

## POSITIVE POLITENESS STRATEGIES FOUND IN THE “BEAUTY AND THE BILLIONAIRE” MOVIE

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### **Abstract**

*The concept of politeness is very important in human interaction, because it can foster harmonious communication and relationships. This research explores one type politeness strategy found in "Beauty and the Billionaire" movie, that called positive politeness. This research aims to identify the types of positive politeness strategies used by the characters. It uses a qualitative descriptive method to analyze dialogue data from the film. Research findings reveal the application of various positive politeness based on theory, starting from the most dominant ones, namely Give gifts to hearer, Exaggerated, Offer or promise, Intensify interest to the hearer, Give or ask for the reason, Be optimistic, Use in group identity markers, Avoid disagreement, Include both speaker and hearer in the activity. The results provide insight into how characters in films use positive politeness to maintain and improve social relationships.*

**Keywords:** *Politeness Strategies, Positive Politeness, Beauty and the Billionaire, Movie*

### **INTRODUCTION**

Language is a powerful tool that shapes the way we interact with each other. Probosini (2020) states that building quality communication with good and correct language and mutual respect for each other is very important. In a movie, the way characters speak to each other not only drives the storyline, but also reveals the complexity of their relationships. One of the main ways characters manage these interactions is through positive politeness, a concept explored in depth by Brown and Levinson's (1987) seminal work on politeness theory.

Brown and Levinson identified four main types of politeness strategies, they are bald-on-record strategy, positive politeness strategy, negative politeness strategy, and off-record-indirect strategy. Laksmiati et al. (2020) examined that politeness strategies are developed to save listeners' faces. Each strategy is chosen based on the situation, the relationship between the speakers, and how much threat there is to the person's "face," a term that refers to their self-esteem or emotional needs. For example, the bald-on-record strategy is direct and clear, often used when there is little threat to face or when efficiency is key. However, a positive politeness strategy is designed to make the listener feel valued and respected, thus

strengthening social bonds. Negative politeness strategy is more cautious, aiming to minimize coercion, while off-record strategy is indirect, leaving room for interpretation and reducing the risk of offending.

In the world of cinema, movies offer a rich opportunity to see these politeness strategies in action. The movie "Beauty and the Billionaire" is a perfect example. As a romantic drama, the movie features characters navigating complex social interactions, making it an ideal case study of how politeness strategies are used to manage relationships and power dynamics. The story, which follows the developing relationship between a wealthy businessman and a strong, independent woman, provides many examples of how language can build relationships and develop character.

Sahry et al. (2022) analyzed politeness can be said to be the practical application of manners, and is also a way to show respect from one person to another. By examining the use of positive politeness strategies in "Beauty and the Billionaire", this study highlights how politeness theory is applied to real-world communication. It also shows how movies can reflect and influence the way we interact with others, offering a deeper understanding of the subtle yet powerful role of language in shaping our social bonds.

Several studies have discussed politeness strategies. Yolanda and Bram (2022), analyzed the positive politeness strategies used in cartoon movies. This study delved into how parents utilize positive politeness when communicating in front of their children, highlighting how they shape their language to model appropriate speech behavior. The findings revealed that the most frequently employed strategy was "including both speakers and hearers in the activity," appearing in 36 out of 319 analyzed utterances.

Septaria and Ambalegin (2023) with the title "Positive Politeness Strategies Used by The Characters in "Turning Red" Movie." This study aimed to uncover the positive politeness strategies employed by characters, drawing on Brown and Levinson's (1987) theory of positive politeness. The analysis identified 21 instances of positive politeness, with "offer and promise" emerging as the most frequently used strategy. Other notable strategies included exaggeration, in-group identity

usage, asserting or presupposing the speaker's knowledge of and concern for the interlocutor's desires, involving both the speaker and interlocutor in the activity, assuming or asserting reciprocity, and giving gifts. These findings enrich our understanding of the diverse positive politeness strategies depicted in films and underscore the value of research in expanding our knowledge of this subject.

Pranika and Jayantini (2023), investigated the use of positive politeness strategies by the main characters in the movie "Luck," utilizing a descriptive qualitative method grounded in Brown and Levinson's (1987) politeness theory. The study uncovered a variety of positive politeness strategies used by the characters, including noticing and attending to the hearer, exaggerating, intensifying interest in the hearer, using in-group identity markers, seeking agreement, avoiding disagreement, presupposing or asserting common ground, joking, showing knowledge of and concern for the hearer's wants, offering and promising, being optimistic, involving both the speaker and hearer in activities, giving or asking for reasons, asserting reciprocity, and giving gifts to the hearer. These findings illustrate the numerous ways in which positive politeness strategies are employed in the movie to promote social harmony and strengthen connections between the characters.

Another previous study was done by Dewi and Ayomi (2023), they also used conversation in the movie as data source, specifically the utterance of the main character to analyze positive politeness strategies. The main character employed twenty instances of positive politeness strategies, categorized into nine distinct types. The most prevalent strategy was "Give or Ask for the Reason," accounting for 35% of the occurrences. On the other hand, the least utilized strategies—Exaggeration, Avoiding Disagreement, Offering/Promising, Being Optimistic, and Giving Gifts to the Hearer—were each represented by only one instance.

## **MATERIALS AND METHOD**

### **A. Materials**

The materials used in this study include the film "Beauty and the Billionaire". Directed by Brian Brough and produced by Silver Peak Productions in 2022, this 1

hour and 33 minute romantic drama follows the evolving relationship between a wealthy entrepreneur, Justin Ross, and a humble, independent woman, Addison Burke. Their interactions offer a compelling backdrop for exploring how politeness strategies manage interpersonal relationships and power dynamics. The analysis is grounded in Brown and Levinson's (1987) politeness theory, with a focus on positive politeness strategies, which aim to make the listener feel valued and appreciated. Nine key instances of positive politeness strategies were identified in the film's dialogues: exaggeration, intensifying interest to the hearer, using in-group identity markers, avoiding disagreement, offering or promising, being optimistic, including both speaker and hearer in the activity, giving or asking the reason, and giving gifts to the hearer. These instances offer valuable insights into the dynamics of the characters' relationships. To facilitate a detailed examination, the film's dialogues were meticulously transcribed, involving multiple viewings to ensure accuracy and capture the nuances of verbal interactions.

## **METHOD**

This study employs a descriptive qualitative method to analyze the positive politeness strategies used in the movie "Beauty and the Billionaire." The analysis is grounded in the theoretical framework of Brown and Levinson's (1987) politeness theory. The research focuses on identifying and categorizing the types of positive politeness strategies employed by the characters throughout the film. For data collection, a systematic marking and note-taking technique was utilized. This involved meticulously listing and annotating the conversations and utterances of the characters to extract relevant instances of positive politeness strategies. The collected data was then carefully examined to provide a comprehensive understanding of how these strategies were implemented in the movie.

## **DISCUSSION**

In this section, several examples of data will be provided for each type of positive politeness strategies employed by the characters in the movie "Beauty and the Billionaire."

## 1. Exaggerate

The exaggerated strategies such as interest, agreement, and sympathy with the listener are strategies used by speakers to maintain a good attitude towards the audience. Data 1 below was the conversation between Addison Burke as the main character and Justin Ross in the film "Beauty and the billionaire". The capabilities as the example of exaggerated strategies can be seen below.

Data 1

Justin Ross: **"I feel like you could do more, I mean you're very capable with your skills you could be anything you want."**

Addison: "I'm fine with who I am."

*(Beauty and the Billionaire Movie, 58.10 - 58.20)*

In this conversation, Justin Ross who plays the role of Addison's brother's boss wants Addison to be able to choose a better job than her current job as an office manager for a medical practice. By saying "I feel like you could do more" and also stating "you could be anything you want" in a positive way, here Justin Ross uses an exaggeration strategy by emphasizing Addison's abilities and potential to make her feel more confident to take a better job according to her abilities. Addison's response "I'm fine with who I am", indicates that she likes and enjoys her current job. Justin Ross' aim here is to show his belief in Addison's potential, which is in line with positive politeness theory, where the speaker seeks to increase the listener's self-esteem and motivation. By exaggerating her abilities, Justin aims to encourage Addison to consider new opportunities.

## 2. Intensity interest to the hearer

This strategy increases the listener's interest in the speaker's contribution, allowing the speaker to indicate that they have common aims. The second positive politeness strategy in the movie "Beauty and the Billionaire" is to intensify the listener's interest. Data 2 below was the conversation between Addison and Justin Ross, the specifics of this data are illustrated in the following conversation.

Data 2

Addison: **"Have you ever heard of winning gracefully?"**

Justin Ross: "Yeah, something I was interested in would have let him win."

*(Beauty and the Billionaire Movie, 22.57- 23.00)*

In the context of this conversation, Addison is accompanying Justin to play golf with a colleague who wants to do business with him. This conversation occurs after the colleague admitted defeat and left the game. In this conversation Addison engages Justin by asking an interesting question "Have you ever heard of winning gracefully?" By raising this topic, Addison indirectly points out the dynamics of the situation where the colleague may have deliberately lost to win Justin's heart. Justin's response showed that he was aware of this and even revealed that he was intrigued by the idea of letting the other person win. This strategy aims to increase listener engagement which effectively strengthens their relationship and makes the interaction more meaningful. This aligns with the strategy's goal of demonstrating common ground and shared goals.

### **3. Use in group Identity Markers**

The third positive politeness strategy identified in the movie "Beauty and the Billionaire" is the use of in-group identity markers. This strategy is a strategy that used the identity of something or someone. Data 3 below was the conversation between Addison and Justin Ross. An example of this strategy is highlighted in the conversation below.

Data 3

Addison: "So I have a question, what is so special about Katrina's company? I mean enough that you'd have to go through all this."

Justin Ross: **"Well, what her company has paired with what my company does could make a lot of leaves in battery power performance in life and putting that into just about every device we use has a lot of financial potential."**

*(Beauty and the Billionaire Movie, 57.08 - 57.30)*

From the conversation, Addison and Justin engaged in a discussion where Addison asked about the specialty of Katrina's company because she saw Justin who was so ambitious to do everything possible to join her company. Justin replied

that Katrina's company could be a great opportunity for his company's growth. Justin's response, which included the technical term "battery power performance", served as an identity marker within the group, highlighting their shared understanding of industry-specific concepts. The purpose of this conversation was to establish and reinforce a sense of in-group identity between Addison and Justin. This strategy is very effective in building rapport and fostering an atmosphere of cooperation, as it emphasizes shared values and expertise.

#### **4. Avoid Disagreement**

The fourth positive politeness strategy identified in the movie "Beauty and the Billionaire" is avoiding disagreement. Speakers utilize this strategy to maintain the listener's optimistic demeanor by concealing dissent. Data 4 below was the conversation between Justin Ross and Katrina Sawyer. The detailed information regarding this strategy is provided in the conversation below.

Data 4

Justin Ross: "The long-term picture is your company's debt is projected to grow while your revenue shrinks at an unforgiving rate you have to stop the bleeding."

Katrina Sawyer: **"Even so, let's start with talking about the scenario I'm more interested in since it would be a mistake to dismiss anything."**

*(Beauty and the Billionaire Movie, 1.10.41 - 1.12.02)*

In this conversation, Justin is in a business meeting with Katrina. Katrina acknowledges Justin's concerns about her company's financial situation, but she avoids direct disagreement by saying "let's start by talking about the scenario I'm more interested in". Instead of contradicting his statement, she proposes to shift the focus to the scenario she is more interested in. This strategy helps maintain harmony and openness in the discussion while indirectly addressing Justin's points without confrontation. The purpose of using this strategy is to prevent conflict and maintain a positive relationship between the speakers. This is in line with positive politeness theory, which aims to minimize threats to the listener's face by avoiding or downplaying disagreements.

#### **5. Offer, Promise**

This strategy involves the speaker offering or promising something to the listener, typically indicated by the use of the word 'will'. This strategy is the fifth strategy found in the movie "Beauty and the billionaire". Data 5 below was the conversation between Pete and Addison. An illustrative example of this strategy can be found in the conversation below.

Data 5

Pete: **"I'll get you a better Christmas present this year."**

*(Beauty and the Billionaire Movie, 19.33 – 19.35)*

This conversation took place when Pete and Addison were having breakfast together by the pool. Here Pete states that he really needs Addison's help, Pete promises to buy Addison the best Christmas gift for Addison's hard work who has helped replace him at work when he is sick. Pete's promise to give a better Christmas present is an offer that shows his willingness to please Addison. The purpose of using this strategy is to convince Addison of his good intentions and highlight his desire to maintain a positive and supportive relationship. In this context, Pete's promise not only serves as a token of gratitude but also strengthens their bond by signaling his recognition of Addison's efforts and willingness to reciprocate.

## **6. Be Optimistic**

The sixth positive politeness strategy identified in "Beauty and the Billionaire" is "Be Optimistic." This approach involves the speaker maintaining a positive outlook and confidence, which helps mitigate the potential threat of face-threatening acts (FTAs). Data 6 below was the conversation between Pete and Addison. Detailed information about this strategy is available in the conversation below.

Data 6

Pete: **"It won't and I'm fine,** do you know how many angry texts I'm getting from my boss right now he's waiting for me."



Addison: "Then tell him what happened."

*(Beauty and the Billionaire Movie, 7.09 – 7.15)*

This conversation took place in front of the hospital after Pete had a cycling accident that broke his leg. Here Addison tries to persuade Pete to take a complete rest for his recovery. But because he was afraid of his boss, he insisted on continuing to work. Pete's statement, "It won't and I'm fine" reflects his optimism and confidence despite facing a complicated situation with his boss. The purpose of using this strategy is to reassure Addison that he can deal with this situation, Pete not only relieves his own anxiety, but also reassures Addison, thus strengthening mutual trust and understanding.

## **7. Include Both Speaker and Hearer in the activity**

The seventh positive politeness strategy in "Beauty and the Billionaire" is "Include Both Speaker and Hearer in the Activity." This strategy is marked by the use of "we" to emphasize that both the speaker and the hearer are involved in the activity together. Data 7 below was the conversation between Addison and Pete. Further details about this strategy can be explored in the conversation below.

Data 7

Addison: "I can't believe you."

Pete: **"We can do this."**

*(Beauty and the Billionaire Movie, 12.12 – 12.15)*

This conversation took place after Pete tried to convince his boss that his sister could replace him at work very well during his illness. However, when meeting Pete's boss Addison was very disappointed that Pete was willing to keep his job with a demanding boss. Pete's statement "We can do this" aims to convince Addison to keep helping with his difficulties. In the conversation there is the inclusive term "we" to involve himself and Addison in the activity, emphasizing teamwork and shared responsibility. By doing so, Pete creates a sense of unity and collaboration, strengthening their partnership and supporting each other in tackling the task at hand. The purpose of using this strategy was to strengthen their partnership and

foster a feeling of mutual support. This approach helped maintain harmony and strengthen the bond between them.

### **8. Give or Ask for the Reason**

Give or Ask for the Reason is the eighth strategy in the "Beauty and the billionaire" movie. This Strategy is employed when the speaker either provides or requests an explanation for something the hearer is eager to understand. Data 8 below was the conversation between Addison and Katrina Sawyer. The following is an example of data on Give or Ask for the Reason can be seen from the conversation below.

Data 8

Addison: **"So what brought you here of all places?"**

Katrina Sawyer: "It seemed like a good spot to escape to, a nice change from my usual haunt."

*(Beauty and the Billionaire Movie, 36.00 – 36.07)*

Here Addison is attending Katrina and her daughter's picnic invitation by the beach. Addison uses this opportunity to try to approach Katrina with the aim of helping Justin Ross to get a business partnership. In their conversation Addison briefly asked Katrina about the reason behind her presence visiting St. Martin. By asking, "So what brought you here of all places?" Addison created an opportunity for Katrina to share her thoughts and experiences, which helped build rapport and establish connections. This is in line with positive politeness theory, where the speaker shows interest in the listener's reasoning, thereby acknowledging their perspective and valuing their input. By engaging Katrina in this way, Addison not only fosters mutual respect, but also subtly moves closer to her goal of facilitating business cooperation between Justin Ross and Katrina.

### **9. Give Gifts to Hearer (Goods, Sympathy, Understanding, Cooperation)**

The Give Gift to the Hearer strategy involves offering a non-material gift, such as a gesture of empathy or a display of affection, to convey a desire for the hearer to feel appreciated, valued, and cared for. Data 9 below was the conversation between Addison and Dr Morgan. The cooperation as the example of giving gifts to hearer strategies can be seen below.

Data 9

Addison: **“I’ll take care of the rest of the paperwork and insurance, you get to move on.”**

Dr Morgan: “You’re the best. Sorry again for calling you in and interrupting your plans.”

*(Beauty and the Billionaire Movie, 1.07 – 1.14)*

In this conversation, Dr. Morgan is going on vacation so he calls Addison to help in his clinic. Here Addison offers to handle the paperwork and insurance, which aims to allow Dr. Morgan to enjoy his vacation in peace which is a "gift" of cooperation and help to ease Dr. Morgan's burden. This gesture shows Addison's support and willingness to help, strengthening their relationship. Dr. Morgan's response of appreciation and apology acknowledges this kindness, reinforcing mutual respect and goodwill. Addison not only provides practical help but also communicates a desire to make things easier for Dr. Morgan. This is in line with positive politeness theory, where speakers attempt to foster a positive relationship by providing something intangible, such as cooperation or sympathy, to the listener. This strategy helps create a sense of goodwill and strengthens the social bond between the speakers, as it shows that Addison values Dr. Morgan's well-being and is willing to go the extra mile to help him.

## RESULTS

After completing the analysis, the author found various examples of positive politeness strategies used by the characters in the movie “Beauty and the Billionaire”. The full details of these findings are displayed in the table below.

**Table 1.** Positive Politeness Strategies

No	Realization of Positive Politeness Strategies	Amount	percentage
1	Exaggerate	3	10%
2	Intensity interest to the hearer	3	10%
3	Use in group Identity Markers	3	10%

4	Avoid Disagreement	3	10%
5	Offer, Promise	4	13.33%
6	Be Optimistic	4	13.33%
7	Include Both Speaker and Hearer in the activity	3	10%
8	Give or Ask for the Reason	3	10%
9	Give Gifts to Hearer (Goods, Sympathy, Understanding,	4	13.33%
	Total	30	100%

The table above reveals that thirty instances of positive politeness strategies were identified in the film "Beauty and the Billionaire." These instances were found in the dialogues of the characters. All instances encompass the realization of nine distinct positive politeness strategies.

## CONCLUSION

In conclusion, the analysis of the movie "Beauty and the Billionaire" reveals the nuances of the characters' use of positive politeness strategies in navigating interpersonal relationships and social dynamics. The most prominent strategies are "Offer, Promise," "Be Optimistic," and "Give Gifts to the Hearer," which reflect efforts to build harmonious relationships through empathy and understanding. Tactics like "Exaggerate" and "Avoid Disagreement" complement these strategies, highlighting the characters' efforts to enrich interactions through praise and commitment. Other strategy variations, such as "Intensify Interest to the Hearer" and "Use In-Group Identity Markers," show how these politeness techniques are adapted to the unique contexts and relationships in the story. Strategies such as "Include Both Speaker and Hearer in the Activity" and "Give or Ask for the Reason" also provide a deeper dimension to the characters' communication dynamics. This research expands our insights into the role of language in maintaining social harmony and building emotional connections in cinematic narratives. More than just entertainment, the movie offers an overview of the application of politeness theory in everyday life, providing inspiration on how

effective communication strategies can create warmer and more meaningful interactions. This analysis enriches our appreciation of how media reflects, and even influences, interaction patterns in the real world.

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