

## AN ANALYSIS OF POLITENESS MAXIMS USED BY THE MAIN CHARACTER IN *COCO* MOVIE

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**Abstract** : This study focuses on maxims related to the politeness principle by Leech. As a result, the researchers conduct research based on a research question as follows: What kinds of maxims are used in the *Coco Movie*? The researchers employ Leech's Theory to address the question. The descriptive qualitative approach is used in this study. The discussions in the *Coco* movie script are the source of this study's data. After examining the data, it is discovered that the movie *Coco* contains five maxims. The following are the statistics: 10 tact maxims, 4 generosity maxims, 2 modesty maxims, 4 approbation maxims, and 5 agreement maxims. Furthermore, the tact maxim is the most frequently used maxim in *Coco's movie* since the main character in this movie is concerned more with giving benefit to people around him, by using the tact maxim the speaker shows respect to the hearer.

**Keywords** : *Politeness, Maxims, Movie, Coco*

### INTRODUCTION

Language is “a set of arbitrary vocal symbols that are used to communicate amongst people.” (Wardhaugh, 1997). Language is the main tool is an irreplaceable aspect of communication. Language is used to communicate feelings, ideas and negotiating with others. According to Kamagi (2018), language serves as a medium of communication for humans to convey their ideas, feelings, wants, and actions. Based on Hammpp (2019), a language is also a tool for expressing yourself, communicating, and exercising social control. It means language is very important. Language cannot be separated from humans because they use it as the way of their communication.

In this research, the researchers are interested to study politeness because

aspects of politeness are closely related to daily activities as human beings. Politeness is very important not only through attitude but through how we talk and communicate with others, as humans we need politeness in how we communicate. Maniku (2018) explains that people need to build a good communication in their life so that they can interact with other people in social context. The researchers really want to focus on politeness maxim. Maxim is a part of politeness principle by Leech. Leech states that maxim (politeness principle) is minimizing costs to self and maximizing benefits to others.

People use communication as a means to convey their thought through their words. Whether spoken, written, or produced physically in sign language, when people interact, their utterances in

conversation have the potential to be interpreted differently by each other depending heavily on the context. By using language, people can maintain ties and communicate information within a speech community.

In communicating, a speaker must pay close attention to the context of the conversation while delivering thoughts and information to listeners. The speaker may utilize politeness to avoid offending the listener. Politeness features not only happen in real-life society but also in many media such as movies. A movie is a form of entertainment material that is shown to the audience in order to amuse them. Movies are made by utilizing cameras to capture photos from across the world or by using animation or special effects to create visuals. A movie, according to Hornby (1995), is a tale. A recorder is a collection of moving images intended for broadcast on television or at the cinema. According to him, a movie is a tale that is captured as a moving image and shown on television. From politeness, it can be analyzed and investigated in how the characters show up in the movie.

One of the movies that shows politeness is *Coco* that comes from Pixar Animation Studios. *Coco* is the movie which shows a CG animated adventure about a little boy who aspires to be a musician like his idol, Ernesto de la Cruz. Miguel, wanting to prove his brilliance, ends up in the beautiful and colorful Land of the Dead as a result of a mysterious sequence of circumstances. He meets charming trickster Hector along the way, and the two go on an epic trip to discover the truth about Miguel's family history. According to Leech (1983), politeness is about a connection between two people: self and the other. Politeness is a form of good action done by one person to another

person; Politeness is generally related to the relationship between two participants, which can be referred to as 'oneself' and 'others'. Moreover, Leech has some kinds of politeness principles named maxim. Maxims recommend politely expressing beliefs and avoiding impolite speech. Leech (1983) lists "six maxims, they are: tact maxim, generosity maxim, approbation maxim, modesty maxim, agreement maxim, and sympathy maxim."

A cartoon movie is a unique type of art in which a colorful moving diagram exaggeratedly depicts as entertaining sight. It can be seen in cartoon or animated movies how people's imaginations are shown through drawing forms. People can learn everything about social, human and animal behaviour by watching cartoon movies. All of them are full of special effects and moving pictures. In a discussion between two people, one is a speaker and the other is the listener, utterance can be found. In this study, the researchers concentrate on the discussion of cartoon movies. *Coco* is one of the cartoons worth examining. The movie is then pragmatically studied, with an emphasis on Leech's usage of politeness standards to cover all of his maxims.

## RESEARCH METHOD

This research employs qualitative research methods with a focus on the description. The data are collected in the form of words, this study is categorized as a qualitative research design because this study explains and analyzes the maxims in the *Coco* Movie. According to Bogdan (2006), "qualitative research is descriptive." The information gathered takes the form of words or images rather than numbers. The written conclusions of the research include data extracts to support and illustrate the presentation. The

information includes memoranda, field notes, photographs, videotapes, personal papers, transcripts of interviews, and other official records. So, qualitative research is a method that uses techniques such as taking notes to collect the data and transform them into a description which will be used in this research to describe the types of maxims used that can be shown in the conversation in the *Coco* movie.

The source of data in this study is a movie entitled *Coco*. The data to be analyzed in this paper is the *Coco* movie's script. The manuscript is to be analyzed through the theories of Leech. To collect the data, the researchers follow the following steps:

1. Downloading the script of *Coco* movie from internet sites namely ismdb.com
2. Watching the *Coco* movie to have a better understanding of the plot (context)
3. Using the taking notes technique to collect the data.
4. To analyze the data collected, the researcher used the methods of data analysis proposed Ary (2010) as cited in Najoan et al. (2016). There are three important steps of the method which are:
5. Familiarizing and Organizing. The researchers try to re-read and evaluate all data in the initial phase of the data analysis stage to better knowledge. The researchers prepare the data in a written list after learning and validating the pertinent facts under investigation. This step tries to make large-scale data analysis easier.
6. Coding and Reducing. The researchers categorize or code the data in this stage using the script's criteria. Its purpose is to split particular

information that the researcher needs. The researchers then narrow the criteria down to politeness principles maxim.

7. Interpreting and Representing. In this stage, the researchers use descriptive analysis to all of the data obtained during the study in order to respond to the research questions. The outcomes of the investigation, the researcher's previous knowledge, and relevant hypotheses are all included in the descriptive data analysis

## FINDINGS AND DISCUSSIONS

The researchers deliver the study findings and discussions in this chapter in order to respond to the research questions. Based on Leech's theory of politeness maxims, the researchers portray the maxim in the utterances of the main character in the *Coco* Movie. The researchers conduct the discussions based on the three stages of data analysis by Ary, et. al. (2018). Based on the data collected by the researcher, it is found that there are 23 conversations containing maxim. The data found is presented in Table 1 below.

**Table 1.** The Utterances containing maxim in *Coco* movie

Data No.	Conversations
1	<p>Abuelita : "Aw, you're a twig, Mijo. Have some more."</p> <p>Miguel : "No, gracias"</p> <p>Abuelita : "I asked if you would like more tamales."</p> <p><b>Miguel</b> : <b>"S-sí? Y-yes?"</b>            "That's what I THOUGHT you said."</p> <p>(00:03:44 - 00:03:54)</p>
2	Abuelita : "You leave my

	grandson alone!"
Plaza Mariachi	: Doña, please -- I was just getting a shine!"
Abuelita	: I know your tricks, mariachi!"
<b>Miguel</b>	: <b>He was just showing me his guitar..."</b>
Tito Berto	: "Shame on you!"
	(00:07:56 – 00:08:05)
3	Tito Berto : "How many times have we told you -- that plaza is crawling with mariachis!" <b>Miguel</b> : <b>"Yes, Tío Berto."</b> (00:08:42 – 00:08:46)
4	Papa : "Ah, Miguel... You have your family here to guide you... You are a Rivera. And a Rivera is..." <b>Miguel</b> : <b>"... a shoemaker. Through and through."</b> (00:15:34 – 00:15:44)
5	Tia Rosita : "Our Migueli-ti-ti-ti-to!" <b>Miguel</b> : <b>Remind me how I know you?"</b> Tia Rosita : "We're your family, mijo!" (00:23:36 – 00:23:40)
6	Hector : "No one's ever put up my picture... But you can change that!" Miguel : "This is you?" Hector : "Muy guapo, eh? (Very handsome, huh?)" <b>Miguel</b> : <b>"So you get me to my great-great grandpa, then I put up your photo when I get home?"</b> <b>"Héctor: Such a</b>

	<b>smart boy! Yes! Great idea, yes!"</b>  (00:35:50 – 00:36:06)
7	Frida : "And they go to drink from the milk of their mother who is a cactus, but who is also me. And her milk is not milk but tears. (to Miguel) Is it too obvious?" <b>Miguel</b> : <b>"I think it's just the right amount of obvious? (beat) It could use some music... Oh! What if you did, like, doonk-doonkdoonk-doonk..."</b> Frida : "Inspired! (leaning in) You... you have the spirit of an artist!" (00:39:05 – 00:39:43)
8	Miguel : "Wait... what happened?" Hector : "He's been forgotten. (beat) When there's no one left in the living world who remembers you, you disappear from this world. We call it the 'Final Death'." Miguel : "Where did he go?" Hector : "No one knows." <b>Miguel</b> : <b>"But I've met him... I could remember him, when I go back..."</b> (00:46:17 – 00:46:37)
9	Miguel : "C'mon, it's his most popular song!" Hector : "Ehck, it's too popular." <b>Miguel</b> : <b>"Um... what about Poco Loco?"</b> Hector : "Epa! Now that's a song!"

		(00:48:45 – 00:49:00)
10	<b>Miguel</b> : <b>“Not bad for a dead guy!”</b> Hector : “You're not so bad yourself, gordito!”	(00:52:09 – 00:52:12)
11	de la Cruz : “I... have a great-great grandson?” <b>Miguel</b> : <b>“I need your blessing. So I can go back home and be a musician, just like you.”</b>	(01:01:09 – 01:01:17)
12	Hector : “If I'm being forgotten, it's because you never told anyone that I wrote them—” <b>Miguel</b> : <b>“That's crazy, de la Cruz wrote all his own songs.”</b>	(01:04:54 – 01:05:00)
13	Miguel : “Heaven and earth? Like in the movie?” Hector : “What?” Miguel : “That’s Don Hidalgo’s toast... in the de la Cruz movie, El Camino A Casa.” Hector : “I’m talking about my real life, Miguel” <b>Miguel</b> : <b>“No, it’s in there. Look.”</b>	(01:05:41 – 01:05:53)
14	<b>Miguel</b> : <b>“You were right. I should have gone back to my family—”</b> Hector : “Hey -- hey, hey...” <b>Miguel</b> : <b>“They told me not to be like de la Cruz, but I didn't listen—”</b> Hector : “Hey, it's okay...”	

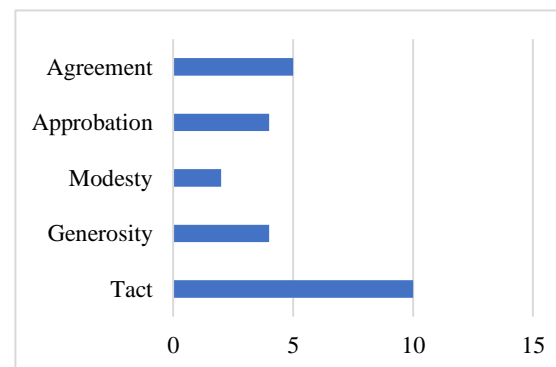
		(01:09:55 – 01:10:11)
15	Hector : “I didn't write Remember Me for the world... I wrote it for Coco. I'm a pretty sorry excuse for a great-great grandpa.” <b>Miguel</b> : <b>“Are you kidding? A minute ago I thought I was related to a murderer. You're a total upgrade! My whole life, there's been something that made me different... and I never knew where it came from. (beat) But now I know. It comes from you. (beat) I'm proud we're family!”</b>	(01:13:56 – 01:14:23)
16	<b>Miguel</b> : <b>“Dante, you knew he was my Papá Héctor the whole time! You ARE a real spirit guide! (doggy-praise) Who's a good spirit guide? You are!”</b>	(01:15:29 – 01:15:40)
17	Mama Imelda : “I want nothing to do with you. Not in life, not in death! (beat) I spent decades protecting my family from your mistakes. He spends five minutes with you and I have to fish him out of a sinkhole!” <b>Miguel</b> : <b>“I wasn't in there ‘cause of Héctor. He was in there ‘cause of me. (beat) He was just trying to get me home... I didn't wanna listen, but he was right... nothing is more important than</b>	

		<b>family.”</b> (01:16:55 – 01:17:16)
18	<b>Miguel</b>	: <b>“So he can see Coco again. Héctor should be on our ofrenda. He's part of our family—”</b>  Mama Imelda : “He left this family!”  <b>Miguel</b> : <b>“He tried to go home to you and Coco... but de la Cruz murdered him!”</b> (01:17:29 – 01:17:39)
19	Mama Imelda	: “Miguel, if we help you get his photo... you will return home? No more music?”  <b>Miguel</b> : <b>“Family comes first.”</b> (01:18:27 – 01:18:35)
20	Frida	: Good luck, muchacho.” <b>Miguel</b> : <b>Gracias Frida!”</b> (01:18:45 – 01:19:47)
21	Hector	: “You said love of your life...”  Mama Imelda : I don't know WHAT I said!”  Miguel : <b>“That's what I heard...”</b> (01:20:19 – 01:20:48)
22	Miguel	: “No...”  Hector : “Go home...”  <b>Miguel</b> : <b>“I promise I won't let Coco forget you! Aaahh!—”</b> (01:28:09 – 01:28:23)
23	Mama Coco	: “My papa used to sing me that song.”  Miguel : <b>“He loved you, Mamá Coco. Your Papa loved you so much.”</b>

	(01:32:05 – 01:32:16)
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Based on the data in Table 1, there are 25 utterances containing maxim. There are two conversations (No. 14 & 18) with 2 utterances containing maxim. The maxims in the utterances are in various types (using the maxim types proposed by Leech). Statistically, there are 10 tact maxims, 4 generosity maxims, 2 modesty maxims, 4 approbation maxims, and 5 agreement maxims. The types of maxims used in the movie *Coco* (as seen in Table 1) can be illustrated in the following figure.

**Figure 1.** Types of Maxims Used by The Main Character of Movie *Coco*.



Based on Figure 1, it can be seen that the most type of maxim used by Miguel is Tact maxim and the least used maxim is Modesty maxim. The use of tact maxim is frequently used by Miguel to show respect to the hearer. Detailed information about the type of maxim in each utterance is described in the table below.

**Table 2.** Types of Maxim in Each Utterance Used by The Main Character in the Movie *Coco*

No.	Utterances	Type of Maxim
1	“S-sí? Y-yes?”	Agreement Maxim
2	“He was just showing me his	Tact Maxim

	guitar..."	
3	"Yes, Tío Berto."	Agreement Maxim
4	"...A shoemaker. Through and through."	Agreement Maxim
5	"Remind me how I know you?"	Tact Maxim
6	"So you get me to my great-great grandpa, then I put up your photo when I get home?"	Generosity Maxim
7	"I think it's just the right amount of obvious? (beat) It could use some music... Oh! What if you did, like, doonk-doonkdoonk-doonk..."	Generosity Maxim
8	"But I've met him... I could remember him, when I go back..."	Generosity Maxim
9	"Um... what about Poco Loco?"	Agreement Maxim
10	"Not bad for a dead guy!"	Approbation Maxim
11	"I need your blessing. So I can go back home and be a musician, just like you."	Approbation Maxim
12	"That's crazy, de la Cruz wrote all his own songs."	Tact Maxim
13	"No, it's in there. Look."	Tact Maxim
14	"You were right. I should have gone back to my family—"	Modesty Maxim
15	"They told me not to be like de la Cruz, but I didn't listen—"	Modesty Maxim
16	"Are you kidding? A minute ago, I	Approbation Maxim

	thought I was related to a murderer. You're a total upgrade! My whole life, there's been something that made me different... and I never knew where it came from. (beat) But now I know. It comes from you. (beat) I'm proud we're family!"	
17	"Dante, you knew he was my Papá Héctor the whole time! You ARE a real spirit guide! (doggy-praise) Who's a good spirit guide? You are!"	Approbation Maxim
18	"I wasn't in there 'cause of Héctor. He was in there 'cause of me. (beat) He was just trying to get me home... I didn't wanna listen, but he was right... nothing is more important than family."	Tact Maxim
19	"So he can see Coco again. Héctor should be on our ofrenda. He's part of our family—"	Tact Maxim
20	"He tried to go home to you and Coco... but de la Cruz murdered him!"	Tact Maxim
21	"Family comes first."	Agreement Maxim
22	"Gracias Frida!"	Tact maxim
23	"That's what I heard..."	Tact Maxim
24	"I promise I won't let Coco forget you!"	Tact Maxim

	Aaahh! —"	
25	"He loved you, Mamá Coco. Your papá loved you so much."	Generosity Maxim

The data in Table 2, shows that a conversation might have more than one maxim. It can be seen from utterances No. 14 & 15 which are in conversation No. 14. Utterances No. 19 & 20 are in conversation No. 18. To understand the maxim used in an utterance or in a conversation it is important to understand the context of the conversation or the utterance. It is important to note that context builds the meaning of a conversation or an utterance. Context also will help the hearer to understand the conversation or the utterance better.

### Tact Maxim

According to Leech (1983), tact maxim is "the maxim that governs the harms and benefits of others." This maxim's aim is to minimize harm to others while maximizing advantages to them. Accordingly, what is meant by benefits to others in this maxim is good behavior that should be welcomed by others without siding with one of the communicators while acting or saying something. Sintyani and Mardiningsih (2019) concluded tact maxim as "a maxim that prioritizes advantages over losses for others."

Tact maxim can be seen from utterance No. 2 ("**He was just showing me his guitar...**" - 00:07:03). When the utterance happens, Miguel is in the plaza doing his job shoe shine, and while he is shoeshine Mariachi shoes and talking about his dream to become a musician Mariachi offers his guitar to Miguel and then his grandmother caught them. In Miguel's family, they cannot play music or listen to music, anything about music. That is why his grandmother is really mad

at Mariachi. Miguel minimizes his cost and maximizes Mariachi's benefit by saying that Mariachi was only showing his guitar, so his grandmother should not be mad at Mariachi.

Another example is utterance No. 5 ("**Remind me how I know you?**" - 00:23:37). Miguel says the utterance when Miguel enters the world of the dead, he is really scared because people cannot see him. While his running to see for some help, he bumps into something that was a skeleton, an alive skeleton. The Skeleton woman grabs and hugged Miguel tight so that is why Miguel asked her who is she. Miguel maximizes cost to himself and maximizes benefits to the skeleton woman by asking "*remind me how I know you?*" because she looks like knows Miguel well.

### Generosity Maxim

Leech (1983) defines generosity maxim as "a maxim that regulates the advantages and disadvantages of oneself." In this maxim, self-harm refers to the sacrifice you make when communicating with others in order to make the least amount of profit for yourself and the most amount of loss for yourself. Nurdiyani and Sasongko (2022) conclude generosity maxim as "a maxim of generosity that places the addressee as an honorable person." By minimizing benefits for the speaker and enhancing benefits for the listener/partner, one shows respect for the other party.

Utterance No. 8 ("**But I've met him... I could remember him, when I go back...**" - 00:46:34) is an example of the generosity maxim. This utterance happens when Miguel and Hector are going to borrow some guitars so they can go to the competition. They are going to borrow a guitar from Hector's friend. But they find Chicharron in a condition going to



disappear or they call it final death because no one remembered him or put Chicharron's photos in the Ofrenda in the living world. Before disappearing forever, Chicharron begs Hector to sing his favorite song. Miguel maximizes the expression benefit that implies cost to self, he said that he remembers Chicharron. In the generosity maxim, the speaker should put others first instead of himself. Miguel put Chicharron first by saying he could remember him when he was back and put his photo in the Ofrenda so he is not going to disappear.

Another example is utterance No. 6 (**"So you get me to my great-great grandpa, then I put up your photo when I get home?"** - 00:35:58). This utterance is uttered by Miguel when he meets Hector who knows who De La Cruz is and where he is, they agree to help each other. While Hector doing makeup on Miguel so he can look like a skeleton Hector said that he is being forgotten in the living world because no one remembers him and his photo needs to be in the Ofrenda so he can be remembered. So, both of them decide to help each other. Miguel maximizes benefits to Hector by saying he should put Hector's photo in the Ofrenda when he back to the living world.

### **Approbation Maxim**

According to Nurdyani and Sasongko (2022), the approbation maxim is "a maxim that shows respect for the speech partner." This maxim is also called the maxim of appreciation. The speaker does not insult or make fun of anyone in this instance. By praising the speech partner, the speaker elevates them in this maxim. Speaking with respect for others is regarded as being polite. This maxim's goal is to praise people and criticize others as little as possible. As a result, when

someone criticizes someone else, they are conveying a tirade against that person while engaging in communicative activities (Leech 1983). Sintyani and Mardiningsih (2019) argue "approbation maxim can also be interpreted as a maxim that uses a compliment to give more praise to others so that the person feels to get an award because there is no ridicule in a conversation."

One example of this maxim found in the movie coco can be found in utterance No. 10 (**"Not bad for a dead guy!"** - 00:52:09). When Miguel is saying this, he is going to perform but he looks so nervous so Hector goes to the stage and sings with him, they are performing and then winning the competition because of Hector. Miguel compliments Hector because he was a great musician and a great dancer. In that dialogue, Miguel praises Hector which refers to the approbation maxim. Miguel maximizes praise to Hector.

Utterance No. 11 (**"I need your blessing. So I can go back home and be a musician, just like you."** - 01:01:12) also contains the approbation maxim. The utterance occurs when Miguel walks into an event hosted by De La Cruz. While looking for De La Cruz, he sings so that everyone sees him and makes De La Cruz recognize him. While singing Miguel accidentally fell into the pool and De La Cruz help him out of the pool. Turns out De La Cruz knows him because everyone has been talking about Miguel who is a boy from the land of living who wins the competition. Miguel asks De La Cruz if he knows him and then says that he was his great – great grandson. Miguel said that he is De La Cruz's great-great-grandson which makes him startled because he has no idea, he has a great great grandson. Miguel stated that he requires De La

Cruz's blessing in order to return to the living land and return home and then became a musician just like his great great grandpa De La Cruz. The researchers find approbation in this utterance because the way Miguel said wanted to become a musician just like De La Cruz showed the expression of beliefs that express praise of others.

### Modesty Maxim.

Leech (1983) explains a modesty maxim as “a maxim that regulates self-praise and criticism.” In this maxim, self-criticism is defined as a tirade against oneself that is communicated when engaging in communication activities. The goal is to praise yourself as little as possible and criticize yourself as much as possible. Leech (1983) as cited in Sintyani and Mardiningsih (2019) explains “communication actors can be said to be polite if they can be humble by reducing praise to themselves when communication activities take place, because if someone always praises and favor themselves then someone is considered rude.” A person's demeanor can be gauged by their simplicity and humility (Nurdiyani and Sasongko, 2022).

The use of the modesty maxim can be seen in utterance No. 14 (“**You were right. I should have gone back to my family—**” - 01:09:55) and utterance No. 15 (“**They told me not to be like de la Cruz, but I didn't listen—**” - 01:09:59). Those two utterances happens when De La Cruz throws Miguel and Hector into a sinkhole, and Miguel finds out that De La Cruz is a bad person who steals Hector's song and killed Hector. In those utterances, Miguel minimizes praise to himself as the speaker by saying that he does not listen. On the other hand, Miguel maximizes self-dispraise.

### Agreement Maxim

Nurdiyani and Sasongko (2022) define modesty maxim as “maxim reduces the discrepancy between self and others or maximizes the discrepancy between self and others.” The agreement maxim governs one's own and other people's disagreements and agreements (Leech, 1983). In this maxim, an agreement between oneself and others is compatibility without any pause in communication activities. The goal is to try to have as little dispute as possible and to seek as much agreement as possible between oneself and others. Sintyani and Mardiningsih (2019) explain the agreement maxim as “a maxim that prefers agreement or agreement rather than disagreement for oneself and others.”

Utterance No. 1 (“**S-sí? Y-yes?**” - 00:03:46) is an example that used the agreement maxim. Utterance No. 1 happens when Miguel and Abuelita are having a family dinner together. Abuelita asked Miguel to add more tamales while he almost finishes his food. Miguel agrees to his grandmother to add tamales. This shows that Miguel minimizes disagreements between others. That is more polite than if he strongly disagrees.

Another example is utterance No. 9 (“**Um... what about Poco Loco?**” - 00:48:57). When this utterance occurs, Miguel and Hector are going to perform in the competition. Hector asked him what songs is he going to play and then he said “Remember me,” but Hector is not agreed with him because that song is too popular. What Hector meant is that there are so many people in that competition going to play that song too so Miguel needs to find another song. Miguel agrees when Hector said ‘Remember Me’ is too popular which is means another contestant going to play

that song too so they maybe can lose the competition, so Miguel agrees to change the song into Poco Loco song. Miguel maximizes the agreement between him and Hector and suggests another song and asks if he did not mind it.

## CONCLUSION

Finally, the researchers come to a conclusion about the use of maxims in *Coco* after evaluating the data from the utterances in the movie. Leech's politeness principle has 6 maxims, in this paper, 5 of them are used: tact maxim, generosity maxim, approbation maxim, modesty maxim, and agreement maxim. In this research paper, the researchers focus to describe what kinds of politeness principles are used by the main character found in the data. The researchers discover the application of maxims in the *Coco* Movie, there are 23 conversations with 25 utterances using politeness principles/maxims found in the movie. 10 tact maxims, 4 generosity maxims, 2 modesty maxims, 4 approbation maxims, and 5 agreement maxims. The tact maxim is the most used in the *Coco* Movie this is because the main character in this movie is concerned more with giving benefits to people around him. During the talk, Miguel chooses the tact maxim. The speaker expresses respect for the listener by employing the tact maxim.

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