ABSTRAK

Skripsi ini berjudul "Strategi Kesantunan Negatif yang digunakan oleh Karakter Utama dalam Film *Look Both Ways*: Kajian Pragmatik." Penelitian ini bertujuan untuk mengidentifikasi berbagai strategi kesantunan negatif yang diterapkan oleh karakter utama dalam film tersebut, serta memahami faktor-faktor yang mempengaruhi penggunaan strategi tersebut. Penelitian ini didasarkan pada teori pragmatik yang dikembangkan oleh Penelope Brown dan Stephen Levinson. Metode yang digunakan adalah metode deskriptif kualitatif, yang berfokus pada analisis dialog dalam film. Proses penelitian melibatkan kegiatan seperti menonton film, membaca teks dialog, serta mengategorikan strategi kesantunan negatif berdasarkan jenis, alasan, dan konteks penggunaannya. Dari hasil Penelitian yang telah dilakukan, ditemukan total data penelitian sebanyak 30 data yang menggunakan 10 jenis strategi kesopanan negatif diantaranya: Strategi *Be Conventionally Indirect* 7 data (23.33%) Strategi *Question, Hedge* 4 data (13.33%), Strategi *Apologize* 4 data (13.33%), Strategi *Be Pessimistic* 3 data (10%), Strategi *State FTA as general rule* 3 data (10%), Strategi *Minimize the Imposition* 2 data (6.67%), Strategi *Give Deference* 2 data (6.67%), Strategi *Impersonalize S and H* 2 data (6.67), Strategi *Go On record as incurring debt, or as not indebting hearer* 2 data (6.67%). Strategi *Nominalize* 1 data (3.33%). Faktor-faktor penggunaan strategi kesantunan negative yang ditemukan yakni: Faktor *Imposition* 10 data (33.33%) Faktor *Relative of power* 8 data (26.67%), Faktor *Social Distance* 7 data (23.33%), Faktor *Payoff* 5 data (16.67%).

Kata Kunci : Pragmatik, Kesantunan, Strategi kesantunan, Strategi kesantunan negatif, film

ABSTRACT

This thesis entitled "Strategi Kesantunan Negatif yang digunakan oleh Karakter Utama dalam Film Look Both Ways: Kajian Pragmatik" aims to identify various negative politeness strategies applied by the main characters in the movie, as well as to understand the factors that influence the use of these strategies. This thesis is based on the theory of pragmatics developed by Penelope Brown and Stephen Levinson. The method used is a qualitative descriptive method, which focuses on analyzing the dialog in the film. The research process involves activities such as watching the film, reading the dialogue text, as well as categorizing negative politeness strategies based on the type, reason, and context of their use. From the results of the research that has been conducted, a total of 30 research data were found that used 10 types of negative politeness strategies including: Be Conventionally Indirect strategy 7 data (23.33%), Question, Hedge strategy 4 data (13.33%), Apologize strategy 4 data (13.33%), Be Pessimistic strategy 3 data (10%), State FTA as general rule strategy 3 data (10%), Minimize the Imposition strategy 2 data (6.67%), Give Deference strategy 2 data (6.67%), Impersonalize S and H strategy 2 data (6.67), Go On record as incurring debt, or as not indebting hearer strategy 2 data (6.67%), Nominalize strategy 1 data (3.33%).The factors of using negative politeness strategies found are: Imposition factor 10 data (33.33%) Relative of Power factor 8 data (26.67%), Social Distance factor 7 data (23.33%), Payoff factor 5 data (16.67%).

Keywords: Pragmatics, Politeness Strategies, Negative Politeness Strategies, film