

ABSTRACT

Tauviqka Rahma Fauzia. 2019. *Politeness Strategy In The Traditional Conversation Buckingham Palace In The King's Speech Movie Script*. Paper of English Department, Adab and Humanities Faculty, Islamic State of University Sunan Gunung Djati, Bandung. Advisors: 1. Dian Nurrachman, S.S., M.Pd; 2. Dedi Sulaeman, M.Hum.

This research has mostly investigated the Politeness Strategy in the dialogues of *The King's Speech* movie script. This research has two statement of problems, they are: (1). How are the Politeness Strategies expressed by the characters in the movie? (2). How the Politeness Strategies are realized in the utterances employed by the characters in *The King's Speech* movie? To answer the two questions above, the writer uses the theory from Brown and Levinson for Politeness Strategy and for the Realization the writer use the concept from Holmes. This research uses descriptive qualitative research method. Using this method, the researcher has focused on the process by trying to understand how the Politeness Strategy is used in the movie script using four steps in analyzing that is by identifying, categorizing, explaining, and then making interpretations. The results show that the Politeness Strategy is contained in the movie script which is divided into four strategies according to Brown and Levinson. They are Bald-on Record, Positive Politeness, Negative Politeness and Off Record. Each of the four strategies has its own sub-strategies. The analysis results show that from 45 sub-strategies from Politeness Strategy there are only 27 of them that are showed up. The result from the Realization they are divided into two parts, Social factor and Social Dimension. The result from the seven sub-parts, all of them are showed up.

Keywords: Pragmatics, Politeness, Politeness Strategy, The King's Speech Movie Script.