Politeness Strategies in Multicultural Setting of *"Lara Ati"* Movie by Bayu Skak

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ABSTRACT

Politeness in developments of globalization communication not only encounter the multicultural of society in real life, but also in the mass media. Therefore, people need a politeness strategy to avoid misunderstanding when communicating in the multicultural of society. In this study the researcher uses the Descriptive Qualitative method. The data collecting techniques is documentation. Data analysis of this study uses Miles & Huberman's theory (1994). This study aims to find the politeness strategies of the conversation from characters in the "Lara Ati" 2022 movie by Bayu Skak. The source of the data in the movie reaches out of 70 utterances from 16 characters. The researcher used Scollon & Scollon (2001) theory to analyze the Involvement and Independence politeness strategies. The results of this research are 50% in the involvement strategies divided into three systems are 20% solidarity systems, 20% hierarchy down systems and 10% data inappropriate systems. As for in the independence strategies with the amount of 50% divided into three systems are 20% deference systems, 20% hierarchy up systems and 10% data inappropriate systems. The relation between realizations of the politeness strategies and multicultural setting of society dominant appears from the original Surabaya, European, Arabic and Maduranese ethnics.

1. INTRODUCTION

Language is defined as a means to communicate and interact with others. The part of language development plays in fostering social connections in multicultural setting of society. The idea of language in a multicultural setting of society is crucial since the use of language is useful for uniting opinions and communication suggestions from various groups of society, including society in an area that has the characteristics of a multicultural setting of society that thrives in this area. Marschan *et al.,* (1997), said that language serves as a tool for communication as well as a window into one's cultural identity and a guide across a variety of cultural contexts. Therefore, the connection between language and multicultural setting of society will always go hand in hand in people's daily lives when communicating using each other's of language.

The concept that builds multicultural itself refers to a group of people whose culture develops within them, creating the multicultural of society arise. According to Parekh (1997), a multicultural society, then is one that includes several cultural communities with their overlapping but none the less distinct conception of the world, system of meaning, values, forms of social organizations, historic, customs and practices. The country of Indonesia is very adaptable to be employed in numerous aspects of human existence as a multicultural accommodating country based on Parekh (1997). In the current world developments of globalization in the fields of technology and information, multicultural society in Indonesia may occur not just in real life communication and interaction, but also occur in mass media. One of which is the existence in a mass media of a multicultural society is in the movie. According to Noviani (2011), a movie is a popular entertainment media which is increasingly demanded by the general public. In addition, a movie is also a social record that captures and discusses the dynamics of people's lives at the time it is produced.

One of the breakthrough movies implemented in the context of multicultural society in Indonesia is the "Lara Ati" movie by Bayu Skak which was as writer, director, also cast, and produced under the auspices of BASE

Entertainment and SKAK Studios in 2022 which released in cinemas on September, 15th 2022. A movie called "Lara Ati" describes the agony a person goes through when they are having a quarter-life crisis. A village near Surabaya serves as the setting for the "Lara Ati" movie. According to the Surabaya City Population Service via its website, the city of Surabaya is home to various ethnic groups in Indonesia, including Madurese (7.5%), Chinese (7.25%), Arabic (2.04%), and the rest are ethnic groups. One of the major regional languages spoken in Surabaya is Javanese. Surabaya also has a distinctive dialect of Javanese known as Boso Suroboyoan. This dialect is spoken in the Surabaya area and its surroundings, and has influence in the eastern part of East Java Province. The fact that many people who live in Surabaya are from outside regions with different ethnic traditions, however, many Surabaya residents come from outside areas with various ethnic cultures, which can encourage differences in Javanese politeness used by the casts in "Lara Ati" movie. Therefore, people need a strategy to avoid misunderstanding in the politeness of the Javanese used by the casts in "Lara Ati" movie that is called Politeness Strategies.

The politeness strategies were first developed by Brown and Levinson (1987) with the idea focuses on how and why we are polite to others, and it is founded on Goffman's (1967) concept of face theory. Then, other experts have since examined it, including Holmes (1995), Song (2012), and Scollon and Scollon (2001). Politeness strategies according to Brown and Levinson (1987), define politeness as behaving a way that attempts to take into account the feeling of people addressed. The main concept of politeness is about maintaining face in the interaction among people. The term 'face' was introduced by Goffman's idea as cited in Renkema (1993). He describes the concept of face is an image which projected by a person in his social contract with others. Other than that, based on Grundy (2000) explains politeness phenomenon is a manifestation of the wider concept of etiquette or appropriate. Being polite in communication means that we have a good attitude and etiquette. Furthermore, the background of research data this study researcher uses the three principal theories of politeness by Scollon & Scollon (2001), because it proposes a more comprehensive society-based model to account for politeness across cultures or politeness for multicultural setting of society.

Politeness strategies, according to Scollon & Scollon (2001), based on the concept of face and its relation with three factors are, power (P), distance (D), and weight of imposition (W) in interaction, as Brown & Levinson did. However, Scollon & Scollon (2001) argue that the politeness system (face system) is just a part of the discourse system. In the society-based model, positive face is termed 'Involvement': paying attention to others, showing a strong interest in their affairs, claiming common in-group membership of points of view, and using first names. Negative face is termed 'Independence': not putting words into other's mouths, giving the widest range of options, and using family names. When the participants see themselves as being equal but treat each other at a distance, they may use more Independence politeness strategies. When the participants see themselves as being equal in social position and without distance, they use more Involvement politeness strategies. Scollon and Scollon (2001) stated there are three main of politeness system can be observed in many different context. Those are a power difference (+P or –P), the distance between participants (+D or –D), and also there is weight of imposition between participants (+W, -W). Those systems are called as the deference politeness system, the solidarity politeness system, and the hierarchical system. The following is a clearer explanation regarding three *system in politeness strategies* based on Scollon and Scollon (2001).

a. Deference Politeness System (-P, +D)

    Deference politeness system refers to the participants who are equal in the terms of position but they do not have a relationship. Someone could find this politeness system is egalitarian but participants maintain a deferential distance from each other. For example, in the relationship between professional colleagues who do not know each other well. Dr. Redhy is professor from Surabaya meets Dr. Suba from Bali. In this case, they are likely to call each other as "Professor Redhy" and "Professor Suba". In addition, they would treat each other as equals and use a relatively high concentration of independence politeness strategies out of respects each other and for their academic positions.

b. Solidarity

    Solidarity politeness system happens wherever the system is egalitarian and participants feel or express closeness to each other. For example, when two close friends have a speech event with each other they show a solidarity politeness system.

c. Hierarchical Politeness System (+P, +/-D)

    In this system, the participants recognize and respect the social differences that place one participant is in an upper/superordinate position and the other is in the lower/subordinate position (Scollon & Scollon, 2001). For Example, Mr. Redhy as a boss and Bill is an employee. In this case, Mr. Redhy is in the superordinate or the upper position. Mr. Redhy will speak "down" to Bill and use an involvement politeness strategy in speaking. While Bill is in the subordinate or lower position. Bill will speak "up" to Mr.Redhy and use independence politeness strategy in speaking. Both of them recognize that there is a power difference between them (+P).

Based on the politeness system above, when the participants see themselves as being equal but treat each other at a distance, they may use more Independence politeness strategies. When the participants see themselves as being equal in social position and without distance, they use more Involvement politeness strategies. The following

is an explanation of *politeness strategies* as a theoretical reference that will be discussed in the research analysis section of this study.

a.   Involvement Strategies

The person's right is connected to the involvement of the face. It is necessary for people to be regarded as normal, to contribute, and to support their neighbors. Engaging in a communication can show that you care. Scollon and Scollon (1995: 40) argue that linguistic forms can be used in a variety of ways to show involvement.

1. S wants to demonstrate that he or she understands and is paying attention to H's condition in this instance.
2. Exaggerate (H's approval, interest, and sympathy). By exaggerating H's expression, S wants to convey empathy in this situation.
3. S wishes to demonstrate to H that they are members of the same group by claiming in group membership.
4. Make the case that you share a common point of view, opinion, attitude, knowledge, and empathy. Here, S wants to give the listener gifts in the form of goods or compliments in order to satisfy the listener's positive face, which is the desire to be liked and appreciated. S informs H that the same condition existed the previous week.
5. Be positive. S is hopeful that H shares S's desires in this instance. This tactic is typically employed by close friends and family.
6. Declare that S is considering H's desires and is aware of them.
7. Rely on or insist on reciprocity. By demonstrating that S and H have reciprocal rights or responsibilities, the politeness involvement strategy works in this case.
8. Use nicknames as well as given names.
9. Be voluble (spoke frequently). S shares some of his or her desires to increase the interest in S's contribution to the conversation by telling compelling stories in this example.
10. Use H's dialect or language. S is able to implicitly claim the group's definition-carried common ground with H.

b.   Independence Strategies

Independence is a feature that emphasizes the individuality of the participants. The participants' right to not be ruled by group or social values and to not be imposed upon by others is emphasized in this strategy. A person's independence demonstrates that they have some degree of freedom of movement and choice. The ten features listed below were chosen from among the most frequently used ones in English.

1. Limit your presumptions regarding H's requirements.
2. Give H the option of not performing the action.
3. Reduce danger. S employs this tactic in an effort to minimize the favor requested when making the request.
4. S tries to avoid interrupting H in a negative way by apologizing.
5. Be negative. By explicitly expressing doubt that S can obtain the expected acts from H, this tactic redresses H's negative face.
6. Separate S, H from the conversation.
7. Give a general guideline. This tactic is used to manipulate S into doing something that H does not want, but the situation forces S to do.
8. Use titles and family names.
9. Be quiet (do not speak much).
10. Use your own dialect or language.

Research on politeness strategies can be found in several studies. The previous study by Pratychia (2017), the research focus to investigated the use of politeness strategies expressed by two characters in the film "Gung Ho" Movie (1986), namely Kazihiro and Hunt. This research uses the strategic politeness theory from Scollon and Scollon (2001), namely (Involvement and Independence strategy). The results of this research obtained were that there are 34 strategies (25 involvement and 9 independence strategies) have been found in the data analysis. In terms of involvement strategies, both characters made "notice to the listener's (interests, wants, needs, and goods)" strategy the most. It is possible because both of them try to build a good relationship by paying attention or paying attention to each other's condition since they are from different cultures (American and Japanese). Besides that, there are similarities between previous research and this study, that they both use the politeness strategies theory from Scollon and Scollon (2001), namely (Involvement and Independence strategies) and with the same research approach. As for the results of this research, the highest type used was involvement strategies with the results of 25 speech data from the two movie characters which were different from this study result because because the researcher analyze the conversations of several movie characters from 16 characters in it and adjust whether according to the theory used it. The results of this research do not search for high types of politeness strategies, but the results obtained are the percentage of each system in the balanced type of politeness strategies added with the inappropriate system as a new finding from the researchers of this study.

As for information regarding previous studies that have researched in the same field, the researcher intends to analyze the appropriate politeness strategies of involvement and independence strategies with the politeness systems

that is used in multicultural setting of society between people with different ethnic. Multicultural setting of society does not only occur in real social interaction but it can occur in a movie. In addition, this research proposes Scollon and Scollon (2001) theory of politeness strategies and the systems. In everyday life, the existence of a politeness strategy in communicating is also based on the existence of a multicultural setting of society. In this research, researchers will explore data in a movie that raises interest in exploring the concept of realization of multicultural settings of society in conversations the 16 characters of the movies. The unique of this research that it brings newness by not duplicating, and no previous studies have taken the object of "Lara Ati" movies with using theory by Scollon and Scollon (2001).

2. RESEARCH METHOD

The researcher employed descriptive qualitative approach with the type of research is documentat analysis. The source of the data in this study came from documentation and transcript the conversation of "Lara Ati" movie by Bayu Skak. In this study, the object from conversation between 16 characters in the "Lara Ati" movie. In the analyzing the data, the researcher using the Politeness Strategies theory by Scollon & Scollon (2001), with the aim of this study that to find the politeness strategies of the conversation from characters in the "Lara Ati" 2022 movie by Bayu Skak divide into two strategies are Involvement and Independence strategies. This research considering with documentation methods of data collecting technique. Data collecting technique were adapted from receive data following the formulation problem of study so that the data obtained were relevant. The researcher did the following steps of data collecting techniques such as downloading movie, watched movie several time, take a note, and analyzing also investigating the data into the theory used on this study. The data analysis techniques based on Miles & Huberman (1994) that consists of data reduction, data display, and drawing conclusion/verification. The analytical procedures (research procedures) that used in this study.

3. RESULTS AND DISCUSSIONS

A. Result

In this section, the researcher explained the result and discussion of this study. The researcher analyzes the utterances of the conversation characters with multicultural setting of society in "Lara Ati" movie. The focus of this study is to find the answer of the realization of the involvement politeness strategies and independence strategies used in utterances of characters in the "Lara Ati" movie. As for the three systems based on his theory, Scollon and Scollon (2001) divide them into two different groups. The first group is the Involvement strategy group which has 2 appropriate systems i.e. Solidarity system and Hierarchy down system. Meanwhile, for independence strategy group there are 2 appropriate systems i.e. Deference system and Hierarchy up system. The researcher presents the results of the total percentage the data analysis of both the politeness strategies in the respective quantity table in below as follows.

Table 1.1 Types of Politeness Strategies

No.	Involvement Strategies (%)		Independence Strategies (%)	
1.	Solidarity System	(20%)	Deference System	(20%)
2.	Hierarchy Down System	(20%)	Hierarchy Up System	(20%)
3.	Inappropriate System	(10%)	Inappropriate System	(10%)
Sub Total	(50%)		(50%)	
Total	**100%**			

Based on the result data of the table 1.1, the researcher has found 70 utterances from 16 characteristics divide into 2 are 35 utterances in Involvement strategy, and 35 utterances in Independence strategy which contains of 2 data solidarity systems, 2 data hierarchy down systems and 1 data inappropriate systems in the involvement politeness strategies. Then, also has 2 data deference systems, 2 data hierarchy up systems, and 1 data inappropriate systems in the independence politeness strategies. From the data conducted by the researcher, obtained a percentage of total in involvement strategies in the amount of 50% from total result, 20% solidarity systems, 20% hierarchy down systems and 10% data inappropriate systems. Meanwhile, the percentage of total in independence strategies are the same in involvement strategies with the amount of 50% from total result, 20% deference systems, 20% hierarchy up systems and 10% data inappropriate systems. In consequently, that from obtaining 70 data utterances were collected, the total percentage of data analysis in the "Lara Ati" movie is 100%.

1. Involvement Strategies

According to Scollon and Scollon (2001) theory that, the involvement politeness strategy refers to a person's rights. Some people employed this communication approach with others because they wish to contribute and help members of society. The researcher found 5 data on 35 utterances from 8 characters utterances with the result of

50% of all result data percentage found and were divide into several systems as well as the result data in the table above. There are 2 data solidarity systems with percentage of 20% from 11 utterances on 5 characters. Next, there are 2 data hierarchy down systems with percentage of 20% from 13 utterances on 2 characters, and the last is 1 data inappropriate system with percentage of 10% from 11 utterances on 1 characters. Below are the samples for analyzing data politeness systems in the group of involvement politeness strategies with addition of more detailed information from the linguistics elements or factors used in analyzing involvement strategies based on this theory ("S" as speaker and "H" as hearer).

a. Solidarity Systems

A solidarity system is systems were happening when participants are closes friends and being equal were communicate, feel or express closeness to each other. In this case, there is no sense of either a power difference (-P) or distance (-D) between them and making them in high level of uses involvement politeness strategies. Below are the sample of conversation data analysis being conclude in the solidarity systems.

Data 1

P1	:	*"Lo? Ape nengdi?"* (01)
		(Wait, where are you going?)
P2	:	*"Ning Mall blonjo mesisan terno, Jok"* (02)
		(Going to the mall to shop. You're taking us there, Jok)
P1	:	*"Kan wes janjian nek misal dino libur, Aku gowo mobil, Bapak gowo sepeda motor, Pak, ya opo seh iki, Pak?"* (03)
		(This isn't part of our deal, on weekends, I use the car and Dad uses the motorbike. Right, Dad?)
P3	:	*"Aku ngancani ibukmu, yen ibukmu ilang ya opo?"* (04)
		(I am accompanying your mother. What if she goes missing?)
P1	:	*"Aduh, Joko onok perlu iki lo"* (05)
		(Ouch, I have plans)

The context data of the conversation above was taken at starting from setting place in Joko's house in Peneleh Village, Surabaya City. This data was taken at minute 1:20. In this data, there are 3 participants, namely Joko (P1) as a main character in this movie, Bu Subandi or Mrs. Subandi (P2), and Pak Subandi or Mr. Subandi (P3). Joko (P1) is the son of Bu Bandi (P2) and Pak Bandi (P3) and has a younger sister named Ajeng who is shown in this scene, but is not included in the data analysis. Joko himself is currently working as an employee at a bank in his area. In this situation here after leaving the room P1 preparing himself, he left the room with a folder containing the files, then got into the car. P1 was going to his girlfriend Farah's (P4) house, but suddenly, P1 was surprised because P2, P3, and Ajeng his sister followed him into the car, asking to be taken to the mall.

Based on the data above, several utterances fall into the solidarity system category. It can be seen from the start that the participants' relationship with each other was very close because they were one family so the distance between the participants was very close or (-D). The solidarity system in this data includes all utterances uttered by the three participants, there are utterances 01, 02, 03, 04, and 05. Starting from uttarances (01) as a marker there is the expression *"Lo? Ape nengdi?"* which shows that *S is paying attention or attention to the H*. In this case, P1 is giving attention to P2 and P3 as well as Ajeng. Because this film uses Javanese by native Javanese speakers, language politeness and speech actions are also taken into account. For Javanese people, paying attention without being asked is one way that can be assessed directly as a system of politeness in language. In this case, P1 was surprised and paid attention to ask questions with these words so that H or the person he was talking to, namely P2, answered or explained the purpose of why he suddenly got into the car. It would be different if P1 only showed his surprised attitude without asking questions and throughout the journey he remained silent, showing that the close relationship between the families was less visible from the politeness of the language of the participants.

Then, there are utterances data that strengthens the solidarity system in it, namely in utterances (02) and (03), namely the *use of given names and nicknames*. In utterances (02) and (05), P2 can be seen using the name *"Jok"* from the abbreviation "Joko" to P1, as well as in utterance (03), when P1 calls P3 as *"Pak"* or *"Bapak"* in English *"Dad"*. These two utterances show that mentioning their nickname will make them more comfortable and friendly, not awkward in close relationships in families who recognize each other. Furthermore, in utterance (03) *"Kan wes janjian, nek misal dino libur..."* there is also an analysis of P1 being voluble/speak a lot and claiming in his opinion to respond to this situation because P1 wants to be open with his wishes which are already known and happening. Agreement with P3 regarding the use of cars on holidays. From this it can be seen that there are no barriers between the participants because each other tries to be open and understand each other. From this it can be seen that there are no barriers between the participants because each other tries to be open and understand each other. This can also be seen in the statement (05) *"Oh, Joko onok perlu iki lo…"*, claimed in the opinion The reason is to respond to this situation because P1 had the same situation before and also had plans to want or P1 was open to his desires.

The last in this data, there is an analysis of the utterance (04) *"Aku ngancani ibukmu, yen ibukmu ilang ya opo?"*, which participant P3 *exaggerates sympathy for H* (P2). In this case in the word *"ngancani"* shows that there is sympathy given because of feelings of very closeness and fear of losing between P2 and P3 so they want to

accompany them. From the results of data analysis in Data 1, the realization of a solidarity system that occurs between participants in communicating places more importance on the use of factors in involvement politeness strategies by using nicknames, claiming common opinion and paying attention or notice.

2. Independence Strategies

According to Scollon and Scollon (2001) theory that, the independence politeness strategy refers to a person's that emphasized the individuality being participants and they have some degree of freedom in movement and choice. The researcher found 5 data on 35 utterances from 8 characters utterances with the result of 50% of all result data percentage found and were divide into several systems as well as the result data in the table above. There are 2 data deference systems with percentage of 20% from 12 utterances on 4 characters. Next, there are 2 data hierarchy up systems with percentage of 20% from 14 utterances on 5 characters, and the last is 1 data inappropriate system with percentage of 10% from 9 utterances on 1 characters. Below are the samples for analyzing data politeness systems in the group of independence politeness strategies with addition of more detailed information from the linguistics elements or factors used in analyzing independence strategies based on this theory ("S" as speaker and "H" as hearer).

a. Deference Systems

A deference system is systems were happening when participants are do not have a relationship when communicate and participant are equal position, but maintain the distance each other. Participants are treated similarly to one another or nearly so, but at a distance. In this case, there is no sense of either a power difference (-P), but there is distance (+D) between them and making them in high level of uses independence politeness strategies with using be more polite language. Below are the sample of conversation data analysis were conclude in the deference systems.

Data 6

P9	:	*"Aku gak iso diskon maneh?"* (36)
		(I cannot give any more discounts)
P1	:	*"Mendhet kathah kulo, paringi diskon, Bah"* (37)
		(I'm buying a lot, give me more discounts, Bah!)
P10	:	*"Yo gaiso, aku tuku dhisik, bah!"* (38)
		((But I was here first, bah!)
P1	:	*"Buk sekedap buk kulo riyen buk…"* (39)
		(Ma'am, wait a moment. I first…)

The context of the data conversation above was taken in the setting is the Kurmas shop owned by Abah (P9) which is in a village which is characterized by its people having an Arabic culture or called the Arabic Village in Peneleh Surabaya. This data was taken at minute 12:13. In this data, there are 3 participant include P1 as main characters, then P9 is Abah or fathers P4 and P10 a female buyer for women. In this situation when P1 asks for a discount on P9 it is not given and neither is P10.

Based on the data above, several utterances fall into the deference system category. It can be seen from the start that the participants' relationship with each other people don't recognize each other because we often only know a seller and a buyer, they only communicate when they come and leave again. So the distance between the participants was so far or (+D). The differentiation system in this data includes all utterances uttered by the three participants, there are utterances 36, 37, 38 and 39.

Beginning from utterances (36) as a marker the expression ***"Aku, gaiso diskon maneh"*** which shows that *make minimal assumptions about H's wants.* In this case, P9 tries not to respond excessively to P1 and P10's wishes, because P1 thinks that his 'upper' position as a date seller can set rules according to his wishes, including giving shopping discounts to unknown buyers.

As for in the utterances (37) ***"mendhet kathat kulo, paringi diskon, Bah"*** shows *state general rule*, because P1 gave a response from P9 to provide a discount, which in general, if there is a buying and selling transaction, there will definitely be a discount if the additional number of goods purchased by the buyer exceeds the selling price of the goods, so a small price discount needs to be applied in accordance with the general rules of buying and selling. Here, P1 has a "lower" position than P9 as an "upper" using more subtle words or in this film it is dominated by Javanese, so P1 uses Javanese Krama, or in his study the use of Javanese Krama is used by someone of age younger to talk to older people. Also, the Javanese Krama language can be classified as included in the application of Independence Politeness Strategies for conversational contexts where there appears to be distance between participants in Deference systems. Likewise in utterances (39) ***"Buk Sekedap buk kulo riyen buk"*** where P1, spoke polite words using Javanese Krama to another buyer P10 who was older than P1. Furthermore, in the last utterances (38) "Yo gaiso, I tuku dhisik, Bah", here shows *be pessimistic or be negative face,* because P10 doesn't care that P1 is the same buyer but buys dates with a lot of stock, while P10 only buys a few but also asks for a discount, because he feels that maybe P9 will give a discount only to P1 even though P10 came and bought the dates earlier. The results of data analysis in Data 6, the realization of a differentiation system that occurs between participants in

communicating places is more important on the use of factors in independence politeness strategies by making minimal assumptions, state general rules and being pessimistic.

Based on the results of the research above, the next researcher to discuss the advantages of this film research which develops the background of the acting characters or participants "Lara Ati" movie in the context of Indonesian culture in the city of Surabaya, namely the existence of a *"multicultural setting of society"*. As for the research on the analysis of the film "Lara Ati" that researchers have found in the ***involvement politeness strategies are Arab and Maduranese ethnicities.*** For example, in data 2, which is characterized by the setting where the conversation between participants took place in P4's house, where the atmosphere was thick with Arabic culture, whereas in data 3 and data 4, it shows that P7 is the boss of P1 who comes from Madura, which can be seen when speaking, even though his dialect is It's not visible, but the tone of voice sounds very distinctive, namely Madurese. The rest of the characters or original participants who have lived since birth in Surabaya still use the Arek Suroboyoan language when communicating. So we can see that in this first study problem, the results of the analysis of participant conversations in the "Lara Ati" movie were answered, some of the data of which is more in line with politeness theory, namely being included in the category of involvement politeness strategies and can be realized with the existence of the existing multicultural setting of society in the city of Surabaya of these movie. As for this research study, researchers in analyzing the involvement politeness strategies of "Lara Ati" movie in data 1, 2, 3, 4, and 5 produced various ways including use given names and nicknames, claim common point of view, opinions, attitude knowledge and empathy, then attention paying or noticing, and the last is being positive or optimistic. Therefore, the realization of involvement politeness strategies by developing data analysis from various ways is more dominant using "use given names and nicknames and also paying attention or notice", because in involvement politeness strategies prioritize participant rights to establish connections closer to achieving each other's desires and showing mutual concern for each other.

In the next discussion, the results of researchers' findings on independence politeness strategies which are connected to the context of the multicultural setting of society that is built in the "Lara Ati" movie. As for the research on the analysis of the film "Lara Ati" that researchers have found in the ***independence politeness strategies are Arabic and European ethnicities.*** For example, in data 6, which is characterized by the setting where the conversation between participants took place in P9's house and date shop, where the atmosphere was thick with Arabic culture seen from the "Abah" shop which sells typical dates with fruit sold in Arabic country with decorations around Abah's shop containing Arabic writing and pictures. This shop has also been sold by the Abah/P9 family as the father of Farah/P4. As for this research study, researchers in analyzing independence politeness strategies of "Lara Ati" movie on data 6, 7, 8, 9, 10 produced various ways including Make minimal assumptions about H's wants, state a general rule, be pessimistic or be negative face, and use own language or own dialects. Therefore, the realization of independence politeness strategies by developing data analysis from variety ways is more dominant using "using own language or own dialects", because in independence politeness strategies prioritize participant rights to freedom of choice according to their individual or property his own.

4. CONCLUSION

This final section explains the conclusions of this study and suggestions to the future researcher who is directly interested in studying and researching politeness strategies and multicultural settings of society. The result of the analysis shows the involvement politeness strategies in the conversation of "Lara Ati" movie analysis using Scollon and Scollon (2001) theory, the researcher found 5 data on 35 utterances from 8 characters utterances with the result of 50% of all result data consist of 2 data solidarity systems with percentage of 20% from 11 utterances on 5 characters, 2 data hierarchy down systems with percentage of 20% from 13 utterances on 2 characters, and the last is 1 data inappropriate system with percentage of 10% from 11 utterances on 1 characters. It related to the developing data analysis from variety ways which is more dominant using "use given names and nicknames and also paying attention or notice", because in involvement politeness strategies prioritize participant rights to establish closer connections in achieving each other's desires and show each other's existence the sense of caring for others found in the participants in the film "Lara Ati". As for the research on the analysis of the film "Lara Ati" that researchers have found the multicultural setting of society in the involvement of politeness strategies are Arab and Maduranese ethnicities.

Beside that, the results of the analysis show the independence politeness strategies in the conversation of "Lara Ati" movie, the researcher found 5 data on 35 utterances from 8 characters utterances with the result of 50% amount of 50% from total result, 20% deference systems, 20% hierarchy up systems and 10% data inappropriate systems as well as the result data. In consequently, that from obtaining 70 data utterances were collected, the total percentage of data analysis with involvement strategies in previously objectives in the "Lara Ati" movie is 100%. The realization of the independence politeness strategy by developing data analysis from various ways is more dominant using "using own language or own dialects", because in independence politeness strategies prioritize the participant's right to freedom of choice according to his or her individual or own nature. As for the research on the analysis of the film "Lara Ati" that researchers have found in the multicultural setting of society in the polite independence strategies are Arabic and European ethnicities.

Based on the research results, there are still many possibilities for further research on the topic of politeness strategy in the future. Because this thesis only focus analyzes the type of politeness strategy that is used by the characters di "Lara Ati" movie according to the relevant theories. Therefore, the researcher suggests to those who are interested in this topic to use and application of politeness strategies with the development of other theories supports the analysis of the function or meaning of the object to be researched and the politeness strategies analyzed, there are still many possibilities for further research on politeness strategy in the future. Therefore, the researcher also suggests to those who are interested in this topic to analyze more deeply in multicultural setting of societies in certain areas and in other object research movie with the use of politeness strategies in everyday communication is more complex.

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