

ABSTRACT

Mega Aprilia Sobirin, 160511100012. Analysis of Preference Organization Used by Princess Merida in Brave Movie. Thesis. English Study Program of the Faculty of Social and Cultural Sciences, University of Trunojoyo Madura. Advisor : Dr. Rosyida Ekawati, S.S., M.A.

This study is aimed to explain the feature and strategies response of preference organization which is found in *Brave* movie. In analyzing the data, the writer uses Levinson's theory (1983) for the features and Schegloff's theory (2007) for strategies response of preference organization that found in the movie.

Methods of data collection used Creswell (2013) technique. The data of this study are explained descriptively which suit with feature and strategies response related to the statements of the problem as have shown in the form of words, phrases and sentences.

The result shown that the feature and accuracy response of preference organization in *Brave* movie contain of 21 preference organizations. For preferred response the data consist of 2 agreements, 5 expected answers, and 1 denial. For dispreferred response the data consist of 6 refusals, 3 disagreements, and 4 unexpected answers. Meanwhile, the strategies response of preference organization consists of 7 preferred responses. For dispreferred responses there are 14 data consist of 6 mitigations, 2 elaborations, 1 default, and 5 positioning

Keywords : preferred organization, feature, strategies, movie