

Politeness speech act in the movie character “Toni Erdmann” by Maren Ade: A pragmatic study and its relevance in learning German at school

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Abstract - In communicating activities, politeness in language is an important aspect to consider and a part that must be owned by everyone. The purpose of this study is to be able to describe the politeness of the speech spoken by the characters in the movie "Toni Erdmann" by Maren Ade and their relevance in learning German at school. This research uses descriptive qualitative method. Based on the results of data analysis, there are various forms of politeness speech act in the film "Toni Erdmann" by Maren Ade. Compliance occurs in the maxim of wisdom, maxim of generosity, maxim of praise or appreciation, maxim of simplicity, maxim of agreement, and maxim of sympathy or sympathy. The results of this study can be used as new insights and pragmatic learning concepts. This research is expected to provide positive input for German learning activities, to increase knowledge in aspects of language and to improve language skills.

Keywords: language politeness, speech acts, pragmatics.

1. Introduction

Politeness is a cultural phenomenon, so that what is considered polite by a culture (a certain place / region) is not the same with other cultures. The meaning of politeness reflects the cultural background of the speaker by orienting the belief system, the livelihood system, the relationship of intimacy, social stratification and the marriage system. Ramadan in the study of politeness in the school environment states, politeness has values that are very important to understand how society is formed and maintained through interaction (Afrianda, 2017: 4). While based on the opinion of Wardhaugh (1987: 267) stated that politeness of language is a language behaviour that takes into account of solidarity, power, intimacy, the status of relationships between participants, and appreciation.

One cannot speak arbitrarily with anyone. The politeness of the language requires the attention of elements such as age, power, and so forth. People who have fulfilled the elements can only be said that they use politeness. The politeness of language is reflected in the procedure for communicating through verbal signs or language procedures. When communicating, people must obey cultural norms, not just convey ideas that are thought of. Therefore, the importance of politeness in speaking is considered and applied in the communication process.

Some factors that make teaching German politeness are taught to students are the following explanation.

First, cultural factors that are different from the mother tongue are used by students. Second, the time factor, in which the development of the times is increasingly growing which is supported by technology or media that exist today. Nowadays, many media or tools help students learn German. However, it is unfortunate that many students as foreign students, especially German, is contaminated with bad language.

The film can be used as an audiovisual media in learning German, especially in studying the politeness of German authentically. The teacher can show the film to students then together discuss the politeness of what language is used in it. For this reason, the researcher is interested in analyzing and observing the politeness of language in movie as a source of data in this study, namely the movie of Toni Erdmann.

The principle of politeness in the movie Toni Erdmann is examined using the maxims proposed by Leech, because the speech that occurs in the film Toni Erdmann is best investigated with politeness theory based on the maxims that exist in the theory. In communicating effectively, one needs to anticipate the production of impolite speech by paying attention to aspects of pragmatic language (Sumarlan and Sopyan Ali, 2017: 23).

Leech explained that pragmatic activities include solving problems of communication that occur between speakers and speakers (Leech, 1993: 54). Therefore Leech describes the principle of politeness in language into six maxims as activities for problem solving, namely the maxim of wisdom or wisdom (generosity or acceptance) (generosity), maxim of praise or appreciation (approbation), maxim of humility or modesty, maxims of agreement or compatibility (agreement), and maxim of sympathy (Leech, 1993: 54). Maxim is the linguistic rules in the interaction of the lingua rules governing actions, the use of his language, and the interpretation of the actions and words of the interlocutor or speaker. In addition, the maxim is also referred to as a form of pragmatics based on the principle of cooperation and the principle of decency.

Table 1 Maxim Criteria According to Geoffrey Leech's Theory

No.	Maxim	Criteria
1	Maxims of Wisdom	Less harm to others, increase the profits of others
2	Maxims of Generosity	Reduce your own benefits, increase your self-sacrifice
3	Maxims of Praise	Reduce scolding to others, adding praise to others
4	Maxims of Simplicity	Reduce praise to yourself, add insults to yourself
5	Maxims of Consensus	Reduce the mismatch between yourself and others, increase the compatibility between yourself and others
6	Maxims of Sympathy	Reduce the antipasti between yourself and others, enlarge the antipasti between yourself and others

The researches related to politeness attracts the attention of some researchers. They are the researches conducted by Cahyadi, Ardika, and Yuliantini (2017) in his paper entitled *The Application of Generosity Maxim: A Case study in Divergent Movie* specifically revealed the generosity of acceptance in the *Divergent* film. The maxim of acceptance (generosity) is not widely applied in the film. It is found only a few sayings that contain the maxim. The factors that influence the application of the maxim in the *Divergent* film are gender and the context of the situation. The similarity of this research with research conducted by researchers is equally using Leech theory and research objects in the form of films to analyze research data. However, the research focus of the researchers was 6 maxims, while the research of Cahyadi et al was only one maxim.

Other studies are done by Arnawa, Gunartha, and Sadwika (2017), entitled *The Use of Modality Markers to Perform Hegemony Politeness in Using Balinese language: A Case Study on Awig-awig*, revealed the use of modalities in Pakraman Awig-Awig villages that is not a syntactic target and grammatical semantics, but rather pragmatic requests for internal compliance. Internal person obedience is called hegemonic politeness. The use of capitalist markers is a linguistic instrument for inculcating hegemonic politeness to indigenous peoples in Bali. The similarity of this research with research conducted by researchers is equally discussing politeness or politeness in pragmatic studies to analyze research data. However, the difference between this study and the research used by researchers can be seen from the data taken. Arnawa's research took data from samples taken by considering variants of Balinese dialect and local cultural differentiation. While researchers took data from the film's text.

The other research by Reni, and Yeti Herawani in their research entitled *Analysis of the Use of Language Politeness in My Father's Novel (Not) Liar of Tere Liye's work*, revealed the six maxims of language politeness according to Leech, and one of the most widely used was the maxim of agreement which was 31 speech. It shows that the speaker and the interlocutor have maximized their agreement or compatibility (Reni, 2016). The similarity of this research with the research conducted by researchers is that both of them use Leech theory, while the difference lies in the object of research, that is the researchers use a movie.

Based on the description above, it is needed to examine politeness in language, so the researcher has formulated the focus and sub focus for research on "The Principle of Language Courage in Toni Erdmann's movie and its relevance in learning German at schools."

2. Method

Toni Erdmann's movie was released in 2016 with the story of a father's sadness towards his daughter who had grown up and rarely returned to gather with her family because of her work. Winfried Conradi hadn't spent enough time with his daughter, Ines Conradi. That's because his daughter who was quite busy with her work so she seldom went home to gather with the family. One day, Winfried who was then living in Germany met his daughter who worked in Bucharest, Romania. In Bucharest, Winfried tried to get closer to his daughter. But his daughter kept busy with her work until she ignored his father. Winfried entered Ines's life by interfering Ines's work to make her daughter angry. A dispute ensued for several days until finally Ines asked his father to return to Germany.

From the fragment of the film's story, the researcher realizes the importance of language politeness in communication and the difficulties experienced by students today and the application of polite language in daily life so that it is hoped that the use of film as an interesting learning medium can help students to understand the application of politeness in language.

The research method used in this research is descriptive qualitative method. Descriptive method is a research method to make a picture of a situation or event, so that it is desirable to hold an accumulation of basic data. The selection of a descriptive qualitative research method is because this research is examining the politeness of the speech found in the dialogue of characters in Maroni Ade's Toni Erdmann movie. The researchers hold observations (dialogue by dialogue figures), filling in observational data, analyzing data, and conclusions.

The data collected is in the form of qualitative data expressed in words and numbers. As a certainty for a situation the results of this study will contain a variety of data excerpts that are quotes from dialogue of characters to be described in terms of a comprehensive and interrelated study. Description of the analyzed data will be analyzed one by one.

The data collection technique used is a free and involved listening technique and note taking technique. The object of this study is the movie Toni Erdmann. The researcher listened to the entire dialogue in the movie. The field notes used are descriptive and reflective notes. Data analysis performed in this research is heuristic analysis. Leech (Leech, 1993: 61), describes that heuristic analysis techniques attempt to identify the pragmatic power of a speech by formulating hypotheses and then testing it with available data.

In heuristic analysis, the analysis begins with the problem, propositions, context background information, and the basic assumption that the speaker adheres to pragmatic principles, then the speech partner formulates the objective hypothesis of the speech. Based on the available data, the hypothesis is tested for its truth. If the hypothesis is appropriate, it means that the test is successful.

However, if the test fails because the hypothesis does not match the reality, the researcher needs a new hypothesis and then the truth is tested again until an acceptable

hypothesis is obtained. The data analysis technique is carried out with the stages described through the following activities and steps as follows:

- (1) Listening to the whole dialogue of the characters and then record possible data which is a form of obedience to the principle of politeness in language in the film Toni Erdmann.
- (2) Analyzing using descriptive notes, reflective notes, and heuristic analysis, namely politeness analysis.
- (3) Identifying the utterances spoken by all figures that contain a form of politeness.
- (4) Classifying speech based on politeness maxims.
- (5) Drawing temporary conclusions.
- (6) Re-checking the data that has been obtained (verification).
- (7) Writing of final conclusions.
- (8) Describing the implications of politeness in speaking in Maren Ade's Toni Erdmann film on learning German in school.

3. Results and Discussion

The result of politeness-related dialogue research in the character of the movie Toni Erdmann by Maren Ade shows that there are various utterances to obey and violate politeness maxims, namely (1) maxim of wisdom, (2) maxim of generosity, (3) maxim of praise, (4) maxim of humility, (5) maxim of agreement, and (6) maxim of sympathy.

Table 2 The Number of Speech That Contain Maxims Based on Geoffrey Leech's Theory

No	Maxims	The Number of Speeches	Percentage of Speech
1	Wisdom	37	23%
2	Generosity	23	14,2%
3	Praise	15	9,4%
4	Humility	10	6,2%
5	Agreement	17	10,5%
6	Sympathy	59	36,7%
	Total of Speech	161	100%

From the table above it can be seen that the speech in Maroni Ade's Toni Erdmann film consists of 161 speeches. There are 37 utterances of wisdom maxim, 23 utterances of generosity maxim, 15 utterances of the praise maxim, the utterances 10 utterances of simplicity, 17 utterances of agreement maxim, and 59 utterances of sympathy maxim.

The utterances in this finding are discussed one by one as follows.

- (1) Wise Wisdom or Wisdom:

Wisdom maxim has a marker that is "reduce the losses of others, increase the benefits of others. The purpose of this maxim is to reduce one's own profits and maximize the profits of others in speaking activities.

Here is one realization of the wisdom maxim in the speech of the characters in Maren Ade's Toni Erdmann Film:

00:57:51 -> 00:57:52

Ines: Anca! Mach Mal Bitte. Die Haare

Ines: Anca! Please do that. The hair

Speech context:

Ines' character codes Ines to cover Anca's shirt with her hair because Ines sees that there are blood marks on Anca's shirt. Ines said "Anca! Mach Mal Bitte. Die Haare "

Speech interpretation:

The speech follows the wisdom maxim because Ines as Anca's boss does not want to see his men being tidy in a meeting. So, Ines then reprimands Anca by saying to cover up the blood marks on Anca's shirt with her long hair.

The speech of wisdom spoken by the speaker can reduce losses, and increase profits for the interlocutor. Markers on the principle of wisdom maxim that is "reduce the losses of others, increase the profits of others". Such assistance is intended so that the interlocutor can help the speaker in reducing losses to the interlocutor. Thus, politeness can be told by reducing losses and increasing profits to the interlocutor.

(2) Maxims of Generosity;

The philanthropic maxim has a marker that is "reduce one's own profits, add self-sacrifice." The purpose of this maxim is that the speech participant can respect others. Here is one of the maxims that realizes of generosity in the speech of the character in Maren Ade's Toni Erdmann movie:

00:12:48 -> 00:12:50

Blonde Frau: Dein Jacket is verschmiert and hitten.

Blond Woman: Your jacket is smeared there

00:12:50 -> 00:12:51

Ines: Was?

Ines: What?

00:12:52 -> 00:12:53

Blonde Frau: Komm mal.

Blond Woman: Come on

Speech context:

The blonde-haired woman in the dining room suddenly noticed a small stain on Ines's jacket. Then she said: "There is a stain on your jacket, let's clean it."

Speech interpretation:

The sentence "Komm mal" adheres to the maxim of generosity because the blonde lady instructed Ines to clean the small stains on the jacket.

Generosity utterances spoken by speakers are intended to respect others. The markers on the principle of philanthropic maxim are "reduce self-benefit, increase self-sacrifice." Such politeness is intended so that the speech participant can understand that the sacrifice he does is to respect others. Thus, politeness can be said by reducing one's own benefits and increasing self-sacrifice.

(3) Maxim of Praise or Award;

Praise maxim has a marker that is "reduce the scolding to others, add praise to others." The purpose of this maxim is that the participants in the speech do not mock one another, berate each other or denigrate each other.

Here is one realization of the maxim of praise on the speech of the characters in the movie *Toni Erdmann* by Maren Ade:

00:56:40 -> 00:56:44

Anca: Ich wollte fragen, bist du im Allgemeinen mit meiner Arbeit zufrieden.

Anca: I want to ask, are you generally satisfied with my work?

00:56:44 -> 00:56:48

Ines: Absolute, absolute, so ... Ich finde, du hast dich sehr verbessert.

Ines: Of course, of course, yes ... I think you have developed a lot.

00:56:51 -> 00:56:52

Anca: Okay. Danke

Anca: Okay. Thank you

Speech context:

Ines figure gives praise to Anca when Anca asks her boss, Ines related to her performance so far through the words "Ich finde, du hast dich sehr verbessert".

Interpretation:

The sentence "Ich finde, du hast dich sehr verbessert" is a maxim of praise because the character of Ines seems to reduce scolding to others with her sentence that Ines's performance is better.

The speech of praise spoken by the participants of the speech are intended to keep the conversation from being condescending to other parties. The markers on the principle of maxims of praise are "to reduce insults to others, add praise to others." This kind of politeness is spoken so that the speech can be understood. During the conversation no one reproaches each other, insult other people and add praise to others.

(4) Maxims Simplicity or Humility;

The maxim of simplicity has a marker that is "reducing self-praise and adding insults to yourself." The purpose of this maxim is that participants in the speech are humble by reducing praise to themselves.

Here is one of the maximal reactions to simplicity in the speech of the character in the film *Toni Erdmann* by Maren Ade:

01:02:04 -> 01:02:07

Ines: Komm nicht beleidigt. Sei froh, dass du nicht dabei warst.

Ines: No offense. Glad you were not there.

01:02:07 -> 01:02:09

Tim: Ich bin nicht beleidigt.

Tim: I'm not offended.

01:02:10 -> 01:02:14

Ines: Um mal Gerald zu zitieren: "Es ist alles im Preis mit drin."

Ines: To quote Gerald: "Everything is included in the price."

01:02:14 -> 01:02:19

Tim: Gerald hat andere Preise als ich.

Tim: Gerald has different prices than me.

Speech context:

Before the meeting, Ines advised the Team not to take care of the project he was working on with Gerald. With a message like that, Tim's face was disappointed but he remained strong by saying "Ich bin nicht beleidigt."

Interpretation:

The speech "Ich bin nicht beleidigt" adheres to the maxim of simplicity because Tim looked disappointed with Ines's statement that forbade him to join the meeting. The team finally said "Ich bin nicht beleidigt" and "Gerald hat andere Preise als ich" seemed to reduce praise to himself, and seemed to add insult to himself.

The simple speech spoken by the participant is aimed at protecting the speech participant from his own arrogance towards others. Markers of the maxim principle of simplicity are "reduce praise to yourself, add insults to yourself." Such politeness is intended so that the speech participant can maintain his patience during the conversation. Thus, modesty can be said by reducing self-praise and adding insults to himself.

(5) Maxim of Agreement;

The maxim of agreement has a sign that is "to reduce the discrepancy between oneself and others, and increase the compatibility between oneself and others."

Here is one of the maxims realizations of consensus on the characters' utterances in Maren Ade's Toni Erdmann movie:

00:03:59 -> 00:04:02

Lucas: Ich wollte jetzt ganz aufhören mit den Klavierunterricht.

Lucas: I want to stop now completely with the piano lessons.

00:04:04 -> 00:04:04

Winfried Conradi: Okay ...

Winfried Conradi: Okay ...

00:04:07 -> 00:04:09

Lucas: Ja, also, ich schaffe das zeitlich einfach nicht mehr

Lucas: Yes, so, I just can't do it in time

Speech context:

Lucas, who had previously studied piano lessons with Winfried Conradi, said that he quitted because he had no time. Winfried agreed with Lucas's decision.

Interpretation:

Speech "Okay" adheres to the maxim of agreement because Winfried Conradi reduces the discrepancy between himself and Lucas by agreeing to Lucas's decision.

Speech agreement spoken by the speaker is intended to keep disputes from the other interlocutor and produce an appropriate agreement. The markers on the maxim principle of consensus are "to reduce the mismatch between himself and others, and increase the compatibility between himself and others. This politeness is intended so that during the conversation the speech participants do not disagree. Thus, politeness occurs if the speech participant can reduce the discrepancy between himself and others, and increase the compatibility between himself and others.

(6) The maxim of sympathy;

The maxim of sympathy has a marker that is "to reduce the antipathy between oneself and others, increase the antipathy between oneself and others." The purpose of this maxim is that the speech participants can maximize the attitude of sympathy to other parties.

Here is one realization of the maxim of sympathy for the speech of the character in Maren Ade's *Toni Erdmann* movie:

01:38:37 -> 01:38:39

Ines: (Schreit) Ah ... Mann! (Sie rennt back und bleibt stehen)

Ines: (screams) Ah ... man! (She runs back and stops)

01:38:39 -> 01:38:41

Toni Erdmann: Es tut mir leid. Ich wollte nur nach dir sehen.

Toni Erdmann: I'm so sorry. I just wanted to check on you.

01:38:42 -> 01:38:45

Ines: Mann, hast du Sie noch alle? (Sie schlägt Toni)

Ines: Man, do you have everything? (He hits Toni)

Speech context:

Toni Erdmann wants to see Ines's condition after he sees Ines smoking methamphetamine and swallowing ecstasy pills by saying "Es tut mir leid. Ich wollte nur nach dir sehen." However, Toni Erdmann's attitude showed Ines's hatred of seeing Toni Erdmann saying "Mann, hast du Sie noch alle?"

Interpretation:

The sentence "Es tut mir leid. Ich wollte nur nach dir sehen." This adheres to the maxim of sympathy because by speaking like that, the character Toni Erdmann reduces the antipathy between himself and Ines. Besides, the character Toni Erdmann has enlarged the antipathy between himself and Ines.

The speech of sympathy spoken by the speaker are done to express the concerns of the speaker to the interlocutor. The markers on the principle of maxim sympathy is "to reduce the antipathy between oneself and others, enlarge the antipathy between oneself and others." Such politeness is intended so that the interlocutor has enthusiasm for the decision he made. Thus, politeness occurs if the speech participant can reduce the antipathy between oneself and others and the magnitude of the antipathy between oneself and others.

Based on the research results, It is obtained as the following explanation:

- (a) Obedience and Violation of Leech Politeness Maxims (Leech, 1993) explains that the principle of politeness is divided into six types of maxims, the first is maxim of wisdom, the second is the maxim of generosity, the third is the maxim of praise, fourth is the maxim of humility, the fifth is the maxim of agreement, finally the maxim of sympathy. The entire arrangement of the politeness maxim is found to be applied in the dialogue of the movie character "*Toni Erdmann*" by Maren Ade.
- (b) Linguistic politeness is politeness that uses direct speech acts. Linguistic politeness is characterized by utterances that use politeness markers for example, *entschuldigung* (sorry), *danke* (thank you), *bitte* (please). Based on the results of the study, politeness in speech acts is directly carried out with the expression of politeness markers, namely *entschuldigung* (sorry), *danke* (thank you), *bitte* (please), *schön* (nice), *komm mal* (come on), *sehr gut* (very good). The expression of linguistic modesty marker whose intensity is mostly done in this film is an expression of *danke* (thank you), while the expression of linguistic modesty marker whose intensity is the least carried out in this film is an expression of *bitte* (please).
- (c) The relevance of German Language Learning in schools is that the curriculum 2013 that is being used in education in Indonesia today emphasizes the character of learners related to politeness. Well-spoken politeness can be implicated in learning German. The expected learning objective is done by differentiating the movie / drama. Students are expected to be able to produce appropriate and polite dialogue both spoken and written. Students' understanding and knowledge of polite language can be increased if the teacher always directs and guides students to use of polite language. One way to teach students to know and understand polite language is to avoid boredom and provide motivation in learning activities

4. Conclusion

Based on the results of the study of politeness in dialogue with characters in the film *Toni Erdmann* by Maren Ade. It is found a speech that obeys the maxim of politeness utterance spoken by the characters in this movie. Speeches that use linguistic politeness are marked by expressions of politeness that are spoken by each character in the movie. Pragmatic politeness done by the characters is characterized by using declarative and interrogative utterances with various expressions. The discovery of these results is based on a speech made by all the characters in the movie *Toni Erdmann* by Maren Ade which lasts two hours 42 minutes. The following conclusions obtained in this study.

All maxims of politeness were found in this study, namely wisdom maxim, generosity maxim, praise maxim, humility maxim, agreement maxim, and sympathy maxim. the total number of speeches using politeness maxim is 161.

Linguistic politeness is characterized by the expression of politeness markers carried out by the characters in Maren Ade's *Toni Erdmann* film found in this study, namely speech that uses linguistic politeness expression *entschuldigung* (sorry), *danke* (thank you), *bitte* (please), *schön* (nice), *komm mal* (come on), *sehr gut* (very good).

In the learning process, the politeness of the character's dialogue in Maren Ade's *Toni Erdmann* film can give implication in learning German at school. Based on the basic competencies in the 2013 curriculum in German subjects, there is learning about

distinguishing movie / drama texts and producing movie / drama texts. The learning objectives are after students can distinguish film / drama texts, students are able to produce drama texts both spoken and written. When the learning process takes place, politeness material can be linked in composing dialogue in the movie / drama text. By implying the politeness of Toni Erdmann's movie dialogue in learning, it is hoped that students will be able to use polite speech in their context. As a role model, every word that is spoken by teachers will be an example for students. A polite attitude can be demonstrated by body language, for example students shake hands when the teacher enters or exits the classroom.

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