CROSS CULTURAL PRAGMATICS: POLITENESS STRATEGY USED IN RUSH HOUR MOVIE

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Abstract

Strategi kesopanan erat kaitannya dengan budaya. Setiap budaya memiliki bentuk strategi yang berbeda-beda. Strategi kesantunan dapatdiamati di setiap percakapan antar manusia termasuk juga dalam film.Film *Rush Hour* merupakan film seri terkenal yang karakter utamanya adalah Jackie Chan dan Chris Tucker yang keduanya memiliki latar belakang budaya berbeda.Tujuan dari penelitian ini adalah menjelaskan jenis-jenis strategi kesantunan yang digunakan oleh kedua karakter utama dan menjelaskan persamaan dan perbedaan dari strategi kesopanan yang digunakan oleh kedua karakter utama tersebut. Pengumpulan data menggunakan *non-participant observation* dengan teknik *note taking*. Metode yang digunakan untuk menganalisis data adalah metode padan.Hasil analisis menunjukkan bahwa kedua karakter menggunakan keempat strategi kesopanan, yaitu strategi bald on record, positive politeness, negative politeness, dan off record.Detective James menggunakan 224 jenis strategi kesantunan dan Detective Lee menggunakan65 jenis strategi kesantunan. Ada beberapa perbedaan dan persamaan dalam strategi kesantunan yang digunakan kedua karakter utama.Persamaannya adalah kedua karakter utama menggunakan keempat strategi kesantuna yang paling sering digunakan oleh keduanya adalah bald on record, dan keduanya juga menggunakan beberapa *multiple strategies*.Beberapa perbedaannya adalah (1) Detective James lebih leluasa menggunakan strategi bald on record kepada semua orang dalam berbagai situasi sedangkan Detective Lee menggunakannya untuk orang yang lebih rendah dari atau sama dengan statusnya dan pada keadaan yang mendesak, (2) dalam menggunakan *positive politeness strategy*, Detective James cenderung menggunakan *use in-group identity markers* sedangkan Detective Lee cenderung menggunakan *include both S and H in the activity*, (3) dalam menggunakan *negative strategy,* Detective James cenderung menggunakan *question, hedge* dalam bentuk interrogative sedangan Detective Lee dalam bentuk inperative, dan (4) Detective James lebih banyak menggunakan *multiple strategies* daripada Detective Lee.

Kata Kunci: StrategiKesopanan, Rush Hour, Budaya

1. INTRODUCTION

1.1. Background of Study

Pragmatics is related to human's interaction in daily activities, especially in communication. In every communication, every person tries to understand the intended meaning of what the speaker said. They also try to lessen the risk of misunderstanding each other. In different countries and societies, people speak differently towards others. It is likewise every culture has a different way to show politeness. The differences that may cause misunderstanding can be avoided by understanding the differences and similarities of language attitude in different cultures. Cross cultural pragmatics helps to compare diverse cultures and all about pragmatics in general.

Politeness strategy is closely related to culture. It is associated to cross-cultural pragmatics. According to Yule (1996: 60), politeness shows awareness of another person's face, it is related to distance or closeness situations. Politeness refers to the emotional and social sense of self that everyone has and expects everyone else to recognize. The theory of politeness strategies based on Brown and Levinson, as introduced by Goffman (1967), is the concept of face. Face is a picture of self-image in the social attributes. Brown and Levinson place politeness face threatening strategy. Face-threatening Acts (FTAs) are acts that threat the face of another person. Based on their theory there are five strategies, those are bald on record, positive politeness, negative politeness, off record and do not do the FTA.

In analyzing politeness strategies this research used movie entitled Rush Hour. This movie was directed by Brett Ratner. Rush Hour is a successful American buddy action comedy film released on September 18, 1998. The two sequels are Rush Hour 2 (2001) and Rush Hour 3 (2007). All of the sequels are starring Jackie Chan (as Detective Inspector Lee) and Chris Tucker (as Detective James Carter) as the main characters.

This research will just focus on the Rush Hour 1 and just analyze both of main characters, Jackie Chan (as Detective Inspector Lee) and Chris Tucker (as Detective James Carter). There are some reasons of the researcher choosing Rush Hour 1 as the data. First, there were some politeness strategies used by the main characters of the movie.Second, the movie is interesting because the main characters have a different cultural background. Jackie Chan has Chinese cultural background and Chris Tucker has Black American cultural background. Therefore, the researcher conducts research that is entitled Cross-cultural Pragmatics: Politeness Strategy used in*Rush Hour* Movie.

1.2. Purposes

By answeringthe research questions, the purposes of the research are:

1. To analyze what types of politeness strategies are used by both of the main characters.

2. To find out the similarities and the differences of politeness strategies used by both of the main characters.

2. RESEARCH METHOD

2.1. Type of Research

The aims of this research are to describe what types of politeness strategies used by the main characters and also its similarities and differences so that the type of this research is descriptive qualitative research.

2.2.Data Sources

The main data sources of this research are taken from the utterances produced by the main characters of Rush Hour 1 movie directed by Brett Ratner. Furthermore, the utterances are produced by the main characters on the movie as the data analysis of the research. There are two main characters. The main characters of the movie are Jackie Chan as Chief Inspector Lee and Chris Tucker as Jim Carter, and both of them have a different cultural background. Jackie Chan has Chinese cultural background while Chris Tucker has Western Cultural Background. The type of the data is verbal data. The researcher takes the data from internet by downloading the movie at Indowebster movie website: (http://forum.idws.id/threads/rush-hour-1-1998.308463/#post-19400440).

2.3. Population, Sample and Sampling Technique

The population of the research is all of the utterances produced by the main characters of the Rush Hour Movie. The samples of the research are utterances that contain politeness strategy produced by the main characters because the researcher analyzed politeness strategy in the utterances in order to answer the research questions. Thus, the researcher used Purposive random sampling to get samples that contain politeness strategy. According to Nasution (2011:98), purposive random sampling is a sample which relevant to the research design and represents the population.

2.4.Data Collection

In collecting data, the researcher uses non-participant observation with note taking technique to observe the utterances. According to Sudaryanto (1993:134), there are two kinds of observation method. Those are non-participant observation and participant observation. In this study the writer uses non participant observation because the researcher does not participate in the conversations of people who talk to each other, the researcher as a listener who should pay attention to what is being talked. There are some steps to collect the data. Those are:

1) The researcher downloads Rush Hour the movie from Indowebster movie website
2) The researcher downloads the transcript from internet. (http://www.script-o-rama.com/movie_scripts/r/rush-hour-script-transcript-chan.html)
3) The researcher watches, listens and pays attention to the movie, especially to the conversations of the main characters.
4) The researcher compares the transcript taken from internet and makes note of the main characters' utterances that contain Politeness Strategy.
5) The researcher classifies the utterances based on Brown and Levinson's Politeness Strategy Theory and gives a code to the utterances.

2.5. Data Analysis

The researcher uses identity method or *MetodePadan* to analyze the data. It is a method which the indicator tool is not a part of the language (Sudaryanto, 1993:13). The researcher analyzes all of utterances produced by the main characters on the movie based on Brown and Levinson's Politeness Strategy Theory. The researcher also uses Pragmatic Method which is the branch of Padan Method (Sudaryanto, 1993:15). The researcher also tried to find the similarities and differences in the use of politeness by both characters whether it is influenced by the cultural background or not. These are the steps to analyze the data:

1) Identifying the utterances that contains Brown and Levinson's Politeness Strategy Theory
2) Classifying the utterances based on politeness sub strategy. It can be part of speech or sentence.
3) Coding the utterances. Here are the codes: **DJ**: Detective James and **DL**: Detective Lee

4) Identifying the differences and the similarities also explains the reason why the both of characters use it.

5) Making the conclusion.

3. RESULT AND DISCUSSION

3.1. Strategies Used by The Main Characters

Both of the main characters of *Rush Hour* movie use some strategies in the sentences they uttered. The strategies are divided into bald on record, positive politeness, negative politeness and also off record strategies. It can be seen through the Table 1 below:

Table 1

Politeness Strategies Used	Quantity	
	DJ	DL
Bald on record	83	26
Positive Politeness		
- Notice, attend to H	2	2
- Intensify interest to H	-	2
- Use in-group identity markers	43	3
- Seek agreement	16	-
- Avoid disagreement	8	1
- Presuppose/raise/assert common ground	8	-
- Joke	2	-
- Offer, promise	9	1
- Include both S and H in the activity	17	9
- Give (or ask for) reasons	8	1
Negative Politeness		
- Be conventionally indirect	5	-
- Question, hedge	9	5
- Give deference	1	4
- Apologize	3	6
- Impersonalize S and H	5	-
Off Record		
- Give hints	1	-
- Understate	1	1
- Use rhetorical questions	3	1
- Be incompete	-	1
Total types of strategy	**224**	**63**

From table 1, it can be seen the occurrence of the politeness strategies used by both of the main characters. The largest strategy of politeness used by DJ is *bald on record* with 83 occurrences. The second largest strategy is *use in-group identity markers* with 43 occurrences. The third largest strategies is *include both S and H in the activity* with 17 occurrences and *seek agreement* with 16 occurrences. After that comes *avoid disagreement*,

presuppose/raise/assert common ground, and *give (or ask for) reasons* with 8 occurrences each of them. Then, there are *offer, promise* and *question, hedge*with 9 occurrences each of them. There are *be conventionally indirect* and *impersonalize* with 5 occurrences each of them. Both of *apologize* and *use rethorical questions*have 3 occurrences each of them. Finally, the four smallest strategies are *notice* and *attend to H; joke* with 2 occurrences each of them. The last, *give hints, give deference* and *understate* with 1 occurrence each of them. Thus, there are 224 types of strategies used by DJ, bald on record with 83 occurrences, positive politeness with 113 occurrences, negative politeness with 23 occurrences, and off record with 5 occurrences.

While, the largest strategy used by DL is *bald on record* with 26 occurrences. The second largest strategy is *include both S and H in the activity*with 9 occurences. The third largest strategy is *apologize* with 6 occurrences. Then, the strategy *question, hedge* has 5 occurrences and *use in-group identity markers* and *give deference* have 4 occurrences. After that, there are *notice, attend to H,* and *intensify interest to H* with 2 occurrences each of them. The four smallest strategies used by DL are *avoid disagreement*, *offer, promise*, *give (or ask for) reasons, understate*, *use rethorical questions* and *be incomplete* with 1 occurrence each of them. Thus, there are 63 types of strategies used by DL, bald on record with 26 occurrences, positive politeness with 19 occurrences, negative politeness with 15 occurrences, and off record with 3 occurrences.

Here, the way the use strategies is affected by their culture. Both of DL and DJ are mostly use *bald on record strategy*. However, DJ is more freely to use it to all people in any situation than DL. DL just uses it to people that he thinks they have power, his working partner or in emergency situation. On the other hand, DJ tends to use address forms as in-group identity markers that in his culture means to claim solidarity. While, DL tends to follow his culture using job title as a term to address people. For example, he calls DJ, Agent Carter or his superior, Consul Han, with job title Consul and Agent to show respect and to give deference. In the movie, both of the main characters use some *off record strategies*. However, sometimes other than using *off record strategy* to do the FTA, DL remains silent and chooses to not speak or make any criticism (do not do the FTA) which is consider as polite strategy in his culture. The other differences and similarities are explained on point 2 below.

3.2. The Similarities and Differences

There are several differences and similarities found in the use of politeness strategies by both of the main characters. Those include the tendency of using bald on record, positive politeness, negative politeness, and off record; the way they use the strategy and the use of multiple strategy. Here are the explanations.

Firstly, both of the main characters tend to use more of *bald on record* strategy than the other strategies. From the table above, it can be seen that bald on record strategy is the largest strategy used by them. There are 83 occurrences of *bald on record* used by DJ and 26 occurrences of *bald on record* used by DL. However, the used of *bald on record* by them differs. DJ is more freely to uses *bald on record* strategy to all people in any situation. While DL uses *bald on record* to certain people or when he is in urgent situation. For example, the way they use *bald on record* can be seen through the utterances below.

(1) *Tell the truth.* (DJ11)
(2) *Yo. Take care of that for me.* (DJ12)

Those utterances above are type of *bald on record* strategy. The utterance (1) is uttered by DJ when he is talking to the head police officer. In that situation, DJ surprises with what head police officer said to him. Here, he speaks directly and simply without any hedge or additional word to minimize the threat even though he knows that his position is lower than the head police officer. In the utterance (2), it is when he arrives at the China consul's house. He asks two people in front of the house directly to park his car even though he does not know whether they are superior or not.

(3) Give me a name. (DL9)
(4) She's only 11 years old. I don't want her to die. Look at the picture!

Those utterances are kind of *bald on record* strategy uttered by DL. The utterance (3) is when he is asking for some information to the prisoner in jail with DJ. He asks him directly because that is in urgent situation and he considers that his position is higher than the prisoner. However, in utterance (4) he uses other strategy, positive politeness strategy, to minimize the threat to the prisoner before he uses *bald on record* strategy again. The utterances, she's only 11 years old. I don't want her to die, are considered as *intensify to H* of positive politeness strategy. For the rest of *bald on record* strategies, DJ uses it freely when he is talking to the DL, stranger and people that close to him, but DL uses it mostly when he is talking to DJ.

Secondly, both of them use some strategies of positive politeness. Those are *notice, attend to H, intensify interest to H, use in-group identity markers, seek agreement, avoid disagreement, presuppose/raise/assert common ground, joke, offer, promise, include both S and H in the activity,* and *give (or ask for) reasons*. However, DL does not use three strategies. Those are *seek agreement, joke,* and *presuppose/raise/assert common ground.* While, DJ does not use one strategy that is *intensify interest to H*. According to Table 1, the strategy that mostly used by DJ is *use in-group identity markers* with 43 occurrences. DJ uses many address form, such as *man, girl, buddy,* and *baby* on his utterances. It can be seen from this example:

(5) Man, give her a break. Don't worry about him. How you doing, girl? What's going on, man? Give me some love. (DJ111)

DJ uses *man* and *girl* as address forms to claim solidarity toward his working partner to describe that there is close relationship between them. Furthermore, he realizes that from their closeness can minimize the imposition.

However, the most positive politeness used by DL is *include both S and H in the activity* with 9 occurrences. Here is the example of the strategy:

(6)He's upset that we have not done our job. (DL42)
(7)You go that way, I go that way. (DL44)

Utterances (6) and (7) show the cooperation between DJ and DL to do some activity. From the utterance (6) the word 'we' and 'our' are the marks that they cooperate to do job together. In the utterance (7), the words 'I go that way' shows that DL wants to cooperate with DJ to do an activity. If we omitted the words 'I go that way', the utterance is not a type of *include S and H in the activity* strategy anymore.

Thirdly, both of them use some strategy of negative politeness. There are five strategies used by DJ. Those are *be conventionally indirect, give deference, apologize*, *impersonalize S and H* ad *question, hedge*. While DL uses three strategies, those are *question, hedge, give deference* and *apologize*. The most strategy used by DJ is *question, hedge* with 9 occurrences. In this case, DJ uses this strategy mostly in interrogative form. He uses the hedge words like *can, kind of, supposed* and *think*. The hedges are used to minimize the threat coming from DJ's request, opinions or questions. For example:

(7) Can you get back in the car and just leave? (DJ202)

(8) I think something big going down tonight, all right? (DJ209)

DL also uses *question, hedge* in several occasions. However, he uses it mostly in imperative form. He use hedge words like the modal *must, would,a little* and *please* to minimize the threat to the Hearer. Sometimes it is used to show denigrating self. For example utterance 10, it is when DJ surprises DL speak in English fluently. He used a hedge word, *a little*, to show that he is not bragging his ability to speak in English fluently. For example:

(9) You must take me to see Consul Han right away. (DL47)
(10) a little.(DL51)

While the negative strategy mostly used by DJ is is*apologize* with 6 occurrences. For example:

(11) Sorry we got you in trouble… (DL56)

Fourthly, the used of off record strategy. The main characters are not often using off record strategy. However DJ uses it more often than DL. DJ uses the strategies, such as *give hints* with 2 occurrences, *understate* with 1 occurrence, and *use rethorical question* with 3 occurrences. While DL uses only one strategy which is *use rethorical questions* with 1 occurrence.

The last is the use of multiple strategies. The other similarities and differences of both main characters are the use of multiple strategies. It can be seen from Table 2 below:

Table 2

The multiple strategies	Codes and Quantities			
	DJ		DL	
Bald on Record & Positive Politeness	14	DJ1, DJ2, DJ3,DJ3, DJ4, DJ5, DJ6, DJ7, DJ8, DJ9, DJ10, DJ11,DJ12, DJ13, DJ14	1	DL1
Bald on Record & Negative Politeness	6	DJ15, DJ16, DJ17, DJ18, DJ19, DJ20	-	-
Both Positive Politeness Strategies	6	DJ21, DJ22, DJ23, DJ24, DJ25, DJ26	1	DL2
Positive Politeness & Negative Politeness	7	DJ2, DJ28, DJ29, DJ30, DJ31, DJ32, DJ33	1	DL3

According to table 2 above, Sometimes, the utterances produced by both of the main characters are contained of multiple strategies. Those are *bald on record & positive politeness, bald on record & negative politeness, both positive politeness strategies,* and *positive politeness & negative politeness*. However, DJ tends to use more multiple strategies than DL. There are four multiple strategies used by DJ. Those are *bald on record & positive politeness* with 14 occurrences, *bald on record & negative politeness* with occurrences, *both positive politeness strategies*with 6 occurrences, and *positive politeness & negative*

*politeness*with 7 occurrences. DL uses three multiple strategies but with a little occurrence. The strategies used by DL are *bald on record & positive politeness*with 1 occurrence,*both positive politeness strategies*with 1 occurrence, and *positive politeness & negative politeness* with 2 occurrences.

The difference is DL does not use one multiple strategy mentioned above. He does not use *bald on record and negative politeness strategy.*The multiple strategy mostly used by DJ is *bald on record & positive politeness*. Then, the multiple strategy mostly used by DL is *positive politeness & negative politeness*. After having the distribution samples of multiple strategy used by both of the main characters, here are the explanation and the examples of each multiple strategy.

> *(1)He's my cousin. We're just talking. Get in your car and leave.* (DJ3)
> *(2)I don't think this is funny. No, I'm serious, Capt. I ain't playing. Tell the FBI you made a mistake.*(DJ16)
> *(3)Me and Lee are taking care of the situation. We have everything under control. On top of it we'll get your daughter back safe and sound.*(DJ23)
> *(4) C'mon, buddy. Do me this favor.*(DJ31)

The utterance (1) until (4) above is uttered by DJ. The utterance (1) contained *bald on record strategy and positive politeness*. The words 'get in your car and leave' is *bald on record* strategy and the words 'He's my cousin. We're just talking' is *include S and H in activity* strategy of positive politeness. The utterance (2) contained *bald on record* and *negative politeness*, he uses the hedge word 'think' as *question, hedge* strategy and the word 'tell the FBI you made a mistake' as *bald on record* strategy. The utterance (3) is *both of positive politeness strategies*. The positive politeness strategies on that utterance are *include both S and H in the activity* and *promise*. The last, utterance (4) is contained of *positive politeness* and *negative politeness*. The word 'buddy' is kind of *use in-group identity markers* strategy of positive politeness and the words 'do me this favor' are kind of *impersonalize S and H* strategy of negative politeness.

> *(5) She's only 11 years old. I don't want her to die. Look at the picture!* (DL1)
> *(6) We can hang in my crib. I will show you my hood.* (DL2)
> *(7) Sorry we got you in trouble.* (DL3)

The utterance (5) until (7) is uttered by DL. The utterance (5) contained bald on record and positive politeness. The words 'look at the picture!' show *bald on record strategy* and the words 'she's only 11 years old. 'I don't want her to die' shows *positive politeness strategy*. The utterance (6) contained both positive politeness strategies. The word 'we' shows *include both S and H in the activity* and the words 'I will show you my hood' show *offer, promise*

strategy of positive politeness. The last, utterance (7) contained positive politeness and negative politeness. The word 'sorry' shows *apologize* strategy of negative politeness and the words 'we got you in trouble' show *include both S and H* in the activity of positive politeness.

4. CONCLUSION

In this chapter, the researcher would like to conclude the result of the analysis of the previous chapter. The results include the politeness strategies used by both of the main characters and the similarities and the differences of politeness strategies used by both of them. Those include the tendency of using bald on record, positive politeness, negative politeness, and off record; the way they use the strategy and the use of multiple strategy. Based on the data analysis, 4 politeness strategies are used by both of the main characters. DJ used 224 types of strategies used by DJ, bald on record with 83 occurrences, positive politeness with 113 occurrences, negative politeness with 23 occurrences, and off record with 5 occurrences. While, DL used 63 types of strategies, bald on record with 26 occurrences, positive politeness with 19 occurrences, negative politeness with 15 occurrences, and off record with 3 occurrences.

There are several similarities of politeness strategies used by both of them found on the analysis. First of all, both of the main characters used all of the 4 politeness strategies. Second, both of main characters tend to used more of bald on record strategy than other strategies, but they used off-record strategy rarely. Finally, both of them used several multiple strategies.

On the other hand, there are several differences found on the analysis. First, both of DJ and DL used a lot of *bald on record* strategy with different way. DJ is more freely to use it to all people in any situation. However, DL used it to people with lower status than him or the same position as him, and in emergency situation. Second, the largest types of positive politeness strategy that used by DJ is *use in-group identity markers* by using address forms a lot to claim solidarity. However, DL tend to used often *include both S and H in the activity* strategy politeness to show cooperation between him and DJ. Third, in negative politeness, the most strategy used by DJ is *question, hedge* while *apologize* as the most strategy used by DL. DJ used *question, hedge* in interrogative form and DL used it in imperative form. The last, DJ used multiple strategies more often than DL but, sometimes DL did not do FTA or remains silent and choose to not speak.

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