Impoliteness Strategies Used in The Movie Do Revenge

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Abstrak

Penelitian ini bertujuan untuk menjelaskan penggunaan strategi ketidaksopanan yang digunakan dalam film Do Revenge berdasarkan ucapan karakter ketika melakukan percakapan. Secara khusus, deskripsi hasil analisis data dalam penelitian ini sudah mencakup seluruh proses strategi ketidaksopanan yang digunakan dalam film Do Revenge. Metode yang digunakan adalah metode kualitatif untuk menganalisis data dan mengklasifikasikan ucapan ke dalam jenis strategi ketidaksopanan berdasarkan teori Culpeper (1996) beserta jenis tanggapannya (Culpeper, 2003). Berdasarkan analisi, Berdasarkan analisis, terdapat lima jenis strategi ketidaksopanan pada ucapan karakter dalam film Do Revenge; *Bald on Record Impoliteness*; ketidaksopanan positif, ketidaksopanan negatif, sarkasme, dan menahan ketidaksopanan. Disamping itu, ada empat tanggapan strategi ketidaksopanan yang terjadi dalam film tersebut, yaitu menerima tanggapan, defensive countering, offensive countering, dan no response.

Kata kunci: *Strategi Ketidaksopanan; Tanggapan Strategi Ketidaksopanan; Film Do Revenge*

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Abstract

This study aims to elaborate the use of impoliteness strategies used in the movie Do Revenge based on the characters' utterances when the characters are making conversation with each. Specifically, the description of data analysis result already covers the process of impoliteness strategies that utilized in the movie Do Revenge. The researcher used qualitative method to analyze the data and classify the utterances into types of impoliteness strategies by Culpeper (1996) and also the types of their responses by Culpeper (2003). The resultsof this study are described as five types of impoliteness strategy occur in other characters' utterances in Do Revenge movie are bald on record impoliteness, positive impoliteness, negative impoliteness, sarcasm, and withhold impoliteness. Furthermore, there are four responses of impoliteness strategies which occurred inthe movie, they are accepting response, defensive countering, offensive countering, and no response. In conclusion, the responses of impolite acts are influenced by the way the face attacks are conveyed and the relationship between the characters doing impolite acts and the addressees.

Keywords: Impoliteness Strategy; Responses of Impoliteness Strategy; Do Revenge Movie.

INTRODUCTION

Pragmatics is the branch of linguistics that examines language from the speaker's perspective and depends on the context of utterance. Aspect, the primary function of speech is the thing used in communication. (Mey, 1993) assumes that the science of language concerns its users, as it is used by real, live people, for their purposes and within their limitations and affordances. So, by interacting with other people, a speaker uses clear language to make the hearer understand, which is called pragmatics. Yule (1996), the study of meaning communicated by both a speaker and the hearer, interprets the listener as the spoken utterance. Therefore, there are sometimes mishearing and errors in the mutual knowledge between the speaker and the listener.

Politeness is something important to apply in communication. The goal of politeness is the build social image, build a good term in social activity, and build the harmony communication, build a good term in social activity between hearer and speaker. (Johnson et al., 1988) borrowed the face concept from (Erving, 1955) who stated that politeness is considering others' faces or social image. According to (Misnarni et al., 2019) the use of communication is something delivered directly to the public, one need to concern and pay attention to their choice of language since the public be able to hear them directly, watch, and judge it. The audience will be aware the conversation. Politeness is something important to apply in communication. The goal of politeness is the build social image, build a good term in social activity, and build the harmony communication, build a good term in social activity between hearer and speaker. The goal of politeness is the build social image, build a good term in social activity, and build the harmony communication, between hearer and speaker.

Moreover, the lack of politeness is called as impoliteness strategies which is a person ignoring other person faces. Specifically, politeness is maintained to avoid the conflict or problem, and impoliteness is attacked by a look that causes social strife and disharmony (Culpeper, 1996) Impoliteness strategies in speech can create a negative atmosphere, hinder effective communication, and strain individual relationships. According to (Culpeper, 2011), impoliteness strategies to the negative actions exhibited by an individual towards others in particular situations. These actions can be seen as behaviors that are considered inappropriate or disrespectful. Consequently, impoliteness strategies can be characterized as engaging in "undesirable conduct" that ultimately harms the individuals at whom it is directed. Impoliteness strategies may lead to relationship problems, creating conflicts, miscommunications, and misunderstandings.

The causes of impoliteness strategies, such as; people ignoring others for their purpose and they do not pay attention to them. often reflects the utterances that contains impoliteness strategies. Moreover, the among characters attack to each other's that strongly dedicated to the wrong attitude and unwell acts of how impolite. Furthermore, the conversations between speakers and hearers serve as a means to convey message in the movie Do Revenge is subject to be analyzed of impoliteness strategies. The movie Do Revenge provides impoliteness in some conversations among the characters, especially in

the character utterance. Besides, in Do Revenge movie, the use of impoliteness strategies would come out from the suitable situation and condition, where the speaker requires to show unrespect and impolitely toward the hearer in an inappropriate situation as the impolite attitude. There is an example of utterances which contains an expression of impoliteness super strategies in the movie Do Revenge, such as:

Sage   : ***She thinks we don't know Tara paid for this party? I bet she only got on that list because she goes to Rose hill on scholarship.***

Drea   : Sage. *You're not trying to diminish the hard work of a fellow woman of color, are you...? …. Cupcake?*

The conversation above shows that the bold sentence categorized as the Sarcasm/mock politeness. about s the weakness of Drea to Arianna "She think we don't know Tara paid for this party? I bet she only got on that list because she goes to Rose hill on scholarship". It can be concluded that she is pretty jealous of the Drea party. She conveyed those sentences on a purpose. When Drea come over Sage, she tells a sarcasm word like" You're not trying to diminish the hard work of a fellow woman of colour, are you?". Moreover, for what Drea said, it can be categorized defensive countering.

METHODS

Method

Qualitative research is a method of research that seeks to explore complex, human-related phenomena by collecting and analyzing qualitative data, usually generated through direct observation, interviews, focus groups, or other forms of data collection that rely on individuals' perceptions and experiences. The focus of qualitative research is to understand the meaning and context of human experiences, beliefs, and behaviors, rather than to test hypotheses or measure variables as in quantitative research. Qualitative research is often used in social sciences, education, psychology, and healthcare, among other fields. (Creswell, 2012) state that qualitative research is the research method conducted for phenomena of social and human problems to explore and understand the meaning of a person or people's thinking towards the phenomenon itself. (Bogdan & Bilken, 1992) also stated that if the data on verbal or social behavior are analyzed descriptively, the qualitative approach needs to be used by the researcher. In addition, by the researcher view qualitative methods is component methodology to describe a word or thought to give the answer to the research question clearly. Similarly, this qualitative approach has applied the impoliteness strategies used in Do Revenge movie. The objective of this research to describe the types of impoliteness strategies, and the responses of impoliteness strategies in the characters Do Revenge movie. In a word, the data obtained by the researcher were analyzed using the theory of impoliteness strategies strategy which is assumed by (Culpeper, 1996) Also, to reinforces this research, the researcher uses (Culpeper et al., 2003).

Data & Data Source

In this study, the data source is the utterances among the characters in the movie Do Revenge as the data source of this research. Moreover, the researcher investigates the utterances that contains impoliteness strategies in movie as the data of research. Besides, there is a movie transcript available on subslikescript.com to help the researcher to analyze the data. The data already analyzed based on theory of Culpeper.

Technique of analysis data

After collect the data, the researcher analyzed uses qualitative methods which is classifying the utterances into types of impoliteness strategies and the types of their responses. In analyze the data, the researcher also uses three steps from (Mahsun, 2017) which.

-       Data Reduction

The researcher chose certain utterances that contains impoliteness strategies and their responses. So, at this stage the researcher reduced the data had previously been collected carefully and in detail. In this case, not all utterances already reduced, but only utterances that contains impoliteness strategies and their responses of impoliteness strategies.

-       Data Display

After the data has been reduced, the researcher has disseminated data which be done in the form of tables. This way will make the data organized and structured properly. Moreover, the researcher has categorized the data based on the types of impoliteness strategies and the types of impoliteness strategies responses.

-       Conclusion Drawing (Verification)

In the last step of data analyzed the researcher drew conclusions and verification. The conclusions have obtained. Moreover, the researcher described the utterances that contains impoliteness strategies and their responses on it based on theory from Culpeper. The researcher d the data by drawing the conclusion.

FINDINGS AND DISCUSSION

Findings

Bald on-record

According to (Culpeper, 1996) Bald on record impoliteness strategies is occurs when the speaker says something directly, openly, as a result of a situation, for example in an emergency. This strategy does not seek to minimize threats to the face of others. However, on the reality still find the encounter on these interactions between close-friends or family, because they will freely express whatthey want to convey without worrying about the face of the person they are talking to.

Erica: "**You insufferable cunt! I know you did this. You fra... She framed me!**"
Drea: "Oh, sweetie. Are you listening to yourself right now?"

Data Analysis:
Erica's utterance use of the word "cunt" towards Drea. The data above indicated negative impoliteness strategies used by saying, "*You insufferable cunt*!". Erica feels accused and tries to attack Drea's face directly. The speaker's choice of words, particularly "insufferable cunt," is highly derogatory and insulting, designed to directly attack the target's character and provoke a strong
 emotional response. The term is perceived as bald on record impoliteness strategy because it has an unpleasant meaning, and they will freely express what they want to convey without worrying about the face of the person they are talking to. Moreover, bald on record impoliteness involves delivering a message in a blunt and unambiguous manner without any attempt to mitigate the impact of the words. In this case, Accusations like "*I know you did this*" intensify the confrontation by directly blaming the target for a perceived wrong doing, disregarding any possibility of innocence or mitigating circumstances. The abrupt interruption with "She framed me!" suggests an attempt to shift blame onto another party, further exacerbating the accusatory tone and deflecting responsibility. Culpeper's analysis would identify these strategies as bald on record impoliteness, characterized by explicitness, directness, and a lack of concern for face-saving or politeness norms. The intensity and straightforwardness of Erica's language are characteristic of bald on record impoliteness, aimed at delivering a clear and forceful message with the intent to offend and provoke a reaction from Drea. Drea's response, though calmer, serves to belittle Erica by questioning her self-awareness with "*Oh, sweetie. Are you listening to yourself right now*?" This remark that offensive countering since dismisses Erica's emotions and further exacerbates the conflict, reinforcing the responses of impoliteness dynamic within their exchange.

Positive Impoliteness Strategies

According to Culpeper (1996) state that a speaker damages the hearer with positive faces where the speaker wants the utterances to be accepted by the hearer. This kind of impoliteness strategies will be considered positive impoliteness strategies. He believes that people addressee disassociating from the others, calling the other names, utilizing taboo words, and using inappropriate identity markers. People use this strategy; they will not take into account the interlocutors of the conversation. Culpeper also provides a list of illustrations for this strategy, including: be disinterested, unsympathetic, make the other feel uncomfortable, use taboo words, swear, or use abusive or profane language.

Eleanor: "**Oh, is that what this is about? You're jealous I'm with your old friends? Did you even remember that it was my birthday**?"

Drea: "No, Okay? I didn't. But fuck. Why would I know that?"

Data analysis:

In the conversation above, by accusing Drea of jealousy and questioning her motives with "*Oh, is that what this is about? You're jealous I'm with your old friends?" Eleanor directly challenges Drea's intentions and feelings*. Besides this conclude as disassociating from other characteristic of positive face. This accusation not only belittles Drea by implying she is petty and insecure but also undermines Drea's social standing and her relationships with her old friends. Eleanor's rhetorical question, "Did you even remember that it was my birthday?" further attacks Drea's positive face by highlighting her neglect and lack of consideration, which makes Drea appear inconsiderate and self-centered. In addition, Drea's straightforward admission, "No, Okay? I didn't," followed by the expletive "But fuck," is an example defensive countering. the goal of Drea's defensive countering in her statement, "No, Okay? I didn't. But fuck. Why would I know that?" can be understood as a multifaceted approach to managing face- threatening acts (FTAs) and maintaining her own positive and negative face while simultaneously undermining Eleanor's positive face.

Negative Impoliteness Strategies

Culpeper (1996), described negative impoliteness strategies happens when the speaker damages the negative where the speaker has freely on action to attack the hearer. This strategy known with the speaker conveys with the negative impoliteness strategies and rather intended to harm the hearer with negative facial needs. These are the following output of negative impoliteness strategies from Culpeper such as frightening the interlocutors, harassing/disparaging the interlocutors, scorning/taunting/condescend**.** In addition, this statement is also in line with (Mirhosseini et al.,2017), who say that scorning and condescending to someone is considered negative impoliteness.

Drea: Because I told you yesterday. Because we spent an entire year together. **Oh my God, You're pathetic. Can't you see what he's doing? None of this is real. This party? He's controlling you, dude. Every person in there will drop you the minute you do not serve them anymore.**

Eleanor: Are you any different? At least with Max. I got a birthday party out of it.

Data analysist

That the data shown above include negative impoliteness strategies since Drea disagrees that Eleanor gets Max and old friends so quickly. Drea begins with a patronizing reminder, "Because I told you yesterday," implying that Eleanor is either forgetful or inattentive, thereby subtly questioning her competence. This condescension is further compounded by the statement, "Because we spent an entire year together," which functions as a guilt trip,

suggesting that Eleanor's understanding or loyalty is insufficient given their shared history. The direct insult, "Oh my God, You're pathetic," is a blatant attempt to damage Eleanor's self-esteem, positioning her as inferior and contemptible. The utterances, "This party? He's controlling you, dude," reinforces the notion of Eleanor's lack of autonomy, depicting her as a mere pawn in someone else's machinations. Drea's final warning, "Every person in there will drop you the minute you do not serve them anymore," aims to isolate Eleanor by instilling a sense of social insecurity and fear of abandonment. Eleanor's response, "Are you any different? At least with Max. I got a birthday party out of it," attempts to defend herself since she strongly didn't agree to what Drea said. Eleanor's response can be seen as an attempt to protect her self-esteem and reassert control over the narrative. It reframes the situation to include the possibility that Drea is not in a position to judge, thereby undermining Drea's authority and the credibility of her attacks. This defensive countering allows Eleanor to regain some power in the conversation, deflecting the direct impact of Drea's negative impoliteness strategies and maintaining her dignity in the face of criticism.

Sarcasm/Mock Politeness

Culpeper (1996) revised off-record become sarcasm or mock politeness where offence is could be cancelled. This strategy carried out with employs politeness strategies clearly insincere depends on the context. Besides, Culpeper also mentioned that when employs off-record impoliteness strategies to express Face Threatening Act (FTA), the speaker has to conveys a particular implied intention in its delivery. Thus, means that conveys the impoliteness strategies waybut it does not mean to offending the hearer. However, it rather to show the intimacy between the speaker and the hearer. This is often happening when somebody know the person so well in order to understand the imply of sarcastic, mock, or jokes utterances

> Arianna: She knows you can't afford anything else. And listen, **we love you, and we think it's chic and eco that you thrift.**

> Drea : Silent

Data analysist

According to the conversation above, In the dialogue between Arianna and Drea, Arianna's use of sarcasm and mock impoliteness strategies, as described by Jonathan Culpeper, is evident. Arianna's comment, "She knows you can't afford anything else," directly addresses Drea's financial situation in a blunt manner, aiming to highlight Drea's economic limitations. This statement, though straightforward, is laced with condescension. By asserting this knowledge as common and accepted, Arianna not only exposes Drea's financial struggles but does so in a way that normalizes this knowledge within their social circle, thereby amplifying the embarrassment. However, Arianna adds, "And listen, we love you, and we think it's chic and eco that you thrift." The phrase "we love you" is intended to sound supportive, but in the context of the preceding statement, it feels insincere and patronizing. This is a classic example of mock politeness, where a superficially kind statement is used to disguise a deeper insult. The supposed praise for thrifting is not

genuine but rather a veiled insult, highlighting Drea's inability to afford new clothes. This sarcastic praise, under the guise of support, serves to belittle Drea, making her financial situation a subject of mockery rather than a personal choice worthy of genuine admiration. In addition, Drea's silence in response to Arianna's remarks is also telling. Silence can be a powerful indicator of the impact of such impoliteness strategies. Drea's lack of verbal response may signify a number of things: shock, hurt, or a strategic decision to avoid further confrontation. Her silence can be interpreted as a form of passive resistance, a refusal to validate Arianna's mocking comments with a response. It also highlights the power imbalance in the interaction, where Drea's economic vulnerability is being exploited socially.

Withold Politeness

(Culpeper, 1996) mentioned that with-hold politeness happens when the absence of politeness work where it would be expected. It also can be considered deliberate where someone is expected to be thanked by the speaker, but then he fails to express gratitude.

> Arianna: And listen, we love you, and we think it's chic and eco that you thrift. **We don't care that your mom is a ….**
>
> Meghan : Stop talking
>
> Arianna: Yep, alright.

Data analysis

According the conversation above, Arianna conveys utterance like "We don't care that your mom is a…" the withholding aspect lies in Arianna's hesitation to finish her thought. By trailing off and not completing her sentence, she leaves the implication hanging, creating tension and uncertainty about what she was about to say. This withholding is a subtle form of impoliteness, as its politeness expected to happened. Moreover, Meghan's abrupt command to Arianna to "Stop talking" is a clear rejection of Arianna's attempt at politeness. This interruption signals Meghan's disapproval of the direction the conversation was taking and her desire to shut it down immediately. The bluntness of Meghan's command contrasts sharply with Arianna's more diplomatic approach, highlighting Meghan's impatience and lack of tolerance for whatever Arianna was about to say. This interruption effectively cuts off Arianna's attempt at withhold politeness, asserting Meghan's dominance in the conversation. Meghan's response, on the other hand, demonstrates a clear rejection of Arianna's attempt at politeness. Her command to "stop talking" is offensive countering since the statement is direct and forceful, signaling her disapproval of the conversation's direction. This interruption effectively shuts down Arianna's attempt at withhold politeness, asserting Meghan's dominance in the interaction.

Discussion

In the movie Do Revenge, all five strategies for impoliteness were identified in the characters' conversations, totaling 37 instances. The most frequently used strategy was bald on record, appearing 14 times. This was followed by positive impoliteness, which was observed 7 times, and negative impoliteness, with seven instances. Sarcasm/mock politeness strategies occurred five times, while the least common strategy, withholding politeness, occurred four times. Furthermore, the most frequently used response of strategy was the accepting response appearing 14 times, then the defensive response appearing nine times, the offensive response appearing seven times, and the same no response appearing seven times. To compare with this study is in line with the research conducted by Apriliani, N. A. (2023) by analyzing the types of impoliteness strategies using Culpeper's theory (1996). The results show that negative impoliteness strategies most appeared; In addition, the result of this study using two central theories (Culpeper, 1996) and (Culpeper et al., 2003) shows that bald on record is the most appears when the characters convey an utterance when they have a conversation to each other. Moreover, the accepting response is the most dominant response, as positive impoliteness and negative impoliteness, when the characters of the movie disassociate each other. Sarcasm/mock politeness and withhold politeness also appeared. In addition, it was followed with defensive countering, no response, and offensive countering.

According to the story, Drea, a popular student, seeks revenge on her boyfriend for leaking her sex tape, while exchange student Eleanor is troubled by a rumor. The two teenagers join forces to retaliate against those who have wronged them. Culpeper (2005) noted that taunting one's interlocutors is a typical outcome of negative impoliteness strategies. As a result, the researcher concluded that Drea's desire for revenge against her ex, along with additional conflicts involving her friends, increases the possibility of negative impoliteness occurring in the movie. On the other hand, in several instances, the main character, Drea, demonstrates her ability to control her words, resulting in the use of positive impoliteness strategies, particularly when speaking to her friend Eleanor, despite being betrayed

CONCLUSION

This study examines the use of impoliteness strategies by the characters of*Do Revenge* movie. The data was selected from all utterances in the movie. This study reveals the impoliteness strategy stated by Culpeper theory (1996) and (2003) asan approach to analyze the impolite utterances data in the movie

This current study of impoliteness strategies in the movie Do Revenge reveals the frequent and varied use of Culpeper theory (1996) and (2003) impoliteness strategies among the characters. The study identified all five strategies, Culpeper's (1996) theory of impoliteness outlines five main strategies people use to be rude or offensive in communication: Bald on record impoliteness is when someone is direct and doesn't try to soften their words. It's blunt and straightforward, without caring about the other person's feelings. Moreover, positive impoliteness involves actions that hurt someone's desire to feel liked or included. This can be done by insulting, ignoring, or excluding someone,

making them feel unimportant or rejected. Then, negative impoliteness is when a person attacks someone's freedom or independence. Furthermore, sarcasm or mock politeness happens when someone uses polite words but in a sarcastic or mocking way, with the intention to insult. Lastly, withhold politeness is when someone deliberately doesn't use politeness where it's expected.

In simple terms, Culpeper's theory shows that impoliteness can be direct, sarcastic, or even by ignoring social norms, all with the purpose of offending or hurting someone's feelings. However, the responses of about impolite to criticism or conflict in different ways, each affecting how the conversation develops. An accepting response reduces conflict by agreeing or acknowledging the criticism, showing politeness. Defensive countering happens when someone tries to protect themselves by explaining or justifying their actions, without directly attacking the other person. Offensive countering escalates the conflict by attacking the other person in return, increasing impoliteness. Lastly, no response may seem like avoiding the issue, but it can be seen as a passive-aggressive move, implying disrespect or ignoring the problem. Each of these reactions shows how people handle negative interactions and manage respect and power.

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