



An Analysis of Politeness and Impoliteness Strategies Used by the Main Characters in Joker Movie

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Abstract

The purpose of this study was to analyze politeness and impoliteness strategies in the movie *Joker* (2019) directed by Todd Phillips. This research used a descriptive qualitative method, with the *Joker* movie as the object and an observation checklist adapted from Brown and Levinson (1987) and Culpeper (2011) as the instrument. The researcher also identified moral values based on Driyarkara (2006) in Sukmono (2013). The results showed four politeness strategies: Bald on Record (20), Off Record (20), Positive Politeness (20), and Negative Politeness (23), with Negative Politeness being dominant. Five impoliteness strategies were found: Bald on Record Impoliteness (18), Positive Impoliteness (6), Negative Impoliteness (6), Sarcasm/Mock Politeness (9), and Withhold Politeness (2), with Bald on Record Impoliteness being dominant. The movie also delivered moral values related to empathy, kindness, fairness, acceptance, and social responsibility, as reflected in Arthur's experiences and society's treatment of him. These values illustrated how human behavior, both good and bad, affects individuals and society. In conclusion, *Joker* teaches that empathy, respect, justice, and responsibility are essential for personal and social well-being.

Keywords - politeness, impoliteness, moral value

Abstrak

Tujuan penelitian ini adalah untuk menganalisis strategi kesantunan dan ketidaksantunan dalam film *Joker* (2019) yang disutradarai oleh Todd Phillips. Penelitian ini menggunakan metode deskriptif kualitatif dengan film *Joker* sebagai objek penelitian dan daftar periksa observasi yang diadaptasi dari Brown dan Levinson (1987) serta Culpeper (2011) sebagai instrumen penelitian. Peneliti juga mengidentifikasi nilai-nilai moral berdasarkan konsep Driyarkara (2006) dalam Sukmono (2013). Hasil penelitian menunjukkan empat strategi kesantunan, yaitu Bald on Record (20), Off Record (20), Positive Politeness (20), dan Negative Politeness (23), dengan Negative Politeness sebagai strategi yang paling dominan. Selain itu, ditemukan lima strategi ketidaksantunan, yaitu Bald on Record Impoliteness (18), Positive Impoliteness (6), Negative Impoliteness (6), Sarcasm/Mock Politeness (9), dan Withhold Politeness (2), dengan Bald on Record Impoliteness sebagai strategi yang paling dominan. Film ini juga menyampaikan nilai-nilai moral yang berkaitan dengan empati, kebaikan, keadilan, penerimaan, dan tanggung jawab sosial, yang tercermin melalui pengalaman Arthur serta perlakuan masyarakat terhadap dirinya. Nilai-nilai tersebut menggambarkan bagaimana perilaku manusia, baik yang positif maupun negatif, dapat memengaruhi individu dan masyarakat. Sebagai simpulan, film *Joker* mengajarkan bahwa empati, rasa hormat, keadilan, dan tanggung jawab merupakan hal yang penting bagi kesejahteraan pribadi dan sosial.

Kata kunci - kesantunan, ketidaksantunan, nilai moral

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INTRODUCTION

Language is an attribute of humans as sentient entities capable of communication and survival. Humans are able to grow and endure as a result (Chaer, 2012). What we call "communication" actually refers to the process by which two or more people learn more about each other through exchanging ideas and information (Rogers dan D. Lawrence Kincaid, 1981) in (Kaunang, R. R., 2024).

Language allows people to express themselves verbally. In order to make their arguments, they often use a variety of strategies. Some people pick their words carefully and speak politely to make sure conversation is clear (Brown & Levinson, 1978) in (Sapitri, et al., 2022).

Based on Culpeper (2008) in Husnayain et al. (2024), being impolite can be a communication tactic if one intends to make the other person look bad. This indicates that rudeness can be observed in both the speaker's behavior and interactions, depending on the speaker's intentions and the interlocutor's perception. Referring to Cutting (2008) in Asheva, A. J. (2022), pragmatic politeness considers linguistic choices, or expressions that enable one to act in a way that pleases the interlocutor.

Released in 2019 and directed by Todd Phillips, *Joker* is a psychological thriller that incorporates elements of criminal drama centered on the mentally ill comedian Arthur Fleck. Arthur Fleck is an aspiring stand up comedian who also works as a clown in Gotham City. It has been established that he suffers from a mental health ailment that causes his uncontrollable laughter. This study cites other prior investigations that have examined tactics of politeness and impoliteness. Politeness, as delineated by Brown and Levinson's thesis, and impoliteness, as articulated by Culpeper, have been extensively examined in various studies undertaken by researchers.

The first research was conducted by Simanjuntak, J, R & Ambalegin, (2022) *Impoliteness Strategies Used in the Movie "Easy A"* This research examines the impoliteness tactics in the film "Easy A" through the lens of Jonathan Culpeper's theory (2011). The methodology employed is descriptive qualitative, utilizing nonparticipatory observation and pragmatic analysis. The analysis identifies five categories of impoliteness methods employed in the film: Bald on record impoliteness, Positive impoliteness, Negative impoliteness, Sarcasm or Mock politeness, and Withheld politeness.

This second was performed by Husnayain N, Djatmika, and Nugroho M in their 2024 article titled "The Situation of Power and Distance in the Strategy of Impoliteness in the Film *Mencuri Raden Saleh*." This study examines the correlation between power and social distance in the impoliteness approach depicted in the film "Mencuri Raden Saleh," utilizing dialogue data from the principal characters that exemplify impoliteness. This research employs a descriptive qualitative methodology utilizing document analysis. This study revealed that differences in power and social distance influence the manner in which characters employ impoliteness during interactions, with distinct power dynamics and distances eliciting diverse forms of impoliteness. This research employs Brown and Levinson's (1987) theory of social context and Culpeper's (2008) theory of impoliteness to analyze the data.

The third research was conducted by Asheva, A, J & Santosa R, (2022) The study entitled "A Socio-Pragmatic Study of Politeness Strategies and Social Contexts in *Joker Movie*" examines the politeness tactics employed by characters in the film *Joker* (2019), emphasizing the social factors that affect the application of these methods. This study adopts a socio-pragmatic method based on Brown and Levinson's (1978) theoretical framework, evaluating data in relation to the film's stages (orientation, complication, evaluation, resolution) and social factors such as power, social distance, and level of coercion. The four examined politeness strategies are bald on record, positive politeness, negative politeness, and off record, with their application patterns differing throughout narrative phases, reaching a zenith at the complexity stage. The factors of power dynamics (+P), social distance (+D), and coercive intensity influence the selection of politeness strategies, with situations marked by power imbalances and considerable social distance generally necessitating more complex politeness methods. The film's politeness strategies progress from the orientation to the complexity phase, decrease during the evaluation, and then increase once more in the resolution stage.

The fourth research by Omer, (2022) The research titled “A Pragmatic Analysis of Impoliteness in Hamlet” investigates the occurrence of impoliteness in William Shakespeare's play Hamlet via a pragmatic lens, focusing on breaches of Leech's maxims and Culpeper's methods of impoliteness. The study seeks to identify instances of violations of Leech's maxims indicative of impoliteness, ascertain the impoliteness methods employed by the characters, particularly Hamlet, assess the role of impoliteness in character interactions, and investigate the listener's reactions to rude remarks. The application of an eclectic model that amalgamates Leech's maxims, Culpeper's strategies, and functions of impoliteness namely affective, coercive, and entertaining impoliteness reveals that Hamlet predominantly employs the bald on record strategy to directly confront his interlocutor's face. The principles of tact, approbation, and sympathy are most often transgressed, with emotive impoliteness prevailing, illustrating Hamlet's adverse sentiments towards the other characters. The majority of listeners employ defensive tactics or attempt to divert the conversation. This study demonstrates that impoliteness serves as a mechanism to express emotion, power, and social dynamics in the play, while highlighting the tension between Hamlet and other characters.

The fifth by Aeni, L. N. (2023). This study analyzes politeness principles in the film Keluarga Cemara, emphasizing the role of politeness in character dialogues based on Geoffrey Leech's (1983) theory, which identifies six maxims: tact, generosity, approbation, modesty, agreement, and sympathy. This study employs a descriptive qualitative methodology to examine conversations within the film. The findings reveal that the tact and approbation maxims are the most dominant, given the film's emphasis on familial harmony and moral values. This research enhances the understanding of social and cultural interactions by examining how politeness strategies are used to maintain positive communication in everyday life.

Particularly Jonathan Culpeper's theory of impoliteness (2011) and Brown and Levinson's theory of politeness (1987), these five studies share their base of analysis pragmatic theory. Every study applied a descriptive qualitative approach with a pragmatic research of dialog in movies or dramas. Every study also looks at the relationship between language techniques and social dynamics that is, power, social distance, and emotions stirred up during character encounters.

This study differs from the preceding five investigations mostly in the way two theories politeness and impoliteness are simultaneously integrated by designating Joker as the main character of research. Though his interactions show a range of more complicated linguistic methods, the movie Joker (2019) is sometimes connected with a character who just uses harsh or wicked words. Therefore, especially in front of great social and psychological strain, this study intends to examine how the Joker employs politeness and impoliteness methods in his contacts.

This study provides a more complete knowledge of the linguistic dynamics influencing characterization and social interaction in the film by using Culpeper's theory of impoliteness and Brown and Levinson's theory of politeness. This method not only improves the analysis of language use in movies but also offers more thorough understanding of how power, social distance, and emotion affect the choice of communication techniques in stressful events. Examining language in Joker will help one better grasp the social and psychological dynamics shown in modern media as a movie with major cultural influence and critical praise.

This study intends to conduct an in-depth analysis of the respective politeness and impoliteness methods employed by the main character in the Joker movie. In light of this, the precise objectives of this research are to investigate the strategies of politeness and impoliteness employed in the Joker Movie.

LITERATURE REVIEW

Cutting (2008) explains that pragmatic politeness allows speakers to select their language carefully so that they can protect their own face while also showing consideration for their interlocutors.

Individuals that exhibit courtesy instill a sense of comfort in others. Speaking to individuals appropriately in the context of their relationships with others is an important part of being linguistically courteous. As per Brown and Levinson (1987) in Martínez López (2021), The fundamental idea used in this study is politeness, positive face is the desire to have a positive self image, while negative face is the desire to be freed from action and imposition. Brown and Levinson (1987) in Febrianti & Yuneva (2023) classify politeness strategies into four types: bald on record, positive politeness, negative politeness, and off record.

Bald on Record

This is the simplest strategy in terms of execution. It delineates the simplest way to represent an act. There is no effort required on the part of the speakers to mitigate the consequences of the FTAs. A naked record indicates that the speaker and listener are closely connected. By employing this strategy, the speaker can speak with the audience directly and convey his views through the language he choose, all the while keeping the FTA from going down.

Off record

Brown and Levinson (1987) assert that speakers can deduce the uncertain verbal intent through an off record or indirect method. Brown and Levinson (1987) contend that the off record or indirect strategy is employed to allow speakers to infer the ambiguous communicative objective. In a Free Trade Agreement, a speaker utilizes the off record method, but through a nuanced approach.

Positive Politeness

Brown and Levinson (1987) contend that this method aims to satisfy the needs, desires, interests, and advantages of the listeners. Positive politeness pertains to affirmative facial expressions or the inclination for engagement. Thus, whether deliberately or unintentionally, this method arises in society to foster favorable impressions among individuals and enhance their relationships.

Bousfield and Locher (2008) in Sifianou (2010). Assert that rudeness is a mentality that intensifies face concerns under particular conditions. Thus, rude behavior might be construed as activities intended to affront an individual directly. Culpeper (2011) states impoliteness is a communication strategy that is deliberately used to threaten or challenge someone's social image with the aim of ignoring or undermining social norms. This behavior can take the form of verbal or non verbal actions that are offensive, demeaning, or antagonistic, such as insults, sarcasm, and deliberate violations of conversational expectations.

Culpeper also highlights that an understanding of politeness must consider the dynamics of social and cultural contexts, as what is considered impolite in one culture may not be so in another. In line with this, the concept of impoliteness occurs when somebody expresses her/his emotions by using rude and ill mannered language, which can lead to conflict Bustan and Alakrash (2020)

Bald on Record Impoliteness

Culpeper (2011) asserts that Bald on record impoliteness is the result of a face threatening act (FTA) performed directly, plainly, and emphatically in an environment where the value of face cannot be discounted or diminished. FTA in this context describes acts that can compromise someone's social identity or self-esteem. This strategy is frequently applied in cases when the offender wishes to send a clear values despite the possibility of unfavorable responses from the intended party. Culpeper also underlines how much the perspective of the recipient and the socio cultural setting in which the conversation occurs determines how incivility is interpreted.

Positive Impoliteness

Culpeper (2011) asserts Positive impoliteness is a strategy that is designed to undermine an individual's positive image by engaging in behavior such as ostracizing or ignoring individuals, demonstrating indifference or insensitivity, making inappropriate identity references, using ambiguous language, discussing sensitive topics confrontationally, expressing disagreement, using taboo language, making inappropriate jokes, and withdrawing from social interactions. Furthermore,

the utilization of an individual's name in specific circumstances may induce distress during conversations. These strategies are intended to directly address an individual's desire for acceptability and respect within a social group.

Negative Impoliteness

As per Culpeper's (2011) Negative impoliteness is a method used to undermine an individual's negative image, which is defined by a desire for freedom of action and freedom from interference. These methods include acts like denigrating, threatening, rejecting, mocking, insulting, and failing to take the individual seriously, as well as physically or metaphorically intruding into someone's personal space. Furthermore, this strategy requires openly identifying an individual with the unfavorable qualities. The fundamental goal of negative incivility is to cause discomfort, intimidation, or depression in the target by weakening their autonomy and self esteem.

Sarcasm or Mock Politeness

Culpeper (2005) asserts sarcasm or mock impoliteness is the use of obviously fake politeness techniques to carry out a face threatening act (FTA). These tactics ensure that the intended rudeness is still observable by remaining surface level in their implementation. This strategy works by producing a contradiction between form and intent, whereby ostensibly kind statements are used to disparage,

Withhold Politeness

As stated by Culpeper (2011), Withhold politeness occurs when a person purposefully fails to exhibit the expected courteous behavior in a specific setting. For example, failing to express gratitude after receiving a gift may be deemed purposeful incivility. This method entails skipping an expected act of civility, which might result in sentiments of neglect or disrespect on the part of the individual involved. Thielemann and Kosta (2013) underline that this technique develops when the speaker fails to perform an expected act of courtesy, such as remaining silent when thanking the listener.

METHOD

The writer employed a descriptive qualitative method to conduct this research, following the framework proposed by Creswell (2012). The qualitative research method was designed to explore and comprehend the meaning behind personal perspectives on societal and human issues. It focused on examining events and gaining insights into how individuals perceived and interpreted these events. This method allowed researchers to delve deeply into the intricacies of human interaction and communication, especially in relation to language use and social behavior.

Qualitative research aimed to provide a comprehensive understanding of the background, processes, and significance of specific phenomena, as per Kenneth S. Bordens and Bruce B. Abbott (2014). By emphasizing the context in which interactions occurred, qualitative research enabled the researcher to uncover the underlying motivations, intentions, and social dynamics that shaped communication. This approach was particularly relevant when investigating topics like politeness and impoliteness, as it allowed for a nuanced interpretation of the social and linguistic elements involved.

Furthermore, descriptive qualitative research focused on describing and interpreting patterns or behaviors within their natural context. Unlike quantitative methods, which relied on numerical data and statistical analysis, qualitative research provided a more detailed narrative that captured the complexity of real-life interactions. This method was well suited for studies that aimed to analyze spoken or written texts, as it facilitated an in-depth exploration of linguistic and pragmatic aspects.

The primary data for this study comes from the dialogue of the main character in the film *Joker*. The film debuted at the Venice Film Festival on August 31, 2019, and was released in the United States on October 4, 2019, with an earlier release in Indonesia. This study focuses on analyzing the language used by the protagonist, Arthur Fleck, to explore politeness and impoliteness strategies in his interactions.

This considers centers on the examination of the exchange of the most characters within the film as a source of information. Analysts collected information by observing motion pictures, tuning in to sound, and utilizing English interpretations. Joker may be a film released in 2019, facilitated by Todd Phillips and highlighting Joaquin Phoenix, who won the Founded Allow for Best Performing craftsman for his portion.

This analysis focuses on the conversations and interactions shown in different scenes of the Joker film, looking to explore the subtle ways politeness and rudeness are expressed through the characters' dialogue. By looking closely at the way the characters talk, their tone, and the words they choose, this study aims to uncover how these language features help portray relationships and social behavior in the story of the movie.

To collect the data, the writer employed the following steps, 1. Watch the Joker Movie, 2. Understand the Story and Look for Politeness and Impoliteness Strategies, 3. Write Dialogues that Show These Strategies, 4. Data on Speech Parts Showing Politeness and Impoliteness, 4. Analyze the data, 5. Create conclusion.

DISCUSSION

From the data obtained by the researcher, the politeness and impoliteness strategies used by the main characters. The analysis was divided into two sections politeness strategies and impoliteness strategies. Some samples of dialogues were included in this section, while the remaining data were presented in the appendix chapter.

Table 1.

Types and Frequency of Politeness Strategies Used		
No	Types of Politeness Strategies	Frequency
1	Bald on Record	20
2	Off record	20
3	Positive Politeness	20
4	Negative Politeness	23

Sumber: Data diolah 2025

From the table the types of the politeness strategies which mostly used in Joker the movie is Negative Politeness with 23 total data. The example for each types can be seen in the example below:

Types of Politeness Strategies Used by the Main Characters

Bald on record

At 00:42:01 when Arthur talk to Debra about his medication,

Arthur : **"How am I supposed to get my medication now? Who do I talk to?"**

Debra : "I'm sorry, Arthur."

After learning that the social services office will be shutting down, Arthur urgently asks, this is bald on record because he speaks in a direct, softened way, driven by panic and the urgent need for answers. The conversation revolves around Arthur's fear of losing access to his essential medication, showing how desperation overrides politeness in moments of crisis.

Off Record

The conversation between Debra and Arthur at 00:06:54:

Debra : how does it feel to have to come here? does it help to have someone to talk to?

Arthur : **I think I felt better when I was locked up in the hospital.**

Debra : and have you thought more about why you were locked up?

Arthur : who knows?

Arthur’s replies in this exchange use off record politeness strategies. When he says, “I think I felt better when I was locked up in the hospital,” he reflects on his feelings indirectly without blaming anyone or directly criticizing his situation. This subtle expression avoids confrontation and keeps the tone calm. Later, his short and vague response, “Who knows?” to the psychologist’s question is another off record move he avoids giving a direct answer, signaling discomfort or uncertainty without openly refusing to engage. Both responses soften the interaction by allowing room for interpretation and preventing face threatening acts.

Positive Politeness

The scene at 00:11:17 in a conversation between Arthur with Penny

Penny : Please. I worked for that family for years. The least he could do is write back.

Arthur : Here. Don't get all worked up. Eat.

Penny : You need to eat. You need to eat. Look how skinny you are.

In this conversation, Arthur uses positive politeness by trying to calm his mother through a caring action offering her food and telling her to eat. His words, “Here. Don’t get all worked up. Eat,” are more than just instructions; they show concern and an effort to ease her worries while maintaining their emotional connection. This reflects Arthur’s attempt to keep their relationship warm and comfortable.

Negative Politeness

The conversation at 00:08:21 between Arthur and Female Passanger

Female Passenger : would you please stop bothering my kid?

Arthur : **wasn't bothering him. I was...**

Female Passenger : just stop.

Female Passenger : what? you think that's funny?

Arthur : **I'm sorry. I have a...**

In this scene on public transportation, a woman firmly asks Arthur to stop bothering her child, expressing her concern directly. Arthur responds defensively but carefully, trying to explain himself without being confrontational, which reflects negative politeness as he aims to protect his own face while respecting hers. When the woman insists again with a blunt "just stop," and Arthur laughs uncontrollably due to his illness, the tension escalates slightly. She then questions if he thinks the situation is funny, to which Arthur quickly apologizes and attempts to explain himself, again showing negative politeness by trying to repair the social interaction and maintain respect despite the awkwardness. The close quarters and the public setting heighten the need for these politeness strategies as all parties try to navigate the discomfort.

Types of Impoliteness Strategies Used by the Main Characters

The data in this study were collected through careful observation and direct note taking while watching the film Joker. The writer watched the film multiple times with close attention in order to identify scenes and dialogues relevant to the research focus before beginning the analysis. The results of these observations are presented below

Table 2.
Types and Frequency of Impoliteness Strategies Used by the Main Characters in the Movie Joker

No	Types of Politeness Strategies	Frequency
1	Bald on Record Impoliteness	18
2	Positive Impoliteness	6
3	Negative Impoliteness	6
4	Sarcasm / Mock Politeness	9
5	Withhold Politeness	2

Sumber: data diolah pada 2025

From the table above, it can be concluded that Bald on Record Impoliteness mostly used by the main character and there are 18 utterances as impoliteness, the examples for each types will be represent below.

Bald on Record Impoliteness

The conversation at 00:40:43 is a conversation between Arthur with Debra.

Debra : Arthur, I have some bad news for you.

Arthur : **you don't listen, do you? I don't think you ever really hear me. you just ask the same questions every week. "how's your job? are you having any negative thoughts?" all I have are negative thoughts, but you don't listen anyway. I said, for my whole life, I didn't know if I even really existed. but I do. and people are starting to notice.**

Debra : they've cut our funding. we're closing down our offices next week. the city has cut funding across the board. social services is part of that. this is the last time we'll be meeting.

Arthur : **okay.**

Debra : they don't give a shit about people like you, arthur. and they really don't give a shit about people like me, either.

Arthur : **fuck.**

In this counseling session, Debra begins by telling Arthur she has “some bad news,” but before she can explain, Arthur interrupts with, “You don’t listen, do you? I don’t think you ever really hear me... All I have are negative thoughts, but you don’t listen anyway.” This is a clear instance of bald on record impoliteness, as Arthur openly accuses Debra of neglecting him without any attempt to soften his words. His direct, confrontational tone attacks her positive face by questioning her competence and sincerity as a listener, while also expressing deep frustration and alienation. The lack of mitigation and the personal nature of the criticism make the remark explicitly impolite and potentially face threatening in the professional setting.

Positive Impoliteness

The scene about Positive impoliteness occurred when Arthur talk to himself at 01:21:00.

Arthur : **you know what's funny? you know what really makes me laugh? i used to think that my life was a tragedy... but now I realize it's a fucking comedy.**

Arthur’s words, “You know what’s funny? You know what really makes me laugh? I used to think that my life was a tragedy... but now I realize it’s a fucking comedy,” serve as a sharp, sarcastic jab at both his own struggles and his mother. Rather than showing vulnerability, he uses biting humor to criticize how his life has been shaped, implicitly blaming her for much of his pain. This kind of positive impoliteness aggressively undermines his mother’s sense of worth and authority, challenging her role in his life in a blunt and confrontational way. The harshness of his statement, combined with the subsequent violent action, highlights the depth of his resentment and the collapse of their relationship.

Negative Impoliteness

The conversation between Arthur with Penny at 01:20:43 shows Arthur conducted negative politeness.

Penny : happy.

Arthur : **happy. hmm. I haven't been happy one minute of my entire fucking life.**

Arthur’s response “Happy. Hmm. I haven’t been happy one minute of my entire fucking life.” is a strong example of negative impoliteness. His blunt and harsh declaration not only expresses deep anger and resentment about his own life but also implicitly accuses his mother for his unhappiness. By doing so, he threatens his mother’s negative face the desire to be free from blame or guilt by projecting

his lifelong suffering onto her. The use of profanity further intensifies the aggression and the emotional weight behind his words, making the statement openly hostile and confrontational.

Sarcasm/mock Politeness

At 01:27:48 where Arthur talk with Rendall and Gary.

Arthur : **that makes a lot of sense.**

Rendall : you know what I mean?

Arthur : **thank you, Rendall. thank you so much.**

Gary : arthur! no! what? no! why would you do that, arthur?

Arthur says, "Thank you, Randall. Thank you so much," immediately before killing Randall. His words are dripping with sarcasm, which is a form of sarcastic positive impoliteness. By expressing fake gratitude, Arthur masks his true hostile intentions and uses irony to belittle Randall. This insincere politeness serves as a bitter and cutting way to assert dominance, showing contempt while superficially appearing polite. The sarcasm here intensifies the emotional impact of the violence by making the interaction cruelly ironic.

Withhold Politeness

When talking with Thomas at 01:06:43, Arthur said:

Thomas: she's crazy.

Arthur : **she's...**

Thomas bluntly calls someone "crazy," presumably referring to Arthur's mother. Arthur's response is cut off ("she's...") and he does not fully engage or defend, demonstrating withhold politeness. Instead of replying directly or countering the insult, Arthur holds back his response, which breaks the social expectation to address such a direct insult. This silence or hesitation can signal his inner conflict, shock, or restraint, but it also creates an uneasy tension in the interaction. His incomplete statement shows Arthur's struggle to articulate his emotions, leaving the insult hanging without resolution. This moment highlights his vulnerability and the difficulty he has in protecting his mother's dignity.

CONCLUSION

In this research, the writer concludes that there are 86 data of politeness and impoliteness strategies used by the main characters in the Joker movie. The politeness strategies found in this research can be grouped into four types according to Brown and Levinson's (1987) theory, Bald on Record (20 data), Off Record (20 data), Positive Politeness (20 data), and Negative Politeness (23 data). Of these categories, the most dominant politeness strategy used in the movie is Negative Politeness with 23 occurrences. This indicates that the characters often tried to minimize imposition, maintain social distance, and respect the hearer's negative face, especially in tense or sensitive contexts. Each scene and dialogue illustrates how the characters choose their words and tone to navigate difficult interactions, reflecting themes of caution, indirectness, and maintaining boundaries.

For impoliteness strategies, the writer identified five types according to Culpeper's (2011) theory: Bald on Record Impoliteness (18 data), Positive Impoliteness (6 data), Negative Impoliteness (6 data), Sarcasm/Mock Politeness (9 data), and Withhold Politeness (2 data). Of these categories, the most common type is Bald on Record Impoliteness with 17 occurrences. This strategy shows direct, unmitigated confrontations where the speaker makes no attempt to soften their words, often reflecting raw emotion, frustration, or a desire to dominate the conversation. These instances contribute to building the film's tense and confrontational atmosphere.

From both politeness and impoliteness categories, the findings reveal a dynamic interplay between strategies that maintain harmony and those that disrupt it. Arthur, as the central character, begins the movie using more politeness strategies particularly Negative and Positive Politeness when trying to connect with others or avoid conflict. However, as the story progresses and his alienation

deepens, there is a noticeable shift toward impoliteness strategies, especially Bald on Record Impoliteness and Sarcasm/Mock Politeness. This transformation reflects his psychological decline and increasing rejection of societal norms.

Overall, each scene and dialogue in the Joker movie conveys layers of meaning through these linguistic strategies, revealing power dynamics, emotional states, and the complexity of human interaction. The dominance of Negative Politeness in politeness strategies and Bald on Record Impoliteness in impoliteness strategies illustrates how the film balances moments of restraint with moments of raw, unfiltered expression. These findings demonstrate that politeness and impoliteness are not merely about manners, but are narrative tools that contribute to character development, thematic depth, and the psychological tension that defines the film.

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