

An Analysis of Politeness Strategies and the Maxim Violation in a Movie Script of Enola Holmes

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Abstract

The purpose of this research were to find out (1) whether the types of politeness strategies in Enola Holmes movie are in accordance with politeness strategies proposed by Brown and Levinson (1987) or not, (2) what type of politeness strategies most frequently appeared in Enola Holmes movie, (3) which character(s) use politeness strategies most frequently than the others, and (4) what type of violating maxims based on Grice's maxim most frequently appeared in Enola Holmes movie. The design of this research is a descriptive qualitative research. The data of the research were in the form of utterances that contained politeness strategies and cooperation and implicature (Violating of maxim). The result shows that (1) the types of politeness strategies in Enola Holmes movie are in accordance with politeness strategies proposed by Brown and Levinson (1987); (2) Bald on Record is the most frequent politeness strategies appeared in Enola Holmes movie. Bald on Record is mostly used by the characters because there is a power, social status, or close relationship among the characters.; (3) there are three characters who used politeness strategies more frequently, they are Enola Holmes, Sherlock Holmes, and Tewkesbury (4) Violating maxim of relevance is the most frequently appeared in Enola Holmes movie.

Keywords: politeness strategies, cooperation and implicature, violating maxim, Enola Holmes

1. Introduction

Language is a system of communication that is used by human to express the idea, information, and feeling. As social beings, people need and involved in daily communication in order to exchange the when they have a conversation. In a conversation, speakers are using statements that reflect a paradigmatic use of language, i.e., making requests, questioning, giving orders, inviting, offering apologies, and so on. Yet, to infer what is said (considering its form and context) is an essential ability for the creation and reception of coherent discourse which would lead to a successful communication. Formulating this knowledge is the essence of what is called the Speech Act Theory. According to Austin (1962), same utterance could at the same time constitute three kinds of acts; they are locutionary, illocutionary, and perlocutionary act. Austin focused on the second of these acts. Illocutionary act is now considered the territory of pragmatics, of meaning in context. Besides, Searle (1979), as an improvement of the classification of the speech acts proposed by Austin, classifies speech acts into five categories, that is, assertive, commissive, directive, declaration, and expressive. Assertive is a statement to describe a state of affairs in the world such as stating, concluding, and describing. Commissive deals with hearers when commit speakers to some future

action such as promising, threatening, and offering. Directive refers to the speakers who attempt to get the addressee to carry out an action such as, requesting, advising, and inviting. Then, declaration is a statement attempt to change the world by representing it as having been changed such as declaring, hiring, and arresting. Expressive, a statement that expresses the sincerity of the speech acts such as greeting, thanking, and apologizing. Therefore, it is beneficial for the speakers and hearers to understand this one basic concept before other concepts in pragmatics.

In addition, a good communication also needs the politeness principle to organize how to communicate and give the information to others. Using politeness can make listeners give a good response to the speaker's question or request. Politeness was showing awareness of another person's face. Monreal (2009:176) defined that face is something that should be recognised and be respected in interaction. Moreover, politeness was related to social distance or closeness (Yule, 2006: 104). Politeness is an important factor in developing effective relationships with people, and any misuse of these strategies can hinder the effective communication, leading to individuals' dissatisfaction and indifference (Pishghadam, 2012). In addition, Karbelani (2013:52) stated that politeness strategies are used to fix some rude utterances, to send speaker meaning, to make utterances acceptable by the hearers. In the design of politeness speech, Brown and Levinson (1987) suggested that some formula that is associated with the concept of politeness. There are bald on record, positive politeness, negative politeness and off record. Using strategies of politeness properly can help us to control ourselves when we communicate with other.

Furthermore, to make an effective communication, conversation must have both the speaker and the hearer who need to cooperate and have contribution that can be understood. The cooperative principle can help people to be cooperative in conversation. According to Grice, the cooperative principle makes your conversational contribution such as is required (cited in Yule, 1996). It means that do not give any information less or more to the listeners. Moreover, Cooperative Principle that has formulated by H. P. Grice can be divided into four maxims, called Gricean Maxims, describing specific rational principles observed by people who obey the cooperative principle; these principles enable effective communication (Renkema 2004: 19). Cooperative principle has four maxims that can help the conversation become more effective. They are maxim of quantity, maxim of quality, maxim of relevance, and maxim of manner. However, people sometimes break the maxims by giving more or less information, being irrelevant, saying something false, and being obscure which called as violating of maxim. The concept and the function of cooperation and implicature are fundamentally linked. This sense of cooperation is simply one in which people having a conversation are not normally assumed to be trying to confuse, trick, or withhold relevant information from each other. Formulating this knowledge provides great opportunity for people in achieving good communication (Yule, 1996).

The concept of speech act, politeness strategies, cooperation and implicature are not only can be seen in real life but also in work like novels, drama or films. Meanwhile, there are a lot of studies shown that watching film or movie is beneficial to improve language competence of English (Kalean, 2013; Ismaili,

2013; Putriani, 2014). Besides, some researchers also have found that films catch the learners' interest and it can positively affect their motivation to learn (Xhemaili, 2013). According to Heider (2006: 1), film is being used to explore the visual and aural possibilities of ethnography, taking us far beyond the traditional printed text. Movie also helps children to expand their experience and heighten their awareness of social and moral dilemma (Downey & A. V. Kelly, 1978:167). In other words, by watching movies, EFL learner requires a consideration of how speakers organize what they want to say in accordance with who they are talking to, where, when, and under what circumstances. In this study, the researcher chooses *Enola Holmes* movie by analyzing the politeness strategies and violating of maxim through the conversation among the characters of the movie. It set out deliberately to inculcate education values into children by the choice of such that movie.

Enola Holmes is a 2020 mystery film based on the book series of the same name, written by Edgar Award winner Nancy Springer. The story is about the teenage sister of the already-famous Sherlock Holmes, who goes to London in search of her mother who has disappeared. This story is really appropriated for all aged especially. Enola is a fun family movie about an adventurous, smart and confident thing lady. this movie provides amazingly family-friendly, clean, and appropriate movie. It is funny and full of action. Netflix's *Enola Holmes* charmed critics, bringing in a 91 percent rating on *Rotten Tomatoes'* Tomatometer, with over 64 critics weighing in to approve of the newest teen detective. This film is centered on Sherlock Holmes' baby sister, Enola. She is left to fend for herself by her mother, Mrs. Eudoria Holmes, so she learns to be independent as a young woman in the real world. Enola is an amateur young detective, splendid at decoding informative. The film is narrated by the character itself, but the narration makes it look like a YouTube vlog video. This makes it look very realistic. It all teaches tweens and teens, plus their families about expectations of being a woman in the Victorian Era. This movie focuses on the adventure of young lady to find her mother and her identity. This movie shows strong character with a lot of moral value. Based on this different status or power, it is assumed that the characters' ways of politeness strategies used in requesting something to different status are also various depend on to whom they speak.

In accordance to politeness strategies and violating of maxims, there are several previous researches. A study was done by Selfia (2016) who investigated the reason Deddy Corbuzier used politeness strategies in his talk show. The finding showed that by using politeness strategy, the host wants to show his interest, sympathy and friendliness. The host also wants to show his closeness to the guest stars through this strategy. In addition, Supriyanta (2017) found that positive politeness strategy is used to do something, satisfy someone else, or minimize the FTAs that may threaten the hearers' faces. While, with regard to violating maxims, there are also several researchers who interested to study this topic. Alfina (2016) found that the motivation behind the speakers violating the maxim is mostly because they want to show politeness and keep other's self-esteem. Sari, Nuraini, and Muthalib (2019) found that maxim violation holds an important role in maintaining the effectiveness of communication.

Viewed from previous studies, most researchers analysed the concepts of politeness strategy and violating of maxims separately. Yet, the current researcher investigates both of those pragmatics concepts in a study

to make the concepts become more meaningful. A better communication can be achieved when people understand the politeness strategies and its relation to cooperative principle and implicature at the same time. Since this study concerns to the politeness strategies and cooperation and implicature used by the characters, thus this research will use Brown and Levinson in Yule (1996) classification of politeness and cooperation and implicature by Grice (1975). The objectives of conducting this present study are to find out:

- (1) whether the types of politeness strategies in Enola Holmes are in accordance with politeness strategies proposed by Brown and Levinson (1987) or not,
- (2) what type of politeness strategies most frequently used by the characters in Enola Holmes movie,
- (3) which character(s) use politeness strategies more frequently than the others, and
- (4) what type of violating maxims based on Grice's maxim most frequently appeared in Enola Holmes movie.

2. Theoretical Background

This section presents theories that will be used to analyze the results of the literature review.

1.1. Politeness Strategies

In the field of politeness, Brown and Levinson's work (1987) is the best known and the most researched. In their work they attempt to relate the following aspects: face, facework and acts that threaten face, sociological variables influencing face threat, and five general ways (or 'superstrategies') of counterbalancing face threat with (at least some) specific linguistic strategies. What is face? Notions such as reputation, prestige, and self-esteem, all involve an element of face. The term is perhaps most commonly used in English in the idiom "losing face", meaning that one's public image suffers some damage, often resulting in humiliation or embarrassment. Such reactions are suggestive of the emotional investment in face. In this study the researcher uses the theory of politeness strategies proposed by Brown and Levinson (1987). There are four types of politeness strategies proposed by Brown and Levinson. There are bald on record, positive politeness, negative politeness and off record. Further, direct statements that are always associated with imperative forms and get the listener directly know what speaker means or what the speaker want the listener do is characterized as bald on record. This strategy is usually employed in some occasion, such as in emergency situation, unequal power relationship, and task oriented activities. In everyday interaction such bald on record statements would potentially represent a threat to the other's face and would generally be avoided. Avoiding a face threatening act is accomplished by face saving acts which use positive or negative politeness strategies. A positive politeness strategy leads the requester to appeal to a common goal, and even friendship. This strategy can be seen as a solidarity strategy. While, negative politeness shows awareness of other's need for independence. It is typically expressed via questions, even questions that seem to ask for permission to ask a question. This strategy also uses modal in its form. In politeness strategies, if speakers do not have to ask for anything, even they decide to say something, it is called by off record. This strategy may or may not be succeed, but if it is does it will be because more has been communicated than was said.

1.2. Politeness as Intentionality

Intentionality is used in the social sciences today with two interrelated meanings: In one sense, it relates to purposiveness, involving means-ends reasoning in planning a desired outcome as in “She missed the target intentionally” (Bratman 1999). In the second sense, which incorporates the first, intentionality is a feature of the mind such that it is capable of being directed at, being about, and representing thoughts, beliefs, desires, emotions and intentions (in the sense of “to intend to”) and capable of attributing such mental states to others (Searle 1983). According to the cognitive intentionalist stance toward human communication, this representational capacity accounts for the emergence of meaning as propositions explicitly stated or inferred, propositional attitudes (e.g., disbelief) and expressive (i.e. non-propositional) impressions (e.g., impressions of disrespect, intimacy, etc.) that hearers develop based on verbal and non-verbal cues in interaction and their understanding of speaker intentions (Gibbs 1999; Sperber & Wilson 1995[1986]). For example, the addressee of the utterance “It’s gonna rain” may represent this representation of the world as “She has said that it will rain” or attribute a belief to the speaker in the form of “She believes that it will rain.” This would be a metarepresentation of a thought of the speaker (cf. Wilson 2000: 414). The utterance may also be represented as “She intends me to believe that she believes that it will rain” or “She intends me to believe that it will rain.”

1.3. Cooperative Principles

The concept of being an expected amount of information provided in conversation is just one aspect of more general idea that people involved in a conversation will cooperate with each other. The assumption of cooperation is so pervasive that it can be stated as a cooperative principle. Cooperative principle is to make sure your conversational contribution such as required, at that stage at which it occurs, by the accepted purpose or direction of the talk exchange in which you are engaged. There are four types of maxims; maxim of quantity, maxim of quality, maxim of relevance, and maxim of manner (Grice in Yule, 1996). In maxim of quantity, the speakers must make their contribution as informative as required and they are not allowed to make the contribution more informative than is required which means that the speakers also neither give too much nor too little information (Grice in Yule, 1996). Then, when the speakers give the information that it is true, it means they follow the criteria of maxim quality (Grundy, 2000). While, in the maxim of relevance, the speakers are required to be relevant in saying something. To fulfil this maxim, the speakers are expected to say something relevant to what is said before. Last, in maxim relevance, Grice asserted that the speaker tends to be perspicuous, be brief, and be orderly, to avoid ambiguity and obscurity of expression (Grice in Yule, 1996). It means that the speaker must say something clear and should not be vague in a conversation.

1.4. The Violating of Maxim

Violating towards maxims can mislead a hearer. Grice states (as cited in Peter and Morgan, 1975) “people may quietly and unostentatiously violate a maxim, if so, in some cases he will be liable to mislead” (p.49). Violating can also happen in four sub principles of maxim. The maxim violation according to Thomas (1995) differs from flouting. In maxim violation, someone does not realize that he/she has been deceived, whereas flouting of maxims are meant to be noticed. On the other hand, breaking a maxim happens when

a speaker with no intention of generating an implicature fails to observe a maxim. The reason for this is imperfect linguistic performance which can be due to, for example: an imperfect command of the language, or because the speaker's performance of the language is somehow impaired, or because of some cognitive impairment or because the speaker is incapable of speaking clearly, and so on (Thomas, 1995). There are violating towards maxim of quantity, quality, relation, and manner. According to Cutting (2002), violating towards maxim of quantity happens when a speaker does not give enough information to a hearer about the whole picture or the topic being discussed. Then, violating towards maxim of quality is a situation where a speaker is not sincere and gives wrong information to a hearer, which can be said as lie. Cutting (2002) says "speaker can violate the maxim of quality by not being sincere and tend to give wrong information to a hearer" (p.40). Furthermore, violating towards maxim of relation happens when a speaker change the topic to avoid the answer or topic that brought by other interlocutors in conversation. Cutting (2002) defines that violating in maxim of relation happens when speakers try to distract and change the topic to another one. The last is violating towards maxim of manner. Cutting (2002) defines that violating towards maxim of manner happens when someone gives obscure reference, and vague reference, in order to avoid a brief and orderly answer in a conversation.

3. Method

This research used descriptive qualitative design. The source of this research was the movie and the script of Enola Holmes by Edgar Award. The data of this research was the utterances of the whole characters and the context of the data was also the utterances that contained politeness strategies, cooperation, and violating maxims in Enola Holmes movie. The research instrument was the researcher herself. In this case, the researcher planned the research, collected the data, analyzed the data and gave a conclusion of the research since the data used qualitative research. Moreover, there are several steps in collecting the data. First, the researcher watches and replays the film entitled Enola Holmes several times in order to understand the whole of the story. Second, the researcher looked at the script as well and compared it to the movie in order to be sure towards the data obtained. Third, the researcher determines the parts of the dialogues that contain the certain forms of positive politeness strategies and implicature. Fourth, the researcher identifies and classifies the data by giving code on each data based on the theories of positive politeness strategies and theories of cooperation and implicature. The data were coded by number and classified based on five strategies of politeness theory proposed by Brown and Levinson (1987) and theory by Grice (1975). To make the datum coding clearer, the researcher gives an example as presented below.

6/EH/PS/PP/VM

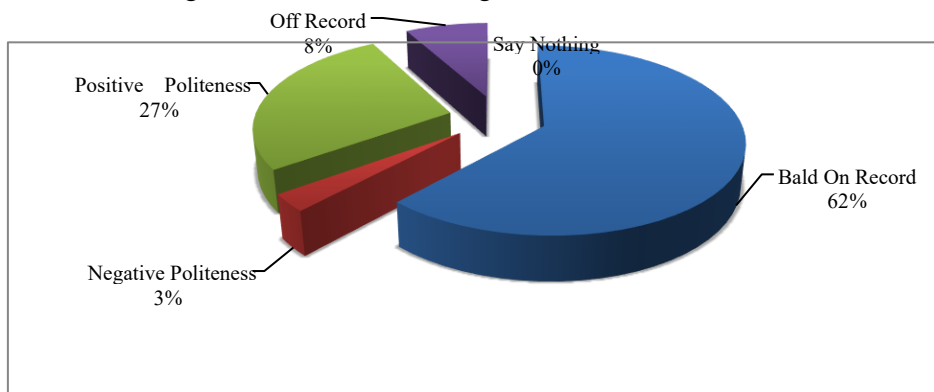
The coding above means that the datum is number six (6). EH means Enola Holmes. PS is politeness strategies and PP is one of politeness strategies applied in that datum that is Positive Politeness. Meanwhile, VM means Violates Maxim of Manner.

4. Result and Discussion

4.1. Dealing with the first and second research questions

Having analyzed the politeness strategies used from the utterances in Enola Holmes movie, the researcher found out the result to answer the research questions. It was presented as in the following chart

Chart 1. The Percentage of Politeness Strategies Used In Enola Holmes.



There are 88 utterances which belongs to the classification of politeness strategies proposed by Brown and Levinson. From those requests, there are 3 data belongs to Negative Politeness strategy (3%), 24 data belongs to Positive Politeness strategy (27%), 54 data of Bald on Record strategy (62%), 7 data of Off Record strategy (8%), and 0 data from Say Nothing strategy. This result indicates that the type of politeness strategies exist in Enola Holmes movie are in accordance with the classification of politeness strategies proposed by Brown and Levinson. Moreover, Bald on Record strategy has the highest proportion among others (62%). Further, close relationship and social status affect the way of characters utter the utterance. Since this movie tells the relationship between siblings, friends, and many characters that have higher social status or close relationship tend to use direct and imperative sentence to control others' behaviour. Thus, the characters in Enola Holmes movie more frequently use bald on record strategy than the others. This strategy was used more frequently by Enola when she was in dangerous situation and requested something to her brothers in order to control their behaviour. Her close relationship to brothers and her social status as the sister of Sherlock and Mycroft affects her utterances in requesting and asking something. This following part showed the analysis for each politeness strategies used by the characters in Enola Holmes movie.

a. Positive Politeness

Extract 1 represents conversation between Enola and her new friend Tewksbury. He run away from his parents and the news has spread all over the city. Enola met him to tell the news

Datum Number: 5/EH/PS/PP

Tewksbury: And why have you done so? You're here for the money. They've offered a reward.

Enola Holmes: Have they? I didn't know. Well, I must tie you up and claim it!

[she grabs him and laughs]

Intention: She intends to express her happiness by meeting him

Enola and Tewkesbury have pretty close relationship since they are in the journey to go to London together. They face many challenges and decide to separate their way in London. Enola know the killer will follow him. She worries and tries to save him. She is looking for him. The dialogue contains positive politeness especially in a joke.

Extract 2 represents conversation between Sherlock and Mycroft as Enola's brothers. Sherlock see her sister skill as detective and he asks Mycroft to be her guardian instead of him.

Datum Number: 10/EH/PS/PP

Sherlock Holmes: Nevertheless, if we do find her again, I'd like her to be my ward. I'll take care of her.

Mycroft Holmes: Well, on your head be it. I washed my hands of her.

Sherlock Holmes: Very well. All the better.

Intention: He intends him to ask the permission of their sister

Mycroft wants to bring her sister back to the boarding school so she will have best education. Sherlock know, it is not what she wants. Enola wants to be free. Sherlock employs an offer and a promise to take care of her sister.

b. Negative Politeness

Extract 2 is taking between Eudoria and Enola. Eudoria leave Enola without any clue. They meet again in small house secretly.

Datum Number: 25/EH/PS/NP

Eudoria Holmes: I'm sorry. I'm sorry. I wanted to tell you where I was going, but it wasn't safe.

Enola Holmes: Are you safe now?

Eudoria Holmes: I didn't leave you because I didn't love you. I left for you, because I couldn't bear to have this world be your future. So I had to fight

Intention: She intends her to forgive and believe about the reason

From this conversation, we can see Eudoria feel sorry. This dialogue employs negative politeness, apologizing, the speaker can indicate her reluctance to impinge on hearer negative face

Extract 2 shows mother and daughter conversation. It shows how the miss each other. Enola tries her best to find her mother

Datum Number: 26/EH/PS/NP

Eudoria Holmes: Oh, it's funny. I thought I was the one that was going to change the world. The reform bill, is it true what you did?

Enola Holmes: Yes Mother [Enola laughs as she cries]

Eudoria Holmes: What a woman you've become.

[Enola embraces her]

Intention: she intends to express her happiness and sadness by looking her grown up daughter

From this conversation, both Enola and Eudoria communicate cooperatively. Eudoria give appreciation to the hearer Enola by giving a compliment. It also preserves the negative face of the addressee.

c. Bald On Record

Extract 1 shows Enola's brother reaction about his little sister that have not met for so long in the station.

Datum Number: 40/EH/PS/BOR

Sherlock Holmes: Enola.

Mycroft Holmes: My God. Look at you! You're in such a mess. Where's your hat and your gloves?

Intention: He intends her to believe that she looks so terrible and different

Enola and her brothers have not met for 10 years. Mycroft thought Enola has become elegant woman.

Enola is in hurry so she fall on the ground and her clothes is covered with mud. This conversation using strategy that embarrass the addressee. "Look at you" means he is surprised by the appearance of his dirty sister.

Extract 2 shows that Enola forces Tewkesbury to jump from the train in order to save their life.

Datum Number: 46/EH/PS/BOR

Enola Holmes: Listen, Tewkesbury. We have two choices.

Tewksbury: And which one involves me not dying?

Enola Holmes: This one!

[she takes his hand jumps off the train before Linthorn captures them]

Intention: She intends to force him to follow her direction

In this conversation, Enola saves Tewkesbury and decides to jump off the train together. Besides, he uses bald on record strategy to control Tewkesbury's behaviour. As the result, Tewkesbury follows Enola's command. Bald on record is applied because they are in urgent situation.

d. Off Record

Extract 1 happens when Enola on the way to save Tewkesbury.

Datum Number: 81/EH/PS/OR

[as Enola has a flashback memory of her mother]

Eudoria Holmes: Paint your own picture, Enola. Don't be thrown off course by other people. Especially men!

Intention: She intends to express her thought toward the world and individuality

A glimpse of her mother's memory suddenly come up when she tries to save her friends. She is confused whether to find the clue of her mom or save her friends. In the middle of her way, she chooses her friend by forgetting her mom's message "paint your own picture" which means that Enola should think and prioritize herself first. Therefore, it is specified as off record utterance.

Extract 2, the conversation is between Enola and Tewkesbury who run from the boarding school to reveal the killer.

Datum Number: 83/DPS/PS/OR

Enola Holmes: Sometimes, Lord Tewkesbury, you have to dangle your legs in the water to attract the bloody sharks!

Tewksbury: Why would we want to attract the bloody sharks?!

Enola Holmes: Good point.

Intention: She intends him to believe that she has a great idea to save both of them

Enola remembers her brother messages and tries to explain it to Tewkesbury. She does not have to ask anything, so she uses Idiom as the hint to do later. Then, it seems that Tewkesbury get the point of Enola’s utterance. It is an idiom about to sacrifice yourself first little bit and catch the killer.

4.2. Dealing with the third research question

This present study also shows that each character in the movie used different politeness strategy to different people he or she spoke to request something. There are twelve characters in Enola Holmes movie. Some characters used all the types of politeness strategies, some just use one or two types. The following table is the frequency of each character to use politeness strategies in the movie.

Table 1. The Politeness Strategies Used by Each Character in Enola Holmes Movie.

Characters	Positive Politeness	Negative Politeness	Bald On Record	Off Record	TOTAL
Enola Holmes	11	-	15	2	28
Sherlock Holmes	1	-	11	-	12
Mycroft Holmes	2	1	4	-	7
Ms. Lane	-	-	5	-	5
Inspector Lestrade	-	-	1	1	2
Linthorn	-	-	-	1	1
Edith	1	-	-	-	1
The Dowager	1	-	3	-	4
Lady Tewkesbury	-	-	2	-	2
Tewskbury	5	-	10	1	16
Miss Gregory	-	-	2	-	2
Eudoria Holmes	3	2	-	2	7
TOTAL	24	3	54	7	88

Based on the table above, there are two characters who used politeness strategies more frequently in requesting something, they are Enola Holmes and Tewkesbury who used some types politeness strategies. Enola Holmes and Tewkesbury who used Positive Politeness, Bald on strategies, and Off Record and Sherlock who only used Bald On Record Strategy and Positive Politeness.

4.3. Dealing with the fourth research question

This study also investigates the violating maxims that exist in 88 utterances. They are maxim of quantity, maxim of quality, maxim of relevance and maxim of manner. The following table is the frequency of implicature (violating maxims) that exist in the movie.

Table 2. The Violation of Maxim in Politeness Strategies Used In Enola Holmes Movie

	Violating of Maxims				Cooperation	TOTAL
	Quality	Quantity	Relevance	Manner		
Positive Politeness	1	1	3	1	18	24
Negative Politeness	1	-	-	-	2	3
Bald On Record	5	1	11	-	37	54
Off Record	1	-	-	-	6	7
TOTAL	8	2	14	1	63	88

Based on the table above, some utterances violate some maxims. Violating maxim of relevance has the highest proportion among the others. It means, both speaker and hearer ought to make a relatable contribution about something being discussed. If they discuss something that unmatched with the topic, it means they violate the maxim of relation. Here, the data were given with detail explanation.

a. The Violation of Maxim of Quantity

In the following conversation, Enola picks up her brothers in the station. They are angry after knowing that her sister looks very dirty and uneducated.

Datum Number: 62/EH/PS/PP/VQN

Mycroft Holmes	:	My God. Look at you. You’re in such a mess. Where’s your hat and your gloves?
Enola Holmes	:	Well, I have a hat. It just makes my head itch. And I have no gloves.

The weather is so cold and all the women should wear hat and gloves to show their social identity. Enola comes from high profile family, her first brother is really concern with these stuff. Mycroft notices of

aspect of Enola condition and asks her. She gives too much information about the reason which are not suitable with Mycroft’s question.

b. The Violation of Maxim of Quality

This following conversation shows that Enola is caught by the killer (Linthorn). He tries to choke because Enola knows his secret.

Datum Number: 79/EH/PS/OR/VQL

Linthorn	:	That’s a shame. Well, you’ve seen my face..
Enola Holmes	:	No, your face is totally unmemorable! (close the door and ignore the order)

Linthorn statement is incomplete by leaving an FTA half undone. He leave the implicature hanging in the air just as with rhetorical question. He tries to threaten Enola and Enola tell a lie to save herself. She knows and remembers linthorn’s face that is why she tries to get away from him

c. The Violation of Maxim of Relevance

In this following conversation, Sherlock tries to find the clue about his mother in her bedroom and asks Enola some questions about her education.

Datum Number: 22/DPS/PS/PP/VR

Sherlock Holmes:	:	Enola, you at least had a governess? (Check mother’s room)
Enola Holmes	:	She wouldn’t like you in here. This is her private space.

In the dialogue above, Sherlock worries about her sister condition. He tries to search the clue and asks the condition of her sister because he knows exactly his mother. Instead of replying Sherlock question directly. She tries to keep her mother’s stuff save. Therefore, she violates maxim of relevance since his answer is not relevant. Sherlock uses a straightforward strategy with positive politeness. This strategy is directly addressed to the positive face of the speech partner, so that the partner feels comfortable.

d. The Violation of Maxim of Manner

In this following conversation, Enola shares the idea to catch the killer. He is confused with the ideas.

Datum Number: 55/EH/PS/OR/VM

Enola Holmes	:	Sometimes, Lord Tewkesbury,
Tewksbury	:	you have to dangle your legs in the water to attract the bloody sharks!
Enola Holmes	:	Why would we want to attract the bloody sharks?!
		Good point.

Purposeful ambiguity may be achieved through metaphors, since it is not always clear exactly which of the connotation of metaphors are intended. Enola’s response violated the maxim of manner for being not straight to the point. It happens since she does not want to tell the exact reason to the Tewkesbury.

5. Conclusion

Based on the findings, the researcher concludes that in Enola Holmes movie, the characters use all type of politeness strategies, cooperation and implicature. There are four politeness strategies found in Enola Holmes movie clip which are suitable with the application of Brown and Levinson’s theory of politeness. Further, Bald on Record strategy is more frequently occur in this movie. In this movie, this strategy is commonly used in expressing the urgent situation and conveying the sympathetic advice or warnings. Many speakers realize the advantage of employing a bald on record strategy, especially for those who have social status. Bald on Record is beneficial for the speakers to express clarity and directness in speaking. Moreover, Enola Holmes uses politeness strategies most frequently than the others. Bald on Record is frequently used than the other politeness strategies; it is because the close relationship among the characters. Followed by positive politeness, it occurred to minimize the distance between character by expressing friendliness and solid interest. It can be seen when Enola explored the city and met new people.

In addition, the characters in this movie violates all the types of maxim and maxim of relevance is the most violated. The characters changed topic all of sudden to avoid the questions that causing the violation of maxim relation. This action caused the interlocutors to be confused. The violation of maxim relevance placed first because the message that speaker delivered or tried to convey sometimes not in line with the message that the hearer received. Then, the interlocutor did not give the proper answer and instead gave the unmatched response. As the result, the feedback became unsuitable and much different from the expectation. By employing certain ways, the character violated the maxims in order to save face, hide the truth, please the hearer, build someone’s believe, avoid punishment, avoid discussion, and express feeling. Thus, the communication considered fully ineffective.

In short, Enola Holmes is appropriate to be watched by EFL students since it gives many moral values and also provides great understanding about politeness strategy, cooperation and implicature.

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