CHAPTER I
INTRODUCTION

Human is social creature that has the need to communicate with others. Communication is defined as a process by which we assign and convey meanings in an attempt to create shared understanding. Both the speaker and hearer should hold to general rules or principles and thereby use certain strategies. An often used strategy to achieve this is politeness.

Language is very important aspect in our live. We use language to express inner thoughts and emotions, make sense of complex and abstract thought, to learn to communicate with others, to fulfill our wants and needs, as well as to establish rules and maintain our culture. According to Brown and Levinson (1987), politeness strategies are developed in order to save the hearer’s “face”. They also explain that face refers to a speaker’s sense of linguistic and social identity, which is defined as “the public self-image that every member (of the society) wants to claim for himself.”

Politeness is not only in real life, but it also can be found in the movie. Actors use politeness by dialogues they said. The researcher chooses the movie with title “The Grand Budapest Hotel” to analyze the politeness strategies which are showed by Monsieur Gustave H as the main character. Politeness theory by Brown and Levinson has chosen by the researcher as the main framework in processing the paper. The data
are taken from its film’s script as the data by noting, choosing, and classifying the utterance into appropriate strategies. The purpose of this study is to identify politeness strategies used by Gustave H as the main character in The Grand Budapest Hotel film and to find out the reason why the main character uses those strategies.

RESEARCH QUESTIONS

In this study, the writer is trying to answer the questions stated below:

1. What are the politeness strategies used by Gustave H in The Grand Budapest Hotel movie?
2. Why does Gustave H use those politeness strategies?