



An Analysis of Politeness Strategies of the Main Characters in “Enola Holmes 2” Movie

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Abstract

In interacting between individuals, politeness strategies are needed. Where using polite language to maintain the emotional balance of the listener, so that the conversation remains harmonious. The purpose of this study is to introduce more about the types of politeness and explore the various politeness strategies that often appear in the film “Enola Holmes 2”. In analyzing the data, the researcher used Brown and Levinson’s (1987) theory of politeness strategies. This study uses a qualitative descriptive approach, focusing on the data of the main characters’ utterances in the film involving politeness strategies. The utterances were analyzed to identify various types of politeness strategies used by the main characters. The data collection method used was film observation. The results showed that 221 politeness strategy data were found in the film “Enola Holmes 2” including Bald-On Record 80 data (36%), Positive Politeness 90 data (41%), Negative Politeness 9 data (4%), and Off-Record 42 data (19%). The type of politeness strategy that appears most often in the film “Enola Holmes 2” is Positive Politeness. The researcher hopes that this study can be a source of reference for further research by exploring various focuses of research objects and conducting analyses with different approaches and applying different politeness theories, either in the context of films or in everyday life.

Keywords: *Enola Holmes 2 Movie; Politeness Strategies; Pragmatics*

Introduction

Humans use language to communicate and interact with each other in everyday life. In the development of communication, humans go through several phases, namely babbling, saying meaningful words, combining two words into sentences, speaking more abstractly and complexly and then understanding language and sounds. Fitri & Saleh, (2023) stated that language acquisition involves

a long process from a child's incomprehension of language to the ability to communicate fluently, as one of the early stages in a person's language development, the mother tongue plays an important role in training speaking skills and characteristics. Language can convey the message of the speaker. In language, misunderstandings in understanding the message by the listener can also occur. Speakers and listeners must be committed to understanding the meaning of the messages conveyed in conversation to achieve the purpose of communication (Tango et al., 2022). The nature and purpose of communication depends largely on the surrounding circumstances, the people involved, and the goals to be achieved. Each language has its own unique grammar, keywords, and vocabulary, so one must learn the language to be able to communicate with its speakers (Cornelia et al., 2023). Accordingly, to be able to maintain good communication, one must learn the grammar of each language to avoid misunderstandings in delivering messages.

One way of communicating is by speaking. Speaking is characterized as an interactive process of constructing meaning, which involves producing, processing, and receiving information (Kristyaningsih & Arifin, 2022). In speaking, one of the things that must be considered is politeness in communication. Politeness can be seen from the style of verbal communication, or what is often called the way of speaking (Angel Isabella et al., 2022). Each region has a different culture to show politeness. Understanding politeness and culture is very important (Musyafa'ah et al., 2022). Politeness strategy is a strategy that needs to be applied. Politeness is part of pragmatics. Forming a strong bond between two speakers implies that the speaker must choose between various communication techniques (Fitria et al., 2020). Thereby applying strategies to create a good conversation is necessary.

Politeness can be explained as appropriate behavior in social interactions, where one treats the other person better. Politeness can be seen in the style of verbal communication, or what is often referred to as the way of speaking (Angel Isabella et al., 2022). Politeness plays a significant role in communication, which includes a great deal of attention to all aspects of communication. Polite communication is inseparable from the culture in which the language is used. This means that politeness goes hand in hand with the social customs of a society. Understanding both politeness and culture is very important (Musyafa'ah et al., 2022). Culture, social interaction, language use and beliefs are part of culture that can change with the development of time and technology (Handayani et al., 2021). The politeness strategy is the right strategy that needs to be applied to achieve this. Forming a solid bond between two speakers implies that the speaker must choose between various communication techniques (Fitria et al., 2020). Implementing strategies to create good conversations is very necessary. Politeness is part of pragmatics.

The study of pragmatics emphasizes speech (Ismani et al., 2022) and analyses how the meaning conveyed by a speaker is understood by the listener (Devi & Degaf, 2021). Pragmatic principles and politeness strategies provide advantages in enhancing effective communication (Ambalegin & Sijabat, 2020). The relationship between the concepts of pragmatics, social communication and social capital cannot be separated (Duncan & O'Neill, 2022). The pragmatics of the concept of politeness is different from common understanding and when studying spoken language, polite language requires almost universal attention (Hikmahwati et al., 2021). The term speech act refers to actions performed through verbal expression in an educational context (Nur & Rosa, 2019). Everyone can show different levels of politeness, therefore, paying attention to text, context, and cultural context is very important. How listeners understand the speaker's meaning often depends on the background knowledge that both should have (Thao et al., 2021). Pragmatics focuses on the reasons behind the delivery of speech and how listeners understand or interpret the speaker's intentions (Musdalifa et al., 2022). Often, politeness is displayed through various media, such as films, magazines, and novels.

Brown and Levinson (1987) who are well known for their contributions to politeness theory, also observed significant growth in the use of discourse markers as a component of politeness. They emphasize that hedging, as part of negative politeness strategies, can also function as discourse markers, i.e. relevant and qualified hedging (Trihartanti & Fadilah, 2022). Every individual will come into relation with various characters and types of people, so it is important for them to use various politeness strategies when communicating with different people, whether they are younger, older, emotionally close such as family or friends, have a higher position such as clients or superiors, or have the same or different views (Karina & Arifin, 2023). Politeness as explained by researchers is the foundation for the formation of social interactions and partnerships between individuals.

Thus, theories that examine this concept also deepen our understanding of the dynamics of social life (Probosini, 2020). Facial expressions that show disagreement do not necessarily signify something negative, but the action must be independent and not imposed by others, thus giving individuals the freedom to act as they wish. More deeply, Brown and Levinson, (1987) proposed four politeness tactics that can be used to reduce the risk of losing face, namely Bald-On Record, Positive Politeness, Negative Politeness, and Off-Record. In communication situations, the Bald-On strategy refers to direct and expressive behavior without disguising or significantly reducing politeness. Brown and Levinson state this Bald-On Record strategy is a "direct method of conveying a message." The main purpose of this strategy is to not reduce the potential threat to the listener's face, although covert means can also be used, such as giving advice without using manipulation

(Hendar & Anshari, 2021). Brown and Levinson (1987) emphasize the importance of a positive face image as an individual's basic need to be recognized in the context of social interaction. One form of using positive politeness strategies to strengthen solidarity through actions is compliments. In essence, positive politeness means accepting the interlocutor as a member of the group, supporting each other in facing common problems, praising the interlocutor's situation, telling friendly jokes, familiar nicknames, or friendly greetings.

Furthermore, there is a negative politeness strategy. This is one of the politeness strategies used in communication to alleviate the threat or discomfort that the interlocutor may feel. Politeness strategies help minimize specific demands on the listener. Facial expressions that show disagreement do not necessarily signify something negative; however, they should be independent and not imposed by others, thus giving individuals the freedom to act as they wish. Therefore, social barriers in the communication process are desirable (Anggraini et al., 2022). To reduce coercion, speakers can use hedging or convey pessimism in their expressions. Brown and Levinson (1987) identify several variations of this strategy, including the use of indirect conventions, pessimistic expressions, pressure reduction, showing respect, apologies, and statements of the need for common speech act norms.

The last strategy is the Off-Record Strategy. It is a politeness strategy that involves conveying a message or request without stating it directly or explicitly. In this strategy, the speaker does not give clear instructions or requests, but gives hints or clues, thus providing space for the interlocutor to respond without feeling burdened or forced. Off-Record strategy is defined as indirect communication (Yuniarti et al., 2020). This strategy allows the listener to independently determine the intended meaning of an utterance.

The following are some previous researches on the theory of Brown and Levinson (1978). First, Musyafa'ah et al., (2022), entitled "Politeness Strategies of the Main Characters of *Pride and Prejudice* Movie". The purpose of the study was to investigate the four main strategy theories of Brown and Levinson (1978), using several assumptions. The result of this study is that the most frequently used strategy is the pattern of politeness strategies used are declarative, interrogative, imperative, and exclamative sentences. All sentence types contain bald-on record, positive politeness, negative politeness, and off-record strategies. Second, Angel Isabella et al., (2022) entitled "Learning How To Be Polite Through A Movie: A Case On Brown And Levinson's Politeness Strategies".

The purpose of the study was to analyze the types, dominant types, and factors that influence their selection. The results obtained from this study show 20 politeness strategies found in the film *Tinkerbell*, namely: bald on-record 2 (10%), positive politeness 13 (65%), negative politeness 3 (15%), and off-record 2 (10%). The most dominant type of politeness strategy found in the film *Tinkerbell* is

positive politeness. Third, Hikmahwati et al., (2021) entitled “The Investigation of Politeness Principles and Strategies Used in Akeelah and the Bee Movie”. The purpose of the study was to analyze the politeness principles and strategies used by the main characters in the film. The results obtained from this study are twenty-seven utterances from the main characters that represent the principle of the maxim of wisdom appeared four times (16%), the principle of the maxim of agreement appeared nine times (36%), the principle of humility appeared three times (12%), the principle of the maxim of agreement appeared eight times (32%), and the principle of the maxim of sympathy appeared once (4%) and there are forty-six utterances that can represent politeness strategies used by the main characters in the film *Akeelah and the Bee*. On-record politeness and positive politeness each appeared sixteen times (34.78%), followed by negative politeness and off-record which each appeared seven times (15.21%).

From the previous research references that have been explained, the author is interested in conducting research on politeness theory contained in the film. The author conducted research on the film with the title “An Analysis of Politeness Strategies of the Main Characters in ‘Enola Holmes 2’ Movie” which raised the theme of politeness strategies contained in the film “Enola Holmes 2”. The subject to be studied is the speech of the main character in the film “Enola Holmes 2” who has a conversation with other characters. The screenplay of the film was written by Jack Thorne who adapted the *Enola Holmes Mysteries* book series by Nancy Springer. The film stars Millie Bobby Brown as Enola Holmes.

Another supporting cast member is Henry Kanvill as Sherlock Holmes, who is Enola Holmes' brother. The film was released in November 2022 and can be watched by various ages. The reason the researcher chose the film is because the researcher wants to analyze the politeness speech in the film which is a very popular media in the community. English language films can reach a global audience. Apart from being entertainment, watching films also provides additional benefits such as increasing knowledge, analytical skills, and self-motivation (Ariska et al., 2022).

Method

The Objective of Research

The purpose of this study is to classify politeness strategies and their use in the film “Enola Holmes 2”. The researcher is interested in analyzing the way politeness is used in this film and gaining an understanding of how politeness is applied in the context of Western culture in the 1800s.

The Data and Source of Research

The data source in this research is the dialogue spoken by the main character, Enola, in the film "Enola Holmes 2". The information taken includes words, phrases, and sentences used by Enola in her interactions with other characters in the film. After that, the data was classified based on the politeness strategies used by the main character, which refers to the framework of politeness strategies introduced by Brown and Levinson.

The Method of Research

This research uses descriptive qualitative research method because it will explain and analyze politeness strategies in the film "Enola Holmes 2". Qualitative research method is a research method that provides results that cannot be obtained using statistical procedures (Mulyono et al., 2021). Angel Isabella et al., (2022) claimed qualitative methods are used to explain data. Qualitative research is used to analyze the words in the film. While descriptive data is the raw data used in qualitative analysis because it can be extracted from documents, audio-video replays, transcripts, texts, images, and other sources (Mulyono et al., 2021).

The Technique of Data Analysis

In qualitative research, there are various methods that can be used, namely content analysis, case studies, and discourse analysis. Discourse analysis is more closely related to text analysis and discourse analysis in the current socio-historical context, by identifying data analysis methods that can provide a deep understanding of the discursive construction of a phenomenon (Widyastuti, 2019). This research uses discourse and content analysis techniques that will use discourse analysis to reveal the patterns, structures, and power dynamics inherent in the use of language in the film "Enola Holmes 2". Discourse analysis focuses on the politeness strategies used by the main characters in the film "Enola Holmes 2". Discourse analysis pays close attention to the context of language use, including aspects of it such as tone, expression and relationships between characters that are important for identifying and understanding the politeness strategies used.

Therefore, the author chose qualitative and discourse analysis in the technique of analyzing the data. Discourse analysis can assist language researchers in identifying linguistic aspects of a text (Wijayanti & Laba, 2020). In this study, several steps were taken to collect and analyze data. First, searching for the film of "Enola Holmes 2" on Netflix. Second, watch and pay attention to the film. Third, marking the politeness utterances in the film. Fourth, transcribe the utterances from the film. Fifth, classifying the utterances into politeness strategies.

Results

This study evaluates the usage patterns of various politeness strategies in films, focusing on western films and referring to Brown and Levinson's politeness theory. The analysis focused on the politeness strategies used by the main characters in the film "Enola Holmes 2", with the results of the data analysis presented and the frequency of occurrence of these strategies.

1. Bald-On Record Strategy

Bald-On strategy refers to direct and expressive behavior without disguising or significantly reducing politeness. This strategy is often used by speakers because they have a close relationship with their interlocutors. Bald-On Record Strategy is part of a type of politeness that includes great urgency or desperation, speaking with high efficiency that attracts attention, focusing on tasks or paradigmatically, giving advice or warning sympathetically, giving invitations, and conveying greetings and farewells. The following are the results of the analysis and discussion of the bald-on-record politeness strategy.

Table 1. Bald-On Record Strategy

No.	Sub-Type	Frequency
1	Great urgency or desperation	16 Data
2	Speaks as if high efficiency is required in attracting attention	16 Data
3	Task-Oriented	8 Data
4	Sympathetic advice or warning	15 Data
5	Giving permission for something	5 Data
6	Greeting and farewell	7 Data
7	Invitations	5 Data
8	Welcoming	8 Data
Sub-Total		80 Data

Table 1 present data on how often the Bald-On Record Strategy was used by the main characters in the film "Enola Holmes 2". From the table, there were 80 times this type of recording strategy was used. Dialogue 1 is the example of Bald-On Record Strategy used by Enola Holmes, one of the main characters in the film, in her interactions with another character, namely Sherlock Holmes.

Dialogue 1

Enola Holmes meets Sherlock Holmes, her older brother, who is being thrown out of a tavern. Enola approached Sherlock who was on the side of the road. The situation at that time was at night. So, Sherlock is quite worried about Enola.

Enola Holmes : "Sherlock?"
Sherlock Holmes : "Enola. What are you doing here? It's not safe. There are scary people about."
Enola Holmes : "Yes, let me know when you meet one."
(Enola Holmes 2, minute 23:12)

This conversation, Sherlock conveys his concern for Enola. In the conversation above, Sherlock tells Enola that the surroundings are not safe. Which is expressing one sub-type of strategy, *sympathetic advice and warning*. Sherlock wants to tell Enola, it can be seen from the words "It's not safe" used to provide a sympathetic warning about what Enola is doing.

Dialogue 2

Here Viscount Tewkesbury invited Sarah Chapman who was disguised as Cicely. Viscount Tewkesbury invited Sarah Chapman to his residence. However, Sarah Chapman arrived later than the appointed time.

Viscount Tewkesbury : "Miss Cicely."
Sarah Chapman : "I'm sorry it's so late."
Viscount Tewkesbury : "No, no, not at all. I-I told you to come. I-I want to help."
(Enola Holmes 2, minute 1:25:03)

In the dialog, Viscount Tewkesbury welcomes Sarah Chapman to his home. Viscount Tewkesbury invited Sarah Chapman to attend, but Sarah Chapman arrived late and apologized to Viscount Tewkesbury. This incident is part of the Bald-On Record strategy subtype, *invitations*. Sarah Chapman came to Viscount Tewkesbury's house because she received an invitation from him, which can be seen from her statement, "I told you to come."

2. Positive Politeness Strategy

Positive Politeness aims to obtain a positive response from the listener to avoid confusion and strengthen the bond of friendship between the speaker and listener. This is the most common strategy used by main characters, who tend to use it to show their solidarity, as can be seen in table 2, where positive politeness strategies are widely used by the main characters in the movie “Enola Holmes 2”.

Table 2. Positive Politeness Strategy

No.	Sub-Type	Frequency
1	Noticing	11 Data
2	Exaggerating	7 Data
3	Intensifying interest to listener	8 Data
4	Using in-group identity markers	3 Data
5	Seeking agreement	7 Data
6	Avoiding disagreement	5 Data
7	Presupposing, raising, or asserting	6 Data
8	Joking	8 Data
9	Asserting and presupposing	7 Data
10	Offering and promising	4 Data
11	Being optimistic	7 Data
12	Including both the speaker and the hearer	8 Data
13	Giving or asking for reasons	6 Data
14	Assuming or asserting	4 Data
15	Givin gifts to hearer	2 Data
Sub- Total		90 Data

In table 2, data is presented on how often positive politeness strategies are used by the main characters in the film “Enola Holmes 2”. From the table, there are 90 times this type of positive politeness strategy was used. It can also be concluded that this strategy often appears among other types of politeness strategies. Dialogue 3 is an example of the positive politeness strategy used by Enola Holmes with another character, Sherlock Holmes.

Dialogue 3

In this conversation, Sherlock Holmes offers cooperation to Enola Holmes. Sherlock offers cooperation because he is satisfied with Enola's ability to handle the case.

Sherlock Holmes : "You know, you are aware, should you wish some finer surrounds, I could, uh... I was thinking... Holmes and Holmes? A partnership?"

Enola Holmes : "That is the kindest offer. But if I did that, I would always be in your shadow."

(Enola Holmes 2, minute 1:58:49)

The conversation in this dialogue shows that Sherlock Holmes depicts one of the subtypes of positive politeness, offering and promising. Sherlock Holmes offers cooperation to become a partner in the investigation. However, Enola refuses the offer because Enola will always feel like a shadow if she becomes a partner with her older brother.

Dialogue 4

In this dialog, Enola Holmes, Sarah Chapman, and Bessie Chapman are together. They are surrendered to the incident that has occurred, where the evidence to reveal the crime of Lord McIntyre has been lost due to fire.

Sarah Chapman : "All those names, those lives, I failed 'em, Enola."

Enola Holmes : "Don't say that."

Sarah Chapman : "Mae gone... William gone, and they're gonna get away with it. You heard the man. "Where's your proof?" What do we have now?"

Enola Holmes : "We have each other... and we have the truth."

(Enola Holmes 2, minute 1:52:43)

This dialogue illustrates one of the subtypes of positive politeness, *being optimistic*. Sarah Chapman surrendered herself because the evidence they had disappeared. However, Enola Holmes always gives confidence that they can still reveal the truth with what they have. Enola Holmes is very optimistic that they can do it together.

3. *Negative Politeness Strategy*

Politeness strategies used in communication to defuse threats or discomfort that the interlocutor may feel. This strategy helps to minimize special demands on the listener.

Table 3. Negative Politeness Strategy

No.	Sub-Type	Frequency
1	Being pessimistic	2 Data
2	Giving deference	4 Data
3	Apologizing	3 Data
Sub-Total		9 Data

This strategy provides information regarding the frequency of Negative Politeness Strategy produced by the main character with other characters in the movie *Enola Holmes 2*. The data shows that there are 9 data related to this strategy. The data confirms that the main characters use this strategy infrequently. There are some examples of snippets for this strategy. An example is in dialogue 5, *Enola Holmes* talks to Bessie Chapman who asks where her older sister is.

Dialogue 5

In this dialog, *Enola Holmes* approaches Bessie Chapman at her home. *Enola* informed her of her investigation into Bessie Chapman's older sister.

Bessie Chapman : "Is... Is my sister gone? Like Mae?"

Enola Holmes : "No."

Bessie Chapman : "Is she..."

Enola Holmes : "No. I'm sure she's all right. I'm closer to finding her."

(*Enola Holmes 2*, minute 1:20:56)

The dialogue here describes one of the subtypes of negative politeness strategies, *being pessimistic*. *Enola Holmes* provides information about Bessie Chapman's sister who has not been found yet. Bessie Chapman was sad and thought that her sister was gone and became very pessimistic and unsure. But *Enola Holmes* denied Bessie Chapman's unproven thoughts and still tried to find her sister.

Dialogue 6

In this conversation, Enola Holmes meets Sherlock Holmes at the match factory. Enola and Sherlock find the same clue and it leads to the factory. Both were unaware of each other's presence, so when they met, they both surprised each other.

Enola Holmes : "Oh. Are you hurt? I am sorry."

Sherlock Holmes : "Are you not hurt?"

Enola Holmes : "It seems not."

(Enola Holmes 2, minute 1:30:22)

In this conversation, Enola Holmes is surprised when suddenly there is someone else in the match factory besides herself. Deftly, Enola was about to fight this person, but unexpectedly it turned out that this person was Sherlock Holmes, who was her older brother. Enola also apologized for almost hitting her older brother because she did not know. This is one subtype of negative politeness strategy, apologizing. Enola apologizes to Sherlock for almost hurting him.

4. *Off-Record Strategy*

Politeness strategy that involves conveying a message or request without stating it directly or explicitly.

Table 4. Off-Record Strategy

No.	Sub-Type	Frequency
1	Giving hints	7 Data
2	Use tautologies	5 Data
3	Use contradictions	2 Data
4	Use metaphors	3 Data
5	Use rhetorical questions	7 Data
6	Be incomplete-use ellipsis	13 Data
7	Be vague	5 Data
Sub- Total		42 Data

This strategy provides information related to the frequency of Off-Record Strategy carried out by the main character with other characters in the movie Enola Holmes 2. This strategy, the main character uses it 42 times out of a total of 221 data. Here are some examples of snippets contained in this strategy.

Dialogue 7

In dialogue 7, a conversation occurs between Enola Holmes and Viscount Tewkesbury. Where Viscount Tewkesbury gives flowers to Enola Holmes.

Viscount Tewkesbury : “They’re called Spreading
Bellflowers. Wild, of course. Attracted to
ancient woodland, wiry, deceptive, refuse to
behave according to any rules, but their petals
are so delicate, and their flowers- “

Enola Holmes : “Two things. Your metaphors is
tortured, and I don’t have delicate petals.”

(Enola Holmes 2, minute 2:00:55)

During this conversation, Viscount Tewkesbury gives flowers to Enola Holmes. Then, Viscount Tewkesbury describes the shape of the flower which is like describing Enola Holmes using a metaphor. This is one subtype of the Off-Record politeness strategy, use *metaphors*.

Dialogue 8

Dialogue 8 occurs when Enola Holmes, Sherlock Holmes, and Viscount Tewkesbury gather. They found William Lyon dead. Then, Sherlock wanted to find out who killed William Lyon.

Sherlock Holmes : “Not McIntyre, but by someone
who had a lot to lose without that document.
Someone who knew what they were up to and
was blackmailing them. My opponent.
Someone who likes a game.”

Viscount Tewkesbury : “Did they get what they wanted?” Sherlock
Holmes : “No, I don’t think so.”

(Enola Holmes 2, minute 1:34:15)

In the conversation above, Sherlock Holmes is not sure or hesitant about the person suspected by Enola Holmes. Sherlock believes that it was not Lord McIntyre who killed William Lyon, but he is also still unsure of who the murderer is. This is one of the subtypes of the Off-record, *be vague*. Which is still in doubt and not sure.

The Factors Influencing the Using of Politeness Strategies

There are two things that influence the main characters in applying politeness strategies, namely Payoffs and Circumstances. Payoffs refer to the outcomes or goals to be achieved from politeness strategies, such as gaining cooperation, avoiding conflict, or gaining approval from the target audience. When a speaker uses a politeness strategy, the goal of applying the strategy provides a payoff for the speaker. The second factor is circumstance, which includes the situation or condition in which the politeness strategy is applied. This includes the social relationship between the speaker and the listener, the cultural context, social status, and the specific communication situation. There are three factors in this situation, namely social distance (D), relative power (P), and absolute rank of coercion in a particular culture (R).

A. Rewards Each politeness strategy provides benefits to the speaker who applies it.

1. Unrecorded Payoffs in the Film "Enola Holmes 2".

In this strategy, speakers and listeners can reduce the risk of misunderstanding. The speaker also avoids the impression of being manipulative and misunderstood, and can respond to the challenges in front of him without having to threaten. This can be seen in dialogue 1, where Sherlock Holmes asks about Enola Holmes' purpose for being there, given that it is late and quite dangerous. Thus, Sherlock shows his concern by asking Enola. To avoid misunderstanding, Sherlock then says "It's not safe" which shows his concern from the purpose of asking.

2. Positive Politeness Rewards in the Film "Enola Holmes 2".

In this strategy, the speaker reduces the threat to honor by convincing the listener that their wishes are in line with the speaker's wishes. The speaker also tries to reduce the distance between himself and the listener. This can be seen in dialogue 3 where Sherlock offers to be a partner. Sherlock offered to become an investigation partner with Enola, but Enola refused the offer. However, Enola immediately explained the reason why she refused. To avoid any misunderstanding, Enola

explained that she did not want to be her brother's shadow. Sherlock understood and accepted Enola Holmes' reason for refusing without any misunderstanding.

3. Negative Politeness Rewards in the Film "Enola Holmes 2".

In this strategy, it refers to the results or goals to be achieved through the application of politeness strategies that aim to avoid irritation, violation of privacy, or conflict between speakers and listeners. The purpose of this negative politeness strategy is to reduce the likelihood of the listener feeling annoyed or burdened, thus reducing the potential for discomfort or tension in communication. In dialogue 6, Enola is about to hit her brother. To minimize the misunderstanding, Enola apologized for almost hitting her brother because she did not know about it. And immediately asked about her brother's condition as a form of concern and apology.

4. Off-Record Payoffs in the Film "Enola Holmes 2".

In this strategy, it includes the result or goal to be achieved with a politeness strategy that does not state the request directly or convey the message, but uses implicature or innuendo to influence the listener's actions or understanding. Off-record strategies are usually chosen when the speaker wants to get something without putting direct pressure or coercing the listener. In dialogue 7, Viscount Tewkesbury is seen giving flowers to Enola. Then, Viscount Tewkesbury describes the flower by using a metaphor. From these words, Viscount Tewkesbury is describing the figure of Enola Holmes but does not interpret it directly to Enola, but through the flower. Thus, Viscount Tewkesbury avoids misunderstanding and gives Enola Holmes the opportunity to interpret what he means.

B. Circumstances: Sociological Variables. Circumstances include social distance (D), relative power (P), and the absolute level of coercion in each culture (R).

1. Social distance (D).

Social Distance describes how close or distant the relationship is between the speaker and the listener in communication. The closer the social relationship, the more likely it is to use polite and familiar politeness strategies. Conversely, the further the social distance, the more likely the speaker is to use a more formal or distancing politeness strategy. In dialogue 4, we can see how Sarah Chapman is very resigned to the situation. Sarah even asks Enola, "What do we have now?" Sarah is so comfortable and feels close to Enola that she asks this question. Then, to calm Sarah down, Enola replied "We have each other" which signaled the close social distance in Sarah Chapman and Enola Holmes' conversation. Both apply positive politeness strategies because Sarah is talking to Enola and Sarah also trusts Enola very much.

2. Relative power (P).

Relative power refers to the difference or hierarchy of social status, power, or authority between the speaker and the listener in a communication. When the speaker has a higher position than the listener, they may have more control over the interaction and tend to use more dominant politeness strategies. Conversely, in situations where the listener has higher power or status, the speaker may tend to use more respectful or submissive politeness strategies. In dialogue 2, there is a conversation between Viscount Tewkesbury and Sarah Chapman. Then Sarah apologized for being late. Sarah Chapman speaks more politely to Viscount Tewkesbury because Viscount Tewkesbury has a higher position than Sarah Chapman who is a nobleman.

3. Absolute Ranking (R) of Impositions in a Specific Culture. Ranking of Impositions relates to how people in a particular culture rate the importance or sensitivity of various actions or requests. It reflects people's views on how important or sensitive a request is compared to others in their culture. An understanding of this hierarchy can influence how one chooses politeness strategies in their interactions, with a focus

on maintaining social harmony and respecting existing cultural values. In dialogue 8, Sherlock Holmes appears hesitant about who the real murderer is. However, Viscount Tewkesbury asks an important question regarding the evidence to uncover the truth. Viscount Tewkesbury asks Sherlock if the real murderer has any proof, as it is an important and sensitive matter. This is important because it can help maintain the social harmony of the community there, as well as reveal the truth and catch the real killer.

Discussion

Brown and Levinson's politeness strategy consists of four types: Bald-On Record, Positive Politeness, Negative Politeness, and Off-Record strategies. First, the Bald-On Record strategy, the speaker conveys a message or request without including expressions that soften the message or reduce the threat to the listener. This strategy is often used in situations that require clarity or assertiveness. Second, Positive Politeness Strategy, the speaker uses language or actions designed to make the listener feel appreciated, cared for, or loved, thus strengthening social relationships, and increasing comfort in communication interactions. Third, the Negative Politeness strategy is a strategy to avoid threats or conflicts in the presence of listeners by reducing the threat or pressure that listeners may feel. Fourth, Off-Record strategy is a strategy where the speaker conveys a message or request indirectly, often through innuendo, implication, or gesture, without directly expressing their intent.

From this politeness theory, it can be understood and applied in communicating social life including individuals can be more careful in choosing words and actions that consider the emotional and social needs of their interlocutors, creating more harmonious and effective communication so as to avoid misunderstandings in communication.

After analyzing the results of the research data, researchers found that positive politeness was the most dominant, with the amount of data reaching 90. Researchers used Brown and Levinson's theory (1987) to observe various politeness strategies in the film "Enola Holmes 2". From the results of the study, 221 data of politeness strategies contained in the film "Enola Holmes 2" were identified, which were divided into Bald-On Record strategy as much as 80 data (36%), positive politeness strategy as much as 90 data (41%), negative politeness strategy as much as 9 data (4%), and Off-Record strategy as much as 42 data (19%).

Conclusion

After analyzing the data, the researcher discussed the overall data by answering the research problem and discussing the research objectives. The purpose of this study is that the researcher wants to introduce more types of politeness, where knowledge of politeness is very important and has a great influence on communication in everyday life. Then to explore the variety of politeness strategies that often appear in the film "Enola Holmes 2" and how the application of politeness strategies in the context of the film. This study has two research questions, namely to describe the use of positive politeness strategies in the film "Enola Holmes 2" and to identify politeness strategies that often appear in the film. In this study, the researcher adopted Brown and Levinson's (1987) theory to examine the various politeness strategies used in the film "Enola Holmes 2". The analysis resulted in the identification of 221 data of politeness strategies in the film which were divided into Bald-On Record strategy 80 data (36%), positive politeness strategy 90 data (41%), negative politeness strategy 9 data (4%), and Off-Record strategy 42 data (19%).

The main character of the film "Enola Holmes 2" uses politeness strategies very well. The type of politeness strategy that appears most often in the film "Enola Holmes 2" is positive politeness. The main characters in the film use positive politeness strategies to create a pleasant atmosphere, strengthen social bonds, and facilitate positive interactions. Furthermore, in this analysis, the factors that influence the use of politeness strategies also considered in the film "Enola Holmes 2" are Payoffs and Circumstances. This research is expected to provide insights into how film politeness affects social behavior and interactions between students. Inappropriate content can affect the way students communicate and interact in the school environment and outside of school.

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