

IMPOLITENESS STRATEGIES AND ITS SPEECH ACTS OF MAIN ANTAGONIST CHARACTER UTTERANCES IN *CRUELLA* MOVIE

¹Wildaan Mukhallad, ²Agung Prasetyo Wibowo
English Department, Faculty of Letters and Culture, Universitas Gunadarma
Jl. Margonda Raya No.100, Pondok Cina, Depok 16424, Jawa Barat
¹wildaanmukh@gmail.com, ²agungpw@staff.gunadarma.ac.id

Abstract

This research discusses impoliteness strategies and its speech acts of main antagonist utterances in Cruella movie. The objectives of this research are to find out the impoliteness strategies in the utterances of main antagonist in Cruella movie using Culpeper's impoliteness strategies (1996) and to find out the speech acts in the impolite utterances of main antagonist in Cruella movie using Searle's classification of speech acts (1979). The study adopted a descriptive qualitative method. The source of data of this research is a movie entitled Cruella. This research uses the dialogue script of Cruella movie as the data. The result shows that there are 90 data found in this research consisting of five impoliteness strategies and five kinds of speech acts in the utterances of main antagonist in Cruella movie. The impoliteness strategies found in this research are negative impoliteness with 49 data or 54%, positive impoliteness with 18 data or 20%, bald-on record impoliteness with 11 data or 12%, sarcasm or mock politeness with 8 data or 9%, and withhold politeness with 4 data or 4%. The kinds of speech acts found in this research are directive with 41 data or 46%, representative with 22 data or 24%, expressive with 21 data or 23%, commissive with 4 data or 4%, and declaration with 2 data 2%. The classification of speech acts found in the impoliteness strategies are directive in negative impoliteness with 30 data or 33%, expressive in negative impoliteness with 12 data or 13%, representative in positive impoliteness strategy with 8 data or 9%, representative acts in bald-on record impoliteness with 7 data or 8%, directive in positive impoliteness with 6 data or 7%, representative in negative impoliteness strategy with 4 data or 4%, expressive in sarcasm or mock politeness with 4 data or 4%, directive in bald-on record impoliteness with 4 data or 4%, commissive in negative impoliteness with 3 data or 3%, expressive in withhold politeness with 3 data or 3%, expressive in positive impoliteness with 2 data or 2%, declaration acts in positive impoliteness strategy with 2 data or 2%, representative in sarcasm or mock politeness strategy with 2 data or 2%, commissive in sarcasm or mock politeness with 1 datum or 1%, directive in sarcasm or mock politeness with 1 datum or 1%, and representative in withhold politeness with 1 datum or 1%. Based on the result of this research, directive speech act in negative impoliteness strategy is the most frequent utterances performed by the main antagonist in Cruella movie.

Keywords: *Cruella, illocutionary, impoliteness strategies, movie, speech acts*

INTRODUCTION

Speech acts are the study of language application put forward by Austin (1962) in his book entitled *How to Do Things with Words* which was further developed by his student, Searle (1979). Speech acts according to Searle in Markoem (2017) are a speaking

activity performed by someone by stating an utterance, such as a notification, command, regret, or congratulating, always followed by a speech act of certain actions or intentions. Speech act is used as a unit of analysis to obtain a resolution of the inability of the truth condition as the only measure that is

determined as a criterion of truth or utterance. In pragmatic studies, the analysis of a discourse is not only in the scope of sentence or utterance analysis but also involves speech act.

In a conversation, the speaker has the potential to attack the opponent's face and vice versa where the conversation that occurs becomes a kind of competition that threatens each other. This act is known as a face threatening act (2018). To be able to avoid the threat from happening, the speaker can say something that can reduce or even prevent the threat. This action is known as a face-saving act. To answer this problem, Brown and Levinson (1987) described preventive measures against these threats, known as politeness strategies.

In the practice of conversation that has a specific purpose, impoliteness is often found in speech. Actions that are intended to threaten or attack the face of the interlocutor are deliberately carried out to create conflict and social disharmony. Culpeper (2011) explained in detail that impoliteness can occur if in communicating using language, the utterer does have the intention to attack or threaten the face of the interlocutor. Culpeper's impoliteness strategies (1996) are the alternative actions to Brown and Levinson's (1987) theory of politeness strategies.

The definition of speech acts was stated by Yule (2018) that the utterance expressed by someone is not only contain grammatical

structures, but also shows certain actions which will be called as speech acts. Based on Yule's explanation about speech act, it can be understood as action taken by someone when uttering. Searle (1979) classified speech acts into five general types of functions; declaration, representative, expressive, directive, and commissive.

Impoliteness is the opposite of politeness used to threaten or damage someone's face. According to Culpeper (2011), impoliteness is an attitude or behavior that is contrary to the nature of politeness that occurs in a certain context. Culpeper (1996) identified five impoliteness strategies consisting of bald-on record impoliteness, positive impoliteness, negative impoliteness, sarcasm or mock politeness, and withhold politeness.

The phenomena of impoliteness in speech acts can also be found in the utterances of characters in a movie. Movie is defined as a branch of art that uses audio and visual as its medium. According to Parera (2004), movie is a literary discourse and belongs to a group of expressive discourses. Movie can act as language communication. Movie has multiple functions, apart from being a form of entertainment, as well as a medium of communication to convey messages from the author to the audience.

The researcher conducted further investigation of impoliteness strategies applied in utterances of main antagonist and the identification of speech acts performed in

the impolite utterances of main antagonist in *Cruella* movie. The objectives of this research are to find out the impoliteness strategies which are applied in the utterances of main antagonist character in *Cruella* movie using Culpeper's impoliteness strategies (1996) then the results of the analysis are used as the data to find out the speech acts which are performed in the impolite utterances of main antagonist character in *Cruella* movie using Searle's speech acts (1979).

Culpeper's theory of impoliteness strategies (1996) and Searle's theory of speech acts (1979) are frequently used by previous researchers in related research. Therefore, these theories are appropriate to be used as the basis for analyzing this research. The reason why researcher used the utterances of main antagonist character as the source of data is because the utterances of this character have a lot of potential data of impoliteness strategies and the speech acts to be explored and analyzed. The movie is also interesting to be used as the source of data because this movie won Oscar Award 2022 for the category of the best costume design. This research also fulfilled the element of exclusivity because there has been no research that discusses the topic of impoliteness strategies and speech in the *Cruella* movie.

The researcher used three previous studies related to the disciplines analyzed in this study. Susanto (2018) used Culpeper's theory (2005) about the strategies of

impoliteness and the types of speech acts by Searle (1979) to analyze the impoliteness in the *Prison Break* Series. Based on the results, there are 50 data of impoliteness strategies used in the two seasons of movie series. The researcher found the highest amount of speech acts data used is directives speech acts with 18 data (36%). Bald on record and positive impoliteness are the dominant strategies in this research with 14 data (28%) each. The researcher concluded that the combination of the speech acts and the impoliteness strategies used in the *Prison Break* movie series results bald on record in directives speech acts is the largest category with 10 data (20%).

Siahaan (2019) explored the types of impoliteness strategies using Culpeper's theory (1996) and the function of using impoliteness strategies in the comments of Lady Gaga's haters on Instagram. The researcher found 26 data from 20 haters using impoliteness strategies. The negative impoliteness strategy and positive strategy are equally the most frequent strategies with 10 data or 38.46% each of them. There are 4 data or 15.38% using bald on record impoliteness and 2 data or 7.69% for sarcasm strategy. The most frequent function is affective impoliteness with 17 data or 65.38%, the second is coercive impoliteness with 4 data or 15.38%, and the least is entertaining impoliteness with 5 data or 19.23%.

Krisdayanti (2020) investigated the types of impoliteness strategies using

Culpeper's theory (1996) and the characters' intention of using those types of impoliteness strategies using Searle's theory of illocutionary acts (1979). The result shows that there are 136 impoliteness strategies used by the characters in the *Straight Outta Compton* movie. There are 103 data (76%) of positive impoliteness strategy, 22 data (16%) of negative impoliteness strategy, 9 data (7%) of bald-on record impoliteness strategy, and 2 data (1%) of sarcasm or mock politeness. The researcher found the characters' intentions of using those impoliteness strategies, as follows: convincing, reporting, ordering, questioning, threatening, anger, like, dislike, sadness, boasting, praising, surprised, and blaming.

Based on the description of the three similar previous studies, this research tries to present novelty in applying Culpeper's theory of impoliteness strategies (1996) and Searle's theory of speech acts (1979) which results in a combination of data in a particular utterance instead of just examining one theory or both but separately. This research also attempts to prove that Culpeper's theory of impoliteness strategies (1996) and Searle's theory of speech acts (1979) are interesting to study because they are interrelated with each other so that they can broaden scientific references, especially in pragmatics studies.

METHODS

The method applied in this research is a qualitative descriptive method. According to

Sudaryanto, (1998, p. 62) descriptive method is a method that describes facts and data that are analyzed systematically, factually, and accurately. Subroto (1992, p. 7) explained that descriptive qualitative research is performed by taking careful notes on data in the form of words, sentences, discourses, pictures/photos, diaries, memorandums and videotapes. Sutopo (2006, p. 35) described descriptive qualitative research as research that focuses on data in the form of words, sentences, or pictures that have more meaning than numbers or frequencies. Based on the explanation from the experts regarding the qualitative descriptive method above, this research uses descriptive qualitative method to find out the impoliteness strategies in the utterances of main antagonist in *Cruella* movie using Culpeper's impoliteness strategies (1996) and to find out the speech acts in the impolite utterances of main antagonist using Searle's classification of speech acts (1979).

RESULTS AND DISCUSSION

The researcher obtained 90 data that consist of five impoliteness strategies and five speech acts. The impoliteness strategies found in the utterances of main antagonist in *Cruella* movie are bald-on record impoliteness, positive impoliteness, negative impoliteness, sarcasm or mock politeness, and withhold politeness. The classification speech acts found in the impolite utterances of main antagonist in *Cruella* movie are declaration,

representative, commissive, directive, and expressive. Based on the table 1, there are five impoliteness strategies found in the utterances of main antagonist with 90 data. The strategies in the utterances of main antagonist are bald-on record impoliteness with 11 data or 12%, positive impoliteness with 18 data or 20%, negative impoliteness with 49 data or 54%, sarcasm or mock politeness with 8 data or 9%, and withhold politeness with 4 data or 4%. The table shows that negative impoliteness gets the highest percentage which means it is the most frequent impoliteness strategy and withhold politeness gets the lowest percentage which means it is the most infrequent impoliteness strategy applied by the main antagonist.

Based on the table 2, there are five classification of speech acts found in the impolite utterances of main antagonist with 90 data. The speech acts in the impolite utterances of main antagonist are declaration with 2 data or 2%, representative with 22 data or 22%, commissive with 4 data or 4%, directive with 41 data or 46%, and expressive with 21 data or 23%. The table shows that directive gets the highest percentage which means it is the most frequent speech act and declaration gets the lowest percentage which means it is the most infrequent speech act performed by the main antagonist.

Based on the table 3, the classification of speech acts found in the impoliteness strategies are declaration acts in positive impoliteness strategy with 2 data or 2%, representative acts in bald-on record impoliteness with 7 data or 8%, representative in positive impoliteness strategy with 8 data or 9%, representative in negative impoliteness strategy with 4 data or 4%, representative in sarcasm or mock politeness strategy with 2 data or 2%, representative in withhold politeness with 1 datum or 1%, commissive in negative impoliteness with 3 data or 3%, commissive in sarcasm or mock politeness with 1 datum or 1%, directive in bald-on record impoliteness with 4 data or 4%, directive in positive impoliteness with 6 data or 7%, directive in negative impoliteness with 30 data or 33%, directive in sarcasm or mock politeness with 1 datum or 1%, expressive in positive impoliteness with 2 data or 2%, expressive in negative impoliteness with 12 data or 13%, expressive in sarcasm or mock politeness with 4 data or 4%, and expressive in withhold politeness with 3 data or 3%. The result shows that directive in negative impoliteness gets the highest percentage which means it is the most frequent speech act and impoliteness strategy performed by the main antagonist.

Table 1. Impoliteness Strategies

No.	Impoliteness Strategies	Frequency	Percentage
1	Bald-on Record Impoliteness	11	12%
2	Positive Impoliteness	18	20%
3	Negative Impoliteness	49	54%
4	Sarcasm or Mock Politeness	8	9%
5	Withhold Politeness	4	4%
Total		90	100%

Table 2. Speech Acts

No.	Speech Acts	Frequency	Percentage
1	Declaration	2	2%
2	Representative	22	24%
3	Commissive	4	4%
4	Directive	41	46%
5	Expressive	21	23%
Total		90	100%

Table 3. Speech Acts Found in each Impoliteness Strategies

Impoliteness	Bald-on Record Impoliteness		Positive Impoliteness		Negative Impoliteness		Sarcasm or Mock Politeness		Withhold Politeness		Total	
Speech Acts												
Declaration	0	0%	2	2%	0	0%	0	0%	0	0%	2	2%
Representative	7	8%	8	9%	4	4%	2	2%	1	1%	22	24%
Commissive	0	0%	0	0%	3	3%	1	1%	0	0%	4	4%
Directive	4	4%	6	7%	30	33%	1	1%	0	0%	41	46%
Expressive	0	0%	2	2%	12	13%	4	4%	3	3%	21	23%
Total	11	12%	18	20%	49	54%	8	9%	4	4%	90	100%

Impoliteness Strategies

Impoliteness strategies can be defined as tactical ways used to express impolite utterance in conversation. In this research, there are five impoliteness strategies found in the utterances of main antagonist, which are as follows:

Bald-on Record Impoliteness

Bald-on record impoliteness is performed when the utterer threatens interlocutor's face directly, clearly, unambiguously, and concisely in circumstances where the utterer does not intend to maintain the interlocutor's face. The researcher found 11 data of this strategy in the utterances of main antagonist in *Cruella* movie. The example is as follow:

Baroness : **Don't touch the ankle.**

Roger : Yes, sorry. It's in.

Roger put shoes on Baroness, but Baroness does not seem to like it when Roger touches her ankle. Bald-on record impoliteness strategy is performed by Baroness in her utterance because she does not only tell Roger not to touch her ankle but she directly forbids it so that Roger who does not have any intentions becomes exposed to threats from Baroness.

Positive Impoliteness

Positive impoliteness is performed when the utterer acts intentionally deployed to attack interlocutor's positive face. The researcher found 18 data of this strategy in the utterances of main antagonist in *Cruella* movie. The example is as follows:

Baroness : You. **Grubby girl.**

Estella : Yes?

Baroness calls Estella because Baroness is curious with the creator who made the artistic window display at the Liberty. Baroness did not know Estella's real name before because this is the first time, they meet each other. Positive impoliteness strategy is performed by Baroness in her utterance because Baroness calls Estella by other name that represents her shabby look instead of asking Estella her real name. By conducting it, Baroness has attacked Estella's positive face. This strategy is also classified into sub-strategy: call the other names: Use derogatory nominations.

Negative Impoliteness

Negative impoliteness is performed when the utterer intentionally aims to attack the interlocutor's negative face. The researcher found 49 data of this strategy in the utterances of main antagonist in *Cruella* movie. The example is as follows:

Baroness : **Get me lunch.** Soy salmon, lemon-zest risotto, cucumber sliced into two-inch diagonals at an eighth of an inch width sprinkled with seven leaves of parsley, shredded, not torn.

Estella : Right.

The Baroness tells Estella to prepare lunch for her. The Baroness demands a super complicated lunch menu. Negative impoliteness strategy is performed by Baroness in her utterance because Baroness gives Estella the burden of responsibility for serving her by providing her lunch. By conducting it, Baroness has attacked Estella's negative face. This strategy is also classified into sub-strategy: put others' indebtedness on record.

Sarcasm or Mock Politeness

Sarcasm or mock politeness is performed when the utterer conveys something that is obviously insincere, pretending, or looking polite just on the surface. The researcher found 8 data of this strategy in the utterances of main antagonist in *Cruella* movie. The example is as follows:

Baroness : Oh. Finally, someone competent.

Roger : Whoa!

Baroness : **And someone not.**

Estella seems to have succeeded in bringing the lunch as the Baroness wanted. Roger comes stumbling. Sarcasm strategy is performed by Baroness in her utterance because Baroness compares one's behavior with others by praising one but in the same time also mocking others.

Withhold Politeness

Withhold politeness is performed when the utterer does not conduct a politeness strategy either due to negligence or intentional as expected such as being silent and not thanking the interlocutor after being treated well. The researcher found 4 data of this strategy in the utterances of main antagonist in Cruella movie. The example is as follow:

Baroness : It's...

Estella : Stunning.

Baroness : **Hmm.**

Estella all night doing her job. She sewed the dress using gold trim. The next day Baroness is impressed looking the elegant dress. Withhold politeness strategy is performed by Baroness in her utterance because Baroness holds back her amazed expression by not finishing her sentence.

Speech Acts

Speech act can be defined as the act of doing something. In this research, there are

five illocutionary acts used by Baroness in her identified impolite speech, which are as follows:

Declaration

Declaration is the act intended by the utterer to create a new condition to the interlocutor, such as changes in status or circumstances. The researcher found 2 data of this speech act in the impolite utterances of main antagonist in Cruella movie. The example is as follow:

Roger : You do?

Baroness : So I have a gap to fire you.

There's a gap. **You're fired.**

Roger's opinion does not match the baroness's wishes so he is fired and kicked out of the car in the middle of the road by Baroness. The utterance is categorized into declaration act because Baroness fires Roger to make him silent because she does not want to hear Roger's opinion anymore. Roger's dismissal by the Baroness makes Roger no longer Baroness' lawyer. Baroness performs the act of firing.

Representative

Representative is the act that binds the utterer to the truth of what the utterer says to interlocutor. The researcher found 22 data of this speech act in the impolite utterances of main antagonist in Cruella movie. The example is as follow:

Baroness: **You're a man who can't take responsibility.**

Men from departments store that stock the Baroness' product come to meet Baroness. They intend to give input to the Baroness. Unfortunately, it turns backfired to them. Baroness straightforwardly humiliate them by telling the depravity of their work and how they can be incompetent in it. The utterance is categorized into representative act because Baroness tells her opinion of her client with disdainful tendencies. Baroness performs the act of telling.

Commissive

Commissive is the acts that binds the utterer to do what is stated in the utterer's speech. The researcher found 4 data of this speech act in the impolite utterances of main antagonist in *Cruella* movie. The example is as follow:

Cruella : This is between us. Let Jasper and Horace, imbeciles that they are for letting you follow them, let them go.

Baroness : Oh, **I shall. They're going to jail.**

Cruella arrives home after ruining the Baroness' fashion show. She is surprised with Baroness and her men' presence. Cruella also does not expect when finding out Horace and Jasper tied up. Cruella is subdued and tied with them. The baroness intends to report them to the police for the crimes they committed. The baroness sprinkled kerosene all over the room and set the building and Cruella on fire. Cruella is helpless in the flame that is keep spreading.

Directive

Directive is the act performed by the utterer with the intention that the interlocutor does the actions mentioned in the utterance. The researcher found 41 data of this speech act in the impolite utterances of main antagonist in *Cruella* movie. The example is as follow:

Baroness : Time for my nine-minute power nap. **Box up my lunch,** Estella. (Grunts)

Baroness is going to take a nap. Baroness gives Estella an order to package the meal so Baroness can eat her lunch later. The utterance is categorized into directive act because Baroness as the dominance give Estella an order to do everything she asks for. Baroness performs the act of ordering.

Expressive

Expressive is the act intended by the utterer so that the utterance is interpreted as an evaluation of the things mentioned in the speech where the utterer expresses the utterer's feelings or behavior. The researcher found 21 data of this speech act in the impolite utterances of main antagonist in *Cruella* movie. The example is as follow:

Officer : Well, someone tipped them off and gave them the wrong tip.

Baroness : Thank you for your time.

Incompetent as always.

Baroness commands the police officer to look for Cruella's whereabouts. She wants to make sure if Cruella still alive or dead.

Unfortunately, the police could not find any trace of Cruella. Baroness looks upset. She even throws a chair to her servant's feet. The utterance is categorized into expressive act because Baroness gives feedback as an expression of disappointment to the officer by judging him incompetent. Baroness performs the act of criticizing.

Speech Act in Each Impoliteness Strategy

Speech act in each impoliteness strategy is the number of speech act performed in an impoliteness strategy. The researcher found 16 combination of speech act in impoliteness strategy shown in this research which are as follows:

Declaration in Positive Impoliteness

Declaration in positive impoliteness means the number of declaration act performed in a positive impoliteness strategy. The researcher found 2 data of this combination in the utterances of main antagonist in *Cruella* movie. The example is as follows:

Roger : You do?

Baroness : So I have a gap to fire you.

There's a gap. **You're fired.**

Roger's opinion does not match Baroness' wishes so he is fired and kicked out of the car in the middle of the road by Baroness. The utterance is categorized into declaration act in positive impoliteness strategy because Baroness attacks Roger's positive face by firing him. Declaration act is

performed when Baroness changes Roger's status so that Roger is no longer her lawyer. Positive impoliteness strategy is applied when Baroness disowns Roger's desire to contribute as lawyer.

Representative in Bald-on Record Impoliteness

Representative in bald-on record impoliteness means the number of representative act performed in a bald-on record impoliteness strategy. The researcher found 7 data of this combination in the utterances of main antagonist in *Cruella* movie. The example is as follows:

Baroness : My feedback. **You're short, you're fat, you smell like an anchovy, you're color-blind, but you pretend you aren't.**

Men from departments store that stock Baroness' product come to meet Baroness. They intend to give input to Baroness. Unfortunately, it turns backfired to them. Baroness straightforwardly humiliate them by telling the depravity of their work and how they can be incompetent in it. The utterance is categorized into representative act in bald-on record impoliteness strategy because Baroness bluntly attacks the guy from department store by describing his lack of physical condition. Representative act is performed when Baroness describes the physical condition of the interlocutor based on her observation. Bald-on record impoliteness strategy is applied when

Baroness delivers her abusive statements clearly and straightforwardly.

Representative in Positive Impoliteness

Representative in positive impoliteness means the number of representative act performed in a positive impoliteness strategy. The researcher found 8 data of this combination in the utterances of main antagonist in *Cruella* movie. The example is as follows:

Estella : Who was the woman?

Baroness : **Not really the point of the story. The story's about how lucky I am**, but anyway, she had a kid.

Estella notices Baroness' necklace was worn by Catherine before but Estella pretends not to know it. Estella tries to get information from Baroness to talk about it. Baroness says her necklace was stolen by a woman. Estella is getting more curious about the story of the necklace. The utterance is categorized into representative act in positive impoliteness strategy because Baroness attacks Estella's positive face by ignoring and disinterested to Estella's question but instead focuses on explaining the story about herself. Representative act is performed when Baroness responds to Estella's question by talking about her as the main topic of the story. Positive impoliteness strategy is applied when Baroness deliberately does not answer Estella's question as she wanted but diverts the conversation by telling her about how important Baroness in her story.

Representative in Negative Impoliteness

Representative in negative impoliteness means the number of representative acts performed in a negative impoliteness strategy. The researcher found 4 data of this combination in the utterances of main antagonist in *Cruella* movie. The example is as follows:

Baroness : **You're a fool.**

Baroness talks to Gerald about Estella who made the artistic window display. Gerald says that Estella is going to be fired because of the mess she created but apparently Gerald misunderstands about the situation. Gerald does not know that the Baroness actually wants to appreciate the window. The utterance is categorized into representative act in negative impoliteness strategy because Baroness attacks Gerald's negative face by scorning his authority in deciding. Representative act is performed when Baroness tells her opinion about Gerald that she thinks Gerald would waste Estella's potency. Negative impoliteness strategy is applied when Baroness scorns Gerald's personal decision to fire Estella.

Representative in Sarcasm or Mock Politeness

Representative in sarcasm or mock politeness means the number of representative acts performed in a sarcasm or mock politeness strategy. The researcher found 2 data of this combination in the utterances of main antagonist in *Cruella* movie. The example is as follows:

Baroness : Oh. Finally, someone competent.

Roger : Whoa!

Baroness : **And someone not.**

Estella seems to have succeeded bringing the lunch as Baroness wanted. Roger suddenly comes stumbling. Baroness gives her opinion about both of them. The utterance is categorized into representative act in sarcasm or mock politeness strategy because Baroness indirectly states that Roger is clumsy and incompetent. Representative act performed when Baroness conveys her thought about Roger being incompetent. Sarcasm or mock politeness strategy is applied when Baroness praises Estella but also mocks Roger indirectly at the same time.

Representative in Withhold Politeness

Representative in withhold impoliteness means the number of representative acts performed in a withhold politeness strategy. The researcher found 1 datum of this combination in the utterances of main antagonist in *Cruella* movie. The example is as follows:

Baroness : All right, how do I look?

Jeffrey : Fabulous.

Baroness : Well, **I know that.**

Baroness has finished changing and asks Jeffrey what he thinks of her appearance. The utterance is categorized into representative act in withhold politeness strategy because Baroness does not respond to Jeffrey's compliment politely as it should be but she conveys it in impolite way instead.

Representative act performed when Baroness indirectly says that she agrees with Jeffrey's statement about her. Withhold politeness strategy is applied when Baroness does not intend to convey her gratitude directly but she shows her arrogance statement instead.

Commissive in Negative Impoliteness

Commissive in negative impoliteness means the number of representative act performed in a negative impoliteness strategy. The researcher found 3 data of this combination in the utterances of main antagonist in *Cruella* movie. The example is as follows:

Baroness : She's really Estella.

Cruella : Cruella de Vil.

Horace : It's spelled "Devil," but it's pronounced "de Vil."

Baroness : **You wait, I'll get even.**

After pushing Estella into the sea became known to the all witnesses, Baroness is arrested by the authorities. Estella, who has changed her character to Cruella, comes to Baroness' residence to see her triumph. Baroness irritably explains to the people that the whole thing was Estella's trick. Cruella smiles proudly for defeating Baroness. The utterance is categorized into commissive act in negative impoliteness strategy because Baroness tries to attack Cruella's negative face by committing to threaten and get revenge. Commissive act is performed when Baroness tells Cruella that she commits to get revenge one day. Negative impoliteness

strategy is applied when Baroness frightens Cruella with threats.

Commissive in Sarcasm or Mock Politeness

Commissive in sarcasm or mock politeness means the number of commissive act performed in a sarcasm or mock politeness strategy. The researcher found 1 datum of this combination in the utterances of main antagonist in *Cruella* movie. The example is as follows:

Baroness : I'll tip off the press. **I'd love them to know that you went out in a blaze of glory.** (Chuckling)

Cruella arrives home after ruining Baroness' fashion show. She is surprised with Baroness and her men' presence. Cruella also does not expect when finding out Horace and Jasper tied up. Cruella is subdued and tied with them. Baroness intends to report them to the police for the crimes they committed. Baroness sprinkled kerosene all over the room and set the building and Cruella on fire. Cruella is helpless in the flame that is keep spreading. The utterance is categorized into commissive act in sarcasm or mock politeness strategy because Baroness commits to make sure Cruella gives up and abandons all her achievements on fire. Commissive act performed when Baroness plans to burn Cruella and promises the press to announce her death caused by fire. Sarcasm or mock politeness strategy is applied when Baroness talks to Cruella about the blaze of glory which it actually means Cruella will lose her glory

on fire but Baroness will obtain the glory for defeating Cruella.

Directive in Bald-on Record Impoliteness

Directive in bald-on record impoliteness means the number of directive act performed in a bald-on record impoliteness strategy. The researcher found 4 data of this combination in the utterances of main antagonist in *Cruella* movie. The example is as follows:

Baroness : **Don't touch the ankle.**

Roger : Yes, sorry. It's in.

Roger put shoes on Baroness, but Baroness does not seem to like it when Roger touches her ankle. The utterance is categorized into directive act in bald-on record impoliteness strategy because Baroness directly forbids Roger not to touch her ankle. Directive act is performed when Baroness strictly forbids Roger from touching her ankle. Bald-on record impoliteness strategy is applied when Baroness tells her prohibition to Roger clearly and directly which makes Roger feels reprimanded.

Directive in Positive Impoliteness

Directive in positive impoliteness means the number of directive act performed in a positive impoliteness strategy. The researcher found 6 data of this combination in the utterances of main antagonist in *Cruella* movie. The example is as follows:

Baroness : You. **Grubby girl.**

Estella : Yes?

Baroness calls Estella because Baroness curious with the creator who made the artistic window display at the Liberty. The utterance is categorized into directive act in positive impoliteness strategy because Baroness attacks Estella's positive face by calling her the other names using derogatory nominations. Directive act is performed when Baroness calls Estella to make her respond to Baroness. Positive impoliteness strategy is applied when Baroness does not recognize Cruella's proper name but she uses derogatory name to call her instead.

Directive in Negative Impoliteness

Directive in negative impoliteness means the number of directive act performed in a negative impoliteness strategy. The researcher found 30 data of this combination in the utterances of main antagonist in *Cruella* movie. The example is as follows:

Baroness : Get me lunch. Soy salmon, lemon-zest risotto, cucumber sliced into two-inch diagonals at an eighth of an inch width sprinkled with seven leaves of parsley, shredded, not torn.

Estella : Right.

Baroness tells Estella to prepare lunch for her. Baroness demands a super complicated lunch menu. The utterance is categorized into directive act in negative impoliteness strategy because Baroness attacks Estella's negative face by putting Estella in a position where she as Baroness'

worker has to obey Baroness' orders to get her lunch. Directive act is performed when Baroness gives Estella an order to get her lunch. Negative impoliteness strategy is applied when Baroness gives Estella the burden of responsibility to serve her lunch.

Directive in Sarcasm or Mock Politeness

Directive in sarcasm or mock politeness means the number of directive act performed in a sarcasm or mock politeness strategy. The researcher found 1 datum of this combination in the utterances of main antagonist in *Cruella* movie. The example is as follows:

Baroness : **Do I pay you for your opinions or for your obedience?**

John : Well, are you asking my opinion? I'll see it's done.

Baroness tells John to keep Estella in her office when she arrives. Baroness suspects Estella but John convinces her that Estella is not Cruella. The utterance is categorized into directive act in sarcasm or mock politeness strategy because Baroness asks John about his unwanted opinion that has a tendency to disobey her orders. Directive act performed when Baroness asks a question to John to make him answer why he doubts Baroness' orders and tell his unwanted opinion to Baroness. Sarcasm or mock politeness strategy is applied when Baroness shows her power by doubting and asking John about his obligation.

Expressive in Positive Impoliteness

Expressive in positive impoliteness means the number of expressive act performed in a positive impoliteness strategy. The researcher found 2 data of this combination in the utterances of main antagonist in Cruella movie. The example is as follows:

Roger : Baroness, we have that meeting at the Ritz.

Baroness : **Oh, for heaven's sakes.**
(Sighs)

Roger interrupts Baroness' nap to let her know she has a meeting. Baroness feels annoyed so she throws slices of cucumber at Roger which she used to cover her eyes. The utterance is categorized into expressive act in positive impoliteness strategy because Baroness attacks Roger's positive face by expressing her tiredness with swear words to respond Roger's invitation. Expressive act is performed when Baroness sighs to express her tiredness. Positive impoliteness strategy is applied when Baroness curses or uses swear words to convey her expression.

Expressive in Negative Impoliteness

Expressive in negative impoliteness means the number of expressive act performed in a negative impoliteness strategy. The researcher found 12 data of this combination in the utterances of main antagonist in Cruella movie. The example is as follows:

The Servant : (Exclaims).

Baroness : **You're in the way.**

After the fire incident, the police managed to imprison Horace and Jasper. Baroness orders the police to look for Cruella's whereabouts. She wants to make sure if Cruella still alive or dead. Unfortunately, the police couldn't find any trace of Cruella. Baroness looks upset. She throws a chair at his servant's feet. The utterance is categorized into expressive act in negative impoliteness strategy because Baroness attacks her servant's negative face by blaming the maid for blocking her way and not giving the servant's right to self-defense. Expressive act is performed when Baroness expresses her anger by blaming her servant for things that the servant did not actually do to her. Negative impoliteness strategy is applied when Baroness performs abuse of power to take away the maid's personal right to defend herself for what she did not do.

Expressive in Sarcasm or Mock Politeness

Expressive in sarcasm or mock politeness means the number of expressive acts performed in a sarcasm or mock politeness strategy. The researcher found 4 data of this combination in the utterances of main antagonist in Cruella movie. The example is as follows:

Anita : I'm so grateful you've given Tattletale an exclusive tonight.

Baroness : **Not apparently grateful enough to observe the dress code.**

Baroness meets Anita in the party. Anita is working as a journalist of Tattletale Press to cover the event. Baroness does not like it when Anita wears wrong dress code. The utterance is categorized into expressive act in sarcasm or mock politeness strategy because Baroness expresses her displeasure by insinuating Anita's dress code and accusing her of being ungrateful. Expressive act performed when Baroness expressive her displeasure to Anita because she wears wrong dress code. Sarcasm or mock politeness strategy is applied when Baroness insinuates Anita for her contradictive behavior.

Expressive in Withhold Politeness

Expressive in withhold politeness means the number of expressive act performed in a withhold politeness strategy. The researcher found 3 data of this combination in the utterances of main antagonist in Cruella movie. The example is as follows:

Baroness : It's...

Estella : Stunning.

Baroness : **Hmm.**

Estella all night doing her job. She sewed the dress using gold trim. The next day Baroness is impressed looking the elegant dress. The utterance is categorized into expressive act in withhold politeness strategy because Baroness tries to hold her amazed expression by not finishing her words. Expressive act performed when Baroness feels impressed looking on the dress.

Withhold politeness strategy is applied when Baroness holds her expression when she wants to appreciate the dress.

CONCLUSION

The result of this research shows that there are 90 data found in this research consisting of five impoliteness strategies and five kinds of speech acts in the utterances of main antagonist in Cruella movie. The impoliteness strategies found in this research are negative impoliteness with 49 data or 54%, positive impoliteness with 18 data or 20%, bald-on record impoliteness with 11 data or 12%, sarcasm or mock politeness with 8 data or 9%, and withhold politeness with 4 data or 4%. The kinds of speech acts found in this research are directive with 41 data or 46%, representative with 22 data or 24%, expressive with 21 data or 23%, commissive with 4 data or 4%, and declaration with 2 data 2%. The classification of speech acts found in the impoliteness strategies are directive in negative impoliteness with 30 data or 33%, expressive in negative impoliteness with 12 data or 13%, representative in positive impoliteness strategy with 8 data or 9%, representative acts in bald-on record impoliteness with 7 data or 8%, directive in positive impoliteness with 6 data or 7%, representative in negative impoliteness strategy with 4 data or 4%, expressive in sarcasm or mock politeness with 4 data or 4%, directive in bald-on record impoliteness with 4 data or 4%, commissive in negative

impoliteness with 3 data or 3%, expressive in withhold politeness with 3 data or 3%, expressive in positive impoliteness with 2 data or 2%, declaration acts in positive impoliteness strategy with 2 data or 2%, representative in sarcasm or mock politeness strategy with 2 data or 2%, commissive in sarcasm or mock politeness with 1 datum or 1%, directive in sarcasm or mock politeness with 1 datum or 1%, and representative in withhold politeness with 1 datum or 1%.

Based on the result of this research, directive speech act in negative impoliteness strategy is the most frequent utterances performed by the main antagonist in Cruella movie. It can be concluded that the main antagonist frequently uses negative impoliteness strategy in directive speech act in her utterances because most of utterances spoken by the main antagonist are imperative sentences. She is described as a chief of a couture house, therefore in addition to having the right to rule over her subordinates and her employees, she also maintains her reputation as a fashion legend who has high status and has the power to dominate. Thus, her utterances commonly are commanding.

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