# Positive Politeness Strategies in the Main Character "Moana II" Movie Utterances

**Amanda Dwi Juliatiningrum**
amandajuliaa74@gmail.com
Universitas Islam Negri Sunan Ampel Surabaya

**Abstract:**
This study analysis discusses how often positive politeness appears in the main character's dialogue in the film "Moana 2", what the functions of positive politeness strategies are used in the film "Moana 2", and what factors cause positive politeness strategies to be used in the film "Moana 2". The purpose of this study was to determine how often, what the types, factor and functions of politeness strategies used by the main character in the film "Moana 2", to obtain the types of dominant politeness strategies produced by the main character in the film "Moana 2" and to describe the context of politeness strategies used by the main character in the film "Moana 2". The data of this study are the dialogues of the main characters in the film "Moana 2". This study employed a descriptive qualitative design, focusing solely on the main character. In this analysis, positive politeness was found to have five types: notice, exaggerate, use in-group identity markers, avoid disagreement, and use friendly and respectful language. The findings of this study are 68 positive politeness strategies. The most dominant politeness strategy employed by the main character in the film "Moana 2" is the use of friendly and respectful language. This positive politeness strategy occurs because the main character speaks with politeness and politeness that is inherent in their culture, and is in a royal environment.

***Keywords***: Positive politeness, Moana, Movie, Main character, Maui

## Introduction

Language serves as a tool for social relationship maintenance in addition to communication. Among the various facets of language use, politeness techniques are essential for influencing social relationships (Duarte, 2022). Speakers' attempts to convey friendliness, solidarity, and respect for one another are highlighted in Brown and Levinson's (2020) theory of politeness, especially the idea of positive politeness. These techniques are particularly pertinent in stories where characters have to deal with power struggles, form alliances, and traverse social dynamics—all of which are major topics in animated movies.

A fascinating case study for analyzing how language reflects and promotes social behavior is provided by Disney's Moana II, the follow-up to the critically acclaimed Moana. As the protagonist, Moana keeps developing as a communicator, leader, and explorer. Her interactions with both well-known and unfamiliar characters offer a wealth of information for investigating how positive politeness techniques are used in culturally different contexts to promote collaboration, validate identities, and control social distance (Holmes, J., & Wilson, 2022).

The purpose of this study is to examine how the main character uses positive politeness techniques in her speech throughout Moana II. By recognizing and classifying these tactics, the study aims to demonstrate how conversation in animated films can mirror sociolinguistic norms and advance viewers' comprehension of inclusive and polite communication. Additionally, this investigation can shed light on how media language usage affects young viewers' opinions of civility and social interaction.

**Review of Literature**

According to (Chomsky, 2006) Language is a characteristic that exists universally and is born in humans, a trait that exists in humans who grow up to understand the meaning of existing language. Language can say that the way of communicating in speech used by humans, consisting of sounds, words, and grammar. Language becomes an integrated set of rules in a system that produces language expressions, each of which is an instruction for thinking and acting. This happens to humans to share their thoughts, ideas, and feelings with other humans as social creatures. The apparent idea is that language is a system of integrated rules and principles from which expressions to express language can be derived, each of which is a collection of language and instructions for thinking and acting. Language is a scientific study to research further called Linguistics, which is the scientific study of language. It analyzes how language works, its structure, and its use. Good language can be said to be speech that has meaning and a system where the utterances are very complex, the utterances contain direct and hidden context and meaning. Language can take the form of questions about facts, beliefs, formulations,

and the context of speech. The context in language that influences meaning is called Pragmatics.

Searle (1979) says that pragmatics is a linguistic study that is quite interesting to study in more depth. In this research, it is hoped that we will examine how context and speech influence and direct humans in their meaning. Pragmatics is a scientific discipline in researching politeness speech contained in language, which is called politeness strategies. (Brown & Levinson, 1988) stated that a politeness strategy is a communication strategy, and speech messages are used to convey and send speech with a polite attitude and respect for the interlocutor. This strategy aims to avoid conflict, maintain good relationships, increase communication effectiveness, and display a good image. Brown and Levinson's theory provides a framework for understanding how human partners and conversations use language to maintain social harmony by overcoming the possibility of avoiding something that threatens the self-image and independence of others. Social interaction aims to avoid something bad, raise the concept of politeness, and minimize involvement in bad words, elevate the concept of politeness, and minimize the presence of badness in speech, such as offending others and getting their support. Brown & Levinson (1988) stated that the purpose of the concept of "face" is related to the linguistic image that stands out rather than physical appearance, meaning that it refers to a person's self-image and identity, not their physical appearance, but rather the image of the spoken speech.

Four types of politeness there is, the first Positive Politeness is a strategy used to show politeness and respect for the interlocutor by showing a display of attitude being polite which includes involving attention, empathy, and solidarity, with others showing a polite attitude. The second Negative Politeness is a strategy used to show politeness, avoid obstacles, and respect others by creating space. Next, Bald on Record is a strategy used to communicate messages directly and clearly without considering the politeness of others. The last or fourth is, Off Record is a strategy used to convey messages indirectly and implicitly, no longer noting that others can interpret the message according to their wishes. politeness strategies are also found in the nature and culture of language, the rules of speaking words, and the method or process of conveying which has a certain meaning.

To gain a good understanding of politeness strategy and its use politeness strategy in social life, the research must look for the right sources to study about politeness strategy and its in movies. Movies are an example of a reflection of people's social life in society. This research aims to identify positive politeness strategies displayed in the movie "Moana 2". This positive politeness strategy is a strategy used to show politeness and respect for the interlocutor by showing a display of attitude being polite, which includes paying attention, empathy, and solidarity, with others showing a polite attitude and act that tries to influence other people's behaviour in their speech. Often, every utterance not only wants to convey meaning but also influences other people. The focus will be on the politeness strategy type, positive politeness words that appear in the movie.

"Moana 2" is an American animated adventure film produced by Walt Disney Animation Studios and is a sequel to the 2016 film Moana, which was released in November 2024. Originally planned as a streaming series for Disney+, it was changed to a theatrical film in February 2024, with Derrick as writer and director. Moana 2 received mixed reviews from critics and grossed an estimated US$389 million worldwide, breaking several box office records (Syarifuddin, A. P. & Gunawan, 2022). "Moana 2" is a story that follows her as she breaks the curse of the lost island, finds the lost island, and reconnects her people at sea. In a vision, her ancestor, Tautai Vasa, tells her that the reason no one is connected anymore is because the evil storm god Nalo wanted power over humanity. The story involves the sinking of the legendary island of Motufetu, a connecting island between the islands, into the ocean. She gathers a group of people—the clever Motunui craftsman Loto, the historian and fanatic Maui Moni, and the grumpy old farmer Keke—along with her pet pig and chicken, Pua and Heihei—to follow the comet's path across the ocean to Motufetu. "Moana 2" shows Moana's character development as she matures and becomes a strong and courageous leader and shows determination in the face of adversity. The film is very accurate to Polynesian culture, with details that make the story more authentic and authentic. Polynesian culture is well represented, including their mythology and beliefs. The film conveys a moral message about courage, leadership, and protecting nature. Moana learns that being a leader is not just about power,

but also about protecting and serving others. The film is available for digital download. The main language of this film is English. This film has sufficient quality animation graphics that is very good.

The background of choosing a positive politeness strategy and the film "Moana 2" is that positive politeness is the existence of interest and connection is politeness and politeness that binds the culture shown by the main character who plays the most important role in carrying the story throughout, in every statement that is spoken, the words are quite polite and because in the film they are told from the royal environment on the island, of course they are educated to be polite and kind to each other, of course to avoid conflict with each other in order to create harmony and achieve common goals. Set in a kingdom that makes their influence and life that makes them polite and respectful. The story is quite connected and you don't have to watch the first moana series to watch Moana 2. Analysis of the context and this movie has never been done and existed before because this movie only aired in 2024. In every movie, there is always a moral value that can be taken from this story, a moral value for those who are watching to find out more about determination and courage to achieve something together. This movie is quite light and entertaining, suitable for watching in your spare time alone or with family, and especially the movie.

Therefore, the positive speech that appears in the speech of "Moana 2" is interesting to study. Then, in conducting the research, the researcher only focused and was limited to finding positive politeness in the speech spoken by the main characters in this film. Thus, the purpose of this study is to determine the positive politeness speech that appears in the speech of the main characters in "Moana 2", namely, Moana and Maui.

**Method**

This research method uses descriptive qualitative research. Based on (Ary et al., 2019) explains qualitative research as a research step which creates descriptive data in the form of written words or speech from people and actions derived from existing events. Therefore, this design is suitable for this research because the data source for this research is the utterances spoken by main characters in the movie "Moana 2", and the data from this research are

the utterances spoken by the main character in the movie "Moana 2" because this main character plays an essential role in the whole movie and becomes one of the most influential characters.

According to Baker (2006), observation is a method that involves researchers spending time in the field to obtain interpretations and learn something more comprehensively from people and events in their environment. In this case, the observation method is used to listen to the story shown in the film so that the conditions of each utterance in the film can be understood well. According to Rifa'i Abubakar (2023), a document is something in any material that is written or in a film that is prepared. Speech data from this film is taken and marked with italicized text

Documentation method techniques are used for this research to produce data in the form of speech, and write down notes contains where and where the utterance is made, who listens to the utterance, and the purpose of the utterance which can help in providing whatever information is needed when the analysis is carried out. Data collection is carried out through observation and documentation, with the researcher as the key instrument Rifa'i Abubakar (2023) defines researchers as individuals who have the ability to investigate the problems they choose. This ability includes mastery of research theory, in-depth understanding of the background of the problem, and expertise in the methodology in solving it. Thus, the researcher acts as the key instrument of the research, responsible for planning, data collection, analysis, interpretation and reporting of findings. Next is data analysis. According to Rifa'i Abubakar (2023), data analysis is a systematic process carried out by researchers after data collection. This process involves processing data until conclusions are obtained that can be understood and communicated to others. Data analysis includes reviewing and compiling data from various sources, such as field notes and supporting documents.

The data presentation used in data collection is in the form of positive politeness that is found as well as the types and purposes of the functions found. Then, data display is used to organize and explain the forms of positive politeness acts. While inference is used to draw conclusions about the research findings. The research procedures are first, watching the film; second, viewing the film's speech script; third, identifying the forms of

positive politeness strategies found; fourth, classifying the types and functions of positive politeness acts found; then presenting the data found; and finally drawing conclusions.

**Results and Discussions**

This chapter contains findings and discussions based on the results of data analysis, in order to answer the research problems. In research questions, there are (1) How often does the positive politeness appear in the dialogue in the film?, (2) What is the function of the positive politeness strategy used in "Moana 2"?, and (3) What are the factors of the positive politeness strategies used in "Moana 2"?

This report also presents findings and discussions based on related theories to confirm the findings. This research focuses on answering the research questions. The next part is data collection. To get valid data, the researcher first downloaded the film on April 18, 2025, then watched the film many times, recording the utterances of the main emotional characters in "Moana 2", which contained positive politeness. The types and functions which was found of positive politeness contained in the film "Moana 2" are as follows:

**Types and Functions of Positive Politeness Found in "Moana 2' Movie**

Researchers use Searle's theory to identify and classify the types and functions of positive politeness in the film "Moana 2". Every utterance in the film demonstrates that not all utterances are indicative of positive politeness. Researchers found that there were 68 instances of positive politeness in the utterances uttered by the main characters in the film "Moana 2". There are five types of positive politeness strategies contained in character dialogue, which are shown in the following table.

Table 1

Types and Functions of Positive Politeness Strategy

| No | Types | Function |
|---|---|---|
| 1. | Notice | Attend to hearer (his interest, wants, needs, goods..) |
| 2. | Exaggrate | Interest, approval, sympathy with hearer |
| 3. | Use in group identity markers | Using language that shows equality or equity (us,we..) |
| 4. | Avoid disagreement | Avoiding differences of opinion or conflict |
| 5. | Use friendly and respectfull language | Respectfull (please, thanks..) |

Data

1. Notice, attend to hearer (his interest, wants, needs, goods)

Moana is in need of a crew to sail her ship in order to search for the lost island and she talks to her friend named Loto who at that time was working on building a ship and she was indeed good at his job, and Moana offers a job to Loto and of course her friend is very happy and interested.

*25.19 Moana: I think i know someone else kinda like that*

The main character's statement above is positive politeness which is notice, attend to the hearer by showing that Moana knows that Loto likes the job of making ships.

2. Exaggerate (Interest, approval, sympathy with Hearer)

At that time, Moana was returning from a long journey from another island. She brought souvenirs for her people and she greeted them warmly and knew what her people liked and needed.

*07.08 Moana: you're gonna love it*

These statement is positive politeness in exaggeration or interest because Moana said warm words and exaggerated because it was true that her people liked the souvenirs.

3. Use in-group identity markers

At nightfall, Moana was appointed to represent the search for the identity of the lost community and they performed a ceremony on Princess Moana and Moana said that it was an honor to represent the community.

*14.19 Moana: I am honored to serve our people*

The sentence above is clearly positive politeness which refers to the use of independence markers because it uses polite language and binds people together.

4. Avoid Disagreement when moana wanted to leave her island to look for the lost island, it was heard by her sister, and her sister did not want moana to go or moana had to go with her, then moana said she would come back and succeed as soon as possible.

*25.44 Moana: I'll be back as soon as I can*

These sentence is included in positive pilitenezs avois disaggrement because moana had promised to explore to find the lost island and did not want to say no to her sister, so moana said and promised politely

5. Use friendly and respectful language

At that minute moana asked for help from the farmer to join her adventure voyage in order to find the lost island and the farmer was assigned to the food and staple food section, then the farmer gave moana suggestions and moana was happy if the farmer agreed.

*24.37 Moana: Thanks Kele! Youre the best*

The utterance is included in the use of friendly and respectful language because the language used is polite and uses respect.


**Conclusion**

First after Analysis of positive politeness strategies in the film Moana 2 shows that the main characters Moana and Maiu function to play an important role in the course of the story using positive politeness strategies to build good and effective communication relationships with other characters in order to achieve their common goals. Positive politeness strategies used include notice, exaggrate, use in group identity markers, avoid disaggregation, use friendly and respectful language.

Found in the main character, there are 68 utterances included in positive politeness in the main character Moana and Maiu, in the main character Moana found 7 notice, 6 exaggrate, 13 use in group identity marker, 6 avoid disagreement and 14 use feiendly and respectfupl language. While in the main character Maui found 3 notice, 4 exaggrate, 3 use in group identity marker, 3 avoid disaggregation and 9 for use friendly and respectfull language. Second, there are factors that cause and influence the positive politeness strategy used in the Moana 2 film, namely in the Cultural Context of the Moana 2 film set in the Polynesian world, where politeness and friendliness are highly valued in the culture.

Positive politeness strategies are used to show respect and politeness towards other characters, Moana and Maui as the Main characters have an important role in having a close relationship and mutual respect between each other, positive politeness is used to strengthen the relationship and build trust

to achieve their communication goals together. Thirdly, the analysis of positive politeness strategies in the Moana 2 film can provide insight into how positive politeness strategies can be used in effective communication. It is hoped that the findings of this latest analysis will find out that positive politeness is important and will always be used by every character to build harmonious relationships. The Moana 2 film can be used as an example in understanding how positive politeness strategies can be used in various contexts. Thus, the positive politeness strategy used in the Moana 2 film is important for building good and effective relationships between characters, as well as for achieving the desired communication goals. This study is useful as a reference in order to gather further information about politeness strategies.

## References

Ary, D., Jacobs, L. C., & Sorensen, C. (2019). Introduction to Research in Education. In *Sustainability (Switzerland)* (Vol. 11, Issue 1). Wadsworth, Cengage Learning.

Baker, L. M. (2006). Observation: A Complex Research Method. *Library Trends*, *55*(1), 171–189. https://doi.org/10.1353/lib.2006.0045

Brown, & Levinson. (2020). Politeness: Some Universals in Language Usage (Studies in Interactional Sociolinguistics 4). *TESOL Quarterly*, *22*(4), 660. https://doi.org/10.2307/3587263

Chomsky, N. (2006). *Language and Mind*. Cambridge University Press. https://doi.org/10.1017/cbo9780511791222

Duarte, J. & V. D. M. (2022). "Just Accept Each Other, while the Rest of the World doesn't" - Teachers' Reflections on Multilingual Education. *Language and Education*, *36*(5), 451–466. https://doi.org/https://doi.org/10.1080/09500782.2022.2098678

Holmes, J., & Wilson, N. (2022). *An Introduction to Sociolinguistics*. Routledge.

Rifa'i Abubakar. (2023). *Pengantar Metodologi Penelitian*. SUKA-Press UIN Sunan Kalijaga Jl.

Searle, J. R. (1979). Studies in the Theory of Speech Acts. In *Cambridge University Press*.

Syarifuddin, A. P. & Gunawan, H. (2022). Women Language Used by the
    Main Character in the "Black Widow" Movie: Sociolinguistics Study.
    *Budapest International Research and Critics Institute-Journal (BIRCI-Journal)*, *5*(3),
    18351–18358.