AN ANALYSIS OF THE MOST DOMINANT POLITENESS MAXIM IN THE MAIN CHARACTER'S DIALOGUES IN THE HELP FILM

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ABSTRACT

According to Leech (in Cruse, 2000) politeness maxim is needed to maintain of harmonious and smooth social relations in the face of the necessity to convey convoluted messages. The aim of this research is to find out the most dominant types of politeness maxim used by the main character in The Help film. The researchers use a descriptive qualitative method. The data of this research are the utterances and the dialogues between Aibileen as a main character with other characters. The data source is The Help film. The result of this research shows that there are 43 data of politeness maxims in The Help film. The maxims include agreement maxim (12), praise maxim (9), consideration maxim (8), generosity maxim (6), modesty maxim (3), tact maxim (3), and sympathy maxim (2). Thus, the most dominant maxim that is used by the main character of The Help film is agreement maxim (12), which is minimize disagreement with the hearer and maximize agreement with the hearer. It is concluded that the main character reduce disagreement frequently.
Keywords*: Politeness maxim, maxims, The Help film*

INTRODUCTION

Language is an important tool for social contact in people's everyday life. The social contact employing language is known as communication. Communication forms relationship among people when they interact or communicate each other. During communication, people deliver and receive information or messages to achieve mutual understanding. Therefore, during communication process, language user must pay attention to the language they used to ensure other people understand and accept information, messages and ideas shared.

In language use, there are symbols, gestures, and utterances spoken, and had been compromised together by the language users. The speakers and listeners must be aware of each other that there are rules that govern their actions and the use of their language. They must pay attention to the cultural norms that exist in society. Communication will be successful if speakers use clear languages and pay attention to the speaker.

In many cases, conflicts and misunderstandings may occur during communication. They are happened as language used by the speaker hurt the hearer. Some examples are when the speaker says bad things to the hearer, belittles the hearer status, or treats the hearer as subservient. Those things may cause loss of face to the hearer and hurt the hearer.

To avoid those things making loss of face and hurting the hearer, some experts proposed politeness principles and maxims. The speaker can use the principle and maxims in order to minimize the loss of face of the hearer, and succeed the communication. Besides that, the speaker and the hearer can maintain their good relationship. One of the experts proposing theory on politeness is Leech (in Cruse, 2000).

His theory covers politeness principles and maxims.

Leech (in Cruse, 2000, p. 362) who stated that "politeness principle is minimize the expression of impolite beliefs and choose expressions which minimally belittle the hearer's status". The purpose of politeness maxim are to maintain the harmonious and smooth social relations in the face of the necessity to convey belittling messages. Cruse (2000, p. 362) divided politeness into two categories including positive and negative politeness. By using positive politeness, the speaker emphasizes positive status of the hearer. Therefore, the hearer will feel respected and appreciated. One example of positive politeness is "thank you, you are very kind". The utterance clearly shows positive politeness utterance. It shows that the speaker emphasizes the positive status of the hearer that is very kind.

The second category of politeness is negative politeness. By using negative politeness, the speaker reduces expression that belittles the hearer. One example of negative politeness is "could you please help me to bring this book". The utterance shows that the speaker asks for B's help by respecting b's right to act freely by saying "could you please…? The speaker mitigates the effect of belittling expressions, so that it can be called negative politeness.

Cruse (2000, p. 363) proposed seven politeness maxim including tact, generosity, praise, modesty, agreement, sympathy and consideration maxims. The tact maxim is used by the speaker for the listener to do something without impulsion. Cruse (2000) mentioned two rules in using this maxim, including minimize cost and maximize benefit to the listener. One example of this maxim use is "I was wondering if you could possibly close the door". The utterance shows that the speaker is considered uttering polite utterance, because it has lowest compulsion level.

The generosity maxim works in a way parallel to that of the tact maxim, except that the effects are reversed. It means that the speaker will tend to put the cost to herself rather than to the hearer. Cruse (2000) mentioned two rules in using this maxim, including minimize benefit and maximize cost to self. One example of this maxim use is "let me close the door". The utterance shows that the speaker offers to do something which involves benefit to listener and cost to the speaker must be made as directly as possible.

The praise maxim rules that someone can be considered as polite when in delivering an utterance always trying to give awards to others. Cruse (2000) mentioned two rules in using this maxim, including minimize dispraise and maximize praise of the listener. One example of this maxim use is "your new dress is lovely, but it doesn't fit me". The utterance shows the speaker maximizes praise to the hearer even though the speaker doesn't like the dress. The speaker minimizes dispraise to the hearer.

The modesty maxim rules the speaker to be humble in a way to reduce the praise of himself. Cruse (2000) mentioned two rules in using this maxim, including minimize praise and maximize dispraise of self. One example of this maxim use is "I don't think that your dress is too bad". The utterance shows that the speaker expresses minimizing dispraise to the hearer.

The agreement maxim rules the speaker to mutually foster a match or an agreement in the conversation. Cruse (2000) mentioned two rules in using this maxim, including minimize disagreement and maximize agreement with the hearer. One example of this maxim use is "I agree with your opinion, but in this case, I think we

need different options". The utterance shows that the speaker minimizes disagreement and maximize agreement.

The sympathy maxim rules the speaker to increase expression of positive feelings and reduce expression of negative feelings. Cruse (2000) mentioned two rules in using this maxim, including maximize sympathy and minimize antipathy towards the hearer. One example of this maxim use is "I feel terribly sorry about your son". The utterance shows that the speaker expresses sympathy to hearer's conditions.

The consideration maxim rules the speaker to increase comfort expression and reduce discomfort expression. Cruse (2000) mentioned two rules in using this maxim, including minimize displeasure and maximize pleasure of the hearer. One example of this maxim use is "I feel terribly sorry to hear news from your family". The utterance shows that minimize displeasure of things happened in the hearer's family.

Researches on politeness topics are carried out by some researchers. Two of them are Mayamasita 92016) and Saputri (2017). Both of them studied politeness maxims contained in a film: Karate Kid and Monster University. Both researchers found that all types of politeness maxims are used in the utterances of the speaker in those movies. This research is different from those researches in that this research focuses on the most frequently used politeness maxim by the main character in a film.

The researchers are interested in identifying the most frequently used politeness maxim by the main character in a film entitled The Help.The Help film is interesting to be analyzed as a source of the data since the theme of that film is relevant to the current situation of American society, that is the issue of racism. In racism, people who are discriminated againts are treated badly. Usually, white people speak rudely and disrespectfully to color people. Therefore, the researchers examine the politeness maxims used by color people in speaking to white people.

RESEARCH METHOD

According to Creswell (2009, p. 3) there are three types of research designs for data collection and analysis, including qualitative, quantitative and mixed method. In accordance with this research need, the researchers use qualitative method. Creswell (2009, p. 4) stated that qualitative research is used to analyze those related to social problems both individuals and groups. Furthermore, the data collected in qualitative research include words and pictures. The researchers uses descriptive qualitative method in this research since it focuses on the analysis or interpretation of the written material in the form of sentences and pictures rather than numbers and statistics.

The source of the data used in this research is the script of The Help Film. The data that is uses in this research are all the words and sentences or utterances containing politeness maxim by main character found in subtitle of The Help Film. To collect the data, the researchers watch The Help film several times to understand deeply, and finding out and identifying all the words, sentences, utterances and dialog in main character which containing politeness maxim trough a script that has been downloaded. After that, the researchers compile the data into a table.

To analyze the data, the researchers read the whole data to classify politeness maxim used in main character of The Help Film. In classifying the data, the researchers use Cruse's theory of politeness maxims. After that, the researchers draw the

conclusion and write the report in this article.

RESULT AND DISCUSSION
The result of this research shows that there are 43 data of politeness maxims used by the main character in The Help film. The maxims include agreement maxim (12), praise maxim (9), consideration maxim (8), generosity maxim (6), modesty maxim (3), tact maxim (3), and sympathy maxim (2). The examples of data found are analyzed in the following paragraphs.

1. Agreement Maxim
Out of 43 data, the researchers found 12 data of agreement maxim. One of them is in the following:
Data number 1:
Woman: "Did you know as a girl, growing up, that one day you'd be a maid?"
Aibileen: "Yes, Ma'am. I did."
In that conversation, Aibileen introduces herself and an unseen woman interviews Aibileen. Aibileen agrees with woman's question about herself be a maid in one day. She said Yes, ma'am. I did. It is categorized into agreement maxim. Another data that shows agreement maxim is in the following:
Data number 13:
Minny: You got some ambrosia?
Aibileen: You know I do.
In that conversation, Minny and Aibileen preparing food in the kitchen. Minny requests some ambrosia to Aibileen, Aibileen agree with Minny's request by saying You know I do. It is categorized into agreement maxim.

2. Praise Maxim
Out of 43 data, the researchers found 9 data of praise maxim. One of them is in the following:
Aibileen: Once Missus Walters' arteries went hard, Miss Hilly moved her into her house and fired the maid she had to make room for Minny, too. See, Minny about the best cook in Mississippi, and Miss Hilly wanted her.
In that utterance, Aibileen is voice over. She tells the situation around. Hilly, Missus Walters and Minny walk toward a station wagon parked on the street. Hilly barks over her shoulder. They pass a sign stuck in Hilly's yard that reads: Yard Of The Month!. Aibileen praises Minny since she is the best cook in Mississippi. It is categorized into praise maxim. Another data that shows praise maxim is in the following:
Aibileen: A old lady like me lucky to have her.
In that utterance, Aibileen still is voice over. She tells the situation around. Minny hurries enters to the car, while she bring pie in her hand. Aibileen praises Minny since she is lucky to have Minny as a friend. It is categorized into praise maxim.

3. Consideration Maxim
Out of 43 data, the researchers found 8 data of consideration maxim. One of them is in the following:
Skeeter: I've never seen you out of uniform before. You look really nice.
Aibileen: Thank you.
In that conversation, Skeeter visits Aibileen's house. Skeeter stares Aibileen up and down. Aibileen selfconsciously flattens out her dress. Skeeter praises Aibileen. Aibileen said thankyou to Skeeter. Aibileen gives a positive expression to Skeeter. It is categorized into consideration maxim. Another data that shows consideration maxim is in the following:

Henry: You want me to walk ya?
Aibileen: No, thank you. I'll be all right.
In that conversation, Aibileen and Henry still talking along a dark street. Henry offers to walk together.

However, she refuses the offer. Aibileen makes sure herself is fine. Aibileen minimize discomfort to Henry. It is categorized into consideration maxim.

4. Generosity Maxim

Out of 43 data, the researchers found 6 data of generosity maxim. One of them is in the following:

Celia Foote: "Hello, is Elizabeth in? We rise up to yellow shorts, a slim torso and sizeable cleavage."

Aibileen: "She havin' bridge club right now. May I take a message?"

In that conversation, Aibileen enters the kitchen with a stack of dishes and sets them in the sink. Elizabeth's house phone rings. Aibileen answers the phone from Celia Foote. Aibileen offers to Celia Foote to take a message for Elizabeth. Aibileen maximize cost to self. It is categorized into generosity maxim. Another data that shows generosity maxim is in the following:

Mae mobley: Aibee, my froat hurts.

Aibileen: I'll go get her some syrup, Miss Leefolt.

In that conversation, Mae Mobley runs into the room, heads straight for Aibileen. Mae Mobley grabs Aibileen's skirt. She tells Aibileen that her froat is hurts. Aibileen helps Mae Mobley. She takes the initiative to take syrup without being asked since Mae Mobley's throut hurts. It is categorized into generosity maxim.

5. Modesty Maxim

Out of 43 data, the researchers found 3 data of modesty maxim. One of them is in the following:

Woman: And you knew that because?

Aibileen: My momma was a maid. My grandmomma was a house slave.

In that conversation, Aibileen still tells about herself. The woman repeats Aibileen's answer slowly as she writes. Aibileen to be humble person and dispraise herself by saying My momma was a maid. My grandmomma was a house slave. It is categorized into modesty maxim. Another data that shows modesty maxim is in the following:

Aibileen: I ain't never had no white person in my house before.

In that utterance, Aibileen tell that Skeeter is first white person visit her house. Aibileen feels humble person since there is no white person in her house before. She is dispraise of herself. It is categorized into modesty maxim.

6. Tact Maxim

Out of 43 data, the researchers found 3 data of tact maxim. One of them is in the following:

Aibileen: You drunk up two glasses of grape juice. I know you got to tee-tee.

In that utterance, Aibileen kneels next to Mae Mobley, who sits on a small children's training toilet. Aibileen waiting for Mae Mobley to tee-tee. Aibileen commanding politely to Mae Mobley to tee-tee. It is categorized into tact maxim since Aibileen maximize benefit to Mae Mobley. Another data that shows tact maxim is in the following:

Aibileen: Yes, ma'am. Can we move on to the next question?

Skeeter: You know, Aibileen, you don't have to call me "ma'am." Not here.

In that conversation, Aibileen stands near the sink. She glances sadly up to the picture of Treelore. Aibileen asks Skeeter to move on the next question, Aibileen commanding politely to Skeeter. It is categorized into tact maxim.

7. Sympathy Maxim

Out of 43 data, the researchers found 2 data of sympathy maxim. One of them is in the following:

Henry: How you doin', Miss Clark?

Aibileen: All right, Henry. Thank you. How you doing?

In that conversation, Aibileen and Henry are talking along a dark street. Henry asks condition of Aibileen. Aibileen also asked Henry's condition. She is maximizes sympathy to Henry. It is categorized into sympathy maxim. Another data that shows sympathy maxim is in the following:

Aibileen: "Minny, you all right?"

Minny: "You all right? I'm all right. Sit down. You all right?"

In that conversation, Aibileen opens the screen door and enters. Minny sees the blood and grass stains streaking the knees of Aibileen's panty hose and jumps up to help her. Aibileen makes sure that Minny is fine. It is include as sympathy maxim.

From the result of this research, it can be concluded that the most dominant of politeness maxim used by the main character in The Help film is agreement maxim (12). By using this maxim, the main character minimizes disagreement with the hearer and maximize agreement with the hearer. In other word, the main character tries to mutually foster a match or an agreement in the conversation.

CONCLUSION AND SUGGESTION

The results of this research shows that there are 43 data of politeness maxims in The Help film. The maxims include agreement maxim (12), praise maxim (9), consideration maxim (8), generosity maxim (6), modesty maxim (3), tact maxim (3), and sympathy maxim (2). Thus, the most dominant maxim that is used by the main character of The Help film is agreement maxim (12), which is minimize disagreement with the hearer and maximize agreement with the hearer. From the result, it is concluded that the main character reduces disagreement frequently. The main character maintains the polite attitudes and polite utterances by trying to speak politely. The main character tends to avoid the conflict to the hearer and to keep the harmonious relation between white person, since the main character is a colored person working as a maid in white person's house.

This research only analyzes one main charcter in the help film of politeness maxim. Therefore, the researchers suggests other researchers to examine te same topic, other characters in that film, and other film. Other researchers can also use different data source such as novel, interview, talkshow, or TV series or even use different theories for next researches. Thus, the research on this topic can be more varied and can find new findings.

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