



## ***Bald-on Record Politeness Strategy Reflected in Naruto Shippuden “The Tale of Naruto Uzumaki” Episode***

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**Abstrak:** This study examines the use of Bald-on Record politeness strategy in the Naruto Shippuden anime. The data used in this study are dialogue scripts taken from Naruto Shippuden content in the episode “The Tale of Naruto Uzumaki,” which explicitly focuses on the use of Bald-on Record politeness strategies in character interactions. The data that has been obtained is the analysed using Brown & Levinson’s (1987) politeness strategy theory. Brown & Levinson’s categorize the types of Bald-on Record politeness strategies into eight. However, this study only found four: clarity, warning, objective, and position. The results show that there are ten data on this language feature. The most data in the Bald-on Record politeness strategy type are clarity and objective, which have 3 data each (30%). The context-based analysis found that the use of these language features in the anime content has conveyed their message directly, provided full understanding to the audience, and elicited good ratings on the platform.

**Kata kunci:** *Bald-on Record politeness strategy, clarity, warning, objective, position*



## INTRODUCTION

Language is a very important means of communication, which enables the sending and receiving of ideas, knowledge and feelings. Language is system of ideas used for human interaction and creating social life (Auer, 2020). The diverse function of language emphasized its importance in facilitating communication, identity formation, and the establishment of social norms (Oviogun & Veerde, 2020). Along with the times, language adapts to fit the evolving needs of its speakers (Yule, 2022). Together, these viewpoints emphasize the complex role of language as an essential instrument for human interaction and social unity. In the world of social interaction, language choice includes a variety of speech acts strategy that are intentionally made to enhance linguistic relationship between people and foster mutual understanding. Based on this understanding, the selection of appropriate speech based on the situation and the relationship between speakers or pragmatic competence becomes very important (Tanduk, 2023). The variability of language speech acts strategies in different situations, such as between professional communication and casual conversation, demonstrates the need for flexibility in communication (Sobirova, 2022). This view explains the role of complex language speech acts strategies in social interaction, labelling pragmatic understanding essential for effective communication.

Politeness strategy is an important requirement for polite communication as the basic of social interaction. Politeness speech acts strategies in pragmatics are a person's tactics to show attention to the emotions, desires, and social positions of others when interacting (Furkatovna et al., 2021; Saputra et al., 2021; Sudarmawan et al., 2022). This strategy aims to show verbiage or pleasantries and emotions in a straightforward manner for the sake of communication. The importance of politeness in dialogue stems from its role in promoting smooth interaction, minimizing conflict, and increasing mutual admiration. These aspects are very important for forming and maintaining relationship. There are two main types of politeness strategies; positive politeness, which focuses on increasing the sense of acceptance by showing comfort and pleasantries, and negative politeness, which is concerned with respecting the recipient's desire to be free and straightforward (Ambarwati & Kuncorohadi, 2023). These methods reveal the importance of flexibility and understanding of context in pragmatic competence.

One approach to expressing politeness in conversation is to use bald-on record strategy, which communicate messages in a straightforward manner. The strategy is characterized as a direct speech method, which allows speakers to suggest or imply their motives directly. This approach does not allow the recipient to interpret the message freely, giving rise to overt feelings of pressure. Bald-on record communication allows for exchanges that are confrontational and offensive to the recipient (Simangunsong et al., 2024). This form of communication is characterized by expressions, insults, and facts that overtly affect the recipient (Al-Jadooi, 2023). In social interactions, using bald-on record techniques is beneficial for upholding honesty (Haryanto et al., 2024). The technique plays as important role in avoiding social misunderstandings by helping individuals see the facts that are happening.

Analysing politeness strategies across different forms of media discourse can provide a valuable perspective on how politeness is constructed and negotiated across different platforms. This is particularly observable in television shows, movies, and especially in platforms that provide anime viewing, which have become well-known as important sites for public discourse. Platforms such as YouTube, Crunchyroll, B-station, Anoboy, serve as arenas for entertainment especially movies and anime, where individuals within a movies and anime often participate in discussions that feature various politeness (Haristiani et al., 2023). Studies have identified that there are many politeness strategies present in movies and anime, ranging from positive politeness

to foster community, negative politeness to respect other's independence (Kartika & Jumanto, 2024; Widiyarsi & Muttaqin, 2023; Mahmood, 2023). The conversational dynamics between movie or anime characters here reflect societal norms and broader cultural expectations, offering a sense of what politeness and norms should look like.

Naruto Shippuden is one the anime that discusses a lot about Bald-on Record politeness strategies. The communication that occurs in this Naruto anime is with speakers conveying something that is direct and mostly caused by the situation. Therefore, researcher took this Naruto anime because in this anime there a lot of speech act and Bald-on Record politeness strategies which is the focus of this study. Researcher took this anime because there are several advantages, including using communicative language, the speech act in Naruto Shippuden is very relate to real condition, and each character in Naruto has its own story. Additionally, Naruto Shippuden has been the most favourite anime in Japan since its appearance in 2008 (Indahningrum et al., 2023). This anime series can also be enjoyed by all ages ranging from children, teenagers, and adults.

Some of the previous study has been done on politeness strategies. Rovita & Gulo (2022) examined the types of politeness strategies used in refusal and the ways in which guests refuse invitations, offers, and suggestions on the Ellen talk show. Darwis (2024) discussed politeness strategies in code switching which is an important communication element in influencing interaction in EFL classroom. Dianitami (2024) studied the politeness strategies used by Valdimir Putin in his speech about the Russian-Ukraine war. Supriatna et al (2023) analysed how politeness strategies in directive speech acts found in daily conversations among students. The researchers explained that there are various kinds of politeness strategies that exist and their specific discussions. Based on some previous study, there is rarely a study that discusses politeness strategies such as Bald-on Record.

In this study, the researcher intend to examined the politeness strategy of bald-on record in one of the Naruto Shippuden anime episodes namely "The Tale of Naruto Uzumaki". This object selection is because this video has interaction between the actors. Because the two characters in the analysed video have different perspectives, this video also upholds interaction, prioritizing straightforward interaction that leads conflict. This study discusses how politeness strategies, especially the bald-on record strategy used in the Naruto Shippuden "The Tale of Naruto Uzumaki" episodes.

## RESEARCH METHODOLOGY

This study uses descriptive qualitative data analysis to explain the phenomenon of Bald-on Record Politeness Strategies observed in the data. Descriptive qualitative research focuses on understanding social phenomena in their natural context, providing detailed insights without relying on numerical data (Amaliah, 2024). This method is particularly effective for exploring complex communication strategies, such as politeness, where context and subtlety play an important role. The data used in this study are conversation between characters taken from Naruto Shippuden videos in the "The Tale of Naruto Uzumaki" episode, which explicitly focuses on Bald-on Record politeness strategies of language use in interaction. The content analysis method was used in this research to systematically analyse the conversation between characters. Content analysis, an important method in qualitative research, involves systematically coding and categorizing textual data to identify patterns, themes, and meanings (Purwanto & Anwar, 2023). This method allows researchers to interpret the underlying message and intent of communication, making it suitable for studying Bald-on Record politeness strategies, which rely on live speech

(Dwijayanti et al., 2021). By using descriptive qualitative analysis and content analysis, this study can provide a detailed understanding of how politeness in videos, providing valuable insights into the intricacies of communication between characters.

The analysis techniques began with researchers downloading the Naruto Shippuden video “The Tale of Naruto Uzumaki” episode via Crunchyroll. Then, researchers made a transcript of every word conveyed by the characters from the video. The form of the script was converted into dialog between characters to facilitate researchers in analysing the data. The data that has been obtained is been analysed using Brown & Levinson’s (1987) Politeness Strategy theory.



**Picture 1.** Naruto Shippuden “The Tale of Naruto Uzumaki” episode

## Result and Discussion

### 1. Result

#### Clarity

This strategy is used by the speaker to explain directly what is discussed in the conversation which is packaged explicitly, so that the speaker can clearly express the intention of his speech acts. Therefore, the interlocutor realizes the meaning of what was said by the speaker.

#### Data 1

Pain : *“You keep talking about peace and justice. But what about my village, my friends, my family? They all died because of Hidden Leaf Village.”*

The data above explains that Naruto’s enemy, Pain, tells that Naruto talks too much about peace and justice. In addition, by using the Bald-on Record strategy that focuses on clarity, Pain explained that it was the Hidden Leaf Village’s actions that had made him suffer.

In this first data, it can be explained that Pain is trying to say his dialogue to Naruto, the relationship between Pain and Naruto is Naruto as a hero, while Pain is a villain who wants to destroy the Konoha village. It can be seen in the statement *“You keep talking about peace and justice.”* Which means “Naruto talks about peace and justice too much.” In this dialogue there is the sentence *“But what about my village, my friends, my family? They all died because of Hidden Leaf Village.”* which is spoken as a form of questioning from Pain, why his village, friends, and family died because of Hidden Leaf Village. The word *“but what about”* has the function as a

form of denial of Naruto's principles of peace and justice. This dialogue shows Pain's polite speech in a Bald-on Record, because Pain does not try to soften his statement which directly displays hatred and anger.

## Data 2

Naruto : *"I hate you so much, I can't forgive your actions that have destroyed Hidden Leaf Village, but I don't know why I can't kill you."*

The data above describes the conversation between Naruto and Pain. The relationship between the two of them is an enemy. Naruto hates Pain for destroying The Hidden Leaf Village. Pain destroyed Hidden Leaf Village because of the grudge he had.

This strategy includes Bald-on record politeness because Naruto's statement in this dialogue is very clear. In the sentence *I hate you so much, I can't forgive your actions that have destroyed Hidden Leaf Village.* Naruto made his statement explicitly that he hated Pain because of Pain's actions that had destroyed Hidden Leaf Village. He directly expressed his hatred for Pain. Then, in the sentence *"but I don't know why I can't kill you."* In addition, Naruto's speech acts contain Bald-on record politeness, where Naruto honestly shows the inner conflict he is experiencing.

## Data 3

Pain : *"As long as this chain of hatred exists, there will never be peace."*

Naruto : *"I will break the chain, if peace does exist, I will find it, I will not give up on making it happen!"*

The third data above tells that Pain never thought that peace really existed as Naruto said. Pain who has dark past tells Naruto that there will never be peace in this world. In this third data, Pain shows his statement through his words *"As long as this chain of hatred exists, there will never be peace."* The clarity of Pain's statement is very relatable because the shinobi world continues to be plagued of wars due to hatred. Therefore, there has never been peace in the shinobi world. Pain demonstrates his understanding of the tragic realities of the shinobi world. In the statement that follows *"I will break the chain, if peace does exist, I will find it, I will not give up on making it happen!"* The meaning of these words is that Naruto clearly conveys his determination to break the chain of hatred and bring peace to the shinobi world. Moreover, the speech between these two characters shows Bald-on Record politeness, which is a direct speech act, because both of them show each other straightforwardly without hiding a certain meaning.

## Warning

In this strategy, the speaker gives a direct reminder without softening the intensity. This type of Bald-on Record politeness strategy is usually used in very high-risk situations, where efficiency is very important.

#### Data 4

Pain : *"If you want to continue your revenge for Jiraya's death, then this chain of hatred will never be broken."*

The data above explains about Naruto who wants to avenge the death of Jiraya. The relationship between Naruto and Jiraya is teacher and student. Jiraya is a teacher who is very important in Naruto's life. While, Pain is the one villain who killed Jiraya.

Bald-on Record politeness speech act strategy used in the dialogue is a warning. In the sentence of *"If you want to continue your revenge for Jiraya's death, then this chain of hatred will never be broken."* Pain intends to warn Naruto directly that if Naruto avenges him, it will only be in vain. The conjugation *"then"* explains that if Naruto really avenges the death of Jiraya, then the chain of hatred will increase and never be broken. The statement shows Pain's Bald-on Record character politeness which is conveyed without refining the sentence.

#### Data 5

Naruto : *"I'm gonna kill you!"*

This fifth data comes from Naruto's angry statement, Naruto was pressed and warned Pain that he would kill him. In this data, the relationship that exists between these two characters is enemies who face each other. Naruto says *"I'm gonna kill you!"* which means Naruto is loudly and emphatically really going to kill pain. In this sentence there is the word *"gonna"* that means the action has not yet been done, but will be done. Therefore, this statement is included in the Bald-on Record politeness strategy of the warning type.

#### Objective

This Bald-on Record strategy is used by the speaker to state the intention to the interlocutor. The speaker conveys the purpose explicitly which is explained directly without any pleasantries.

#### Data 6

Naruto : *"Why did you attack The Hidden Leaf Village?"*

Pain : *"The nine-tailed jinchuriki, Uzumaki Naruto. I came here to catch you."*

This sixth data comes from Naruto and Pain's dialogue in the destroyed Hidden Leaf Village. Thus, when Naruto arrived in Hidden Leaf Village, he asked about the purpose of the action that Pain had taken, with the sentence *"Why did you attack The Hidden Leaf Village?"* In this politeness speech, the Bald-on Record strategy is carried out explicitly which is packaged in the form of a question. Naruto uses Bald-on record politeness, namely by directly asking what happened without using convoluted language. Furthermore, in the sentence *"The nine-tailed jinchuuriki, Uzumaki Naruto. I came here to catch you."* Showing that Pain's intent and purpose of destroying Hidden Leaf Village was to lure Naruto to come and capture him. Pain's objective is to capture Naruto because in Naruto's body resides a nine-tailed monster that has the power to realize peace in the shinobi world. Additionally, the speech act conveyed by the Pain character

from the dialogue above shows Bald-on Record politeness which explains the objectivity of Pain's motive for attacking Hidden Leaf Village.

#### **Data 7**

Naruto : *"I have come here to defeat you, Pain!"*

This seventh data tells the arrival of Naruto who suddenly appeared in the middle of the Hidden Leaf Village which had been destroyed by Pain. Instantly Naruto was shocked, angry, and annoyed by directly saying *"I have come here to defeat you, Pain!"* In this speech, explicit politeness is done which states the purpose directly to the interlocutor. In this sentence there is the word *"defeat"* which reveals that Naruto's arrival is to defeat Pain. The politeness uttered by Naruto is included in Bald-on Record politeness, because Naruto expresses his purpose directly in front of Pain without reducing or refining his sentence.

#### **Data 8**

Naruto : *"I want to become Hokage and bring peace to the shinobi world."*

The data above tells that Naruto is on the verge of defeat against Pain. Naruto remembered his flashback with Jiraya. Jiraya was a teacher and mentor who guided Naruto to become a great shinobi, but he died because he was killed by Pain.

From the eighth data above, the Bald-on Record politeness speech strategy used is shown in the sentence *"I want to become Hokage and bring peace to the shinobi world."* In this sentence, Naruto believes that he has a goal to become a Hokage and will bring peace. There is the particle *"want"* in the sentence which expressed the Naruto passion. Naruto conveyed his goal to the Jiraya. The politeness speech act strategy used by Naruto includes the politeness speech act of Bald-on Record, because Naruto expresses his purpose or passion (objectivity) to Jiraya directly.

#### **Position**

Position is one of the sub-strategies used in Bald-on record politeness. Politeness strategy by telling the position. In this Bald-on Record politeness strategy, the speaker tells his position to the interlocutor directly.

#### **Data 9**

Pain : *"Both you and I are the same, we are both disciples of the Jiraya."*

The data above tells that Naruto and Pain are both students of Jiraya. Before Naruto, Jiraya used to have a student named Nagato who is now turning into Pain. Pain informed Naruto of his equal position.

In this ninth data, it can be explained that pain is telling his position to Naruto. It can be seen from the statement *"Both you and I are the same, we are both disciples of the Jiraya."* Which means Naruto and Pain still have the same position as a student of the same teacher. In the politeness speech conveyed by Pain there is the sentence *"Both you and I are the same,"* indicates

that Pain is not trying to soften his words and says his position is the same as Naruto directly. This data is included in the Bald-on Record politeness strategy because the speaker conveys politeness through his position directly without softening his sentence.

#### Data 10

Pain : *“You and I both experience that suffer. You strive for your justice, and I strive for mine.”*

In this tenth data, Pain conveyed his speech to Naruto. He said that Naruto and he have common that they both feel suffering. In the sentence *“You and I both experience that suffer.”* Pain explained to Naruto that he and Naruto actually had the same suffering. In the next sentence, Pain said *“You strive for your justice, and I strive for mine.”* Which means that both Pain and Naruto, they are both fighting for justice. In addition, the speech conveyed by Pain is polite. This is because Pain here uses a Bald-on Record politeness strategy, because Pain conveys his position clearly and straightforwardly.

**Tabel 1.** Bald-on Record Strategy Frequency Used in Naruto Shippuden

| <b>Bald-on Record Strategy</b> | <b>Total</b> | <b>Procentage</b> |
|--------------------------------|--------------|-------------------|
| Clarity                        | 3            | 30%               |
| Warning                        | 2            | 20%               |
| Objective                      | 3            | 30%               |
| Position                       | 2            | 20%               |
| <b>Total</b>                   | <b>10</b>    | <b>100%</b>       |

Based on the data obtained from the video, researchers found the Bald-on Record strategy in the Naruto Shippuden “The Tale of Naruto Uzumaki” episode. There are 3 utterances clarity in the Bald-on Record strategy which has a percentage of 30%. Furthermore, 2 or 20% are warning speech acts. Then, 3 or 30% are included in the objective in the Bald-on record politeness strategy. Finally, there are 2 or 20% which are categorized as positions.

## 2. Discussion

Based of the results of data analysis, there are 4 Bald-on Record politeness strategies found in this Naruto Shippuden anime “The Tale of Naruto Uzumaki” episode, namely clarity, warning, objective, and position. In the Naruto Shippuden anime, there are several things behind the emergence of the Bald-on Record politeness strategy in the Naruto character in this anime. Some of the backgrounds include the environmental conditions of Naruto’s character, the influence of other characters, and the culture presented. Moreover, Naruto Shippuden is a family

show whose communication must be clear and easily understood by audiences from all walks of life. In this discussion section, the researcher relates the data obtained to the background of the Bald-on Record politeness strategy in the *Naruto Shippuden* anime. Furthermore, the researcher added a number of studies related to this study.

First, the environmental conditions of *Naruto's* character. *Naruto* first aired on TV Tokyo, Japan in 2002 and is still a ninja-themed children's show. *Naruto* is a fictional character who is the main character in the *Naruto Shippuden* anime series. *Naruto's* character development follows the development of the generation born around the 1990s to 2000s, so his language follows a lot of Gen Z language, which contains a little politeness. In the anime, *Naruto* character is told as an orphaned ninja from the Hidden Leaf village. Therefore, since childhood no one has taught *Naruto's* politeness, so *Naruto's* character speech tends to be impolite. The previous research (Aryanti et al., 2021) also confirmed that the role of parental care is very important for the formation of politeness patterns in children. Besides, *Naruto's* character lives in the age of ninjas who prioritize clarity over politeness.

Moreover, the influence of other characters is behind the emergence of the Bald-on Record politeness strategy in *Naruto's* character. For example, the character of Iruka teacher in the *Naruto Shippuden* anime acts as a person who always motivates *Naruto* to become a Hokage. Hokage here is the name for the leader of Hidden Leaf village. Through the influence of Iruka's teacher character, *Naruto* became someone who was straightforward, confident, and sure of his own words. The result is in accordance with study conducted by (Anisyah et al., 2023), which states that teacher character can shape politeness patterns in students. Another example is the Sasuke character who is *Naruto's* best friend who escaped from Hidden Leaf village. In the story, *Naruto* also has a promise to bring Sasuke back to Hidden Leaf village. As a result, the influence of these two characters causes the emergence of the Bald-on Record politeness strategy in *Naruto's* character.

Additionally, the culture in the *Naruto Shippuden* anime is very important in *Naruto's* character building. Culture is behind the emergence of the Bald-on Record politeness strategy. *Naruto Shippuden* is an anime with a theme about Japanese culture, namely ninjas. The ninja in Japanese culture is a silent assassin army and has existed since the Edo period. Ninjas have historically been required to carry out orders, spy and provide accurate information. Therefore, it is not possible for ninjas to use highly polite politeness strategies. This is supported by the findings of (Suryawin et al., 2022), who highlighted the military speech acts that prioritize the accuracy of information. In short, *Naruto's* character in the *Naruto Shippuden* anime which has a ninja theme often uses the Bald-on Record politeness strategy because it does not cause ambiguity in his speech.

In this study, *Naruto's* character in the *Naruto Shippuden* anime apparently use a lot of Bald-on Record politeness strategies in communication. The politeness strategy uttered by *Naruto's* character can be in the form of the environmental condition of *Naruto's* character, the influence of other characters, and the culture presented. From these three backgrounds, it can be concluded that *Naruto's* character in the *Naruto Shippuden* is described as an honest and straightforward personality. This is supported by psychological research according to (Cooper et al., 2023) which states that people who say things without thinking about risks, outspoken, and like to speak directly are mostly honest and straightforward people. Basically, *Naruto's* character is much liked by the audience. In fact, every speech act spoken by *Naruto* and other characters in this anime can be easily understood by everyone who watches it.

## CONCLUSION

The study of pragmatics, particularly in Bald-on Record politeness strategies, provides a deep insight into how politeness expressions are used in live conversation. This study explores findings from the data collected in the form of clarity, warning, objective, and position. These elements have a standard function in language use: politeness strategies. When analysing the linguistic features in various contexts, such as in Television shows, movies, and platforms that provide anime content, the use of direct speech becomes interesting to study further. In this study, which analyses how politeness strategies, especially the Bald-on Record strategy are used in the Naruto Shippuden “The Tale of Naruto Uzumaki” episode, it is found that the speech formed by the situation is delivered directly. This study highlights the need for a comprehensive understanding of various communication styles to encourage more efficient and straightforward conversational interactions.

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