

Riska Oktaviana Dewi. 2025. Analisis Kesantunan Berbahasa dalam Film Mengejar Surga Karya Bambang Drias. Skripsi, Program Studi Pendidikan Bahasa dan Sastra Indonesia, Fakultas Keguruan dan Ilmu Pendidikan, Universitas Trunojoyo Madura. Pembimbing: Dr. Maulid Taembo, S.Pd., M.A.

ABSTRAK

Tujuan dalam penelitian ini adalah untuk mendeskripsikan bentuk pematuhan maksim sopan santun dalam film “*Mengejar Surga*” karya Bambang Drias. Data dianalisis menggunakan metode analisis deskriptif kualitatif. Teknik pengumpulan data berupa teknik simak, teknik transkripsi, dan teknik catat. Peneliti memilih film Mengejar Surga untuk diteliti karena dialog para tokoh ditemukan adanya prinsip kesantunan Leech berupa pematuhan keenam maksim. Hasil temuan data terdapat 51 data prinsip kesantunan Leech berupa pematuhan keenam maksim. Adapun rincian data bentuk pematuhan maksim yaitu 4 data pematuhan maksim kearifan, 15 data pematuhan maksim kedermawanan, 7 data pematuhan maksim pujian, 6 data pematuhan maksim kerendahan hati, 7 data pematuhan maksim kesepakatan, dan 12 data pematuhan maksim simpati. Dari keenam maksim, terdapat dua maksim yang menunjukkan pematuhan paling dominan yaitu maksim kedermawanan dan maksim simpati. Tuturan dalam film Mengejar Surga menunjukkan tingkat kesantunan tinggi. Skala *cost-benefit* tampak dominan karena tokoh sering memaksimalkan kerugian diri demi keuntungan mitra tutur. Skala *optionalitas* terlihat saat tokoh memberi pilihan dalam bertutur, bukan memaksa. Skala *indirectness* tercermin dari banyaknya tuturan tidak langsung yang digunakan, sehingga lebih santun. Selain itu, tokoh juga menyesuaikan bahasa berdasarkan status sosial dan hubungan sosial, sehingga kesantunan tetap terjaga dalam berbagai konteks.

Kata-kata kunci: kesantunan berbahasa, tuturan, konteks

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ABSTRACT

The purpose of this study is to describe the form of compliance with politeness maxims in the film "Mengejar Surga" by Bambang Drias. Data were analyzed using qualitative descriptive analysis methods. Data collection techniques include listening techniques, transcription techniques, and note-taking techniques. The researcher chose the film Mengejar Surga to be studied because the dialogues of the characters found Leech's politeness principles in the form of compliance with the six maxims. The results of the data findings contained 51 data on Leech's politeness principles in the form of compliance with the six maxims. The details of the data on the form of compliance with the maxims are 4 data on compliance with the maxim of wisdom, 15 data on compliance with the maxim of generosity, 7 data on compliance with the maxim of praise, 6 data on compliance with the maxim of humility, 7 data on compliance with the maxim of agreement, and 12 data on compliance with the maxim of sympathy. Of the six maxims, there are two maxims that show the most dominant compliance, namely the maxim of generosity and the maxim of sympathy. The speech in the film Mengejar Surga demonstrates a high level of politeness. The cost-benefit scale appears dominant through the maxims of generosity and sympathy, as characters often maximize their own losses for the benefit of their interlocutors. The optionality scale is seen when characters provide choices in speaking, rather than forcing them. The indirectness scale is reflected in the many indirect utterances used, thus making it more polite. In addition, characters also adjust their language based on social status and social relationships, so that politeness is maintained in various contexts.

Key words: politeness in language, speech, context