



## Negative Politeness Strategies in "The Menu" Movie

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### Abstract

The aim of study discovers the different types of negative politeness methods is classified as descriptive qualitative research. The study's findings were derived from words recognized the character "The Menu" as negative politeness techniques and analyzed using theory presented by Brown and Levinson (1987). The observation and non-participatory methods were used to collect data. In addition, the pragmatic identity method was employed to analyze the data. The findings of this study are as follows: 2 Be conveniently indirect, 4 Question and Hedge, 1 Be pessimistic, 1 Minimize the Imposition, 1 Give Deference, 2 Apologize, 1 Impersonalize interlocutors, 1 State the FTA as general Rule, 1 Nominalize, 1 Go on record as incurring a debt, or as not indebted H. The main character's refusal to connect with the other character became the most common technique.

**Keywords:** *negative politeness; pragmatic; the Menu Movie*

### Introduction

The language of daily life is essential when speaking. In this case as we interact with each other and understand that other people are talking about something. Humans communicate as the social structure of communicating information, feelings or ideas. The world of languages abounds in terms of social environment in which they live and in their diverse ways of understanding them. One of the many ways that communication process is through the media. The negative politeness was characterized by Brown and Levinson (1987) as a repressive action directed towards the addressee's negative face: his desire to have his freedom of action and attention unrestricted. In this case, predictable phenomena in everyday life occur every day. When addressing an older person or a superior person, the speaker tends to pay more attention to the respect the question will bring to the speaker. Example can be seen as below:

Fallon : **"And also ,when did you realize how talented you were?"**

Jimin: "When I was in middle school. I found interesting dance and since then, it always my dream to perform on stage."

(3:04 -320)

Fallon asked Jimin which has dominance over him, which is why the reverence image was used at the finish of the idol super star inquiry. By preserving

respect in the request, it is anticipated to show deference and minimize threat to the hearer.

An additional instance of politeness expressing can be seen in the following conversation:

Boy: **“Babe Please don’t smoke. It ‘ll kill your palate”.**

Girl: “Then my palate will die happy.”

(1:46:04-1:46:00)

Boy give a warning about the prohibition of women. But women ignore the warning. Even though what women do is not right for their health. This is a form of disrespect by the listener. Also, would have resulted in a reward for the listener. This allows the listener to reply to the interlocutor with focused attention. Despite the fact that the female did not answer as expected, the boy managed to show politeness.

To illustrate research was done by (Yolanda et al., 2022).The analyzed the Negative Politeness Strategies Applied in Movie Charlie ‘s Angels 2019. Brown and Levinson (1987) use qualitative and descriptive methods in their studies and theories. This research found ten negative politeness strategies, with questioning or the personalities in the film frequently utilize understatement. The next is Ambalegin & Sijabat (2020) Research positive and negative politeness strategies, The information used in the research originated from the novel "The Final Song." Based the research, all politeness strategies are utilized excluding the 10 negative politeness strategies.

Additionally, the researcher watched movies while conducting this study. Because the Menu movie depicts all communication-related occurrences, the author wishes to explore inappropriate politeness in this film. The movie also showed how the personality of others affects how they interact. This is a societal thing. Existing interaction phenomenon. This refers to the subject of impolite behavior approaches taken by the author.

### **Literature Review**

Negative politeness techniques focus on avoiding imposition on the hearer and are focused towards the hearer's negative face. According to Brown and Levinson (1987) Many various techniques for showing negative politeness.

#### **a. Be Conveniently Indirect.**

Indirect strategy proposed reduce responsibilities the listener Brown and Levinson (1987). In addition stated that normal indirectness exposes the desire conflict, which therefore either of the parties only reached a limited arrangement.

For instance:

‘Can you please close the door? But the speaker proposes indirect sentences such as ‘It is hot here, It burns me’. The statement means the speaker wants the hearer to turn the fan on.( Nurul et al., 2022)

#### **b. Question, Hedge**

In negative politeness strategies, the question and hedge are utilized with an expectation of refusal to collaborate with the speaker. In addition to desire hedges, as suggested by Brown and Levinson (1987), Introducing hedges to avoid dedication to such actions is an essential strategy for mitigating social threats.

For instance:

Speaker : "Are you going to London? Would you deliver a letter for me?"(Julius & Ambalegin, 2021)

**c. Be pessimistic**

The speaker this strategy to express his or her pessimism about how he or she feels or thinks but avoids being straightforward with the interlocutor. This can be performed by communicating to the listener that the act is optional. To put it another way, being pessimistic is a strategy. To avoid offending the interlocutor, the speaker conveys explicit uncertainty. The speaker is pessimistic about the listener's reaction.

For instance:

Toula : I have no life.

Maria : Fotoula, you talk me sometime.(Anggraini et al., 2022)

**d. Minimize the Imposition**

This strategy aims to reduce the listener's imposition by decreasing the use of force or violence. The power lies in the listener's face. When asking the listener to do something, the speaker is certainly demands.

For instance:

Speaker: "He lied to you. I wouldn't kiss him. I don't even like him. The only reason I was there was because you insisted that we go." (Ambalegin & Sijabat, 2020)

**e. Give Deference**

There are two approaches to communicate a respect strategy. First, consider the speaker's tendency to be humble. Second, the speaker considers the listener to be superior. In this situation, the speaker recognizes that he is not in a situation to compel the listener. This is a form of mutual respect among the speakers.

For instance:

We look froward to seeing you again .(Nurul et al., 2022)

**f. Apologize**

Apologizing, A speaker shows concern about assuming H's negative character. There for moving the enactment patriotically. People that use this method typically utilize them to start a statement before following to express a point of view. They often utilize it to express opinions regarding the performers. People use apologize to express their regret for interfering with another person's business.

For instance:

A: Marriage is between a man and a woman. I'm not gonna pay for this wedding.

P: I apologize but I think your parents are totally wrong. (Suyono & Andriyanti, 2021)

**g. Impersonalize interlocutors**

The aim behind this strategy is to avoid mentioning anyone participating in the FTA. The speaker should avoid using 'I' and 'you' in the dialogue because it may appear imposition.

For instance:

'We cannot help you'.(Nurul et al., 2022)

**h. State the FTA as General Rule**

Stating the FTA as a generality indicates a speaker is not attempting to endanger. The respondent's face nevertheless does not represent the addressee's image obligated to do it. Use conditions such as a general principle, control, or requirement.

(Brown & Levinson, 1987)

For instance:

P: People do that when you order pizza. You know, you order and everybody take a piece.

A: But I'm so hungry.

**i. Nominalize**

Someone else nominalizes the development for the purpose to signify the speaker's statement. The focus is to utilize the degree of nominalization formalize the statement.

For instance: "And you don't think that's fair. You just said you'd get a cookie if you wanted one. So why can't I? I'm not a little kid. I can make my own decisions." He stared at her earnestly. (Ambalegin & Sijabat, 2020)

**j. Go on record as incurring a debt, or as not incurring H**

It has been plainly stated that the speaker provides kindness (debt). The speaker could deny any debt owed by the listener. In other words, the speaker makes a request or makes an offer to the listener concerning anything.

For instance:

"You haven't had to deal with her these last three years."(Ambalegin & Sijabat, 2020)

## Method

This study aimed to learn more about the insulting politeness strategies employed by characters in the Menu Movie. The goal of this study was to describe those elements. This study used a qualitative descriptive research methodology. Content analysis is the research method chosen because it seeks to find the negative politeness methods by analyzing the material that is presented as a movie script. According to Sudaryanto (1993), qualitative research is any study that gives descriptive information about individuals and behaviors that may be witnessed verbally or in writing. Additionally, the researcher searched and collected data using a descriptive technique. The researcher utilized Brown and Levinson (1987) theory to analyze the data. Pragmatics Identity Method is the theory.

There are a few the stages that are followed in this study's data analysis method include the following procedures and steps. (1) Classifying the information according to the various sorts of offensive behavior in the Menu movie (2) Using Levinson's theory to analyze the types. (3) The information was described to present the type-based answers. The researcher employed an informal technique to communicate the analysis's findings, which is the act of doing so in verbal form. This indicates that the findings can be encapsulated in words or phrases. The informal

method of providing the data analysis additionally allows for the provision of the result analysis.

## **Discussion**

### **DATA 1 Be Conveniently Indirect.**

Chef : Please tell me one dish you ate the last time you were here or last time

Ms. Mills : cod.

Chef: **it was not cod , you donkey.**

It showed when the chef asked about what was the last dish here. because the chef gave a face that did not like the previous treatment that was done to the chef. But after Ms. Mills answered that the answer was wrong, then the chef said "you donkey" which literally means stupid to Ms. Mills indirectly.

(1:45:01-1:45:20)

### **DATA 2 Be Conveniently Indirect.**

Chef: what about my food is not to your liking ?

Margot: All starters, you've taken the joy out of eating. **every dish you served tonight has been some intellectual exercise** rather than something you want to sit and enjoy .

It showed Margot statement about the food served by the chef at this restaurant. Margot knew the food that should be served was full of flavor and made with love. However, the food served like in this restaurant had no image of flavor even enjoyed by the guests. It all makes no sense and the chef cooks not from the heart but his own obsession.

(1:40:03-1:39:12)

### **DATA 3 Question, Hedge**

George : **Hey , Aren't you supposed to be running interference for me , Make sure people don't bother me , then?**

Lillian : God, please we both know you were not bothered, right?

(1:43:55 -1:43:50 )

Girl used question and hedging as negative politeness strategies regarding reaction to George's inquiry. This method is utilized for the presumption that the listener is

uncomfortable following the speaker's instruction. Hedges are used to reduce risk in order to accomplish this purpose.. George minimized the threat to the girl to mention the existence of the place that was booked so that no one would try to disturb her.

#### **DATA 4 Question, Hedge**

Margot : **And chef , is he around here somewhere ?** I'd love to talk with him

Chef : Why don't you take your seat ? we are about to serve.

(1:35:40- 1:35:38 )

This requested to find a chef in this room. However, Chef was disturbed by the presence of Margot who was arranging the meal and he utilized negative politeness in a series of inquiries to bring down the chef. To reduce the threat, this strategy is utilized being a presumption of inability to cooperate with the individual to speaker.

#### **DATA 5 Question , Hedge**

Chef: You're barely eaten the food. Why ? I need to know . **why don't you eat?**

Lilian: why do you care ?

Chef: I take my work very seriously , and you 're not eating. And that wounds me.

(1:10:15- 1:10:08)

This requested to explain why a girl wouldn't eat a dish that had been made by herself. In surprise, the chef went to the guest's table to ask if there was something wrong with the dish he was serving. Also, he used a question that was used as a strategy to confuse the situation.

#### **DATA 6 Question , Hedge**

Margot : **If you don't mind me asking though, why don't you die for him ?**

Elsa: You will not replace me .

Margot :Replace you? Trust me , I have no...

(29:05-28:55)

This requested explain what motive Elsa knows to the chef. According to Elsa Margot is the one who has ruined the plan that the chef will do. Because she was not among the guest list. And Elsa wanted to kill Margot because she had taken over in her position. However, Elsa did not mean that, when she wanted to defend herself.

Suddenly Elsa attacked Margot to kill in the end Elsa died at the hands of Margot. Margot uses questions as assumptions to the listener that are spoken.

#### **DATA 7 Be pessimistic**

Chef: You desperately wants my prestige, my job , my talent. He aspires to greatness **but he'll never achieve it.**

Jeremy: Yes, chef.

(1:07: 08- 1:07:02)

It uttered explained that the chef told the Jeremy was a chef's subordinate who wanted to be like a talented chef. But Jeremy was still not discouraged by the words spoken by the chef. Instead, Jeremy accepted with a humble smile. Chef used the word "aspires to greatness" to describe a polite attitude but it was to show a pessimistic sentence with Jeremy.

#### **DATA 8 Minimize the Imposition**

Lillian : Wait. you .. you like this ? **He 's basically insulting you**

Margot : No,no,no. You don't get it. It's a concept. That's what makes his food so exciting . He's not just a chef. He's a storyteller and he doesn't give a fuck about the rules

(1:22:49-1:22:32)

It showed that Lillian didn't like the dish this time because she thought it was strange. But unlike Margot who likes it, this time Lillian thinks the chef is insulting to the guests. Then, Margot argues that it is not true, because this dish makes the concept of food served interesting with each dish offered. the word "basically insulting" by describing the explanation which means "insult".

#### **DATA 9 Give Deference**

Chef :And I Saw the film Calling Doctor Sunshine alone in the cinema.

Boy : But look, I didn't direct it . I just acted in it .

Chef: The memory of your face in the film , **and seeing you again now** haunts me .

(31:37- 31:26)

This utterance happened chef gave a statement about why Boy was punished, because chef waited for the day when he wanted to watch a movie after a day of work. However, it was a precious day for Chef and a sad one. Furthermore, after all

these years, Chef finally met Boy. The chef's goal in this strategy is to realize the situation for the listener to listen to the utterance for respect.

### **DATA 10 Apologize**

Lilian: Tyler , **you need to apologize to me right now**. You cannot speak to me that way

Tyler: Actually, I can because, I'm the one who's paying . So maybe, shut up and eat.

(1:11:46-1:11:42)

It was uttered when lilian thought the food served by the chef looked strange and did not want to taste. then Tyler thought lilian was acting like a child and making trouble when tyler was eating. And Lilian did not accept Tyler's treatment of her. Then, Lilian said the word "apologize" to respect her audience. The word "apologize" is an apology word that can reduce the negative face for the listener.

### **DATA 11 Apologize**

Elsa: You've disobeyed this rule . I take care of the customers so that Chef can take care of the menu. You've been a nuisance since you have arrived.

Margot: **I'm sorry**.

(29:28-29:00)

The utterance Margot wants to enter the secret room where the chef is and wants to find something. However, Elsa suddenly appeared to warn that not just enter the chef's room. Finally, Margot apologized to Elsa for her behavior. With the words "I'm sorry" is a statement to express regret for interfering with the privacy rights of others. Also as a form of defense of his own concern for his behavior to others.

### **DATA 12 Impersonalize interlocutors**

Margot : I don't like your food.

Chef: what did you say ?

Margot : **I said I don't like your food, I would like to send it back .**

(18:34-18:19)

This utterance Margot telling the truth about the dishes served in this room not looking delicious, but the chefs wouldn't listen to the suggestions made by the

guests. And Margot wanted to return the food. This includes conversational avoidance of mentioning who in the conversation is participating with both parties.

#### **DATA 13 State the FTA as General Rule**

Chef: So, you brought Margot. Why?

Tyler: Cause you don't offer seatings for one.

Chef : **So, you hired her knowing she'd die.**

Margot : You entitled piece of shit! I'm gonna kill you , Tyler!

(39:20-39:39)

This utterance happened chef testing the question for Tyler with what was the purpose of bringing Margot to this restaurant. In fact, Margot is not on the guest list to be invited to the restaurant. However, Tyler knew this was to trap Margot into the restaurant. And Margot's emotional outburst to Tyler will kill him. This strategy is used as a negative impact on the listener.

#### **DATA 14 Nominalize**

**Chef: I am monster. No, was a monster and a whore.** But to night , everything I'm doing is pure. And last , the pain is almost gone.

(22:00-22:03)

This utterance clarifies Chef's claim that he is a criminal. Which is an inhumane thing to do. And the guests understood what the chef was saying. Thus, he is not what he wants to be but the people around him have changed him. And the sentence is an utterance used as an adult.

#### **DATA 15 Go on record as incurring a debt, or as not indebting H**

Chef : **Do you wanna die with those who give, or with those who take?**

Lillian : But I die either way ? It's arbitrary

Chef : No, it's not arbitrary. Nothing in this kitchen is arbitrary.

(1:11:01- 59:57 )

It showed the chef offering a favor to Lillian to choose to die with the guests or join the team chef. However, Lillian speculated that she would die too. Then Chef gave an explanation that not by following the rules that have been set in this kitchen.

Lillian considers everything done in this restaurant to be arbitrary for the chef's actions. This strategy offers the listener safety for something.

**Table 1.** The Strategies of negative politeness performed by the characters in “The Menu” Movie

No	Strategies of negative politeness	Total
1	Be conveniently indirect	2
2	Question and hedge	4
3	Be optimistic	1
4	Minimize the imposition	1
5	Give deference	1
6	Apologize	2
7	Impersonalize interlocutors	1
8	State the FTA as general Rule	1
9	Nominalize	1
10	Go on record as incurring a debt or as not indebting H	1
	Total	15

## Conclusion

Negative Politeness is primarily focused on partially satisfying H's negative face, which is his fundamental need to uphold claims. Therefore, negative politeness is primarily the fulfillment of negative-politeness methods. Speaker respects and acknowledges the addressee's negative desires and won't interfere with the addressee's freedom of action by Brown and Levinson (1987), Negative politeness refer to a 'competent adult member's' desire for his or her conduct to be unhindered by others. Based on the result of this study, The main characters employ ten different forms of negative politeness strategies. The character from the film “The Menu” The technique discovered total of 15 negative politeness strategies. And the movie is one the media that applied negative politeness.

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