be seen as the composite of psychologically real factors (status, age, sex, degree of intimacy, etc) which together determine the overall degree of respectfulness within a given speech situation. It is based on the symmetric relation between speaker and hearer.

5.2 SUGGESTION

This research tries to reveal the phenomenon of politeness strategy which focuses on positive politeness strategy, and the data is taken from webtoon. The researcher recommended to the next researcher to conduct the research on positive politeness in the other forms of object their study, such as debate, magazine, newspaper and etc. in order to expand the area of investigation. Besides, for the next researcher can use the different theory of positive politeness or can combine between Brown and Levinson (1987) with other theory. The various research of positive politeness strategy in different media, area, and aspect hopefully can increase the knowledge about the phenomenon of positive politeness.
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