

The Analysis of Politeness Principles and Their Violations in Heidi's Cartoon Film Based on Leech's Perspective

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Abstract—This study was aimed 1) to reveal the utterances that contain approbation maxim in Heidi's film, 2) to reveal the utterances containing violations of approbation maxim in the Heidi cartoon film based on Leech's perspective. This study employed qualitative methodology utilizing watching techniques, scrutinizing, and taking note data collection. This study used triangulation to test the validity of data. Data analysis techniques used in this study were data reduction techniques, data presentation, and verification of conclusions. The research results explain that: Ten utterances contain approbation maxim in the Heidi cartoon based on Leech's perspective, which consists of approbation to parents, approbation to young people, and approbation to friends. Also, two utterances violate approbation maxim in the Heidi cartoon based on Leech's perspective, which consists of violations of approbation to young people and violations of approbation to friends.

Keywords—*heidi's cartoon film, approbation maxim, geoffreyleech*

I. INTRODUCTION

Communication is an activity that cannot be separated from humans in everyday life. As social beings, humans need communication to form interactions between individuals, also to create and maintain social relations and exchange information. Therefore, doing dialog is a concrete way of communicating in human life[1].

In doing communication, some rules must be considered to avoid misunderstandings, including the principle of politeness, which is very important to consider to maintain excellent communication. Politeness in speaking also beautifies the speech and keeps a person away from misunderstanding with others[2]. Many disputes and conflicts occur between individuals or groups that are caused by speaking impolitely. Considering this phenomenon, how vital the essence of politeness in language or communication is to bring harmony between fellow human beings who are social beings[3].

The politeness principles are needed as a speaking system that functions to achieve the message and purpose of the speaker to the listener. The listener will efficiently respond to speeches and fulfil requests expressed by speakers if there is no allusion to him[4]. Hence, to make successful communication between speakers and listeners, it is essential

to obey the rules in the principle of politeness. This is also related to social norms and prevailing cultural norms[5].

In the components of the politeness principle, there is an approbation maxim that functions to produce communication in the form of praising speech. Approbation is a speech describing the excellent value to someone other than the speaker, usually, the person is characterized by several skills that are positively valued by the speaker and listener[6]. The primary purpose of approbation is to make the speech partner feel happy and feel more valued. If the listener feels valued, the speaker and listener will be close and harmonious. Approbation is also frequently used for small talk.

Approbation maxim can be found in everyday social interactions that people experience in general, such as activities in conversation. It often happens that what the speaker expresses and intends, gives a different reaction. This maxim is found in many films. It is because the film contains social interactions that are applied by the actors playing in the movie[8]. The film is a mass communication medium that is essential to communicate about a reality that occurs in everyday life, and film has a substantial reality which one of them tells about the reality of society. Moreover, movies are moving images[9].

There are various types of films that are feasible to be enjoyed in all groups of society[10]. One of them is Heidi's film, which is an animation or cartoon-type movie. The Heidi cartoon film is an adaptation of the Heidi novel written by Johanna Spyri in 1879 and the contents of the story give inspiration to the readers.

Heidi is a little five-year-old girl who is entrusted by her aunt Dette to her grandfather who lives in a mountain in Switzerland. Heidi's cheerful and friendly nature makes people who communicate with her feeling happy and interested in making her a friend. Although some figures in the environment don't like her. The hatred comes because of many reasons, and one of them is caused by jealousy of Heidi.

The researchers were interested in analyzing the dialogue in this film because the utterances expressed by the characters in the Heidi cartoons contained the principles of politeness in the form of approbation maxim and its violations. Therefore, this study utilized Geoffrey Leech's politeness principle theory to express the approbation maxim and its violations contained in the Heidi cartoon. Leech's perspective

of politeness itself is very relevant as a theory of language politeness analysis in the form of approbation maxim in the Heidi cartoon because the components of this theory discuss the principle of politeness intensely compared to others [11].

Based on the aforementioned introduction above, the researcher came up with the title "The analysis of approbation maxim and its violations in Heidi Cartoon Film Based on Geoffrey Leech's Perspective. The formulation of research questions can be described as follows; first, to reveal the utterances that contain approbation maxim in the "Heidi" cartoon based on Leech's perspective, second; to reveal the speeches that violate the approbation maxim in the cartoon film "Heidi" based on Leech's perspective.

II. RESEARCH METHODS

This research was categorized as descriptive qualitative research[12]. There were primary and secondary data sources in this study. The primary data source in this study was the Heidi film (2016). Moreover, the form of data was in the form of utterances in each character. Meanwhile, the secondary data sources were in the form of texts and non-texts that support this research, such as books, journals, or information that are related to Heidi cartoons and Leech's politeness principle[13].

The data collection techniques employed in this study were watching techniques, scrutinizing, and taking notes. The watching technique was done to listen to the data in the form of speeches on the Heidi movie. Meanwhile, the note-taking method was used to record the collected data[14]. Moreover, the researcher also used triangulation to test the validity of the data[15]. Meanwhile, data analysis techniques in this study were data reduction techniques, data presentation, and conclusion verification[16].

III. RESULTS AND DISCUSSION

A. The Analysis of Approbation Maxim on Heidi Cartoon Film

The following are the results of the analysis of researchers from utterances that contain approbation maxim:

1) Approbation to parents

a) Data 1

Madam Rottenmeier: *"Her name is Clara"*

Heidi: *"What a good name, I'm Heidi"*

At the moment of speaking, Heidi and her aunt Dette have just arrived in Frankfurt city. They go straight to Madam Rottenmeier's house to fulfill Mr. Seseman's request, which is to find a girl who would be Clara's friend. Then, when they arrive at their home, they talk and ask who the one that will be friends with Clara. When hearing Clara's name, Heidi praise the name, and say "what a good name, I am Heidi". Therefore, the speech from Heidi contains the principle of politeness in the form of approbation maxim, because Heidi maximizes the praise of others, which is portrayed by praising Clara's name as a good name.

The data collection techniques employed in this study were watching techniques, scrutinizing, and taking notes..

b) Data 2

Heidi: *Thank you, grandfather, this is the most delicious milk I've ever drunk in my life.*

Grandfather: *it's goat's milk, it has many benefits.*

At that time, Heidi has just arrived at her grandfather's house in the mountain. Heidi had never before felt the beauty of living on a hill, including pure milk. After that, the grandfather gives her a glass of warm milk which had just been milked for Heidi. Heidi also likes the milk because of its freshness. Even by praising the grandfather, the person who gave her the milk by saying "Thank you grandfather, this is the most delicious milk I have ever drunk in my life". Hence, Heidi's utterance contains the principle of politeness in the form of approbation maxim because Heidi maximizes the praise to her speaking partner, who is her grandfather.

c) Data 3

Maid: *"I hope you enjoy our meal"*

Heidi: *"Of course I enjoy it, this is very nice thank you very much"*

When dinner dishes are available, the maid invites all who live in Clara's house to have dinner together, including Heidi. The maid knows that Heidi is a village child who has never tasted city food. Hence, the maid hopes Heidi likes the food she serves. Heidi also likes the dish. She praises the maid as she says, "Of course I enjoyed it, it's very nice, thank you very much". Therefore, the speech from Heidi contains the principle of politeness in the form of approbation maxim. It is because Heidi maximizes the praise for her speaking partner, who is the maid who works in Clara's house.

2) Approbation to young people

a) Data 1

Peter's Grandmother: *"Hearing a young man's voice like you are fun for an old person like me".*

Heidi: *"thank you, grandma, I'll do it."*

When Heidi visits Peter's grandmother's house, Heidi talks warmly with his grandmother. The grandmother is happy because she can speak warmly with Heidi because she feels old to be able to share stories back with the young person. Hence, when Heidi is about to go home to her grandfather, Peter's grandmother asks Heidi to return and read a book. However, Heidi is honest to the grandmother that she cannot read, so grandmother tells her to visit her home at any time even though she cannot read because she likes the voices of a young person like Heidi by saying "Hearing a young person's voice like you are fun for parents like me." Therefore, the speech of Grandmother Peter above contains the principle of politeness in the form of approbation maxim, because the grandmother maximizes the praise to her speaking partner who is Heidi.

b) Data 2

Clara's father: *"This is rather strange, I have never seen it like this, wait, dad knows what it is, it's a smile".*

Clara: *"yes, father".*

One day, Clara's father has returned from out of town. And when he meets his daughter Clara, he sees a significant change from Clara, which is different from before. Also, he sees that the difference is a smile emanating from Clara's face. Her father praises her, and says "this is rather strange, I have never seen it like this, wait, dad knows what it is, it is a smile". Hence, the speech of Clara's father contains the principle of politeness in the form of approbation maxim. It is because Clara's father maximizes the praise to his speaking partner, namely Clara.

3) *Approbation to friends*

a) *Data 1*

Dette: *oh Barbell, nice to see you*

Barbell: *you look like a graceful woman.*

The conversation above is a speech between Barbell and Dette. The barbell has just met with Dette with Heidi because their residence is far and in a different city. Therefore, Barbell, who has not seen Dette for a long time, is shocked by her presence at the foot of the mountain while praising Dette's appearance as a princess by saying "you look like a graceful woman". Hence, Barbell's utterance contains the principle of politeness in the form of approbation maxim because Barbell maximizes the praise to her speaking partner who is Dette.

b) *Data 2*

Peter: *Then I'll accompany you to home*

Peter's Grandmother: *if you want please Peter*

Heidi: *calm down Grandma, I'll be fine if Peter is with me.*

One day, Heidi visits Peter's house to meet Peter's grandmother. The weather when Heidi departs is quite bright and friendly. However, at the time when Heidi wants to go back to her grandfather's house, the weather turns bad, so it is dangerous for Heidi to go home alone. Hence, Peter takes the initiative to accompany him until she arrives home safely. Peter's action makes Heidi happy and then she praises him for wanting to help her while saying "calm down Grandma, I'll be fine if Peter is with me". Therefore, Heidi's utterance contains the principle of politeness in the form of approbation maxim, because Heidi maximizes the praise to her speaking partner, namely Peter.

c) *Data 3*

Heidi: *"your seat"*

Clara: *"Very embarrassing, isn't it?"*

Heidi: *"Not at all, that's good!"*

Heidi, who just met Clara for the first time, is a little surprised by Clara's condition. Clara is unable to stand up and walk. She has to use a wheelchair to help her walk. Hence, Clara, who knows if Heidi is surprised by her condition, already feels the negative thinking and ready for a reproach. However, Heidi praises Clara for her condition, saying "Not at all, that's good!". Therefore, the speech from Heidi contains the principle of politeness in the form of approbation maxim. It is because Heidi maximizes the praise for her speaking partner, namely Clara.

d) *Data 4*

Doctor Reboks: *"so happy that you accept us as guests here, look at the condition that has changed!"*

Heidi's Grandfather: *"that's the mountain"*

Doctor Reboks: *"Maybe you are right, and I think I also have a gift, she is an extraordinary child"*

When Clara and her entourage including doctor Reboks visit the mountain where Heidi and her grandfather live, doctor Reboks thanks Grandpa Heidi for sending Heidi to the city to become a friend of Clara. Doctor Reboks praises Heidi for changing Clara's condition and considers it a gift. He says, "maybe you are right, and I think I also have a gift, she is an extraordinary child". Therefore, the doctor's remarks contain the principle of politeness in the form of approbation maxim. It is because doctor Reboks maximizes the praise for others, which considers Heidi to be a wonderful girl.

e) *Data 5*

Peter: *"Clara, look at this!"*

Clara: *"oh that's cool"*

After Klara arrives at the mountain with doctor Reboks, Heidi invites her to meet Peter. Then Peter shows an action to Clara, which is throwing bread at the feet of the eagle. It makes Clara impressed, and she praises him by saying, "oh that's cool". Therefore, Clara's utterance contains politeness in the form of approbation maxim. It is because Clara maximizes the praise to her speaking partner, namely Peter.

B. *The Analysis of violations of approbation maxim in the Heidi cartoon film*

The following paragraph is the results of the researcher's analysis of the utterances containing violations of approbation maxim:

1) *Violation of approbation to young people*

a) *Data 1*

Dette: *"this is the child I have promised to Mr.*

Sedsaman, he will be happy and fit his child

Rotin Mayor: *"Clara!"*

Heidi: *"What a good name, I'm Heidi"*

Rotin Mayor: *"oh really a bad name!"*

Dette and Heidi go to the city of Frankfurt to meet with Mr. Sadsaman. Dette will leave Heidi at Mr. Sadsaman's house to be friends with her daughter Clara. When they arrive at Mr. Sadsaman's home, Madam Rotin Mayor welcomes them. After knowing the name of a small child with Dette is Heidi, she scoffs at her, and she says, "oh really a bad name!". Therefore, the utterance of Rotin Mayor contains a violation of the principle of politeness in the form of approbation maxim. It is because Rotin Mayor does not maximize the praise to her speaking partner who is Heidi.

2) *Violation of approbation to friends*

a) *Data 1*

Heidi: *"No, I can't read, I don't know how to read"*

Clara: *"Then, you're not my good friend, don't you think?"*

At that time, Clara has only met Heidi for the first time and is still not familiar with Heidi's character. Therefore, when she speaks to Heidi, Clara, who is, in fact, arrogant, do not want

to be friends with people who cannot read like Heidi. Also, she scoffed at Heidi as she says, "Then you're not my good friend, don't you think?". Hence, the speech of Clara contains a violation of the principle of politeness in the form of approbation maxim. It is because Clara does not maximize the praise to her speaking partner, namely Heidi

IV. CONCLUSION

Build upon the results of the research from the analysis of politeness principles and their violations in the Heidi cartoon film which the researchers limits his study to the approbation maxim solely, and some conclusions can be put forward. Ten utterances contain approbation maxim in the Heidi cartoon based on Leech's perspective, which consists of approbation to parents, approbation to young people, and approbation to friends. Also, two utterances violate the approbation maxim in Heidi cartoons based on Leech's perspective, which consists of violations of approbation to young people and violations of approbation to friends.

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