

ABSTRACT

Nurmahmudah, Luluk. 14.05.1.1.1.00056. *An Analysis of Politeness Strategies used in Beauty and the Beast movie*. Thesis. English Study Program, Department of Social and Cultural Sciences, University of Trunojoyo Madura. Advisor: Misnadin, S.S., M.A., Ph.D.

This study is a pragmatic study on politeness strategies used in *Beauty and the Beast movie*. The objectives of the study are (1) to find types of politeness strategies used by the two main characters of *Beauty and the Beast movie* (2) to explain the factors that influence the main characters to use certain types of politeness strategies in *Beauty and the Beast movie*.

This study applied a descriptive qualitative research because the data which is described and analyzed are in the form of words. The data of this study are utterances which contains politeness strategies. The data is collected by applied content analysis.

The result of this study shows that *Beauty and the Beast movie* contains four types of politeness strategies. Those are bald on record (1 data), positive politeness (13 data), negative politeness (5 data), and off record (2 data). The other result of this study is the factors which influence the use of politeness strategies. They are three factors; social distance (D) of the interaction (14 data), relative power (P) of the interaction (5 data), and absolute ranking (R) of the imposition (2 data).

Keywords: pragmatics, politeness strategies, factors influencing the use of politeness strategies