

IMPOLITENESS STRATEGIES IN *PETER RABBIT* MOVIE

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ABSTRACT

This thesis is about impoliteness strategies in *Peter Rabbit* movie. It aims to find out the impoliteness strategies and the response of interlocutors in the movie. This study used the theory of Culpeper (1996) about the 5 strategies of impoliteness and Culpeper, et.al (2003) 4 types of impoliteness responses. The researcher utilised descriptive qualitative method to analyze the data and to describe the results of this analysis. The source of the data is *Peter Rabbit* movie and the script of the movie. From read, watch, check the accuracy between the movie and the script, identify characters' utterances, identify the impoliteness strategies of the utterances and identify the response of the impoliteness are the procedures of data collection. The results of this study indicate that there are 75 impoliteness strategies used by the characters in *Peter Rabbit* movie. The most commonly strategy used is Bald on Record strategy with total usage of 30 times. Meanwhile, Positive Impoliteness and Sarcasm or Mock Politeness were used 15 times Total usage of Negative Impoliteness is 12 times. The most rarely strategy found is Withhold Politeness with the number of usage 4 times. The response found consisted of 4 types of responses namely Accepting face attack, Offensive Countering, Defensive Countering, and No response whether it is in the form of verbal and nonverbal responses. This analysis shows that the Impoliteness Strategy in *Peter Rabbit* movie is quite a lot because the characteristic of the characters in the movie is classified as aggressive and active. In addition, the use of impoliteness strategies was influenced by different cultural backgrounds such as urban people and country people.

Keywords: *Pragmatics, Strategy, Impoliteness Strategy, Response, Peter Rabbit*

ABSTRAK

Penelitian ini tentang strategi ketidaksopanan di dalam film *Peter Rabbit*. Penelitian ini bertujuan untuk menemukan strategi ketidaksopanan dan respons lawan bicara yang ada di dalam film. Penelitian ini menggunakan teori Culpeper (1996) tentang 5 strategi ketidaksopanan dan teori Culpeper dan temannya (2003) tentang 4 tipe respon ketidaksopanan. Peneliti menggunakan metode kualitatif untuk menganalisa data dan mendeskripsikan hasil dari analisis ini. Sumber data berupa film dan skrip dari *Peter Rabbit*. Dari membaca, menonton, mengecek keakuratan film dan skrip, mengidentifikasi percakapan-percakapan para karakter, mengidentifikasi strategi ketidaksopanan pada percakapan para karakter dan mengidentifikasi respon dari pendengar merupakan prosedur dari data yang dikumpulkan. Hasil dari penelitian ini menunjukkan bahwa strategi yang paling sering di gunakan adalah strategi Bald on Record dengan jumlah penggunaannya 30 kali. Sementara itu, Positive Impoliteness dan Sarcasm or Mock Politeness di gunakan 15 kali. Jumlah penggunaan Negative impoliteness 12 kali. Strategi yang paling jarang di temukan adalah Withhold Politeness dengan total penggunaannya 4 kali. Respons yang di temukan

terdiri dari 4 tipe respons yakni Accepting face attack, Offensive Countering, Defensive Countering, and No response baik dari segi respon verbal dan non verbal. Penelitian ini menunjukkan bahwa strategi ketidaksopanan di dalam film *Peter Rabbit* cukup banyak karena sifat para karakter di dalam film agresif dan aktif. Selain itu, penggunaan ketidaksopanan di pengaruhi oleh perbedaan latar belakang budaya seperti orang dari perkotaan dan orang dari pedesaan.

Kata Kunci: Pragmatik, Strategi, Strategi Ketidaksopanan, Respons, *Peter Rabbit*

INTRODUCTION

In this modern era, the impoliteness in communication has taken many places in society, but many people assume that this is normal in communication. This is supported by various literature reviews that examine the impoliteness itself. Aijmer (2015) reveals that the use of impoliteness in teenagers in America has various functions, such as impoliteness in communicating as a sign that the relationship is harmonious and very close and mock impoliteness is not regarded as an insult or threat to them because it is considered a positive thing that is entertaining. In addition, impoliteness in communication can also be used as a form of people's identity. This has been investigated by (Blitvich, Bou-Franch, & Lorenzo-Dus, 2013). The person's identity is formed from the habits. The impoliteness that is always used by Simon Cowell (a famous American entrepreneur, television producer, and entertainment manager) confirmed this research. Cowell used it as part of his media expert identity.

The use of impoliteness in communication really becomes a habit of society in any situation, because impoliteness is not only used in an informal situation but also used in a formal situation. This phenomenon is found by Dubrovskaya (2007). The politeness and impoliteness can occur even in the formal situation, such as in Russian and English Courtroom. They used impoliteness implicitly.

The phenomenon of impoliteness relates to the theory of impoliteness strategies proposed by Culpeper (1996) who said that the strategy of impoliteness focused on attacking and threatening the faces of others or listeners. This strategy is based on Brown and Levinson's theory of politeness (1987). He considered that impoliteness is a parasite of politeness.

From the explanation above, it can be said that impoliteness may be justified in appropriate communication strategies as long as no one perceives that their faces are threatened due to impoliteness, or using impoliteness in an unexpected situation is permitted, but what if the impoliteness contains in the children's movie? Even though the impoliteness is usually used in society, but it is bad for children to watch because it can change the children's point of view about impoliteness. It is also argued by Zulkiple (cited from Diana, Noraini, Zainodin, & Suhaimi, 2016) that a movie has many roles in society which is a tool for influencing people. This certainly has an impact on a person's behavior, especially for children.

In *Peter Rabbit* movie, the impoliteness strategy can also be found because this movie shows various situations that require them to use impoliteness in communication. *Peter Rabbit* movie is an adaptation of legendary fairy tales with

the same title *Peter Rabbit* that is interesting to be studied on. This movie directed by Will Gluck and was released on February 9, 2018 (Wikipedia, 2018). Since it is a movie for children, but there are many impolitenesses in it which is not suitable for children's movie. This is the gap of this analysis and the reason why the readers need to know how danger the impoliteness utterances for the children to watch.

The researcher reveals what strategies are used in the *Peter Rabbit* movie and analyze how the interlocutors in the movie respond to the impoliteness strategies directed at them. Based on many proves of the use of impoliteness in communication, it can be seen that context (Pragmatics) has the main role of every situation in communication, so the impoliteness utterances also be analyzed by determining the context of impoliteness strategies that characters use in the movie. The analysis will be useful for the readers to understand impoliteness phenomena so they can avoid using impolite language and they can respond when someone addresses impoliteness language to them. In addition, they can know and avoid the consequences of the impoliteness in the movie for the children.

LITERATURE REVIEW

There are many literary reviews that have analyzed about impoliteness from other perspectives that could become a reference for this analysis, those are: The journal article was written by Oz, Zheng, and Chen (2017), entitled "Twitter versus Facebook: Comparing incivility, impoliteness, and deliberative attributes" they used Their hypothesis that said people might see the affordances of Twitter differently than Facebook, but the results of this study do not prove what they expected. They used the affordances theory which proposed that people have a relationship with technology that influences the process by which they use these technologies (Nagy and Neff, 2015). This theory is used to contrast the incivility, impoliteness, and deliberative attributes in between Facebook and Twitter. They found that people are more uncivil and impolite on Twitter and exhibited more deliberative attributes in their political talk on Facebook, but these results did not last long. They found in the experiment, the only differences that were found between Twitter and Facebook posts were for deliberative quality, not incivility and impoliteness.

Oz, Zheng, and Chen (2017) analyzed their thesis in social media, while Jumanto (2016) focused on impoliteness and politeness in the Indonesian context entitled "Distant Language, Close Language, and Impoliteness in The Indonesian Context". The approach theories used by researcher were the theory of the negative-positive face by Goffman, the negative-positive politeness strategies by Brown and Levinson, the respect-solidarity politeness by Renkema, the distant language was addressed to hearers with power factor, while the close language was addressed to hearers with solidarity factor, the types of hearers which were elaborated from the theory of Brown and Gilman. These theories was really useful

for this analysis to know the use of politeness and impoliteness in certain context. This study shows that the distant language and close language in the Indonesian language are in line with the politeness strategy to show friendship or respect. Because of the case of incompetence, ignorance, mistaken used distant language and close language, it can trigger impoliteness if the close language of Indonesia used to communicate with an older person or boss, and created an awkward situation. The use of the distant language of Indonesia used to communicate with someone very close to the speaker.

Meanwhile Bayraktaroglu, Arin & Sifianou (2012) entitled “The Iron Fist in a Velvet Glove: How Politeness Can Contribute to Impoliteness”, analyze how people used impoliteness and politeness in daily life in one interaction. They used Culpeper 1996 and Brown and Levinson 1978 theory to analyze the category of impoliteness and politeness strategies. These theories used to know what the differences are described between impoliteness and politeness to see how to find both strategies in one interaction. This study showed that they found interactions where politeness and impoliteness coexisted. They recognize that the source of data of natural impoliteness was very difficult to find. They only use the media as a source of their analytical data because they believe that there was a possibility that such interactions can occur in daily interactions.

Those previous studies relate to this analysis because they have the same topic as what the researcher will analyze. In addition, they also wanted to know the impoliteness nowadays. The main difference is in the object of the study and the theory that they used. This analysis will be different from other analysis because the object of the study is an animation movie by the title *Peter Rabbit* that actually it must be a good movie for children but in fact, the movie contains some impoliteness.

To understand this analysis, the understanding of strategy, impoliteness, impoliteness strategy and the responses by the expert is necessary, so the researcher included the definition of those to ensure readers about this analysis. Strategy can be understood as a way or means to achieve a particular goal in a particular field (Capone, 2016). Impoliteness is a negative attitude or behavior by someone in a particular situation or context (Culpeper, 2010). The impoliteness strategies can be seen when social conflict and disharmony occur because the impoliteness strategies that are deliberately used to attack the face. There are five strategies of Impoliteness: Bald on Record, Positive Impoliteness, Negative Impoliteness, Sarcasm or Mock Politeness, and Withhold Politeness (Culpeper, 1996). The latest Culpeper and friends' journal article have explained that there are 2 ways to respond to impoliteness strategies (Culpeper, Bousfield, & Wichmann, 2003) namely, respond or do not respond. When someone chooses to respond, he has a choice, namely the counter or accepts it. Then if he chooses to respond, he can choose 2 ways, namely offensive or defensive.

RESEARCH METHOD

The method used in this research is the qualitative method. The researcher used a descriptive approach to describe impoliteness strategies and response to impoliteness used by characters in *Peter Rabbit* movie (2018) meticulously.

The research procedure carried out is to use primary data in the form of *Peter Rabbit* movie and the script. The researcher will read the script of the movie, watch the movie, check the accuracy of the script with the dialogues of the movie, identify the characters’ impolite utterances, identify strategies from the impolite utterances, and identify the response of impolite expression by interlocutors.

The source of data in this research is *Peter Rabbit* movie (2018) and the script of the movie. The researcher analyzed the characters that used Impoliteness strategies and the interlocutors/recipients that addressed to them. This movie (94 minutes and 34 second) will help the researcher to find the various strategies and responses that the characters use in the situation they are facing in the movie.

To analyze the data, the researcher will use Culpeper’s theory of impoliteness strategy (1996) and the response (2003). The researcher will apply the following procedures: Marking the impolite utterances based on the context, Classifying the impolite utterances by using Culpeper’s theory of impoliteness strategies, Categorizing the responses of interlocutors facing the impolite expression from other characters, and Drawing a conclusion.

The findings from the two data are then processed and analyzed by the researcher herself with various data collection procedures to make it easier for researcher to analyze the use of impoliteness strategies in the movie.

FINDINGS AND DISCUSSION

From the results of the analysis that have been done, 75 sentences and words contained various strategies of impoliteness. There are 5 impoliteness strategies found in *Peter Rabbit* movie. This was in accordance with the theory proposed by Culpeper namely Bald on record, Positive Politeness, Negative politeness, and Sarcasm or Mock politeness. Below is a table that explained the kinds of Impoliteness strategies used by the characters in the *Peter Rabbit* movie (2018).

Table 4.1 Kinds of Impoliteness Strategies and the Frequency used in *Peter Rabbit*

No	Impoliteness Strategies	Frequency
1.	Bald on Record	30

2.	Positive Impoliteness	Ignore or curse others	7
		Calling the other names	2
		Using taboo words	1
		Using inappropriate identity markers	4
3.	Negative Impoliteness	Scorning, condescending, ridiculing	10
		Associating others with negative aspects	1
		Invading the list of space	1
4.	Sarcasm or Mock Politeness		15
5.	Withhold Politeness	Being silent	-
		Failing to thank	4
Total			75

However, there is 1 type of impoliteness did not used by the characters in the movie, namely the Withhold Politeness in the form of being silent. The type of strategy of impoliteness that is often used by characters in the *Peter Rabbit* movie is Bald on Record. This is influenced by the characteristics of the characters that are stubborn and selfish like Thomas and Rabbits. Besides, the situation also affected each type of disrespect according to the purpose of using this strategy. There are some situations where they have to use this type of strategy to show their anger to their interlocutors.

1. Impoliteness Strategies

There are 5 types of impoliteness strategies that the characters used in the *Peter Rabbit* movie 2018. Namely Bald on Records, Positive Impoliteness, Negative Impoliteness, Sarcasm or Mock politeness and Withhold Politeness

1.1 Bald on Record Strategy

This strategy is FTA (Face Threatening Act) which is a clear and unambiguous attack that intentional attacks listeners (Capone, 2016). This strategy is the most frequently used by characters in the movie with various kinds of functions according to the situation at that time. There are many the examples of the used of Bald on Record strategy whether it is Verbal or Nonverbal that are discussed below. Bald on Record in the form of Verbal strategy is the way to attack an interlocutor's face directly by using Verbal language, and usually supported by gesture or facial expression. Below are the examples of using this kind of strategy. An example of using this strategy was when Macgroger wanted to catch *Peter Rabbit* because Peter sneaked into his garden to steal vegetables, but Bea a beautiful neighbor, came and saved him from MacGregor.

Macgroger: Give me that rabbit!

Bea: you got a little something in your you're okay

From the conversation above, the atmosphere at that time illustrated that MacGregor was very angry and tried to find Peter who was still hiding in his garden. Macgroger held the garden fork while talking with Bea. At that time, Peter who was imprudent and ignorant made MacGroger felt pain in the chin and beard caused by his mousetrap. The mousetrap hung on MacGroger's beard until Bea rebuked him and ignored the old man's harsh statement. MacGregor used this impoliteness strategy to attack Bea's face so that his wish could be fulfilled, namely to get the rabbit by forcefully asking for it. Bea, who loved rabbits and also disliked the character of the old man would not give it.

Bald on Record in the form of Nonverbal strategy is the way to attack an interlocutor's face directly by using only body language or facial expression without decreasing the risk. Below are the examples of using this kind of strategy. This strategy was used by Peter at the beginning of the movie, which showed that he was in a hurry while running fast.

Peter: Hit the birds that are singing

Birds: fell down

From the example above, it could be seen that Peter deliberately used this strategy to attack the birds that were singing. He deliberately did it just to have fun or entertain himself. Peter bumps into them and continued to run, even though he apologized but from the tone of his speech, he taunted the birds. This incident happened in a village in Windermere far from the city of London where animals lived side by side with humans. The atmosphere that was shown was very relaxed because this scene was the opening of the movie.

1.2 Positive Impoliteness

This strategy is used to attack the listener's positive face wants /the desire to be accepted in society (Capone, 2016). Many types always involve this

impoliteness strategy according to Culpeper (1996) such as disassociating from the other, calling the other names, utilizing taboo words, and using inappropriate identity markers (cited from Chintiabela, 2017)

An example of the use of this strategy in the *Peter Rabbit* movie was at Bea and Thomas's conversation about Thomas's lie loving the rabbits. This fight occurred in front of their house. Bea tried to calm the rabbits because they lost their own home.

Bea: Are you okay, sweeties? I'm sorry. Come on. Let's get away from this evil man.

Thomas: I'm sorry.

Bea was very disappointed with what Thomas had done. Thomas bought an explosive to drive the rabbits away and it was discovered by Bea when Peter activated the explosives and destroyed their house and burrow. Bea blamed Thomas because he didn't believe that rabbits could do as humans do. Bea used this strategy of impoliteness in the form of calling the other names to show her emotions towards Thomas because she was very disappointed

1.3 Negative Impoliteness

This strategy is used to attack the negative face of listener's wants/ the desire to be free from disturbance (Capone, 2016). It is consisted various types: Scorning, condescending, ridiculing, associate the other with negative aspect explicitly, and invading the list of space (cited from Mohammed, 2015).

An example of the use of this strategy can be found in the conversation that took place between the rabbits who were mocking Thomas. The situation happened when Thomas caught Benjamin who sneaked into his garden. After that Thomas took him away from home and wanted to throw it into the river. Unfortunately, his family worked together to release Benjamin from the sack and replace it with gifted binoculars from Bea. Thomas dropped the binoculars and realized that it was not a rabbit he had caught. In the end, he had to go down to the river to get the fallen binoculars. The rabbits mocked him and laughed at Thomas.

Mopsy: Yeah, it's actually a bit confusing.

Phlopsy: Half the time we think you're naked.

Cotton tail: I just look for the buttons. But then one time, it was your nipples.

*Peter: Anyway, you got it back, and you're okay. **No thanks to him. Look at him, skinny bag of wet. Now, turn around and drive us home, Eugene.***

From the conversation above, it could be seen that Peter tried to divert the conversation between his sisters about the shirt Benjamin was using and mocked Thomas, who at that time had returned to river soaking wet while holding his wet shirt and binoculars. Peter certainly didn't like Thomas who was very angry and stingy. He used this strategy to ridicule Thomas, who was fit to be ridiculed because of his bad nature.

1.4 Sarcasm or Mock Politeness

Capone (2016) mentioned this strategy named Off-record impoliteness. This strategy is used to tell something in explicit meaning by using sarcasm or implicature language that has an opposite meaning. In other words, this strategy used to offensive the listener.

This strategy was also found in the *Peter Rabbit* movie. One example is when Thomas and Bea had a big fight because Thomas was found using explosives to drive the rabbits out of his garden.. As a result, Bea's house, her paintings and their burrow were destroyed by a large tree. This was very disappointing to Bea who liked rabbits. Thomas tried to defend himself by blaming the rabbits who did it, but Bea didn't believe that.

Bea: My house. My paintings. Their burrow.

Thomas: This is going to be difficult for you to hear, but he did it. He detonated it.

*Bea: **He's a rabbit.***

Thomas: I know. But somehow, he found the detonator, and he took his paw... And he did all that to come between us.

From the conversation above, Bea was very angry and did not believe Thomas's explanation of what the rabbits could do. Bea offended Thomas by using this strategy. Bea said that the rabbits could not do things that humans could do. They are just rabbits. From the conversation above, Bea repeated what she said: "He is a rabbit" with a different intonation which indicated that Bea didn't believe what Thomas was saying about the rabbit. Bea showed her overflowing emotions so that Thomas felt guilty about what he was doing.

1.5 Withhold Politeness

Withhold Politeness is the strategy to attack speaker's face by being silent and failing to thank when the speaker hopes the politeness from the interlocutor. In other words, it will happen when someone does not get what he/ she expects from others (Capone, 2016). This type of strategy also could found in *Peter Rabbit* movie although there are few. Below is an example of the use of the Withhold Politeness strategy.

The conversation between Thomas and Bannerman showed the use of this strategy. This conversation occurred within the character when Thomas learned that Bannerman was appointed as the Executive Manager at the company. Thomas's disappointment was very visible on his face, but he could not do anything then Bannerman came and greeted him.

Bannerman: What up, McGregor...

Thomas: Bannerman. Congratulations.

*Bannerman: **I didn't even want it. I was in Ibiza last night. Heavy***

lies the crown, yeah?

From the conversation, we could see that Thomas sincerely congratulated Bannerman in the hope that Bannerman would say thank you. This was supported by Thomas's facial expressions when Bannerman did not reply to his words. Bannerman deliberately used this strategy to show his position.

2. Impoliteness Responses

The latest Culpeper and friends' journal article have explained that there are 2 ways to respond to impoliteness strategies (Culpeper, Bousfield, & Wichmann, 2003) namely, respond or do not respond. When someone chooses to respond, he has a choice, namely the counter or accepts it. Then if he chooses to respond, he can choose 2 ways, namely offensive or defensive.

In *Peter Rabbit* movie, it is found that all types of impoliteness strategy responses are following the impoliteness strategies used by the characters in the movie. There are 2 categories of response that is used, there are Verbal and Nonverbal response. Verbal response is the way interlocutors respond to the impoliteness strategies by using oral language, while Nonverbal response is the way interlocutors respond to the impoliteness strategies by using body language or facial expression. Below is a discussion of the types of responses which is found in the movie.

2.1 Accepting the face attack

This response occurs when the interlocutor /recipient feels that the impoliteness strategy directed at him is an act that is right and can be accepted because he feels that something that happened was the recipient's fault (Bousfield, 2008). In *Peter Rabbit* movie. There are also categories of impoliteness responses that are often used by characters. Below are examples of conversations found in several scenes in the movie using this type of responses whether Verbal response and Nonverbal response.

Accepting face attack in the form of Verbal response can be understood as a way to accept the impoliteness strategies that is used by using Verbal language, and usually supported by gesture or facial expression. Below are the examples of Accepting face attack in the form of Verbal response that is used by the characters in *Peter Rabbit* Movie.

*Bea: No. There's no saving that one. **He was a real twit. No offense.***

Thomas: None taken. I never knew him.

The conversation that happened between Thomas and Bea when Thomas had just moved home. Thomas responds to what Bea said by accepting Bea's taunts at her because she did not know his uncle at all. He was not offended at Bea's words saying his uncle was evil and annoying old man. The expression using italic letters is a type of impoliteness strategy and the underlined type of response to the strategy used by the speaker.

Accepting face attack in the form of Nonverbal response is the response or an act of accepting the impoliteness strategies by using only Body language or facial expression. Below are the examples of accepting face attack in the form of Nonverbal response used by characters in the Peter Rabbit movie.

*Bea: Come on! This is ridiculous. Okay. **Come on. Get out of here. Go.***
Deer: accepting the face attack by moving on that way.

From the conversation above, it could be seen that the strategy used by Bea was Bald on Record which attack Deer's face directly to express her feeling that she was very upset about Thomas. While the response, Deer accept what Bea said by moving away after she chased him away. The response shown was the form of Nonverbal response. The Deer only used body language to respond Bea's command. At that time, Bea wanted to leaved her home and went to railway station, but Flopsy, Mopsy and Cotton Tail made the Deer to waylay the taxi by stopping in the middle of the road. It is because Peter got them to do it until Peter and Benjamin came back from London with Thomas.

2.2 Countering the face attack

This second response has 2 kinds of responses, namely Offensive and Defensive. This response can also be found in the Peter Rabbit film which is used by the characters in the movie to respond to the impoliteness strategies directed at him. It is a response made by the recipient to the speaker to reply the impoliteness directed at interlocutor (Culpeper and friends 2003). This type of response is the response that is often used in the Peter Rabbit movie whether it is Verbal or Nonverbal.

Below is an example of Offensive countering in the form of a verbal response used by characters in the Peter Rabbit movie. Offensive countering in the form of verbal response can be understood as a way of not accepting impoliteness strategies used by the speaker by responding to it using verbal language, and usually supported by gesture or facial expression. In the conversation, the mouse town became Peter and Benjamin's tour guide in London with Peter. The situation at that time showed the satisfaction of Peter and Benjamin enjoying the beauty of London. So Peter is very grateful to Johnny.

*Peter: You're right, if were actually here, we should see everything.
(a moment later....)*
Thanks, Johnny, we owe you one.
Johnny: My pleasure. Always happy to help out a fellow rodent.
Peter: Rodent?

From the conversation above, it could be concluded that Johnny using incivility strategies in the form of Positive Impoliteness of Using inappropriate

identity marker. He used this strategy because he only wanted to cheer himself up and leave them. Johnny thought Peter was like fellow rodent that needed to be destroyed. Peter didn't accept and wanted to fight Johnny, but Benjamin kept his body from doing something rash. Peter was very offended by the words of Johnny (mouse town).

This type of response is a response to defend recipient/ interlocutor's own face when impoliteness is directed him/her (Culpeper and friends 2003). In the Peter Rabbit movie, this response is most often used by characters. They use Defensive countering to defend themselves from impoliteness strategies attacked to the interlocutors. Below are examples showing the existence of Defensive countering in various scenes whether it is Verbal or Nonverbal.

Defensive countering in the form of verbal response could be understood as a way of defending or maintaining interlocutor's own face from the attack of the speaker in using impoliteness strategies by using verbal language, but usually supported by gesture and facial expression.

Below is an example of Defensive countering in the form of a verbal response used by characters in Peter Rabbit movie. The example was a conversation that occurred between Thomas and Manager at Harrods where Thomas worked. Thomas asked for a promotion to his Manager because he felt he deserved it, but the manager didn't give the promotion to him, which made Thomas very sad and disappointed.

Thomas: ***So you're promoting an arrantly unqualified half-wit to the position of immense importance based purely on nepotism.***

Manager: **This is Great Britain. It's practically written in our charter. You think I want our best man passed over?**

From the example above it, could be seen that Thomas used Bald on Record impoliteness strategy to his manager to show he was very angry at the decision he had received that Bannerman had taken the promotion because he was the family of the owner of the company. Thomas immediately attacked the manager's face, but Manager responded to Thomas's words using the Defensive Countering response type. He defended himself by saying that indeed nepotism has become a permissible rule in Great Britain.

Defensive countering in the form of Nonverbal response was also used by characters in Peter Rabbit movie. Defensive countering in the form of nonverbal responses could be understood as a way of defending or maintaining one's own face from the attack of the speaker in using impoliteness strategies using only body language or facial expressions.

Thomas: That's them! I knew it. ***Where are you? I know you're in there. Come out! Launch them. I want to launch them. (Looking for the presence of the rabbit he saw in his car)***

Rabbits: **Hiding from Thomas who saw him in his car.**

Thomas used the Bald on Record strategy because he wanted to vent his anger at the rabbits he hated. The rabbits scattered to hide from Thomas who had seen them. So they defend themselves from Thomas so that they are not caught. This situation occurred in front of the equipment store because Thomas stopped to buy items that could keep his garden away from pests like rabbits.

2.2 No response

This type used by the recipient when he refused to talk, he does not have the opportunity to speak, or he does not understand what the speaker was saying. In these conditions, he preferred to be silent (Bousfield, 2008), (Culpeper et al., 2003). In the Peter rabbit movie, this type of response was the least used, but researcher still found the use of this response. Below are examples of events that occur using this type of response whether it is Verbal or it is Nonverbal.

No response in the form of Verbal response is the way to respond the speaker's impoliteness by saying nothing or ignoring him/her by using Verbal language, and sometimes supported by gesture and facial expression. Below are the examples of using this kind of response. The conversation below took place in front of Mcgregor's house. Mcgregor almost caught Peter, who was caught sneaking into his house, but suddenly Bea came and helped him.

Macgregor: *Give me that rabbit!*

Bea: **you got a little something in your..... you're okay**

In the conversation above, Macgregor used an impoliteness strategy in the form of Bald on Record and snapped at Bea directly. He deliberately attacked Bea's face to show that he was very angry with Peter, but Bea who was very fond of the animal ignored his request and changed the subject by reminding him that the rat trap was stuck in his beard. Bea didn't respond to what Macgregor said to show that she didn't care what the old man said.

No response in the form of Verbal response is the way to respond the speaker's impoliteness by saying nothing or ignoring him/her by only using Body language or Facial expression. Below are the examples of using this kind of response. The conversation above was between Peter and Benjamin that were talking about Thomas who was getting closer to Bea. This conversation took place on the roof of Bea's painting studio.

Peter: Of course, of course. It's a real struggle and my heart goes out to them. It's very tough, very sad. I don't want to get any letters. *But this guy, come on!*

Benjamin: **just looking at Peter with surprise and confusion because the annoyance showed was excessive**

Peter used Sarcasm or Mock politeness strategies to show his irritation towards Thomas who pretended to be good in front of Bea. Using this strategy he intended to say that Thomas was a great liar to make Bea like him, and Benjamin, who listened to Peter's annoyance just looking at Peter with surprise and confusion face because the annoyance showed was excessive. At that time Bea and Thomas had begun to get along, Bea invited Thomas to visit her house and the rabbits always spied on them from a distance. Peter did not like their relationship at all, so he was jealous.

The result of this study indicates that the Impoliteness strategies that are used by the characters in the movie consist of 5 strategies. The strategy that usually used is Bald on Record with total number 30. This strategy is often used by Peter and Thomas. Positive impoliteness is also found in this movie. Positive Impoliteness in the form of ignoring or Curse others is the most than the other types which are 7 conversations. Whereas in other types such as Calling the other names, Using Taboo words and Using inappropriate identity markers are rarely used. Sarcasm or Mock Politeness strategy can also be found and the use of this strategy amounted 13 conversations. The strategy that is very seldom to use is Withhold politeness in the form of Failing to thank.

The impoliteness response in Peter Rabbit movie also can be found as much as the strategy of impoliteness. There are 4 types of response that is used by interlocutors in the movie namely accepting the face attack, Offensive countering, Defensive countering and no response. The type of the response that is very often used is Defensive countering. This type is used to defend personal face of the interlocutors by saying or doing something without attacking the impoliteness back to the speaker.

The results of this study are indeed very contradictory with the purpose of animated movies because this genre film for children must be able to assess the values of politeness compared to the use of impoliteness itself. While Peter Rabbit Movie showed quite a lot of impoliteness strategies. This can be understood that the writer wants to show various character traits in the movie that will make the storyline more interesting. From the results of this study, it can be understood that a spectacle can affect a person's habits or mind-set. In this movie, the writer indirectly wants to describe Peter's most mischievous characters but with a lot of sense, so that the impoliteness used is just a common thing. This can be done by the writer to accustom the audience to witness the use of impoliteness in the movie and in the real life. Besides, this movie proves that Children's literature in this modern era can not only be seen from the cute characters, pleasant plot, or a good atmosphere setting, but the real literary works for children can be seen from the contents or what the writer wants to convey in the movie.

The cultural background of the writer influenced the movie, so the way they convey ideas are varies. The cultural background shown by the writer in this movie is the culture of the British as they are hard-working types, still influenced by nepotism, often greeting others, discussing the weather and many others

(Pedia, 2018). Researcher found the culture of using impoliteness conveyed by the writer implicitly in this movie. Like the difference in the purpose of using impoliteness between Urban people and Country people. Urban people use impoliteness to listeners to show one's position or social class in society. This is caused by the characteristics of people who live in cities are people who are hardworking and busy with their affairs that make them able to show their social level by using impoliteness towards someone they consider to be a lower social level. While in the village, they tend to be more relaxed and friendly towards someone. They very rarely use impoliteness to others, but if they have to use impoliteness they only use a few strategies such as Sarcasm or Mock politeness and Negative Impoliteness. This is because their culture has not been influenced by the lifestyles of urban people who are more concerned with position than neighbor relations. The purpose of using impoliteness is also different. They use impoliteness to express their disappointment with others, not to show their social level in society.

This study also showed that the objective of the researcher in carrying out the analysis of impoliteness is suitable with the religion's point of view because this research is conducted to avoid the use of impoliteness strategies that are widely used in the community. Religion limits a person to exceed the limits in speaking as a fellow human being. Religion also allows a person to learn something bad to know more insight into it to avoid becoming a bad group. Therefore the relationship between this analysis and religion is very close. With this analysis, the reader learns various types of impoliteness strategies not to practice them, but to add to the knowledge that impoliteness strategies are used in everyday life and the use of it needs to be avoided. Also, this analysis is a solution or way to find out how to respond to impoliteness directed at the interlocutor, so that people can know how to respond the impoliteness in a good way and in a bad way.

CONCLUSION

There are 75 Impoliteness Strategies found in Peter Rabbit movie according to the impoliteness theory proposed by Culpeper (1996), namely Bald on Record, Positive Impoliteness, Negative impoliteness, Sarcasm or Mock Politeness and Withhold Politeness. From The five strategies, Bald on Record is the most frequently used by characters in the movie as many as 30, and sarcasm or Mock politeness occupies the second position as much as 15. While Positive Impoliteness the total number is 14. in the form of ignoring or curse others: 7, calling the other names: 2, using taboo words: 1 and using inappropriate identity markers: 4. The use of Negative Impoliteness is 12, consisting of Scorning, condescending ridiculing: 10 and invading the list of space: 1 and Associating the others with negative aspect:1 The withhold politeness found is only 4 namely Failing to Thank. Types of Response used to respond to impoliteness utterance that is shown also vary depending on what type of strategy directed to the interlocutor. There are 4 types of responses found in the movie, namely accepting the face

attack, Offensive countering, Defensive countering and No response.

The analysis is really useful for the readers who doesn't know about the strategies of impoliteness to protect their self no to say something bad, and to teach the parents no to give children much time to watch movie that seems like children movie but it is not. In addition this analysis also help people to avoid social conflict when someone attack their own faces.

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