CHAPTER III

RESEARCH OBJECT AND METHOD

This chapter is about the research object and method applied in conducting the research. In research method, there are two points that have to be carried out; data collection and data analysis.

3.1 Research Object

The object of this research is the utterances in *Beauty and the Beast* movie script. The movie script of *Beauty and the Beast* itself is the animation version made by Walt Disney with Gary Trousdale and Kirk Wise as the director and Linda Woolverton as the writer in animation screenplay. Since the limitation in collecting the data in this research is the utterance, which contains tact maxim only, so the data under analysis were only the tact maxim utterance in *Beauty and the Beast* movie script. Tact maxim utterance is the utterance that contains a benefit, which R gives to E.

3.2 Research Method

The research method used in this research was a qualitative descriptive method. John Wiley & Sons (2000:334-340) state:

> Qualitative descriptive studies have as their goal a comprehensive summary of events in the everyday terms of those events. Researchers conducting qualitative descriptive studies stay close to their data and to

> the surface of words and events. Qualitative descriptive study is the method of choice when straight descriptions of phenomena are desired.

Since this research is about a politeness phenomena, all the data, which were found in *Beauty and the Beast* movie script, were described deeply to get the comprehensive summary about the politeness phenomena itself. Thus, this method was a proper method to use in analyzing the data in this research since they were analyzed by describing them regarding the event or situation that happened in every utterance. In addition, at the end of the analysis, the writer made a comprehensive summary from the result of the analysis.

3.2.1 Data Collection

The data, which were analyzed in this research, originate from the movie script titled *Beauty and the Beast*. The script was downloaded from http://www.fpx.de/fp/Disney/Scripts/BeautyAndTheBeast.txt on 4th of April 2012 at 01.00 pm. After downloading it, the writer read it comprehensively to find out the data. Afterwards, the writer classified them based on the tact maxim. After classifying them, they were reclassified based on the politeness strategies used in them. To classify them, the indicator table was used as the instrument. The indicators showed the indication of the classifications make for the data. After classifying all the data, the writer analyzed the pragmatic scales appearing on them based on the related theory.

3.2.2 Data Analysis

In analyzing the data, the writer focused on answering and explaining the research question in Chapter I; the strategies politeness used in the utterance containing the tact maxim in *Beauty and the Beast* movie script and the pragmatic scales found in those strategies.

First, the writer tried to find the indicator of tact maxim that shows if E gives benefit to R more than the cost in the data. Second, the data were analyzed based on the indicator of the sub strategies which are used in them that could show which politeness strategies are used; positive politeness, negative politeness, bald on record, or off record. Third, the writer analyzed the scales that appeared in those politeness strategies by finding the indicator of each scale that could show the characteristic of each scale; cost-benefit, optionality, social distance, power/authority, and indirectness scale. Fourth, the writer concluded what are the pragmatic scales contain in those politeness strategies. At the end, the writer concluded if the utterance was a polite utterance or not and if the rank of politeness itself was low or high.

The analysis of the data is represented bellow:

Context:

Cogsworth and Mrs. Potts think that the relationship between Beast and Belle is getting better. They think that maybe, now there is love in their relationship since now they both look happy together. When Cogsworth and Mrs. Potts are talking about that, Chip, Mrs. Potts's son wants to know what they are talking about. Since

Chip (E) is still young and he will not understand about relationship, Mrs.Potts (R) decides to tell him when he's older.

COGSWORTH	:	*"Yes, perhaps there's something there that wasn't there before."*
CHIP	:	*"What?"*
MRS. POTTS	:	*"There may be something there that wasn't there before."*
CHIP	:	*"What's there, mama?"*
MRS. POTTS	:	***I'll tell you when you're older.***

Analysis:

The data shows that ***Chip can get benefit*** from Mrs.Potts's utterance. Benefit for Chip when Mrs. Potts is going to tell him about what she is talking about with Lumiere when he's older is he will understand about that easier. Since, Cogsworth and Mrs. Potts are talking about relationship for the adult, like Belle and Beast, so Chip will not understand if he is told about that like now when he's still young. So, Mrs.Potts's utterance ***"I'll tell you when you're older"*** is a ***tact maxim*** since it gives benefit to Chip as the hearer.

Mrs. Potts says about an action that she will do in the future because of the word ***will*** It can be said that she promises to Chip that in the future when he's older, she will tell him about what she is talking with Cogsworth which is about the relationship. ***Making a promise*** is a sub strategy in using the ***positive politeness strategy.***

In Mrs. Potts's utterance actually ***implies something***. It implies that she does not want to tell Chip about what she is talking with Cogsworth. However, she says it indirect by saying that she will tell him when he is older. Since, he is still young, so Mrs. Potts will not tell him. In this case, an ***indirectness scale*** appears.

Using the sub strategy of positive politeness which is making a promise can prove that ***Mrs.Potts's utterance is a polite utterance***. In addition, ***the rank of politeness is high*** since she says her intention that she does not want to tell Chip indirectly to make Chip feels good with that. Saying something more indirect is more polite.