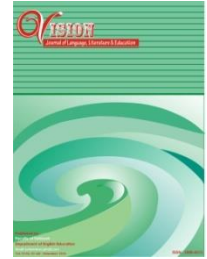




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AN ANALYSIS OF POSITIVE AND NEGATIVE FACE IN “THE CROODS MOVIE”

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Keywords	Abstract
<p><i>Keywords: movie, politeness, pragmatics.</i></p>	<p>This study focuses on the management face in the conversation in the croods movie. This study was aimed at identifying a face management which is defined as any interaction word that is generally related to politeness. politeness is seen as a feature of interpersonal conduct whereby a person ‘shows regard for another person by trying to make that person feel comfortable or by making an obvious effort to avoid making that person feel uncomfortable’. Politeness is a feature of interpersonal conduct centered on the concept of face. The concept of face to a certain extent determines how a conversation can be conducted efficiently, effectively, and politely. This is descriptive and qualitative study is done under the scope of pragmatics that implements theory of management face proposed by Goffman. It can be divide into two face; positive and negative face. The concepts of face in “the croods movie” discourse yield two concept namely positive and negative concepts. Positive face is the need to be accepted, even liked by others, to be treated as a member of the group and to know that his or her wants are shared by others. Negative face is the need to be independent to have a freedom of action and not to be imposed by others. The data obtained through movie of the croods with duration one half hour. After collecting the data, the writer identified and classified the data which are needed from the conversation specifically indicated positive and negative face. The finding of the study shows that are many conversation indicated positive and negative face, in this paper the writer only show five evident that showed to indicate positive and negative face.</p>

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INTRODUCTION

Language is a tool of communication used by human being, and it is used as foremost a means of communication. Since communication almost always takes place within some sort of social context, it requires an understanding and recognition of the connections between a language and the people who use it (Amberg and Vause, 2010:2). Communication plays an important role in our life. Through communication, people can share anything such as idea, feeling and intention.

Communication can be defined as the process of transmitting information and common understanding from one person to another (Keyton, 2011:1). The process of communication involves more than one participant. Therefore, all of the participants should understand each other's utterance, and they must have a good cooperation when they do a communication. Cooperation can be defined as knowledge of each other participant.

In developing of language need for linguistic knowledge is not enough if the language as a communication tool spoken man who sometimes can only be understood its meaning through context. In this case, pragmatic explains how users can address ambiguity of language, because the meaning depends on how, where, when certain of the speaker's speech. The ability to understand the meaning of the speaker referred to the pragmatic competence. Pragmatic consciousness is regarded as one of the most challenging aspects of language learning, and although it can be taught, often only comes through experience.

Pragmatics is the study of the relations between language and context that are basic to an account of language understanding. Pragmatic is the study of language from a functional perspective, that is, that it attempts to explain facets of linguistic structure by reference to non-linguistic pressures and causes. According to Mey (1993: 42) stated that Pragmatics is the study of the conditions of human language uses as these are determined by the context of society. Levinson (Levinson, 1983: 9) stated that Pragmatics is the study of those relations between language and context that are grammaticalized, or encoded in the structure of a language.

According to Brown and Levinson (1987:65), certain kinds of acts intrinsically threaten face, namely those acts that by their nature run contrary to the face want of the hearer and / or of the speaker. Furthermore, there is Ani Septyaningsih (2007) she has research about politeness strategy "an analysis of positive politeness strategy in the film entitled "in good company". The finding is politeness strategy covering with 15 strategies by the characters and factors influencing the characters in that movie. She focuses on positive politeness that is different theme with my research but same scope in politeness. And another researcher Ahla Afiyati (2013) "politeness principle as seen in the dialogue between characters on "karate kid" movie" this research discussed about obedience conversational maxims that were found in

the conversations occurred in “*Karate Kid*” movie. Based on the others researcher above, there is the differences both of them with this research. So, the researcher interests to analysis this topic.

One influential model of politeness is based on the notion of face. Goffman (1967: 5) defined face as the positive social value a person effectively claims for himself by the line others assume he has taken during a particular contact. Face is an image of self delineated in terms of approved social attributes — albeit an image those others may share, as when a person makes a good showing for his profession or religion by making a good showing for himself.

The others word “Face” refers to a speaker’s sense of linguistic and social identity. Within politeness theory ‘face’ is best understood as every individual’s feeling of self-worth or self-image; this image can be damage, maintained or enhanced through interaction with others. Face has two aspects- ‘positive’ and ‘negative’. An individual’s positive face is reflected in his or her desire to be liked, approved of respected and appreciated by others. An individual’s negative face is reflected in the desire not to be impeded or put upon, to have the freedom to act as one chooses.

The most influential theory of politeness was put forward by Brown and Levinson: 1978). Stated that the theory of politeness in the concept of ‘face’ as proposed by Goffman. The concept of 'face' is part of parameters of pragmatic which offer a different form according to the situation of the speaker. At some point, 'face' can be a teacher, best friend, adversary, or other roles that are often encountered in life. Participants of conversation must understand and interpret the words uttered by the speaker in accordance with the 'face' on offer. Goffman stated that 'face' can be implemented in two ways, namely 'positive' and 'negative face'.

Discussions of face invariably refer to the concept of self. For example, Goffman (1967:5) defines face with reference to “image of self”, and Brown and Levinson (1987:61) refer to it in terms of “public self-image”. Ting-Toomey (1994:3) argues that face is an “identity-boundary issue”, and Scollon and Scollon (1995:34–36) discuss face in terms of the “interpersonal identity of individuals in communication” and the “self as a communicative identity”. Brown and Levinson (1987:62) stated that face can be implemented in two ways, namely positive and negative face.

According to Yule (1996:61) negative face is the need to be independent to have a freedom of action and not to be imposed by others. For example: Your friend asks for a ride to the airport. It can explain that Negative face needs; you think, this is not favorable, I don't feel like driving this guy to the airport. I have other stuff that I could be doing, like sleeping, or saving the gasoline in my car. He can find his own ride.

Positive face is the need to be accepted, even liked by others, to be treated as a member of the group and to know that his or her wants are shared by others. For example is your friend asks for a ride to the airport. Based on that example it can explain that Positive face needs; you think, I better take him

because I want him to like me, and I want the reputation of being a reliable person. In conclusion, we can say that negative face is the need to be independent and positive face is the need to be connected. Positive face is adequate only if certain interpretations are borne in mind. First of all, the wants that a member wants others to find desirable may actually have been satisfied; that is, they may now be past wants represented by present achievements or possessions (Brown and Levinson, 1987:62).

Therefore, the researcher's interesting to analyze the movie. Film produced by DreamWorks Animation have been told located in the primeval time tells the story of a family of early human species Homo Neanderthal types who calls himself The Croods. The Croods family consists of 6 homo neanderthal namely Grug (father), Ugga (mother / wife Grug), Gran (grandmother / mother Ugga), EEP (first child female), Thunk (Second child male) and Sandy (the third child baby). The researcher assumes there are many found the using of management face; positive and negative face.

Let's have a look on the following some conversation and situation of the croods movie:

Grug TURNS to the cave entrance; he prepares to BELLOW a signal, but before any sound escapes his lips-- A CAVE GIRL, EEP, bursts from the cave.

GRUG (CONT'D) : You're supposed to wait for my signal Eep. Eep?

Eep scares a pack of nearby Liyotes away. They pounce on Grug briefly before scampering off.

Eep spreads out on an overhanging rock. She BASKS IN THE SUN.

EEP : We've been in that cave forever.

GRUG : Three days is not forever.

THUNK (O.S.) : I am waiting for the signal, dad.

We HEAR the voice of Grug's nine-year-old son from inside the cave. THUNK is eager to please his dad and emulates his every move.

The conversation above, that conversation can identify use a face management of politeness. A face management divides into two; they are positive and negative face. In that situation Grug will open the cave before all family out the cave, he will give the signal when situation is save all family can out the cave, but Eep direct out of the cave before Grug gives the signal, that situation indicated Eep is negative face because negative face have characteristic to be independent to have a freedom of action and not to be imposed by others. And Thunk indicated positive face because he waiting the signal his father, positive face have feature need to be accepted, even liked by others.

Based on the phenomena and situational conversation above, the researcher is encourage to entitle the research as follows: A Face management in politeness in "The croods Movie" to analyze more about management face. Furthermore this research to identify or classify conversation to indicated positive and

negative face and to additional source or reference for other researcher who wants to analyzed the same topic. And the last this research is expected to be useful in giving much understanding to the readers about a face management of politeness.

Research Question

How to identify or classify conversation to indicated positive and negative face?

LITERATURE REVIEW

Politeness is a system of interpersonal relations designed to facilitate interaction by minimizing the potential for conflict and confrontation inherent in all human interchange. We like to think of conversation as conflict-free, with speaker normally being able to satisfy one another's needs and interest. But, in fact, we enter every conversation-indeed, every kind of discourse-with some personal desideratum in mind: perhaps as obvious as a favor or as the desire to be likeable.

According to Brown and Levinson (1987) everyone has self-public image which has relation to emotional and social sense of self and expects everyone else to recognize. Politeness (Brown and Levinson: 1987) in interaction can be defined as the means employed to show awareness of another person's face. Within their everyday social interactions, people generally behave as if their expectations concerning their public self-image, or their face wants, will be respected.

Generally speaking politeness involves taking account of the feeling of other. A polite person makes other feeling comfortable. Being linguistically polite involves speaking to people appropriately in the light of their relationship to you. Inappropriate linguistic choices may be considered rude. Making decisions about what is or is not considered polite in any community, therefore involves assessing social relationship along the dimensions of social distance or solidarity, and relative power or status. We need to understand the social values of society in order to speak politely. (Janet Holmes: 2013).

People generally behave in accordance with their expectation concerning their public self-image or face wants to be respected. Face means public self-image of a person; it refers to the emotional and social sense of self that everyone has and expects everyone to recognize (Yule: 1996). Face has two aspects, positive and negative. An individual's positive face is reflected in his or her desires to be liked, approved of, respected of and appreciated by others. While an individual's negative face is reflected in the desire not be impeded or put upon, to have the freedom to act as one chooses (Thomas: 1995). Therefore, people in their relationship need to preserve both kinds of faces for themselves and the people they interact with the politeness utterances.

According to Brown and Levinson (1987:65), certain kinds of acts intrinsically threaten face, namely those acts that by their nature run contrary to the face want of the hearer and / or of the speaker. For

example, the hearer's positive face will damage when the speaker insulting the hearer, and also the hearer's negative face will damage when the speaker order the hearer. It also could damage the speaker's own positive and negative face for example, when the speaker admits that he has failed in his job and when the speaker offers help to the hearer. FTAs are acts that infringe on the hearer's need to maintain his or her self-esteem and be respected. In order to avoid or minimize to reduce the possibility of damage to the hearer's face or to the speaker's own face, he or she may adopt certain strategies.

One influential model of politeness is based on the notion of face. Goffman (1967: 5) defined face as the positive social value a person effectively claims for himself by the line others assume he has taken during a particular contact. Face is an image of self delineated in terms of approved social attributes — albeit an image those others may share, as when a person makes a good showing for his profession or religion by making a good showing for himself.

The others word "Face" refers to a speaker's sense of linguistic and social identity. Within politeness theory 'face' is best understood as every individual's feeling of self-worth or self-image; this image can be damage, maintained or enhanced through interaction with others. Face has two aspects- 'positive' and 'negative'. An individual's positive face is reflected in his or her desire to be liked, approved of respected and appreciated by others. An individual's negative face is reflected in the desire not to be impeded or put upon, to have the freedom to act as one chooses.

Negative Face

Negative face, with its derivative politeness of non-imposition, is familiar as the formal politeness that the notion immediately conjures up. (Brown and Levinson: 1987). But positive face, and its derivative positive politeness, is less obvious. The reduction of a person's public self-image or personality to a want that one's wants be desirable to at least some others can be justified in this way. The most salient aspect of a person's personality in interaction is what that personality requires of other interact ants - in particular, it includes the desire to be ratified, understood, approved of, liked or admired. The next step is to represent this desire as the want to have one's goals thought of as desirable. In the special sense of 'wanting' that we develop, we can then arrive at positive face as here defined. To give this some intuitive flesh

Positive Face

Positive face is adequate only if certain interpretations are borne in mind. First of all, the wants that a member wants others to find desirable may actually have been satisfied; that is, they may now be past wants represented by present achievements or possessions. (Brown and Levinson: 1987). The wants may before non-material as well as material things: for values (love, liberty, piety), or for actions (like

going to the opera or to the races, or playing tennis). The speaker may satisfy the hearer's positive face want (that the speaker wants to the hearer's wants, to some degree) by actually satisfying some of the hearer's wants. Hence we have the classic positive politeness action of gift giving, not only tangible gifts but also human relation wants such as admired, listened, understood, etc.

According to (Goffman : 1967) stated that about Negative and positive face, Negative face is the need to be independent to have a freedom of action and not to be imposed by others. For example: Your friend asks for a ride to the airport. It can explain that Negative face needs; you think, this is not favorable, I don't feel like driving this guy to the airport. I have other stuff that I could be doing, like sleeping, or saving the gasoline in my car. He can find his own ride.

Positive face is the need to be accepted, even liked by others, to be treated as a member of the group and to know that his or her wants are shared by others. For example is your friend asks for a ride to the airport. Based on that example it can explain that Positive face needs; you think, I better take him because I want him to like me, and I want the reputation of being a reliable person. In conclusion, we can say that negative face is the need to be independent and positive face is the need to be connected.

Brown and Levinson in Thomas (1995:169) state that certain speech act is liable to damage or threaten another person's face; such as known as Face Threatening Acts. In order to reduce the FTAs Brown and Levinson sum up four main types of politeness strategy, namely bald on record, negative politeness, positive politeness, and bald off record.

Theory of the Movie

A movie is being essential as a means of entertainment. It is the illusion of the reality in visual media. Film presents the audience images in illusory motion, which is represented on the screen, acted by the stars, has its own style, genre, and certain events. The study of movie cannot be separated from the society as stated by Allen and Gomery as follows: Furthermore, however indirectly and obliquely, movies are social representations. That is, they derive from images and sounds, themes, and stories ultimately from the social environment. In functional film, characters are given attitudes, gesture, statements, motivations and appearance that are in part at least, based on social roles, and on general motions about how policeman, factory worker, debutante, mother or husband is 'supposed' to be. (Allen and Gomery: 1993). It can conclude that a movie of animation film, as a kind of favorite film, presents imaginations, beings, places, or events.

Synopsis of "The Croods"

The croods is a 2013 American 3D computer-animated adventure comedy film produced by DreamWorks Animation and distributed by 20th Century Fox. The film is set in a fictional

prehistoric Pliocene era known as The Croodaceous (a period which contains fictional prehistoric creatures) when a caveman's position as a "Leader of the Hunt" is threatened by the arrival of a prehistoric genius who comes up with revolutionary new inventions as they trek through a dangerous but exotic land in search of a new home. The Croods was written and directed by Kirk DeMicco and Chris Sanders, and produced by Kristine Belson and Jane Hartwell.

A cave family called the Croods survives due to the overprotective nature of their stubborn, stern patriarch, Grug. The only one who questions the family's sheltered life is his teenage daughter Eep who frequently disobeys her father's orders out of curiosity, which he finds dangerous. After stealing an egg for their meal and running afoul with a carnivorous cat; Grug and Eep, along with her mother Ugga, her grandmother Gran, and her younger brother and sister Thunk and Sandy face time sheltered in their cave home.

Eep sneaks out when she sees what she discovers to be a torch of fire and she encounters an inventive Homo sapiens boy named Guy and his sloth Belt. He warns her of an impending apocalypse and offers to take her with him, but concerned for her family, Eep stays, getting a shell horn from him to blow in case she needed his help. Reuniting with her frantic father, she tries to tell her family what Guy told her, but fearing things that are "different" and "new" they destroy her horn.

A massive earthquake then destroys their home, and to avoid the earlier carnivore, they descend down into a tropical forest that laid behind their cave all the time. Encountering a "Macawnivore" a brightly colored feline that Gran dubs "Chunky the Death Cat," the family flees him until he is deterred by swarms of piranhakeets that devoured a ground whale. Using another horn, Eep calls to Guy who rescues them from the birds with his fire. After a great deal of confusion regarding their first contact with fire, Grug imprisons Guy in a log until he can guide them somewhere safe.

Outrunning the destruction, Guy is trusted enough to be let out of the log and he gives the Croods rudimentary shoes to walk over the harsh landscape as he leads them to a mountain in which he says will be safe. Guy also tells them stories of "Tomorrow" a haven of safety where he is headed and where curiosity is not deadly as Grug had claimed. At his treetop home, Grug sees the impression Guy is leaving on his family and he becomes jealous. Attempting to invent things like Guy, Grug only further embarrasses himself and drives his family further away from him. After the family is split up in a labyrinth of tunnels, all but Grug manage to escape by coming up with ideas of overcoming obstacles in their paths.

Reaching the mountain, Grug tries to force his family to hide out in a cave, but they resist, telling him that they can't live in caves anymore, that they don't want to "survive" but to "live". This enrages Grug, who attacks Guy and the both of them end up in a tar flow where Grug learns that Guy's family had

perished in one. Realizing that Guy's method of survival is better for his family, Grug works with him and they lure Chunky into a trap to free themselves. The family reunites, then flees a massive cataclysm as the land begins to violently rip apart.

The family is cut off from their destination by a continental split, but Grug, realizing the errors of his ways decides to throw his family to safety. He shares an invention he calls a "hug" with Eep, briefly before sending her across as well. Cut off from his family, Grug finds a cave for safety, where he encounters Chunky; who is truly a frightened and sweet feline, and he comes up with an idea to get across the chasm. Using a skeleton and the Piranhakeets to fashion a simple airship, Grug manages to send them; including several animals the family had encountered during their journey, across the chasm, reuniting with his family once again. He apologizes to them all, and promises to never be so overbearing again.

Later, the Croods now live on the land and have settled on a vast beach where every day they can follow the light to "Tomorrow."

RESEARCH METHODOLOGY

This research uses descriptive method with qualitative approach. The source of the data in this study is "the croods movie". According to (Creswell: 2002) stated that qualitative research taken place in natural setting. The qualitative researcher often goes to the site (home, office) of the participant to conduct the research. This enables the researcher to develop a level of detail about the individual or place and to be highly involved in actual experiences of the participants. Furthermore this is research; this type of study is done by collecting the data, classifying the data, analyzing the data, and then drawing the conclusion. The source of the data is the dialogs in the croods movie, showing positive and negative face of politeness strategy.

Objects

The objects of the research are conversation in "the croods movie". The Croods movie was written and directed by Kirk DeMicco and Chris Sanders. Film produced by DreamWorks Animation have been told located in the primeval time tells the story of a family of early human species Homo Neanderthal types who calls himself The Croods. The Croods family consists of 6 homo neanderthal namely Grug (father), Ugga (mother / wife Grug), Gran (grandmother / mother Ugga), EEP (first child female), Thunk (Second child male) and Sandy (the third child baby). Homo Neanderthal was early man's most closely related to modern humans, or Homo sapiens (our species at this time). Although it was able to speak and make clothes like modern humans but humans' homo Neanderthal cannot make a home and live in caves.

The reason of researcher chosen this movie because the researcher found many of use positive and negative face that is exist in this movie

Data Analysis Technique

The data were analyzed Goffman's theory about management face. Goffman and Brown Levinson stated that "Face" refers to a speaker's sense of linguistic and social identity. Within politeness theory 'face' is best understood as every individual's feeling of self-worth or self-image; this image can be damage, maintained or enhanced through interaction with others. Face has two aspects- 'positive' and 'negative'. An individual's positive face is reflected in his or her desire to be liked, approved of respected and appreciated by others. An individual's negative face is reflected in the desire not to be impeded or put upon, to have the freedom to act as one chooses. Widdowson (1978: 263) highlights the concept of 'face' is more in favor of the personal relationship between the participants of the conversation. According to him, the participants have to pay attention to face conversation they offer it because it will affect their relationship. The realization, bidding 'face' was implemented in two ways, namely "positive face" and "negative face". This type of study is done by collecting the data, classifying the data, analyzing the data, and then drawing the conclusion. The source of the data is the dialogs in the croods movie, showing positive and negative face of politeness strategy. And the last the researcher analyses the data and classify them into two term; positive and negative face.

To analyze data, the researcher used discourse analysis. The steps are:

- a. Watching and learning whole the movie supported by read all the movie script.
- b. Classification.
- c. Describing the data
- d. Making the conclusion based on the data analysis.

IV. RESULTS AND DISCUSSIONS

SEQ. 100 - MEET THE CROODS

A HUGE CAVEMAN, GRUG, RUSHES forward, screaming, growling, and throwing handfuls of dirt in a THREAT DISPLAY. He BLINKS in the bright morning light. He LIFTS and HURLS a large boulder.

GRUG : Raaaaar groooooOOOOooooowwwll ERF ERF

Glaaaaaabbblllllllthhhh!

As suddenly as he began, Grug stops. Panting, he waits for the echoes of his outburst to fade. Grug TURNS to the cave entrance; he prepares to BELLOW a signal, but before any sound escapes his lips-- A CAVE GIRL, EEP, bursts from the cave.

GRUG (CONT'D) : You're supposed to wait for my signal Eep. Eep?

Eep scares a pack of nearby Liyotes away. They pounce on Grug briefly before scampering off. Eep spreads out on an overhanging rock. She BASKS IN THE SUN.

EEP : We've been in that cave forever.

GRUG : Three days is not forever.

EEP : It is with this family.

GRUG : Eep would you come down here? You're being so dramatic.

A LITTLE GIRL, SANDY, charges out next. Her display is more terrier-like.

GRUG (CONT'D) : No, no, no Sandy, come back here. Remember the signal. Good girls wait for the signal.

A CAVE WOMAN, UGGA, scrambles out next. She is mostly focused on catching Sandy, giving only cursory effort to her display.

GRUG (CONT'D) : Ugga.

UGGA : As soon as I get Sandy, I'll go back in, and you can give the signal.

GRUG : No, I mean, you're already out now.

THUNK (O.S.) : I am waiting for the signal, dad.

We HEAR the voice of Grug's nine-year-old son from inside the cave. THUNK is eager to please his dad and emulates his every move.

GRUG : Never mind, Thunk. Just, come out.

Analysis:

Firstly, in SEQ. 100, the croods movie talking about daily life the croods family, the situation is when the croods family wants to start her daily life, when the morning begin all family should out the cave, before all out the cave, the leader of croods family's Grug will check the condition outboard cave. He will the first person come out the cave, if the condition running well he will give the signal for all family that is safe in out of the cave. But her daughter Eep always out ahead because she hate cave and dark. That situation makes Grug always mad to Eep, it is different with other child of Grug is Thunk. Thunk always to waiting the signal from Grug when he wants to out of the cave. Because he submissive child of Grug.

Based on the conversation above, when the situation Grug is the first person come out of the cave to inspect the condition outbroad of cave. If the situation safe he will give the signal to all the family. The researcher wants to analyze the situation of Grug will give the signal when the condition is safe. The situation sentence is "*Grug TURNS to the cave entrance; he prepares to BELLOW a signal*". But her daughter Eep do not abreast of Grug command, that is situation indicated Eep is using negative face because she detected individually. Negative face have characteristic to be independent to have a freedom of action and not to be imposed by others. That is indicate negative face, the sentences is *but before any sound escapes his lips-- a cave girl, EEP, bursts from the cave. GRUG (CONT'D) : You're supposed to wait for my signal Eep. Eep?*. It is different with Thunk, he always waiting the signal of his father. And Thunk indicated positive face because he waiting the signal his father, positive face have feature need to be accepted, even liked by others. The sentence is *THUNK (O.S.) : I am waiting for the signal*, dad. It can conclude, the conversation in the croods movie that is many contains of politeness detected, included of management face; positive and negative face.

SEQ. 200 - WELCOME TO CROOD CAVE

INT. CROOD CAVE - EVENING

GRUG : Come on, come on. Darkness brings death! We know this.

The Croods RUN INSIDE THE CAVE. Ugga picks up a heavy stick off the floor.

Grug enters and looks around the cave.

GRUG : Is she still out there?

UGGA : You know she hates the cave, Grug.

ON EEP clinging to the side of the sheer rock face above Crood cave. She RAISES HER HAND to 'catch' a few more moments of sun.

Analysis:

Secondly, in SEQ. 200, in this section talking about when darkness brings death in the evening section. Grug direct to all members to enter the cave. All the member of croods should submissive to Grug. But, Eep always not obey to Grug because she hates darkness. When all the inhabitants of the cave has entered all, Grug check all family members and not yet complete, Eep did not entered the cave. He asked where Eep to Ugga. She said to Grug, Eep is hate darkness and entering the cave. After that, Grug come out the cave and looking for Eep to tell enter to cave. Finally, Eep go into the cave with Grug.

Based on the conversation above, the researcher may analyze a face management; positive and negative face. The situation is when Grug give instruction to all members of croods to entering the cave because darkness coming up. The instruction is "*Come on, come on. Darkness brings death! We know*

this". All members do command of Grug that is indicated using positive face; ***"The Croods RUN INSIDE THE CAVE"***. But it is different with Eep, she hates darkness and cave, she did not follow orders Grug, she was still outside waiting for sunset. ***ON EEP clinging to the side of the sheer rock face above Crood cave. She RAISES HER HAND to 'catch' a few more moments of sun.*** Therefore, in SEQ.200 that is have indicated using a face management; positive and negative face.

SEQ. 1425 - THE GOAL IS SET

The Croods burst out of a mountain of popcorn.

EEP : Hey, where's Guy?

Guy RUNS for the mountain. Eep POUNCES on Guy like a tiger.

GUY : No!

EEP : Going somewhere?

GUY : The Mountain? High ground? End of the world, remember?

EEP : That already happened. It destroyed our cave.

GUY : (struggling) Noooo. That was just the beginning of the end. The end of the end is still coming.

Analysis:

The third, in SEQ. 1425, in this section talking about when the croods family has been met with Guy. Guy is who rescues them from the birds with his fire. He was able to speak and make clothes like modern humans but humans' homo Neanderthal cannot make a home and live in caves. Guy invite all members of crood to move to mountain because a massive earthquake then destroys their home, and to avoid the earlier carnivore, they descend down into a tropical forest that laid behind their cave all the time.

The result when the condition above is Guy invite the croods family to mountain, the situation is ***"Guy RUNS for the mountain, The Mountain? High ground? End of the world, remember"***. Based on that situation, Eep is agree with Guy statement; ***"That already happened. It destroyed our cave"***. That statement indicated positive face because she agrees with guy statement. But, it is different with Grug, he said ***"Noooo. That was just the beginning of the end. The end of the end is still coming"***. Grug statement detected using the negative face, because he did not agree with the words of Guy.

SEQ. 1075 - FOOD FIXES EVERYTHING

A WHOOPING sound comes from the grasses ahead. A giant

TURKEY FISH raises its toothy head.

GRUG : Food fixes everything.

Grug grabs Thunk.

GRUG (CONT'D) : Alright, show me your hunting face.

THUNK :Arrgh.

Eep shows her hunting face.

GRUG : Not you! You're still grounded!

GRUG (CONT'D) : Come on, Thunk.

THUNK : My feet hurt.

Analysis:

Fourth, in SEQ. 1075, in this section talking about when the croods family wants to eat, the croods family hunts an egg of bird. The leader of the croods family gives the direction to the all members to prepare. Grug as the leader of the team give command to Thunk. Eep ready for the hunt but Grug giving punish to Eep and he rely on Thunk. the Croods hurtle around the landscape trying to catch their food, The Croods movie hits the ground running as it crafts together a world of colourful critters and hilarious hijinks. Whereas Scrat had his acorn to chase, the Croods have an egg which provides them with sustenance - a parallel which can't be ignored in this latest prehistoric outing.

The researcher wants to analyzed in SEQ. 1075. In this situation when the croods want to eat and get ready to start hunting. *“A WHOOPING sound comes from the grasses ahead. A giant TURKEY FISH raises its toothy head. GRUG: Food fixes everything”*. Eep ready to hunting; *“Eep shows her hunting face”*. That response indicated of positive face, Eep ready to hunting. But, Thunk not ready to hunting; *“THUNK: My feet hurt”*. That conversation of Thunk indicated negative face because actually Thunk is not ready to hunting some food.

SEQ. 900 - BBQ/CAPTIVATING CAPTIVE

Grug is struck by Eep's words. Ugga sees Grug is hurt.

Guy and Belt are struck by this as well.

UGGA : Grug, how about a story?

GRUG : That's a good idea. How about a story huh?

THUNK : Yeah a story, tell us a story!

Croods gather around Grug.

GRUG : Once upon a time there was a little tiger who lived in a cave with her family. There were a lot of rules, but the big, simple one was to never leave the cave at night. And the door was so heavy, you'd think it would be easy to remember.

THUNK : So easy to remember!

GRUG : I know! But, while everyone was asleep, she went out anyway.

CROODS : No!

GRUG : Yes! And no sooner than she did, her cave was destroyed and everyone had to go on this long, sucky walk, with some weirdo they met, and died! The end.

GUY : Whoa! I did not see that coming. Twist ending. My stories never end like that.

THUNK : Yes! Two stories in one night!

The Croods LEAVE Grug and GATHER around Guy. Guy is uncharacteristically dumbstruck.

A BEAT -

GUY : Okay. But it won't be as good as Grug's. Um, once upon a time, there was a beautiful tiger. She lived in a cave with the rest of her family. Her father and mother told her, "You may go anywhere you want but never go near the cliff, for you could fall."

GRUG : And die. Good story.

Analysis:

The last section in this paper is SEQ. 900, in this section talking about when the croods family eating time. After the croods eating together, Grug always tell a story to entertain his family. The situation when Grug telling the story; "*That's a good idea. How about a story huh?*". All family agree with Grug story including Eep and Thunk; "*So easy to remember!*". But it is different with Guy, he disagree with the Grug story and telling a story to all family; "*Whoa! I did not see that coming. Twist ending. My stories never end like that*". The Croods leave Grug and gather around Guy. Guy is uncharacteristically dumbstruck. "*Okay. But it won't be as good as Grug's. Um, once upon a time, there was a beautiful tiger. She lived in a cave with the rest of her family. Her father and mother told her, "You may go anywhere you want but never go near the cliff, for you could fall"*". Based on the

conversation above, there are indicated a face management; positive and negative face. Croods family indicated positive face but different with Guy, he indicated to using negative face.

CONCLUSIONS AND SUGGESTIONS

Politeness is a system of interpersonal relations designed to facilitate interaction by minimizing the potential for conflict and confrontation inherent in all human interchange. According to (Goffman : 1967) stated that about Negative and positive face, Negative face is the need to be independent to have a freedom of action and not to be imposed by others. Positive face is the need to be accepted, even liked by others, to be treated as a member of the group and to know that his or her wants are shared by others. In conclusion, we can say that negative face is the need to be independent and positive face is the need to be connected. According to the data analysis, the researcher has found that there are positive and negative faces in “the croods movie”.

A cave family called the Croods survives due to the overprotective nature of their stubborn, stern patriarch, Grug. The only one who questions the family's sheltered life is his teenage daughter Eep who frequently disobeys her father's orders out of curiosity, which he finds dangerous. After stealing an egg for their meal and running afoul with a carnivorous cat; Grug and Eep, along with her mother Ugga, her grandmother Gran, and her younger brother and sister Thunk and Sandy face time sheltered in their cave home. In this movie, always have conflict between Grug and EEP daughter of Grug. Therefore this film are founds many violations of concept of face.

Utilization aspects of pragmatic in concepts of face in the croods movie manifested in two ways, namely a. positive face, talking to specific person directly, fixed through an implicit way. The concept of positive face can be described in the form of participation in a way; 1. Pay attention to the wishes or pay attention to what brought interlocutors, 2. Using the words that to show identity equation, 3. Avoid disagreement, 4. Estimates desire interlocutors. Whereas b. Negative face are described in the form; 1. Indicates pessimism feel, 2. There is disagreement with the speaker, 3. An independent not affected by the other person, 4. Every conflict becomes self reformation materials. Utilization of pragmatic aspects in the concept of face in The Croods movie generates speech acts polite and cooperative. The contrary, the violation resulted in the concept of face impolite speech acts and interpersonal relationships of the participants becomes harmonious. However, violations in the concept of the aspects in this movie become self reformation material each participant and many oral values contained in it.

Moreover, related to conclusion the researcher also give suggestion to others researcher to be analyzed not only conversation in the movie but also it can analyzed the other source such as; standup

comedy, drama series and so on. And the last, all the paper about politeness may makes the reader master and know about politeness theory that is include a face management, principle of politeness and so on.

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