

ABSTRACT

Salafuddin, Muhammad Hanif. 2015. *A Study of Impoliteness Strategies in the Movie Entitled 'Diary of a Wimpy Kid'*. Thesis, English Study Program, Faculty of Social and Cultural Sciences. Trunojoyo University. Advisor: Diah Ikawati Ayuningtias, S.S., M.Pd..

This study is concerned with impoliteness strategies in the movie entitled '*Diary of a Wimpy Kid*'. Precisely, it is intended to analyze the impoliteness strategies used by the characters in the movie, the kinds of impoliteness strategies mostly applied, and the factors which influence the characters to use impoliteness strategies.

This study uses qualitative design. The source of data is a movie entitled '*Diary of a Wimpy Kid*', while the data is the utterances of the characters containing impoliteness strategies. Content analysis is used to collect the data. Meanwhile, the interactive data analysis is chosen as the technique of analyzing data.

Dealing with the result of the study, positive impoliteness is the most applied type in this movie, it has 30 data. Meanwhile, withhold politeness and mock impoliteness are the types which have the smallest number of finding, each of them has 2 data. Negative impoliteness is the second largest number of type which has 11 data. It is followed by bald on record impoliteness which has 7 data. In this study, impoliteness is applied because of some social factors; they are participant, setting, topic, and function.

Key words : impoliteness strategies, bald on record, positive impoliteness, negative impoliteness, mock impoliteness, withhold politeness, diary of a wimpy kid, social factors.