

ABSTRACT

Tiara. 2025. *“Analysis of Language Politeness in the Characters of the Film Laura by Hanung Bramantyo and Its Relevance to Pragmatic Learning”*. **Thesis.** Indonesian Language and Literature Education Study Program, Faculty of Teacher Training and Education, Baturaja University.. Advisor I Samsul Anam, S.S, M.A., Advisor II: Rama Sanjaya, S.Pd., M.Pd.

The purpose of this study is to analyze the politeness of language in the film Laura by Hanung Bramantyo. This study uses a descriptive method. This type of research is descriptive with a qualitative approach. In the film Laura, there are several utterances on the principles of politeness of language and factors that influence politeness of language. The results of the analysis and film data obtained show that the use of the principles of politeness of language and contained in the speech between the characters in the film Laura amounted to 40 utterances. The utterances of the principles of politeness are divided into the principles of politeness in the maxim of wisdom as many as 2 utterances, the maxim of generosity 6 utterances, the maxim of praise 5 utterances, the maxim of humility 2 utterances, the maxim of agreement 3 utterances, the maxim of sympathy 4 utterances. And as for the factors that influence the principles of politeness of language, politeness of power 3 utterances, social distance 12, level of importance 3. From the results of the analysis of politeness of language is very relevant to pragmatics learning because pragmatics is the study of how context influences meaning.

Keywords: analysis, language politeness, film

ABSTRAK

Tiara. 2025. Analisis Kesantunan Berbahasa Pada Tokoh Film *Laura* Karya Hanung Bramantyo dan Relevansinya Terhadap Pembelajaran Pragmatik. **Skripsi.** Program Studi Pendidikan Bahasa dan Sastra Indonesia, Fakultas Keguruan dan Ilmu Pendidikan, Universitas Baturaja. Pembimbing I Samsul Anam, S.S, M.A., Pembimbing II: Rama Sanjaya, S.Pd., M.Pd.

Tujuan penelitian ini adalah untuk menganalisis kesantunan berbahasa dalam Film *Laura* karya Hanung Bramantyo. Penelitian ini menggunakan metode deskriptif. Jenis penelitian yang bersifat deskriptif dengan pendekatan kualitatif. Pada film *Laura* terdapat beberapa tuturan pada prinsip kesantunan berbahasa dan faktor yang mempengaruhi kesantunan berbahasa. Hasil analisis dan data film yang diperoleh menunjukkan bahwa penggunaan prinsip kesantunan bahasa dan yang terdapat dalam tuturan antar tokoh film *Laura* berjumlah 40 tuturan. Tuturan prinsip kesantunan yang terbagi atas prinsip kesantunan pada maksim kearifan sebanyak 2 tuturan, maksim kedermawanan 6 tuturan, maksim pujian 5 tuturan, maksim kerendahan hati 2 tuturan, maksim kesepakatan 3 tuturan, maksim simpati 4 tuturan. Dan adapun faktor yang mempengaruhi prinsip kesantunan bahasa, kesantunan kekuasaan 3 tuturan tuturan, jarak sosial 12, tingkat kepentingan 3. Dari hasil analisis kesantunan berbahasa sangat relevan dengan pembelajaran pragmatik karena pragmatik adalah studi tentang bagaimana konteks memengaruhi makna.

Kata-kata kunci: *analisis, kesantunan bahasa, film*