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

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Abstract

This qualitative study analyses the use of positive politeness strategies in the dialogue of the main characters, Moana and Maui, in the film "Moana 2." The research aimed to identify the frequency, types, functions, and underlying factors of these strategies. The study's data consisted of the main characters' dialogue, with a specific focus on positive politeness. The analysis revealed 68 instances of positive politeness, categorized into five types: notice, exaggerate, use in-group identity markers, avoid disagreement, and use friendly and respectful language. The most prevalent strategy was to use friendly and respectful language. This dominant finding is attributed to the cultural context of the film's Polynesian setting, where politeness and respect are highly valued. Ultimately, the study confirms that positive politeness is a key tool used by the characters to build and maintain harmonious relationships within a royal and culturally rich environment. The study is significant as it provides empirical evidence that the Jeopardy game is a statistically effective and engaging tool for improving students' writing skills, offering a data-backed instructional strategy for educators.

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

INTRODUCTION

Chomsky (2006) posited that language is a universal and innate human characteristic, a trait that enables us to understand and use a complex system of communication. As a fundamental tool for social interaction, language allows us to share our thoughts, ideas, and feelings with others. It is an integrated system of sounds, words, and grammar governed by a set of rules that produce meaningful expressions. These expressions serve as instructions for thinking and acting. The scientific study of language, known as linguistics, analyzes how language works, its structure, and its use, revealing the intricate systems and hidden meanings that make communication possible.

Pragmatics is a linguistic study that is quite interesting to study in more depth (Searle 1979). 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 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 to avoid something bad, raises the concept of politeness, and minimizes involvement in bad words, elevates the concept of politeness and minimizes the presence of badness in speech, such as offending others and getting their support. 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 (Brown & Levinson, 1988). Four types of politeness exist. 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 politeness strategy and its use 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 involving 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. "Moana 2" is a story that follows her as she breaks the curse of the lost island, finds the lost island, and reconnects with 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 its 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, which 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, to avoid conflict with each other 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.

METHODOLOGY
This study employed a descriptive qualitative research design, which, according to Ary et al., (2019), is ideal for generating detailed data from written words, spoken language, and observable actions. This design was particularly well-suited for the research as the primary data source consisted of the utterances spoken by the main characters in the movie "Moana 2." These characters were selected because of their central and influential roles throughout the film.

Data were collected using observation and documentation methods, with the researcher acting as the key instrument. Following the approach of Baker (2006), the observation method involved a comprehensive review of the film to understand the context and nuances of each utterance. The documentation method involved a systematic process of transcribing and noting each spoken line. This included details about its location in the film, the speaker, the listener, and the intended purpose. As Abubakar (2023) notes, the researcher's role is critical in this process, as their expertise and understanding of the research problem are essential for effective data collection and analysis.

The data analysis followed a systematic, multi-step process. First, the transcribed utterances were reviewed and compiled from the documentation notes. The analysis then focused on identifying and classifying instances of positive politeness strategies within the dialogue, as well as their specific types and functions. The findings were then organized and presented in a clear, structured manner to illustrate the results. Finally, conclusions were drawn from the analysed and presented data, summarizing the study's findings on the use of politeness strategies in the film.

FINDINGS AND DISCUSSION

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 "Inside Out 2" are as follows:

a. Types and functions of Positive Politeness Found in "Inside Out2' 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 shows that not all utterances are indicated as positive politeness. Researchers found that there were 68 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 of politeness strategies appeared in the movie

No	Types	Function
1.	Notice	Attend to hearer (his interest, wants, needs, goods..)
2.	Exaggerate	(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 respectful language	Respectful (please, thanks..)

b. Utterances containing positive politeness

    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

    This 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

        This sentence is included in positive politeness avoid disagreement 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! You're the best

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

This research provides a valuable and detailed analysis of how positive politeness strategies function within a popular cultural artifact, the film "Moana 2." By meticulously quantifying the use of these strategies by the main characters, Moana and Maui, the study offers empirical evidence of the direct link between language use and the successful achievement of communication goals. The finding that Moana and Maui collectively used 68 positive politeness utterances demonstrates the central role this social skill plays in building relationships and fostering cooperation. The study's significance is further enhanced by its exploration of the cultural context of the film, highlighting how Polynesian values of respect and friendliness are embedded in the characters' dialogue. This analysis provides an insight into how cinematic portrayals can both reflect and reinforce real-world cultural norms. Ultimately, this research serves as a useful reference for future studies on politeness strategies, offering a clear model for how to analyze linguistic behavior in a way that is both quantitative and contextually rich. The findings are particularly relevant for educators and linguists interested in understanding how effective communication is modeled and taught through media.

The findings of this research provide a detailed analysis of the use of positive politeness strategies by the main characters in the film "Moana 2." The study identified a total of 68 instances of positive politeness utterances, demonstrating the significant role these strategies play in the characters' dialogue. The analysis, guided by Searle's theory and building on the foundational work of Brown and Levinson (1987), revealed five key types of politeness strategies: Notice, attend to hearer, Exaggerate, Use in-group identity markers, Avoid disagreement, and Use friendly and respectful language. This high frequency of use suggests that politeness is a central component of effective communication in the film's narrative, a finding consistent with studies that analyze cinematic dialogue (Safitri & Ambalegin, 2022). Furthermore, the research findings shed light on the specific functions of these politeness strategies within the context of the film. The strategies are not merely for show; they are actively used to achieve communication goals and build social cohesion. For example, the Notice, attend to hearer and Exaggerate strategies are used for persuasive purposes. Moana's statement to Loto, "I think I know someone else kinda like that," is a clear example of how she uses a compliment to recruit him for her crew. By showing an interest in his skills, she makes him feel valued and more likely to agree. Similarly, her use of Exaggerate when telling her people, "you're gonna love it," functions to build enthusiasm and show her sincere appreciation for them. Other strategies like Use in-group identity markers and Avoid disagreement are crucial for maintaining harmony within the community, such as when Moana states, "I am honored to serve our people." This utterance reinforces her connection to and respect for her community, fostering a sense of shared purpose and unity, which is a primary function of positive politeness as it aims to satisfy the hearer's "positive face" (Brown & Levinson, 1987). Finally, the study reveals that the use of these politeness strategies is influenced by underlying cultural factors and social roles. The characters' dialogue, particularly Moana's, reflects the Polynesian values of respect, community, and cooperation mentioned in the introduction. This is consistent with research showing that the choice of politeness strategies is deeply affected by sociological variables, such as social distance and power dynamics (Merkin, 2006). As a leader, Moana must consistently use politeness to build and maintain trust with her crew and her people (Aziz, Hasyim, 2025). Her use of polite language, such as when she says, "Thanks, Kele! You're the best," not only shows her gratitude but also reinforces her position as a humble and respectful leader. Her choice to avoid disagreement with her sister by promising to "be back as soon as I can" also highlights her

commitment to familial and social harmony. This consistent use of politeness is a key factor in her success as a leader and in her ability to motivate others to join her on her journey.

The analysis of "Moana 2" provides valuable insights for English as a Foreign Language (EFL) and English as a Second Language (ESL) education. This research reinforces the importance of teaching pragmatic competence, the ability to use language appropriately in social contexts, alongside grammatical and lexical skills. Many studies, such as those by Alsuhaibani (2022) and Kasper (1997), argue that even advanced learners can have low pragmatic competence if it isn't explicitly taught. Film, as a rich source of authentic language, serves as an excellent tool for this purpose. Unlike textbooks, which can sometimes present decontextualized dialogue, "Moana 2" offers real-world examples of how politeness strategies are used to achieve specific communication goals. For instance, teachers can use scenes from the film to demonstrate how a character's tone, body language, and word choice work together to build rapport or persuade others. A study by Arriyani (2017) shows that using movie clips has a significant, positive influence on learners' ability to produce polite requests and suggestions. This makes the film a practical resource for a classroom setting. Furthermore, the study's findings on the link between politeness strategies and cultural values highlight the importance of cultural awareness in language learning. The dialogue in "Moana 2" provides a window into Polynesian cultural values of respect and community (Teariki, & Leau, 2024). Teachers can use this as a starting point to discuss how politeness varies across cultures and how an understanding of these differences can prevent miscommunication. For example, a discussion can be held on how directness and formality differ between cultures, a finding supported by research on pragmatic transfer (Kasper, 1997). By integrating film analysis into the curriculum, educators can help students develop not only linguistic proficiency but also the social and cultural skills necessary for effective and respectful global communication.

CONCLUSION

This study confirms that the main characters in the film "Moana 2," Moana and Maui, consistently use positive politeness strategies as a core component of their communication. Their combined use of 68 positive politeness utterances demonstrates the central role these strategies play in building strong, cooperative relationships and achieving shared goals. The analysis revealed a variety of these strategies at work, including "notice," "exaggerate," "in-group identity markers," "avoid disagreement," and "friendly and respectful language."

These findings are not coincidental; they are deeply rooted in the cultural context of the film's Polynesian setting, where politeness and a strong sense of community are highly valued. Moana and Maui's use of these strategies directly reflects this cultural emphasis on mutual respect and close relationships. By employing positive politeness, they strengthen their bond and build the trust necessary to overcome challenges.

Ultimately, the analysis of "Moana 2" provides a compelling case study on the use of positive politeness in a narrative context. The film serves as an excellent example for understanding how these strategies can be used in various communication scenarios to foster harmonious relationships. This study is a valuable reference for anyone seeking to understand the practical application of politeness theories and their importance in effective communication.

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