



**ANALYSIS OF BRUCE WAYNE'S POLITENESS STRATEGIES
IN THE MOVIE "BATMAN BEGINS"**

A THESIS

**In Partial Fulfillment of the Requirements for
S-1 Degree Majoring Linguistics in English Department
Faculty of Humanities Diponegoro University**

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I honestly confirm that the thesis entitled *Analysis of Bruce Wayne's Politeness Strategies in The Movie "Batman Begins"* has been compiled by myself and without taking any results from other researchers in S-1, S-2, S-3 and in diploma degree of any university. I also ascertain that I do not quote any material from other publications or someone's paper except from the references mentioned.

Semarang, 2nd March 2018

Muhammad Taufik Wibowo

MOTTO AND DEDICATION

“Why do we fall? So that we can learn to pick ourselves up.”

- Thomas Wayne

*I sincerely dedicated this thesis to my family who always love and support me
anytime. I love you more than anything.*

APPROVAL

**ANALYSIS OF BRUCE WAYNE'S POLITENESS STRATEGIES
IN THE MOVIE "BATMAN BEGINS"**

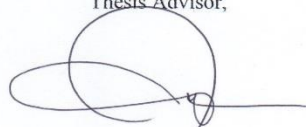
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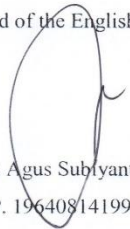
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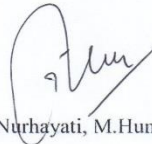
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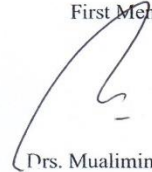
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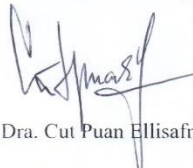
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I realize that the thesis is not perfect yet, therefore I will be glad to receive any constructive criticism and recommendation to make it better. Last but not least, I put big expectation that the thesis can be useful to everyone who reads it.

Semarang, 2nd March 2018

Muhammad Taufik Wibowo

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ABSTRACT

Batman Begins is a superhero movie which shows a character who manages to use different kinds of Politeness Strategy in each conversation in order to create two different images of himself, a common citizen and a superhero, since he does not want to be known as a superhero. The objective of this study is to identify what kind of different Politeness Strategy he used in the movie and to explain why he used different kinds of Politeness Strategy in speaking to different hearer. I use Politeness Strategy (1987) from Brown and Levinson to support the analysis and apply non-participant observation to collect the data and identify method to analyze the data. The result of this study shows different Politeness Strategy usages of the characters.

Key words: *Batman Begins*, Politeness Strategy, Politeness Strategy Usage

CHAPTER I

INTRODUCTION

This study consists of 5 (five) chapters; Introduction, Underlying Theory, Research Method, Discussion, and Conclusion. This chapter presents 7 (seven) sub-chapters: Background of the Study, Research Questions, Objectives of the Study, Previous Studies, Scope of the Study, Significance, Writing Organization.

I.1 Background of the Study

Movie is a medium of leisure, culture, education, and propaganda to today's society. One of the most popular movies of all time is superhero genre movie as they have been dominating the box office (Romano, 2015).

'Batman Begins' is one of superhero movies firstly showed on the cinema in the USA on 6th June 2005. It is an iconic movie adapted from the comic book 'Batman: Year One' by Frank Miller in 1987 and also 'The Man Who Falls' by Dennis O'Neil and Dick Giordano in 1989, published by DC Comics.

'Batman Begins' is a superhero genre movie directed by Christopher Nolan whom The Guardian (2005) called as the cleverest and exciting British director for many years who served the world 'disturbing' thriller. It is a story of a man whose life-

purpose is to fight against injustice as his parents were savagely killed in the alley by a plunderer. In performing his mission, he completely hides his identity as a superhero in order to be undetected by his enemies. He even keeps this identity from almost everyone so that the people who are close to him safe.

To hide his identity as superhero, he creates different image of himself as Bruce Wayne who is a common citizen, and as Batman who is a superhero, by choosing different Politeness Strategy. This different image is created because he does not want everybody knows that he is Batman for it may cause him trouble since Batman's enemies could directly attack him and his loved ones as they know his real identity of Batman.

In this case, language serves as a means of communication with interactional function, meaning that a speaker needs to consider to whom he/she is speaking because, in a certain situation, some of his/her words may be considered impolite. Thus, he/she can use relatively more polite ways in communicating with someone to avoid someone being offended. Politeness Strategy is one of Pragmatics discussing how a speaker has various ways of delivering the messages which is acceptable or even considered impolite regarding to the culture embedded in the context of communication.

Politeness Strategy works when there is a shared knowledge between speaker and hearer. Although practicing Politeness Strategy may lead to indirect messages, it has to be done to minimize the threat on hearer's or even speaker's face. Thus,

Politeness Strategy can be a tool to see the social distance between speaker and hearer as the more intimate or impolite a speaker to a hearer means the less distance between them.

In this research, Politeness Strategy is used by Bruce Wayne to create two different identities when he is acting as Bruce Wayne or as Batman. As Bruce Wayne, he tends to use Negative Politeness, while as Batman, he tends to use Bald on Record. It means that as Bruce Wayne he chose to be polite, while as Batman he chose to be less polite. The Politeness Strategies from Brown and Levinson (1987) is used to analyze Bruce Wayne's Politeness Strategies in 'Batman Begins' movie when he was speaking as Bruce Wayne and as Batman.

I.2 Research Questions

The research questions of this study are:

1. what kind of Politeness Strategy used by Bruce Wayne when he is speaking as Bruce Wayne to Bruce Wayne's hearer and as Batman to Batman's hearer?; and
2. why does Bruce Wayne use different Politeness Strategy in speaking to different hearer?

I.3 Objectives of the Study

The objectives of this study are as follows.

1. To show what kind of Politeness Strategy used by Bruce Wayne when he was speaking as Bruce Wayne and Batman.
2. To explain why Bruce Wayne used different Politeness Strategy in speaking to different hearer.

I.4 Previous Studies

There are three studies related to this research. First, Hendratie's research (2007) entitled "*Strategi-strategi Kesantunan pada Skrip Film Shakespeare in Love*" who uses Speech Act Theory from Leech (1993) and Searle (1969), as well as Politeness Strategy Theory from Brown and Levinson (1987) to show utterances indicating FTA.

Second, Harisah's thesis (2012) entitled "Politeness Strategy Identified in Characters Utterances in Black Swan's Movie Script" who uses Politeness Strategy Theory from Brown and Levinson (1987), Speech Act Theory from Austin (1969), and Function of Speech Act Theory by Yule (1996) to show kinds of Politeness Strategies used by four characters in Black Swan's movie script and what factors influencing the Politeness Strategy choices. The result shows that the context of power, social distance, and rank of imposition in certain situations influenced the speaker in choosing various Politeness Strategies.

Third, Pangestuti's thesis (2015) entitled "Politeness Strategies Used by Deddy Corbuzier in Interviewing Entertainer and Non-Entertainer in Hitam Putih Talk Show" who uses Politeness Strategy theory of Brown and Levinson (1987) to explain kinds of politeness strategy used by Deddy Corbuzier in interviewing his guest stars who are entertainers and commoners, and to explain why he chooses those certain kinds of Politeness Strategy to interview his guests. The result shows that the host uses different Politeness Strategy in interviewing entertainers and commoners. These choices show that he realizes the distance between him and his guest stars, the power he has, and the degree of imposition in a certain situation in the talk show as the reasons why he chooses certain kinds of Politeness Strategy.

This study analyzes how a single person uses two different Politeness Strategies in talking to different hearer to create different image for his different identity. The analysis is done by using Politeness Strategy Theory from Brown and Levinson (1987) to reveal how Politeness Strategy can be used to create someone's image. Thus, this research is similar with the three previous studies in the use of Politeness Strategy as a tool to analyze the data, but different in the data and the purpose of the research.

I.5 Scope of the Study

This study focuses on Pragmatics analysis of Politeness Strategies in the utterances of Bruce Wayne on 'Batman Begins' movie when he is acting as Bruce Wayne and Batman. It is done by identifying the data containing Politeness Strategies and analyzing it by using Politeness Strategy Theory from Brown and Levinson (1987).

I.6 Significance of the Study

In this study, I show how a person uses Politeness Strategy from Brown and Levinson (1987) to create different image for different characters of himself to talk with different hearer in different community since this person uses various Politeness Strategies in speaking to different speaking participant. This study also serves the analysis of Politeness Strategies choices conducted by a person in certain situation.

I.7 Writing Organization of the Study

This study is divided into five chapters, those are: Introduction, Theoretical Framework, Research Method, Data Analysis, Conclusion. Chapter I presents the Background of the Study, the Research Questions, the Objectives of the Study, the Previous Studies, the Scope of the Study, the Significance of the Study, the Writing Organization of the Study. Chapter II serves an explanation about the Theoretical Framework that is used to analyze the data. Chapter III explains the Type of Research,

the Data Sources and Data, the Population, the Sampling Technique, the Method of Collecting Data, and the Method of Data Analysis. Chapter IV exposes the Analysis of the Data and the Result of Research Problems. Chapter V brings the final description of the result and the analysis of the research in the conclusion.

CHAPTER II

UNDERLYING THEORY

This chapter serves definition of kind of Politeness Strategy from Brown and Levinson (1987) and factors which influence the choice of the strategies. Politeness Strategy is part of Pragmatics study, which Yule (1996:4) defines as the study of the relationships between linguistic forms and the users of those forms. It is a study of a language that highlights the relation between the meaning beyond the utterances and the utterances themselves. As part of Pragmatics study, Politeness Strategy studies how a speaker uses various strategies in talking to a hearer with an intention behind each utterance.

II.1 Definition of Politeness Strategy

Yule (1996:60) describes politeness as a concept of polite social behavior in a particular culture that can be shown by showing good manners towards others. Meanwhile, Brown and Levinson (1978:61) propose the concept of face related to politeness as face is a kind of public self-image that belongs to everyone. Thus, everyone should consider face as basic wants so that one might know each other's desires. There are two types of face, negative and positive. Negative face is a kind of

face which wants to be free from actions and free from impositions, while positive face is a kind of face which wants to be appreciated and approved of as the same group by others.

Politeness Strategy is used when the two or more of the conversation participants are in a different social distance, rank of imposition and other things that tied to social values such as power and age. Thus, it could be different from one place to another place, depending on the context of the communication and the culture embedded in it. Someone uses Politeness Strategy for different reasons since it is used to save the face of the hearer and their face itself.

When someone is more powerful or older than the other, he/she tends to expect that the less powerful will use Politeness Strategy when they are talking to them. The more powerful expects a respect or an honor from the less powerful and when he/she does not get one, his/her face is being threatened. In this situation, the less powerful needs to select words that are considered polite within the culture in general although it might be longer and not straight to the point than the impolite one. Thus, Politeness Strategy is used in order to lessen the intimidating situation and make it more comfortable for each person. There are four kinds of Politeness Strategy as follows.

II.2 Kinds of Politeness Strategy

Politeness Strategy is done by considering self-image and self-worth within the conversation which is called Face. There are two kinds of Face, Positive Face refers to the need of being liked and accepted by others and felt that the social group shares same purposes, while Negative Face which refers to the need of being respected and to be independent of action and not wanting to be related to others. The act that is able to damage other people's self-worth or threaten their face is called Face Threatening Act (FTA). Brown and Levinson (1987:91-225) divides Politeness Strategy into four strategies of doing FTA as follows.

II.2.1 Bald On Record

It is done when the speaker does not do any effort to reduce the effect of the FTA's since he/she will likely shock the hearer, embarrass the hearer, or make the hearer feel inconvenient. This type of strategy is often found in the conversation of people who are close in social distance, and feel very comfortable in the environment, such as family or close friends. For example, an emergency (Help me!), task oriented (Give me the book!), request (Put your shoes away.), alerting (Turn your conditioner on!).

It can be applied when maximum efficiency is very important, such as in an emergency situation or mutually known to both speaker and hearer. For example, when a speaker needs help, he/she will shout "Help!" without 'Please' or 'Would you?', which are considered as Mitigating Devices, to soften the message.

It can also be used when it is oriented to threat one's face to show the way in which respect for face involves mutual orientation so that each participant attempts to feel what is other participant is attempting to feel, such as, "Come on, do not have any hesitation, I am on my leisure time."

It is also applicable to not giving order to someone when a speaker is trying to offer a suggestion or help to a hearer (as it is not considered as command). For example, when a speaker knows that a hearer is hungry, he can say "Eat more of that pizza."

In some occasions, Bald On Record is not considered impolite when a speaker gives an order to the older or the one who has more power than he/she in a dangerous situation, such as, "Get out of here, the fire is rising!"

II.2.2 Positive Politeness

It is commonly found in groups of friends, or where people in their social life know each other very well. It has the function to minimize the distance between them by expressing friendliness and solid interest in the hearer's need to be respected. There are 15 matters to be considered in Positive Politeness Strategy as follows.

1. Noticing, attending to hearer (his interest, wants, needs, and goods).
2. Exaggerating (interest, approval, sympathy with Hearer).
3. Intensifying interest to hearer.
4. Using in-group identity markers (address form, use of in group language or dialect, use of jargon or slang, contraction and ellipsis).
5. Seeking agreement (safe topics, repetition).

6. Avoiding disagreement.
7. Presupposing/raising/asserting common ground.
8. Joking.
9. Asserting or presupposing speaker's knowledge of and concern for hearer's wants.
10. Offering, promising.
11. Being optimistic.
12. Including both speaker and hearer in the activity.
13. Giving (or asking for) reasons.
14. Assuming or asserting reciprocity.
15. Giving gifts to hearer (goods, sympathy, understanding, cooperation).

II.2.3 Negative Politeness

It is done to assume that you may not be imposing on the hearer, and intruding on their space. Therefore, these automatically assume that there might be some social distance or awkwardness in the situation.

1. Being indirect.
2. Questioning, hedging.
3. Being pessimistic about things.
4. Minimizing imposition on the other person.
5. Giving deference.
6. Apologizing to the other person.
7. Impersonalizing things.
8. Stating the imposition as a general social rule or obligation by using 'request' as a noun rather than 'want' as a verb.
9. Going 'on record' as incurring a debt, or not 'indebting' to the other person.
10. Nominalizing.

II.2.4 Off-Record (Indirect)

It is done when a speaker is removing his/her self from an imposition. There are 15 kinds of Off Record as follows.

1. Giving hints.
2. Giving association clues.
3. Presupposing.
4. Understating.
5. Overstating.
6. Using tautologies.
7. Using Contradiction.
8. Being ironic.
9. Using metaphors.
10. Using rhetorical questions.
11. Being ambiguous.
12. Being vague.
13. Over-generalizing.
14. Displacing Hearer.
15. Being incomplete, using ellipsis.

II.3 Factors Influencing the Politeness Strategy Choice

According to Brown and Levinson (1978:71-83), there are three factors which influence the choice of politeness strategies, Payoffs, the Circumstances and the Integration of Imposition of the Payoffs and Weighting the Risk in the Choice of Strategies.

II.3.1 Payoffs

It is a kind of considering priority, meaning that a speaker must consider the advantages he/she gets by using each strategy. If a speaker uses off record, he/she might lessen the risk of threatening hearer's face, avoid the responsibility of giving a threat and do not appear to force hearer. If a speaker uses positive politeness, the hearer might feel that speaker approves and appreciates him/her. Moreover, if a speaker uses negative politeness, the hearer feels that the speaker pays respect and give deference to him/her. He/she could also satisfy the hearer's negative face.

II.3.2 The Circumstances

The circumstances deal with sociological variables which are the social distance (D) between a speaker and hearer, the relative power (P) of a speaker and hearer, and the absolute ranking of imposition (R). These variables are used to estimate the weightiness of the FTA given by a speaker.

Distance deals with the frequency of interaction between a speaker and hearer as it relates to their closeness. Power deals with the domination of the superior over subordinate. Ranking of imposition deals with the degree of interruption given in the FTA. Those three factors are also seen from status, authority, occupation, ethnic, identity, friendship, and situational factors of the participants of conversation. In this case, if a speaker gives great imposition over a hearer, it might threat the hearer's face a lot.

II.3.3 The Integration of Imposition of Payoffs and Weighting the Risk in the Politeness Strategy Choice

This factor is actually the combination of the previous factors namely payoffs and circumstances. It happens when a speaker considers the payoffs of the chosen strategy and the circumstance at the same time. If a speaker and hearer have low distance and equal power, speaker can use more risky strategy as positive politeness or even bald on record. A speaker ought to choose the appropriate strategy to use in that situation, otherwise he/she has to consider the risk for choosing that kind of strategy.

CHAPTER III

RESEARCH METHOD

This chapter explains the method applied in this research. It discusses Type of Research, Data, Population, Sample and Sampling Technique, Method of Data Collecting, and Method of Data Analysis.

III.1 Type of Research

According to Sudaryanto (1993:62),”a descriptive method is research done solely based on the fact. This research deals with the research data that does not include the figures but in the form of words and phrases”. This study belongs to a descriptive qualitative type of research because it analyzes data in the form of utterances analysis to show a meaning beyond what is said and to show how a person uses Politeness Strategy Theory from Brown and Levinson (1987). It is done by analyzing the utterances produced by Bruce Wayne and Batman in ‘Batman Begins’ movie containing Politeness Strategy to show how he uses different Politeness Strategy in his different character.

III.2 Data, Population, Sample and Sampling Technique

The data that are analyzed in this study are 25 utterances of Bruce Wayne and 20 utterances of Batman in 'Batman Begins' movie as Data Source, containing Politeness Strategy. The population of this study are all utterances of Bruce Wayne and Batman in 'Batman Begins' movie. Meanwhile, the sample of this study are the utterances containing Politeness Strategy which is selected by applying Purposive Sampling Technique. Therefore, the data of this study are 45 utterances of Bruce Wayne and Batman.

III.3 Method of Collecting Data

To collect data, I apply Non-Participant Observation Method by Sudaryanto (1993:133-134) as I do not take any part on the conversation. The selected data are the ones which are indicated using Politeness Strategy. In addition, I use Note Taking Technique from Sudaryanto (1993:33) to take note of the data because the utterances are taken from the movie.

The data are collected in two steps. At first, 'Batman Begin' movie is downloaded from the website *www.gomovies.at*. Next, I use Non-Participant Observation on the movie to get the whole idea of how and why Bruce Wayne chooses different Politeness Strategy when he is speaking as Bruce Wayne and as Batman.

III.4 Method of Analyzing Data

To analyze data, I apply the Identity Method from Sudaryanto (1993:15) by utilizing the deeper meaning of language as the determiners. The determiners contain Pragmatic, Phonetic-Articulatory, Orthographic, Translational, and Referential Methods. Pragmatic Identity Method is chosen to analyze the data to identify the kinds of Politeness Strategy in each data since it has been a different choice in different situation. The following six steps are done to analyze data.

1. Download the 'Batman Begins' movie from the website *www.gomovies.at*.
2. Watch the movie, take notes of the utterances containing Politeness Strategy and do the transcriptions of the utterances.
3. Classify the Politeness Strategy which belongs to Face Saving Act, Bald on Record, Positive Politeness Strategy, and Face Threatening Act.
4. Analyze and examine the kinds of Politeness Strategy by using Politeness Strategy Theory from Brown and Levinson (1987).
5. Explain the context of the conversation that is happening and examine the intention of each utterance of Politeness Strategy.
6. Present the data in the percentage form by using a simple statistical analysis.

Statistical analysis:

$$\Sigma\% = F/N \times 100\%$$

Note: F = frequency of the occurrences of each kind of Politeness Strategy

N = Total number of the use of kinds of Politeness Strategy

CHAPTER IV

DISCUSSION

Chapter IV presents data analysis of Politeness Strategy in 'Batman Begins' movie using Brown and Levinson's theory of Politeness Strategy (1987) which are classified into four kinds of Politeness Strategy; Bald-on Record, Positive Politeness, Negative Politeness, and Off Record.

IV.1 Synopsis of the Movie

This movie tells us about Bruce Wayne's life. His life was full of sad and hatred of his childhood since he witnesses his parents' murder in front of him. One day, he falls into a cave full of bats in the backyard of his house. His traumatic experience with bats makes his life more complicated. He then lives with his loyal family's butler, Alfred Pennyworth, who takes care of him since he was a kid until he is a grown up man.

To find his true passion in life, Bruce Wayne manages to do an adventure which leads him into Ducard who invites him to join an organization to fight for justice in their own way of execution. It is League of Shadows, led by Ra's al Ghul, who claims that they had been fighting against crimes for more than centuries. During his time in

the League of Shadows' barracks, Bruce Wayne was trained physically, mentally, and spiritually by Ducard. Ducard taught Bruce Wayne fighting technique, and moral values of the organization.

When Bruce Wayne is expected to be ready to prove his loyalty to the organization, he is ordered to execute a local man who allegedly commits a crime. However, Bruce Wayne breaks the rule of the organization, as he fights against Ra's al Ghul in his barracks. In fact, Bruce Wayne killed Ra's al Ghul, all of his army, and even destroyed his barracks. After that, Bruce Wayne comes back to Gotham city.

Knowing that there are so many crimes in Gotham city, Bruce decides to fight against them. Yet, he realizes that he could not do that as Bruce Wayne. Thus, he thinks that the criminals in the city need to see a powerful figure who could make them down and decides to use his fear of bats as his equipment by making costume and weapons that shaped like a bat and functioned as a skill set of a bat. He thought the enemies should share his dread of bats. By the help of Lucius Fox and Alfred, Bruce Wayne starts his mission to fight for justice as Batman.

IV.2 Data Analysis

This sub-chapter shows how data, which are Bruce Wayne's and Batman's utterances containing Politeness Strategy, along with its context of conversation.

Before analyzing the data, I present relationship between Bruce Wayne (BW) and everybody he is talking to.

Bruce Wayne's Relationship

No.	Name	The Relation with Bruce Wayne
1.	Mr. Earle (ME)	He took over Wayne Enterprise, BW's family's company, when BW's parents (Thomas Wayne and Martha Wayne) were killed. He knew BW since he was a child. He does not know that he is Batman.
2.	Alfred Pennyworth (AP)	He is a loyal butler in the Wayne's family. When BW's parents were killed, he raises BW by himself.
3.	Jessica (J)	She is a new receptionist in the Wayne Enterprise. She does not know that BW is Batman.
4.	Rachel (R)	She is the daughter of Wayne's family's housemaid. She is also the childhood-friend of BW as they grow up together. She is the love of BW when they grow up. First, she does not know that BW is Batman. She realizes that BW is Batman when he tells her a particular thing that she says to him.
5.	Lucius Fox (LF)	He is a worker in the Wayne Enterprise. He is in charge of the Applied Sciences Department in which BW gains his equipment to accomplish his mission as Batman.
6.	Ra's Al Ghul (RAG)	He is the leader of the League of Shadows. He represents himself as Ducard, the pawn of Ra's Al Ghul, the first time he met BW. BW successfully reveals his identity in the chaos in his own house.
7.	Valet Boy (VB)	He is the valet boy in one of BW's hotel. He does not know that BW is Batman.
8.	The Man in the Restaurant (TM)	He is BW's co-worker in the Wayne Enterprise. He does not know that BW is Batman.
9.	His Birthday Guests (BG)	There are some guests coming at BW's birthday in his house. Most of them work at Wayne Enterprise. They do not know that he is Batman.

10.	Lieutenant Gordon (LG)	He is the first person BW works with as Batman. He is one of few good polices in the city. He knew BW since he was a child. He is the one who arrests BW's parents' killer. He does not know that BW is Batman.
11.	Bell Boy (BB)	He is bell boy in one of BW's hotel. He does not know that BW is Batman.

IV.2.1 Bruce Wayne's Utterances

The most remarkable image of BW portrayed in this movie is an eccentric billionaire. He is considered as a kind man who is close to everyone in his acquaintance. His kindness and warmth can be seen from his utterances which most likely containing Positive Politeness, even though there are some situation in which he uses Negative Politeness and Bald on Record. Here are the BW's utterances and the Politeness Strategy he uses.

IV.2.1.1 Bald On Record on Bruce Wayne's Utterances

Data 1

Context: BW needs help from LF to produce more antidote for the police and the rest of the citizens of Gotham city. He has a plan to make it a large production.

BW : *"Go back to Wayne Enterprises now and start making more of that antidote. The police are going to need as much as they can their hands on."*

LF : *"My security clearance has been revoked."*

BW uses Bald on Record when he gives a direct order to LF by saying, “Go back to Wayne Enterprises now and start making more of that antidote.” The reason why BW’s utterance indicates Bald on Record is that BW avoids using hedges in giving his order to reach maximum efficiency of his need. The factor influencing his Politeness Strategy’s choice is The Circumstance since BW realizes he has more relative power toward LF (relation between owner and employee). Thus, LF’s negative face is not threatened.

IV.2.1.2 Positive Politeness on Bruce Wayne’s Utterances

Data 2

Context: BW brings two movie star (women) with him into the hotel. The movie stars are swimming in the decorated pool with their gown on. BB intends to tell BW the situation and BB has to make BW leave the hotel since BW breaks the hotel rule.

BB : “It is not a question of money.”

BW : “Well, you see. *I’m buying this hotel and setting some new rules about the pool area.*”

BW uses Positive Politeness as he is threatening BB’s positive face and being blatantly not cooperative in an activity by interrupting BB’s utterance and saying, “...I’m buying this hotel and setting some new rules about the pool area.” BW’s utterance indicates Positive Politeness since it shows that BW is asserting common

grounds. The factor influencing BW to choose this kind of strategy is The Circumstance because BW understands that the gap of social distance and relative power between them are very high.

Data 3

Context: ME was the one who declared that BW is dead 7 years ago. This was the first time he met him before he is gone for a long time.

ME : “Bruce? You’re supposed to be dead.”

BW : *“I’m sorry to disappoint.”*

BW directly damages his positive face because he is apologizing. BW uses Positive Politeness as he does not actually say sorry to ME by saying the word ‘sorry’ for disappointing him with the fact that he is still alive, instead he makes a joke about the situation. The factor influencing BW to use Positive Politeness is The Circumstance since he realizes that he has only a small gap of relative power with ME.

Data 4

Context: AP and BW are making Batman’s cowl and intending to buy some stuff for the main part of the cowl from Singapore and Chinese company. They are thinking that they must order it in a large amounts to make it look like any other regular corporation order to leave least evidence to the corporations.

AP : “Say 10.000.”

BW : “*Well, at least we have spares.*”

BW uses Positive Politeness as he is joking and being sarcastic by saying, “...at least we have spares.” The reason this utterance is categorized as Positive Politeness is because it contains joke and sarcasm. BW also tends to threaten AP’s negative face since he includes both BW and AP in the conversation. The factor influencing BW in choosing this kind of Politeness Strategy is The Circumstance since he recognizes his gap of social distance with AP is small.

Data 5

Context: BW visits LF’s department to borrow some equipment. For the second time, LF has a suspicion on BW and wants BW to tell him what BW really wants to do with the equipment.

LF : “Mr. Wayne, if you don’t want to tell me exactly what you’re doing when I’m asked, I don’t have to lie. But don’t think of me as an idiot.”

BW : “*Fair enough.*”

BW threatens his negative face as he accepts the offer LF gives to him as he says, “Fair enough.” It means that BW uses Positive Politeness since he wants to avoid disagreement with LF. The factor influencing BW to choose this kind of Politeness Strategy is Payoff since he considers his priority to approve LF’s intention and appreciate LF as his hearer.

Data 6

Context: BW and AP are checking the quality of the cowl they bought in a large order before and he finds out that there is an issue on that item. So, they decide to buy more.

AP : “It’s a problem with the graphite, sir. The next 10.000 will be up to specifications.”

BW : “*At least they gave us a discount.*”

BW uses Positive Politeness as he is joking by saying, “At least they gave us a discount” to make fun of the situation. The utterance is indicated Positive Politeness for it contains joke and sarcasm. BW tends to threaten AP’s positive face since he is being sarcastic and including both BW and AP in the conversation. The factor influencing BW in choosing Positive Politeness is The Circumstance since he does not regard the gap of social distance between him and AP.

Data 7

Context: BW is driving his bat mobile and carrying R with him. He wants to save R’s life for R is horrifyingly poisoned. Because BW thinks it is an emergency situation, BW drives his bat mobile without caring about the traffic sign. Therefore, police officers are chasing BW. AP is at home watching the news showing the mess BW makes. Thus, AP warns BW when he arrives at the house to be more aware about BW’s surrounding.

AP : “What would you call that?” (pointing to the television)

BW : *“Damn good television.”*

AP : *“It’s a miracle no one was killed.”*

BW : *“I didn’t have time to observe the rules of the road, Alfred.”*

AP : *“You’re getting lost inside this monster of yours.”*

BW : *“I’m using this monster to help other people, just like my father did.”*

BW uses Positive Politeness by doing three aspects; joking when he is asked about what the news on television is presenting, giving reasons when AP worries that someone might get killed on the street, and presupposing concern for AP’s want when BW is presupposing AP will realize that BW does it to help people. BW tends to threaten AP’s positive face since he shows contradiction when he says, *“I’m using this monster to help other people...”* to respond AP’s statement that BW is getting lost inside the monster of himself. The factor influencing BW’s choice of this kind of Politeness Strategy is The Circumstance since BW thinks that the gap of social distance between him and AP is very low.

Data 8

Context: It is BW’s birthday and his guests are partying in his house. He meets RAG among the crowd and realizes that all of his guests are in a dangerous situation. He is mocking his guests and making jokes on his guests in order to make them insulted and

leave his house for their own safety. He takes his birthday speech as the media to fulfill his intention.

BW : *“Everyone. Everybody. I want to thank you all for coming here tonight and drinking all of my booze.”*

BG : (laughing)

BW uses Positive Politeness as he is joking with BG by saying, “...thank you all for coming here tonight and drinking all of my booze.” This utterance is indicated Positive Politeness since it contains joke. BW threatens BG’s negative face since he insults and gives ridicule comment toward BG. The factor influencing BW’s choice of this kind of Politeness Strategy is The Circumstance since BW thinks that the gap of social distance between BW and BG is insignificant.

Data 9

Context: BW’s mission to make RAG dead is completed. BW is coming home, repairing the damages, and making some upgrades of his house. BW meets R and apologizes her that he does not tell the truth that he is Batman.

R : *“But then I found out about your mask.”*

BW : *“Batman’s just a symbol, Rachel.”*

R : (Touching BW’s face) *“No. This is your mask. Your real face is the one that criminals now fear. The man I loved, the man who vanished, he never*

came back at all. But maybe he's still out there somewhere. Maybe someday, when Gotham no longer needs Batman, I'll see him again."

BW uses Positive Politeness as he is saying, "Batman's just a symbol...". This utterance is indicated Positive Politeness since BW conveys his intention that Batman is not his true self. BW tends to threaten R's negative face since he gives disagreement to R's statement that says BW is Batman. The factor influencing BW's choice of this kind of Politeness Strategy is The Integration of Imposition of Payoffs and Weighting the Risk in the Politeness Strategy Choice since BW thinks that the gap of social distance between BW and R is very low and BW approves the closeness between them.

IV.2.1.3 Negative Politeness on Bruce Wayne's Utterances

Data 10

Context: ME explains the company's condition and warns BW that he is not allowed to take over the company because everything has already been too complicated to be handled. BW realizes where the conversation will end and directly explains his intention for coming.

ME : "I'm sure you realize I can't stop the big machine. Too many wheels turning. We're going public."

BW : "I understand, and *I'll be handsomely rewarded for my shares*. I'm not looking to interfere. *I am looking for a job.*"

BW uses Negative Politeness type of Politeness Strategy as he is being indirect by saying, "I'm looking for a job." It means that BW predicts some future act of ME which is threatening ME's negative face. BW also reminds ME that ME has to do something for BW as BW is saying, "...I'll be handsomely rewarded for my shares." It can be possible to threat ME's negative face. The Circumstance is the factor influencing BW's Politeness Strategy Choice since BW understands that he has only slight difference in the relative power with ME.

Data 11

Context: BW is driving his bat mobile and carrying R with him. He wants to save R's life for R is horrifyingly poisoned. Because BW thinks it is an emergency situation, BW drives his bat mobile without caring about the traffic sign. Therefore, police officers are chasing BW. AP is at home watching the news showing the mess BW makes. Thus, AP warns BW when he arrives at the house to be more aware about BW's surrounding.

AP : "For Thomas Wayne, helping others wasn't about proving anything to anyone, including himself."

BW : *"It's Rachel, Alfred. She was dying. She's downstairs, sedated. I need you to take her home."*

BW uses Negative Politeness when he warns AP that Rachel is unconscious. BW threatens AP's negative face as he is using hedges when he is giving indirect order to AP by saying, "It's Rachel, Alfred. She was dying. She's downstairs, sedated. I need

you to take her home.” This utterance is threatening AP’s negative face since BW predicts some future act of AP which makes AP loses his need of freedom. The factor influencing BW’s choice of this kind of Politeness Strategy is The Circumstance since BW realizes that the gap of social distance between him and AP is insignificant.

Data 12

Context: It is BW’s birthday and his guests are partying in his house. BW realizes that there are some villains in the house and he wants to make all his innocent guests leave his house for their safety.

BW : *“We need to send these people away now.”*

AP : *“Those are Bruce Wayne’s guests. You have a name to maintain.”*

BW : *“I don’t care about my name.”*

BW uses Negative Politeness as he gives indirect order to AP and includes both BW and AP in the conversation by saying, “We need to send these people away now.” BW also threatens AP’s negative face as he is oriented to predict some future act of AP. BW also threatens AP’s negative face in which he expresses strong negative emotion toward AP and is not indebted to AP by saying, “I don’t care about my name.” The factor influencing BW’s choice of this kind of Politeness Strategy is The Circumstance since BW realizes the difference of their relative power is high, since

AP is BW's butler and BW does not think that AP has any authority to give BW any suggestion about what BW should do.

Data 13

Context: BW just goes back from 7 years hiding away from Gotham city as he was declared dead by ME. He comes to the Wayne Enterprise to see the company's progress. He tells J, the receptionist of the Wayne Enterprise, that he wants to see ME, the new CEO of Wayne Enterprise, as if he was just a usual guest, not the owner of the company.

BW : *"Good morning, I'm here to see Mr. Earle."*

J : "Name?"

BW uses Negative Politeness as he is using hedges by saying, "I'm here to see Mr. Earle." BW threatens J's negative face since he puts on imposition toward J by wanting J to do something about his interest. The factor influencing BW to choose this kind of Politeness Strategy is Payoff since he is considering his priority to appreciate the presence of J.

Data 14

Context: ME wants J to find out why does nobody answer his phone call.

ME : "Why is no one answering the phone?" (to Jessica)

BW : *“It’s Wayne Enterprise, Mr. Earle. I’m sure they’ll call back.”*

BW threatens ME’s negative face since he predicts some future act to ME. BW uses Negative Politeness for he is using hedges in his utterance with ME by saying, “It’s Wayne Enterprise, Mr. Earle. I’m sure they’ll call back.” BW uses Negative Politeness as he considers that his relation with ME is highly close so that he has no hesitation to interrupt ME’s question to his secretary, J. Therefore, the factor influencing BW to choose this kind of Politeness Strategy is The Circumstance.

Data 15

Context: ME explains the company’s condition and warns BW that he is not allowed to take over the company because everything is already been too complicated to be handled. BW realizes where the conversation will end and directly explains his intention for coming.

BW : *“I just want to get to know the company that my family built.”*

ME : *“Any ideas where you would start?”*

BW : *“Applied Sciences caught my eye.”*

BW threatens ME’s negative face since he is requesting ME to do something about BW’s desire and BW uses Negative Politeness since he is minimizing imposition on ME by saying, “I just want to get to know...” BW is being indirect and expressing admiration toward something that ME has which indicates that BW threatens ME’s

negative face when he says, “Applied Sciences caught my eye.” The factor influencing BW’s choice of Politeness Strategy is The Circumstances because he understands that the gap of relative power between them is small.

Data 16

Context: LF is Wayne Enterprise’s employee who is in charge of Applied Sciences Department. BW wants to be part of this department in order to take some useful equipment to start his mission as Batman to save Gotham City. Instead of saying it directly, he says that he wants to borrow the equipment since he knows that the department is not his anymore.

LF : “So, what’s your interest in it, Mr. Wayne?”

BW : *“I want to borrow it. For spelunking.”*

LF : “Spelunking?”

BW : *“Look, I’d rather Mr. Earle didn’t know about me borrowing.”*

LF : “Mr. Wayne, the way I see it, all this stuff is yours anyway.”

BW threatens LF’s negative face by requesting something to LF and BW’s utterances are indicated using Negative is being indirect when he says, “I want to borrow it. For spelunking.” BW also warns LF and is going on record as incurring debt when he says, “Look, I’d rather Mr. Earle didn’t know about me borrowing” which indicates that BW threatens LF’s negative face. The factor influencing BW’s choice of

Politeness Strategy is Payoff since BW considers his priority to seek agreement from LF and appreciate LF as his hearer.

Data 17

Context: BW is forging a steel for his weapon, a bat-like silhouette. AP is curious to know why BW makes the weapon that way.

AP : “Why bats, Master Wayne?”

BW : *“Bats frighten me. It’s time my enemies shared my dread.”*

BW uses Negative Politeness as he is being indirect by saying, “Bats frighten me. It’s time my enemies shared my dread.” BW tends to threaten AP’s negative face since he shows hatred which means he is expressing strong negative. The factor influencing BW’s choice of this kind of Politeness Strategy is The Integration of Imposition of Payoff and Weighting the Risk in the Politeness Strategy Choice since he considers his priority to respond AP’s question and BW realizes that the gap of social distance between them is very low.

Data 18

Context: BW just goes back from 7 years hiding away from Gotham city as he was declared dead by ME. He comes to the Wayne Enterprise to see the company’s progress. He tells J, the receptionist of the Wayne Enterprise, that he wants to see ME,

the new CEO of Wayne Enterprise, as if he was just a usual guest, not the owner of the company.

J : “Name?”

BW : “Emmm, Bruce Wayne.”

BW uses Negative Politeness as he uses filler in his utterance in order to lessen the risk of giving a threat to J’s negative face. The utterance is indicated Negative Politeness for BW manages to minimize the imposition on J. The factor influencing BW’s choice of this kind of Politeness Strategy is Payoff since BW considers his priority to appreciate the hedge J gives to BW.

IV.2.1.4 Off Record on Bruce Wayne’s Utterances

Data 19

Context: It is BW’s birthday and his guests are partying in his house. He meets RAG among the crowd and realizes that all of his guests are in a dangerous situation. He is mocking his guests and making jokes on his guests in order to make them insulted and leave his house for their own safety. He takes his birthday speech as the media to fulfill his intention.

BW : *“No, really. There’s a thing about being a Wayne that you’re never short of a few freeloaders, like yourselves, to fill up your mansion with. So here’s to you people. Thank you.”*

BG : “That’s enough, Bruce.”

BW : *“I’m not finished. To all of you, all of you phonies. All of you two-faced friends, you sycophantic suck-ups who smile through your teeth at me, please leave me in peace. Please go. Stop smiling, it’s not a joke. Please leave. The party’s over, get out.”*

BG : “The apple has fallen very far from the tree, Mr. Wayne.”

BW uses Off Record as he threatens BG’s negative face in both of his utterances above. The first reason that BW uses Off Record can be seen as he is saying, “...a few freeloaders, like yourselves.” The second reason that his utterances indicate Off Record is because he mocks BG to make them insulted and leave BW’s house. The factor influencing his choice of Politeness Strategy is Payoff and The Circumstance for he considers to put BG’s safety to be his priority and realizes the gap of their relative power is high since it is his birthday party and they are partying in his house. BG’s negative face is completely threatened.

Data 20

Context: BW is driving his bat mobile and carrying R with him. He wants to save R’s life for R is horrifyingly poisoned. Because BW thinks it is an emergency situation, BW drives his bat mobile without caring about the traffic sign. Therefore, police officers are chasing BW. AP is at home watching the news showing the mess BW makes. Thus, AP warns BW when he arrives at the house to be more aware about BW’s surrounding.

AP : “When you told me your grand plan for saving Gotham, the only thing that stopped me from calling the men in white coats was when you said it wasn’t about thrill-seeking.”

BW : “*It’s not.*”

BW uses Off Record as he is using contradiction by saying, “It’s not” which tends to threaten AP’s positive face. The factor influencing BW’s choice of this kind of Politeness Strategy is The Circumstance since BW thinks that the gap of relative power between him and AP is large.

Data 21

Context: BW arrives in a hotel then VB helps him getting out from his car. VB is mesmerized by BW’s car and giving it a compliment.

VB : “Nice car.”

BW : “*You should see my other one.*”

BW tends to threaten VB’s negative face since he is suggesting VB to do something. BW uses Off Record type of Politeness Strategy as he puts an implication in his utterance toward VB by saying, “You should see my other one.” The reason why BW’s utterance indicates Off Record is because he implies that he has another car that looks nice as well. The Circumstance is the factor influencing BW to use Off Record since he realizes that the gap of social distance between them is large.

Data 22

Context: There are some people at a table in the hotel who are talking about Batman. There is an argument of a man and a woman where the man decides get BW's help to get the conversation straight.

TM : "Bruce, help me out here."

BW : "*Huh? Well, the guy who dresses up like a bat clearly has issues.*"

BW uses Off Record as he is being vague whether he gives agreement or disagreement to the topic TM is discussing by saying, "the guy who dresses up like a bat clearly has issues." He does not have any intention to be part of the man and the woman's argument so he just chooses a safe respond. The factor influencing BW's choice of Politeness Strategy is The Circumstance for BW realizes the gap of social distance between them is insignificant.

Data 23

Context: BW brings two movie star (women) with him into the hotel. The movie stars are swimming in the decorated pool with their gown on. BB intends to tell BW the situation and BB has to make BW leave the hotel since BW breaks the hotel rule.

BB : "Sir, the pool is for decoration and your friends do not have swimwear."

BW : "*Well, they're European.*"

BW uses Off Record as he is giving hints to BB. Thus, he assumed that BB knows that his friends does not really understand the rule of the hotel. BW's utterance is indicated Off Record because BW's utterance contains implication. The factor influencing BW's choice of Politeness Strategy is Payoff since he appreciates BB's warn by responding them.

Data 24

Context: BW gives credits to LF for making antidote to repel the poisoning gas Dr. Crane made. BW knows that the gas will be in an enormous scale and he realizes that he needs LF to make more of that antidote.

BW : *"How long would it take to manufacture on a large scale?"*

LF : *"Weeks, why?"*

BW uses Off Record as he asks indirect request to LF which tends to threaten LF's negative face. The utterance is indicated Off Record since it contains an implication. The factor influencing BW's choice of this kind of Politeness Strategy is The Circumstance since BW realizes that the gap of his social distance with LF is low.

Data 25

Context: BW needs help from LF to produce more antidote for the police and the rest of the citizens of Gotham city. He has a plan to make it a large production.

LF : *"My security clearance has been revoked."*

BW : *“That wouldn’t stop a man like you, would it?”*

BW uses Off Record as he asks LF by saying, “That wouldn’t stop a man like you, would it?” This utterance is indicated Off Record since it contains rhetorical question and an implication. BW tends to threaten LF’s negative face since the utterance contains indirect request. The factor influencing BW’s choice of this kind of Politeness Strategy is Payoff since BW manages to lessen the risk of threatening LF’s face.

IV.2.1.5 The Result of The Analysis of Bruce Wayne’s Use of Politeness Strategy

After analyzing 25 data, it can be seen that BW uses the following specific kinds of Politeness Strategy. I sum up the result of data analysis as follow.

1. Bald-on record : $1/25 \times 100\% = 4\%$
2. Positive Politeness : $8/25 \times 100\% = 32\%$
3. Negative Politeness: $9/25 \times 100\% = 36\%$
4. Off-record : $7/25 \times 100\% = 28\%$

IV.2.2 Batman’s Utterances

When Bruce Wayne is acting as Batman (B), he also tends to use positive Politeness in completing his mission. In order to accomplish his mission, he tends to be direct to achieve maximum efficiency when he acts or gives order to people. Thus, the second Politeness Strategy he uses is Bald on Record. He speaks what he needs

without regarding the degree of social distance nor the rank of imposition to whoever he is speaking to in order to get what he needs. Before analyzing data, I present relationship between Batman (B) and everybody he is talking to.

Batman's Relationship

No.	Name	The Relation with Batman
1.	Carmin Falcone (CF)	He is one of truly great criminals of Gotham city. He is the man behind the murder of BW's parents.
2.	Arnold Flass (AF)	He is one of bad cops of the city. He uses his role to benefit himself. He is a minor criminal.
3.	Dr. Crane (DC)	He is a psychiatrist at Arkham Asylum who conducted experiments on inmates and used an identity known as The Scarecrow. He is the one who produces large scale of poisoning gas in the city.
4.	Rachel (R)	She is the daughter of Wayne's family housemaid. She is also the childhood-friend of BW as they grow up together. She is the love of BW when they are grown up. First, she did not know that he is Batman, she realized that he is Batman when he said a particular thing that she said to him.
5.	Prisoners (P)	They are hostages of Dr. Crane in the Arkham Asylum who lost their minds.
6.	Lieutenant Gordon (LG)	He is the first person BW works with as Batman. He is one of few good polices in the city. He knew BW since he was a child. He is the one who arrests BW's Parents killer. He does not know that he is Batman.

IV.2.2.1 Bald On Record on Batman's Utterances

Data 26

Context: B intends to make LG, one of good cops in Gotham city, as his friend. B starts his mission without wearing Batman costume. He is wearing a mask and sneaking into LG's office in order to meet him to gain some information. He is talking behind him to keep his identity safe by threatening LG with a staple gun pointed to the back of his head.

LG : "Leverage on Judge Faden and a DA brave enough to prosecute."

B : "*Watch for my signs.*"

B uses Bald on Record as he asks LG to do something by saying, "Watch for my signs." B's utterance threatens LG's negative face since it contains order. The utterance is indicated Bald on Record since B gives direct order to LG. The factor influencing B's choice of this kind of Politeness Strategy is Payoff for B wants maximum efficiency of his order.

Data 27

Context: B traps F, a dirty cop who worked for CF, using his tool. B wants to gain some information from F since is involved in the drugs shipping and trading.

F : "I never knew. I don't know. I swear to God."

B : “*Swear to me!*”

B uses Bald on Record as he is threatening and forcing F to tell B information he needs. B threatens F’s negative face since he gives F direct order. This is a Bald on Record since B does not care if he threatens F’s face. This choice of kind of Politeness Strategy is influenced by Payoff factor because B wants maximum efficiency to express his power.

Data 28

Context: B is on the top of a building and surrounded by the police. The police are outside waiting for a backup but LG insists on coming into the building alone for he is the one who knows B is in the good side. B is taking LG to the top of the building and explains R’s mental condition to him.

LG : “Let me get her down to the medics.”

B : “*They can’t help her, but I can. Get her downstairs, meet me in the alley.*”

B uses Bald on Record as he asks LG to do something by saying, “...Get her downstairs, meet me in the alley.” The utterance is indicated Bald on Record and tends to threaten LG’s negative face since B gives direct order to LG in an emergency situation without regarding the social distance between him and LG. The factor

influencing B's choice of kind of Politeness Strategy is The Circumstance since he realizes the gap of relative power between him and LG is high.

Data 29

Context: B explains the whole situation and takes R to his cave while she is unconscious.

R : "It was...It was Dr. Crane." (sitting up)

B : "*Rest.* Gordon has Crane."

B uses Bald on Record and tends to threaten R's negative face by giving R a direct order. The utterance is indicated Bald on Record, which is a mitigating device, because B knows that R is severely injured and suggests R to rest. The factor influencing B's choice of kind of Politeness Strategy is The Circumstance for B puts aside his concern of social distance between him and R.

Data 30

Context: B asks R a help, to bring the antidotes for LG, in order to stop RAG immediately. B also orders R to be ready for the mess that could possibly happen in the city.

B : "I'm going to give you a sedative. You'll wake up back at home. When you do, *get these to Gordon*, and Gordon alone. *Trust no one.*"

R : "What are they?"

B uses Bald on Record and tends to threaten R's negative face as he orders Rachel to do something by saying, "I'm going to give you a sedative. You'll wake up back at home...het these to Gordon.... Trust no one." The utterance is indicated Bald On Record as he gives Rachel some instruction to be done in urgent situation. The factor influencing B's choice of kind of Politeness Strategy is The Circumstance since B realizes that the gap of relative power between them is significant.

IV.2.2.2 Positive Politeness on Batman's Utterances

Data 31

Context: B arrests CF, the man who takes a big portion of controlling bad guys in Gotham city, in his car.

CF : "What the hell are you?"

B : "*I'm Batman.*"

B uses Positive Politeness as he is asserting common ground in responding to CF's question directly by saying that he is Batman. The utterance gives CF possible reason to fear B which threatens CF's negative face for B implies that he is a powerful figure whom criminal should fear. B wants CF to know who B really is, therefore the factor influencing B's choice of kind of Politeness Strategy is Payoff.

Data 32

Context: B is on the top of a building and surrounded by the police. The police are outside waiting for a backup but LG insists on coming into the building alone for he is the one who knows B is in the good side. B is taking LG to the top of the building and explains R's mental condition to him.

B : *“Crane poisoned her with a psychotropic hallucinogen, a panic indulging toxin.”*

LG : “Let me get her down to the medics.”

B uses Positive Politeness and tends to threaten LG's negative face as he explains the condition of R to LG. The utterance is indicated Positive Politeness since B gives information and asserts his knowledge. The factor influencing B's choice of kind of Politeness Strategy is Payoff because he approves that LG is a good police and will help B accomplish his mission so that B tells LG some information.

Data 33

Context: B is explaining how severe the effect of the poison which is taken by R that she becomes unconscious to LG.

B : *“She needs the antidote before the damage becomes permanent.”*

LG : “How long does she have?”

B : “Not long.”

B uses Positive Politeness and tends to threaten LG's negative face as he shares his knowledge of the condition of R to LG. Not only does B explain R's condition, he also warns the after effect that R will take if R does not immediately use the antidote. These utterances are indicated Positive Politeness for B gives information and expresses his knowledge to LG. The factor influencing B's choice of kind of Politeness Strategy is Payoff since B wants to maximize the efficiency of him telling the situation to LG.

Data 34

Context: B explains the whole situation and takes R to his cave while she is unconscious.

R : "Where are we? Why did you bring me here?"

B : *"If I hadn't, your mind would now be lost. You were poisoned."*

B uses Positive Politeness as he explains R's condition to R. The utterance is indicated Positive Politeness and tends to threaten R's positive face as B brings bad news about R which she is facing now. The factor influencing B's choice of kind of Politeness Strategy is The Circumstance since B thinks the gap of social distance between him and R is insignificant.

Data 35

Context: B asks R a help, to bring the antidotes for LG, in order to stop RAG immediately. B also orders R to be ready for the mess that could possibly happen in the city.

R : “What are they?”

B : “*The antidote. One for Gordon to inoculate himself, the other for mass production.*”

B uses Positive Politeness and tends to threaten R’s negative face by giving information about the neutralizer of the poisoning gas to R. The utterance is indicated Positive Politeness since B asserts his knowledge and express what he will do with the antidote. The factor influencing B’s choice of kind of Politeness Strategy is Payoff since B wants maximum efficiency for R to understand the situation.

Data 36

Context: B intends to make LG, one of good cops in Gotham city, as his friend. B starts his mission without wearing Batman costume. He is wearing a mask and sneaking into LG’s office in order to meet him to gain some information. He is talking behind him to keep his identity safe by threatening LG with a staple gun pointed to the back of his head.

LG : “What do you want?”

B : “*Carminе Falcone brings in shipments of drugs every week. Nobody takes him down. Why?*”

LG : “He’s paid up with the right people.”

B : “*What will it take to bring him down?*”

LG : “Leverage on Judge Faden and a DA brave enough to prosecute.”

B uses Positive Politeness as he is asking LG about some information he needs to know. The utterance is indicated Positive Politeness and tends to threaten LG’s negative face since B is wanting reciprocity toward LG. The factor influencing B’s choice of kind of Politeness Strategy is The Circumstance since B does not care about the social distance and relative power between B and LG.

Data 37

Context: B traps F, a dirty cop who worked for CF, using his tool. B wants to gain some information from F since is involved in the drugs shipping and trading.

B : “*Where were the other drugs going?*”

F : “I never knew. I don’t know. I swear to God.”

B : “*Why?*”

F : “There’s something. Something else in the drugs. Something hidden.”

B : “*What?*”

F : “I never went to the drop-off point. It was in the Narrows. Cops only go there in force.”

B uses Positive Politeness as he keeps asking for explanation and answer to F so that B can get the information he needs. The utterance is indicated Positive Politeness

and tends to threaten F's negative face as B asks questions and wants reciprocity toward F about the information of the drugs trading. The factor influencing B's choice of Politeness Strategy is The Circumstance as B deals with the relative power between him and F.

Data 38

Context: B explains the whole situation and takes R to his cave while she is unconscious.

B : *"How do you feel?"*

R : *"Where are we? Why did you bring me here?"*

B uses Positive Politeness as B asks about R's condition to R. The utterance is indicated Positive Politeness because B wants reciprocity toward R. The factor influencing B's choice of kind of Politeness Strategy is The Circumstance since B realizes the gap of social distance between him and R is insignificant.

Data 39

Context: B explains the whole situation and takes R to his cave while she is unconscious.

R : *"Is Sergeant Gordon your friend?"*

B : *"I don't have the luxury of friends."*

B uses Positive Politeness as B says, "I don't have the luxury of friends." The utterance is indicated Positive Politeness and directly damages B's positive face since

the utterance contain self-humiliation. The factor influencing B's choice of kind of Politeness Strategy is The Circumstance since B understands that the gap of social distance between him and R is very close.

IV.2.2.3 Negative Politeness on Batman's Utterances

Data 40

Context: Batman comes to the place where DC, the man who made the poison gas which set to make the whole city panic, and his crews produce and distribute the poison through the whole city, in the Narrows. B arrests him and asks him some questions to get some information.

B : *“Ra's al Ghul is dead. Who are you working for? Crane!”*

DC : *“Dr. Crane isn't here right now, but if you'd like to make an appointment....”*

B threatens DC's negative face as he expresses strong negative emotion to DC. The utterance is indicated Negative Politeness since he uses hedges by saying, *“Ra's al Ghul is dead. Who are you working for? Crane!”* The factor influencing B's choice of kind of Politeness Strategy is Payoff because he aims maximum efficiency to gain information he needs to know.

Data 41

Context: R is on her way home and being stalked and attacked by two criminals, then B comes and saves R's life.

R : "Who are you?"

B : "*Someone like you. Someone who'll rattle the cages.*"

B uses Negative Politeness and tends to satisfy R's negative face as he uses hedges to R so that B still can keep his true identity a secret. The utterance is indicated Negative Politeness since B is being indirect instead of directly telling R who he really is. The factor influencing B's choice of kind of Politeness Strategy is Payoff because B pays respect to R that B does not reveal himself so that R will not be threatened.

Data 42

Context: LG is curious enough, about DC's plan in making the whole city panic, to ask B who DC is working for.

B : "*I don't know.*"

LG : "Was he working for Falcone?"

B : "*He mentioned someone else. Someone worse.*"

B uses Negative Politeness as B is being pessimistic about thing by saying, "I don't know." B also is warning LG to be prepared which tends to threaten LG's negative face when B responds to LG's question by saying, "He mentioned someone else.

Someone worse.” These utterances are indicated Negative Politeness as B shows his pessimist and does not give a direct answer to respond the question from LG. The factor influencing B’s choice of kind of Politeness Strategy is The Circumstance since B considers the gap of social distance between him and LG is very low.

IV.2.2.4 Off Record on Batman’s Utterances

Data 43

Context: B traps F, a dirty cop who worked for CF, using his tool. B wants to gain some information from F since is involved in the drugs shipping and trading.

B : “*Do I look like a cop?*”

F : “No!” (screaming full of fear)

B uses Off Record as B makes a rhetorical question by saying, “Do I look like a cop?” B tends to threaten F’s positive face as he gives F possible reason to fear B. The factor influencing B’s choice of kind of Politeness Strategy is The Circumstance since B realizes that the gap of relative power and social distance between him and F are significant.

Data 44

Context: B asks R a help, to bring the antidotes for LG, in order to stop RAG immediately. B also orders R to be ready for the mess that could possibly happen in the city.

B : “*The antidote. One for Gordon to inoculate himself, the other for mass production.*”

R : “Mass production?”

B : “Crane was just a pawn, we need to be ready.”

B uses Off Record by saying, “Crane was just a pawn, we need to be ready.” The utterance is indicated Off Record because it implies that B gives hints to R to be prepared for something worse. The factor influencing B’s choice of kind of Politeness Strategy is The Circumstance since the gap of social distance between B and R is low.

Data 45

Context: B comes to R and a child that are being attacked by some bad people. While B has already taken them to safer place, he continues to finish his mission to save the city. Before he leaves, R is curious to know who he really is and asking him his true identity.

R : “Wait. You could die. At least tell me your name.”

B : “*It’s not who I am underneath, but what I do that defines me.*”

R : “Bruce?”

B uses Off Record as he says something that R ever told B before. The utterance is indicated Off Record and tends to satisfy R’ negative face since B is being indirect in

his response to R when he says, "...what I do that defines me." The factor influencing B's choice of kind of Politeness Strategy is Payoff because B lessens the risk of threatening R's face by not saying directly that he is Batman.

IV.2.2.5 The Result of The Analysis of Batman's Use of Politeness Strategy

After analyzing 23 data, it can be seen that B uses 29 times the following specific kinds of Politeness Strategy. I sum up the result of data analysis as follow.

1. Bald-on record : $5/20 \times 100\%$ = 25%
2. Positive Politeness : $9/20 \times 100\%$ = 45%
3. Negative Politeness : $3/20 \times 100\%$ = 15%
4. Off-record : $3/20 \times 100\%$ = 15%

IV.3 Results

This sub-chapter discusses the most frequent used Politeness Strategy by Bruce Wayne when he is acting as Bruce Wayne and as Batman. Bruce Wayne tends to use more Negative Politeness and Positive Politeness since he has a close relationship with his hearers, while Batman tends to use Positive Politeness and Bald on Record for he wants a maximum efficiency in communicating in order to complete his mission. When he is acting as Bruce Wayne, he sometimes uses Bald on Record to people who know that he is Batman. In the case of Batman, there are some situations that make him avoid using Positive Politeness or Bald on Record and putting other kinds of

Politeness Strategy instead, such as while he is talking to someone who has high gap of closeness when he is being Bruce Wayne.

CHAPTER V

CONCLUSION

This chapter presents the conclusion of the analysis from the previous chapter. It contains the kinds of Politeness Strategy used by Bruce Wayne when he is acting as Bruce Wayne as well as Batman, the comparison of Politeness Strategy used by Bruce Wayne when he is acting as Bruce Wayne as well as Batman, and also the reason why Bruce Wayne and Batman are choosing certain Politeness Strategy.

The reason why Bruce Wayne tends to use Negative Politeness and Positive Politeness when he was acting as Bruce Wayne is that he is considering the social distance (D) between a speaker and a hearer, relative power (P) of a speaker and a hearer, and the absolute ranking of imposition (R). Thus, Bruce Wayne is able to talk without restraint to his hearer because he does not give any border to his acquaintance since Bruce Wayne knows his hearer very well and vice versa.

The reason why Bruce Wayne tends to use Positive Politeness and Bald on Record when he was acting as Batman is because Batman focuses only on the social Distance (D) and absolute ranking of imposition (R). In result, Batman is not able to talk intimate to his hearer for he gives a clear boundary between him and his interlocutor in order to keep his identity as Bruce Wayne safe.

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APPENDIX

Table 1. Bruce Wayne's Relationship

No.	Name	The Relation with Bruce Wayne
1.	Mr. Earle (ME)	He took over Wayne Enterprise, BW's family's company, when BW's parents (Thomas Wayne and Martha Wayne) were killed. He knew BW since he was a child. He does not know that he is Batman.
2.	Alfred Pennyworth (AP)	He is a loyal butler in the Wayne's family. When BW's parents were killed, he raises BW by himself.
3.	Jessica (J)	She is a new receptionist in the Wayne Enterprise. She does not know that BW is Batman.
4.	Rachel (R)	She is the daughter of Wayne's family's housemaid. She is also the childhood-friend of BW as they grow up together. She is the love of BW when they grow up. First, she does not know that BW is Batman. She realizes that BW is Batman when he tells her a particular thing that she says to him.
5.	Lucius Fox (LF)	He is a worker in the Wayne Enterprise. He is in charge of the Applied Sciences Department in which BW gains his equipment to accomplish his mission as Batman.
6.	Ra's Al Ghul (RAG)	He is the leader of the League of Shadows. He represents himself as Ducard, the pawn of Ra's Al Ghul, the first time he met BW. BW successfully reveals his identity in the chaos in his own house.
7.	Valet Boy (VB)	He is the valet boy in one of BW's hotel. He does not know that BW is Batman.
8.	The Man in the Restaurant (TM)	He is BW's co-worker in the Wayne Enterprise. He does not know that BW is Batman.
9.	His Birthday Guests (BG)	There are some guests coming at BW's birthday in his house. Most of them work at Wayne Enterprise. They do not know that he is Batman.

10.	Lieutenant Gordon (LG)	He is the first person BW works with as Batman. He is one of few good polices in the city. He knew BW since he was a child. He is the one who arrests BW's parents' killer. He does not know that BW is Batman.
11.	Bell Boy (BB)	He is bell boy in one of BW's hotel. He does not know that BW is Batman.

Table 2. Batman's Relationship

No.	Name	The Relation with Batman
1.	Carmine Falcone (CF)	He is one of truly great criminals of Gotham city. He is the man behind the murder of BW's parents.
2.	Arnold Flass (AF)	He is one of bad cops of the city. He uses his role to benefit himself. He is a minor criminal.
3.	Dr. Crane (DC)	He is a psychiatrist at Arkham Asylum who conducted experiments on inmates and used an identity known as The Scarecrow. He is the one who produces large scale of poisoning gas in the city.
4.	Rachel (R)	She is the daughter of Wayne's family housemaid. She is also the childhood-friend of BW as they grow up together. She is the love of BW when they are grown up. First, she did not know that he is Batman, she realized that he is Batman when he said a particular thing that she said to him.
5.	Prisoners (P)	They are hostages of Dr. Crane in the Arkham Asylum who lost their minds.
6.	Lieutenant Gordon (LG)	He is the first person BW works with as Batman. He is one of few good polices in the city. He knew BW since he was a child. He is the one who arrests BW's Parents killer. He does not know that he is Batman.