POLITENESS STRATEGIES AND SOCIAL DIMENSIONS IN CHLOÉ ZHAO'S FILM NOMAD LAND: SOCIOPRAGMATICS STUDY

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Abstract:
This research aims to identify the most dominant kinds of politeness strategies used in Chloé Zhao's film Nomad land and to analyze the most dominant social dimensions that influence the selection of politeness strategies used in Chloé Zhao's film Nomad land. The method used in this research is a qualitative descriptive method and to get the data needed for this research, the data collection is conducted by choosing and watching the film, reading the film's script, collecting the data, identifying the data, classifying the data, then analyzing the data based on its politeness strategies and social dimensions, and drawing a conclusion related to the results of the data that has been analyzed. The theoretical framework used in this research is the theory of politeness strategies from Brown and Levinson (1987) and the theory of social dimensions from Holmes (2013). The results of this study show that there are 4 politeness strategies found from the 35 data analyzed, the most dominant politeness strategy used in Chloé Zhao's film Nomadland are 18 data (51,43%) of bald on record strategy, followed by 8 data of positive politeness strategy (22.86%), then 6 data (17,14%) of negative politeness strategy, and 3 data (8,57%) of off record strategy. Meanwhile, the most dominant social dimensions that influenced the selection of politeness strategies used in Chloé Zhao's film Nomadland are 19 data (54,29%) of the solidarity–social distance scale, followed by 6 data (17,14%) of the formality scale, then 6 data (17,14%) of the referential and affective function scales, and the last is 4 data (11,43%) of the status scale.

INTRODUCTION

Communication is the process to exchange information from one person to another. It could be done in various ways, one of which is verbally by using words. All words used depend on the context of the communication itself. In communication activities, sometimes humans say words that can cause misunderstandings, even hurting or offending the hearer. To avoid those possibilities, the people use politeness strategies in communication.

According to Wardhaugh (2006), "Politeness is the most crucial aspect of language use as we must consider other people's feelings". Based on that explanation, politeness is the most important aspect in the use of language because humans are a consideration to consider the feelings of others. Yule (2010) suggests that "Modesty generally relates to ideas such as being tactful, humble, and kind to others. Politeness can be defined as showing awareness and consideration for the face of others". In addition, Yule (1996) in Hendar and Bunga (2019) says that "Politeness, in interaction, can then be defined as a way used to show awareness of other people's faces". In other words, showing awareness of and regard for another person's face can be defined as politeness, and it signifies linguistic features associated with the speaker's behavior (Crystal, 1995).

Based on Goffman (1955) face, the image that one presents of oneself to others, is divided into two positive and negative faces. Positive face concerns with what people want, such being esteemed, admired, looked up to, and respected by people around them; whereas, negative face deals with what people do not want such as being imposed by others. It is, therefore, how important to know politeness strategies while communicating with others. Yule (1996) considers that people utilize politeness strategies in their social interactions and in specific settings to know what to say, how to say it, when to say it, and how to be with other people. However, the use of politeness strategies in communication can be triggered by the social dimensions happened in one's society as it strategically influences the interactions in the conversation.

According to Coupland (2002), social dimensions are characteristics that are diagnostic of social (typically status-related) distinction in societies. The social dimensions used differently may result in different production of speaker's utterance. Holmes (2013) divides the social dimensions into: solidarity–social distance scale, status scale, formality scale, and referential scale and affective function scale). This research aims at analysing the politeness strategies along with social dimensions affecting the use of politeness strategies used by the main actors of Nomadland film.

LITERATURE REVIEW
Sociopragmatics

Leech stated that sociopragmatics was concerned with more detailed "local" language use conditions. Also, Trosborg stated,"Sociopragmatics is concerned with the analysis of significant patterns of interaction in particular social situation and/or in particular social system." From those definitions, it can be defined that sociolinguistics is a field of study that investigates the understanding of major interaction patterns in specific social systems.

Sociopragmatics as a combination of two disciplines; sociolinguistics and pragmatics, was originally proposed by Leech. According to Leech (1983: 8-15) in Rustinar (2020: 93), sociopragmatics is the science of pragmatics in general as the study of meaning about speech situations that have study limits on local cultural conditions or more specific local culture regarding the use of language. Therefore, it can be also said that sociopragmatics is the study of pragmatics in certain social contexts and local and specific cultural contexts.

Sociolinguistics

Sociolinguistics is part of sociopragmatics. Sociolinguistics itself is a combination of sociology and linguistics. According to Astarina (2014: 8), sociolinguistics is an interdisciplinary science that studies language in the use of that language in society. In general, sociolinguistics is the study of the relationship between language and the social context in which it is used. In line with this definition, Holmes (2013:1) in Hendar and Bunga (2019:19) argues that "Sociolinguistics studies the relationship between language and society."

An explanation of sociolinguistics also comes from Coulmas (2003) quoted by Aronoff and Miller (2003: 563) in Astarina (2014:9). Coulmas explained that sociolinguistics "… is an interdisciplinary field of research which attaches great significance both to the variability of language and to the multiplicity of languages and language forms in a given society." From this explanation, it can be concluded that sociolinguistics is a discipline that covers the diversity or variation of language use in certain communities according to the existing context.

Pragmatics

Pragmatics which is part of sociopragmatics is a branch of linguistics that discusses the meaning of speech in certain situations related to speech and speech partners. According to Levinson (1983), "Pragmatics as a branch of knowledge that is concerned with language use. It deals with what speakers mean." Based on these quotes, it can be interpreted that pragmatics studies the meaning behind the utterances spoken by the narrator. In addition, Yule (2003) suggests that pragmatics is the study of the meaning conveyed by speakers and by speech partners so that the intent and purpose of the speech will be obtained. So the focus of this pragmatics examines the meaning of what is said by the meaning and context used.

In addition, Leech (2016) explains that context is background knowledge that is shared by the speaker and the speech partner. Thus, the context can be used as a tool to interpret the intent and purpose of the utterances. The interpretation of speech produced based on this context has an effect on a person's face in a dialogue or conversation.

Face Theory

Face theory was first coined by Goffman in 1955, and followed and developed by Brown and Levinson in 1987. Goffman (1955) defined that "Face is the image that we present of ourselves to others". Meanwhile, according to Brown and Levinson (1987), the face is interpreted as a person's image which can be lost, threatened, maintained, and enhanced at any time. They further say that face is "public self-image" or public self-image that is owned by every individual that needs to be maintained, both for his own sake and for the interlocutor.

Brown and Levinson (1987) explain that every individual involved in a conversation wants and goals can be realized by all participants involved in the conversation. They also want their self-image to be recognized, valued, and appreciated by other participants. Therefore, each individual needs to maintain an image of himself or his face when facing those threatened in a conversation, for example, such as giving a response in the form of approval and or even turning a threat when he feels his face is threatened.

Goffman (1955), Brown and Levinson (1987) divided face is into two types: positive face and negative face. A positive face concerns with an individual's desire to be recognized, appreciated, and understood by other humans; meanwhile, the negative face is the individual's desire to have the freedom to act without interference from other humans. Furthermore, Brown and Levinson (1987) suggest that speech that threatens one's self-image or one's "face" is referred to as Face Threatening Acts (FTA). In interacting with other people, every individual who is involved in a conversation tries to keep his face and face so as not to feel threatened and lose his face. Therefore, they use certain strategies to deal with the threats on the face.

Politeness

As part of pragmatics study, Brown and Levinson (1987) put forward that Politeness is basic to the production of social order, and a precondition of human cooperation, so that any theory which provides an understanding of this phenomenon at the same time goes to the foundations of human social life. Politeness is also the ability to speak in social interaction to make the atmosphere of interaction more harmonious. Lakoff (2001) states that politeness is a set of interpersonal relationships designed to make human interaction easier, despite the fact that all human interactions have the potential for conflict and disagreement.

In communication, politeness can be regarded as a way of demonstrating awareness of another person's face or self-image. It refers to the emotional and social sensations that each individual experiences and expects others to be aware of. According to the view, politeness is linked to the concept of obedience and the desire to be courteous, nice, and kind to others. The term 'politeness' is used to denote formal and polite behavior in everyday life.In communication, politeness can be interpreted as a means to show awareness of the face or self-image of others. It refers to the emotional and social feelings that each person has and expects to be known by others. The theory proves that politeness is related to the notion of obedience and concern about how to be considerate, kind, and kind to others. In everyday usage, the term 'politeness' describes behavior that is formal and polite manner.

Politeness Strategy

Brown and Levinson (1987) believe that the upper-class group will tend to use negative politeness than the lower class group. They also say that society is governed by two desires, namely wanting not to be hindered in its every action and wanting to accept its desires and actions. Therefore, they argue that upper-class narratives prefer more complicated and indirect forms, while lower-class speeches prefer more direct and efficient forms.

This politeness strategy is directly related to the face-threatening action strategy or FTA (Face Threatening Act) because as explained earlier, the face is closely related to human desires and actions. Therefore, politeness strategies are used to avoid threats that are too great for the speech partners and speakers in carrying out face-threatening actions. That is why Brown and Levinson (1987) proposed four politeness strategies which can be used to avoid FTA. The strategies are as follows bald on-record, positive politeness, negative politeness, and off-record.

Bald On-Record Strategy

This type of strategy is directly and visible in the form in that it has no ambiguity or meaning beyond the actual and clear meaning as it can be easily seen in every utterance. Brown and Levinson (1987) say that this strategy is generally chosen when the speaker prefers to carry out face-threatening actions with maximum efficiency than satisfying the face of the interlocutor.

Brown and Levinson (1987) formulated this strategy based in the following cases:

1. Non-minimization of the Face Threat

This direct politeness strategy is a strategy that use maximum efficiency so and there is no action to decrease threats to the interlocutor's face. Here are some reasons
a. Urgency or desperation
   e.g. *"Your pants are on fire!"*
b. When efficiency is necessary
   e.g. *"Look, the point is..."*
c. Task-oriented
   e.g. *"Give applause."*
d. No desire or little keeping someone's face
   e.g. *"Come home right now!"*
e. Compassionate Advice or Warning
   e.g. *"Careful! He's a dangerous man."*

2. FTA Oriented Bald on Record Usage

Different from the previous case, here the speaker minimizes FTA and pays more attention to the face of the interlocutor.
a. Welcoming
   e.g. *"Come in, don't hesitate, I'm not busy."*
b. Farewells
   e.g. *"See you later."*
c. Offers
   e.g. *"Leave it, I'll clean up later."*

Positive Politeness Strategy

Based on Brown and Levinson (1987), this strategy is used to reduce Face Threatening Act (FTA) by saving face or keeping the positive face of other person. This strategy used to decrease the threat to the interlocutor 's positive face that s/he feels comfortable with her/himself. Therefore, by using this strategy, speakers try to adjust to their interlocutor by telling things that they might like. When doing FTA with this strategy, the speaker gives the impression that the speaker has a desire to show friendship with his interlocutor. Brown and Levinson (1987) divide these following positive politeness strategies:

1. Claiming common ground

In this strategy, three main mechanisms can be used that the interlocutor and the interlocutor are incorporated into groups of people who share special desires, including certain goals and values. In this type of common ground claim, the utterance is called S, namely the speaker, and the speech partner is called H, namely the hearer. Three things can make this happen: the utterance can convey its admirable or attractive wishes for the speech partner of the interlocutor (such as or desired object); or that the speaker and the hearer are people who are both in the group who share their desires; in the end, the general perspective can be claimed as a narrative without having to refer to a group together.

a. Strategy 1: Noticing, attending to hearer (Interests, Wants, Needs, Goods)
This strategy suggests that speaker is supposed to take notice some aspects of hearer's conditions.
   e.g. *"What a beautiful vase this is! Where did it come from?"*

b. Strategy 2: Exaggerating Interest, Approval, Sympathy with Hearer (H).
This is shown with exaggerated intonation, stress, or other aspects of prosodic.
   e.g. *"What a fantastic garden you have!"*

c. Strategy 3: Intensifying Interest to Hearer (H)
Speaker piques the audience's interest in his or her own contribution by "telling a good story" and drawing the listener into the discourse with direct questions and expressions such as 'you see?', 'know what I mean?', 'isn't it?'.
   e.g. *"Nobody wants him around u, know what I mean?*

2. Conveying that Speaker (S) and Hearer (H) are Cooperators

In this method, the speaker and the hearer partner work together or conveying that S and H are cooperators, it shows a desire to convey that he is cooperatively involved in an activity that

is relevant to the speech partner. If they see, then they share goals in several domains that are more emphasized by the utterances that show their knowledge and sensitivity to the interlocutor's desire to help improve the hearer's positive face.

a. Strategy 1: Asserting or presupposing S's Knowledge of and Concern for H's Wants
Assert or imply understanding of the listener's desires and a willingness to accommodate them.

> e.g. *"I know you love roses but the florist didn't have anymore, so I brought you geraniums instead,"*

b. Strategy 2: Offering, Promising
The speaker may opt to emphasize his cooperation with the hearer in a different way. He or she may declare (within a given field of relevance) that whatever the hearer desires, the speaker desires for him and will assist him in obtaining.

> e.g. *"Let me give you some chocolates!"*

c. Strategy 3: Being Optimistic
Speaker will believe that the hearer is looking for speaker or hearer, and will assist him in obtaining them.

> e.g. *"Look, I'm sure you won't mind if I borrow your dress."*

Negative Politeness Strategy

This strategy is oriented toward maintaining the negative appearance of others. If there is a social distance between the speaker and the listener, this is more likely. When we utilize negative propriety, our regard for the hearer suffers. (Sondang and Juniati,2015). This strategy is divide this strategy into five (Brown and Levinson, 1987). They are:

1. Be Direct
Negative politeness tends to refer to the direct strategy and minimization of FTAs. A simple way to convey a direct message is to convey it directly as in the use of bald on record. This can minimize FTA against the negative face of the hearer. However, the fact is that speakers tend to do FTA indirectly.

> e.g. *Can you please pass the salt?*

2. Don't Presume/Assume
This method includes what the speaker does to save the hearer's negative face by assuming that the FTA is wanted or believed by the hearer. This can be done by avoiding any assumptions related to the desire, interest, or attention of the listener that aims to keep the distance from him. The strategy commonly used is using question, or hedge. It derives from the want not to presume or coerce hearer. A "hedge" is a particle, word, or phrase that alters a predicate's or noun phrase's degree of membership in a set. It states that that membership is partial, or true only in some ways, or that it is more true and complete than one might think.

> e.g. *John is a true friend.*

3. Don't coerce the H
In this method, the speaker tries to predict the actions that will be taken by the hearer as well as asking or offering something to the hearer that must be accepted. This can be done by not forcing the hearer to give a response to the speaker. Three strategies commonly used are as follows:

a. Strategy 1: Be Pessimistic
Make up for the hearer's negative expression by expressly expressing uncertainty about the speaker's speech act's propriety.

> e.g. *"Will there be a cigarette on you?"*

b. Strategy 2: Minimize the Imposition
By implying that the inherent seriousness of the imposition isn't particularly high – you leave just distance (the social gap between speaker and hearer) and power (the relative power of the hearer over the speaker) as potential significant elements. As a result, this may pay hearer deference indirectly.

> e.g. *"I just want to ask you if I can borrow a tiny bit of paper."*

c. Strategy 3: Give Deference

There are two ways to show deference: the speaker humbles and abases himself, or the speaker elevates the hearer (pays him the positive face of a particular, namely that which satisfies the hearer's need to be treated superior).

> e.g. *"We look forward very much to dining with you."*

4. Communicate S's want to not impinge on H

One of the ways to save the hearer's negative face is to show that the speaker cares about the hearer and tries to invite him to communicate the FTA that is being done. Here are the strategies:

a. Strategy 1: Apologize

By apologizing for doing an FTA The speaker can show his reluctance to intrude on the hearer's negative face by apologizing for doing an FTA - partially redressing the impingement.

> e.g. *"I'm sorry to bother you."*

b. Strategy 2: Impersonalize S and H

Phrases the FTA as if the agent were other than speaker and the addressee were other than hearer.

> e.g. *"I ask you to do this for me."*

c. Strategy 3: State the FTA as a General Rule

It can be generalized as a societal rule/regulation/obligation to detach speaker and hearer from the specific imposition in the FTA (speaker does not wish to impinge hearer, but is compelled to by circumstances).The example of this strategy is:

> e.g. *"International regulations require that the fuselage be sprayed with DDT."*

5. Redress Other wants of H's

The final strategy of negative politeness is to offer the minimization of FTA which will be done by fulfilling several wishes of the hearer. The strategy commonly used is Going on Record as incurring Debt or Not as indebting the H. In this strategy, speaker can redress an FTA by explicitly claiming his indebtedness to hearer, or by disclaiming any indebtness of hearer.

> *e.g. "I'd be eternally grateful if you would…"*

Off Record Strategy

Off record aims to let the hearer interpret the meaning contained in his speech. This strategy is carried out to minimize the FTA that speakers do to the hearer. If the speaker wishes to avoid taking responsibility for the FTA, he or she can use an off-the-record method and leave it up to the listener to decide how to interpret it. Off record is divided into 2. They are:

1. Invite Conversational Implicatures

This method indicates that if a speaker wants to do FTA, he or she must give the listener a hint and hope that the listener may understand what the speaker is saying.

a. Strategy 1: Give Hints

If the speaker says something that isn't directly relevant, he invites the listener to come up with a probable meaning.

> e.g. *It's hot in here. (meaning, Open the window)*

b. Strategy 2: Give Association Clues

A related type of implicature caused by relevance breaches is given by mentioning anything connected to the act demanded of the hearer, either by precedent in the speaker-experience hearer's or by mutual awareness, regardless of their interactional experience. Here is the example:

> e.g. *Are you going to school? ….*
> *By motor cycle is broken.* (meaning, *Give me a ride there*)

c. Strategy 3: Presuppose
A third set of indicators about the speaker's intent is related to the relevance maxim in a different way. Even if a speech is almost entirely relevant in context, it might nonetheless violate the relevance rule when it comes to presuppositions..
    e.g. *I cleaned the floor today again.*

d. Strategy 4: Understate
This the way how the speaker's breach of the quantity maxim may invite the addressee to make inferences.
    A: Something wrong with Eddy?
    B: Nothing. (meaning, He is OK)

e. Strategy 5: Overstate
If a speaker says more than is necessary, he may also impart implicatures, thus breaching the quantity limit in another way.
    e.g. *There were a million people in the Co-op night!*

f. Strategy 6: Use Tautologies
The speaker invites the hearer to find an informative interpretation of the non-informative statement.
    e.g. *Men will be men.*

g. Strategy 7: Use Contradictions
The speaker challenges the hearer to identify some implicature that preserves the quality assumption, which is likely the most basic linguistic premise.
    e.g. *A: Are you OK about that?*
       B: Well, yes and no.

h. Strategy 8: Be Ironic
If there are hints that his intended meaning is being transmitted indirectly, the speaker can indirectly convey it by saying the opposite of what he means, which is also a violation of quality.
    e.g. *I guess maybe Sarah just might be a little bit of a genius.*

i. Strategy 9: Use Metaphors
Metaphors fall into a different category of quality breaches since they are physically wrong.
    e.g. *Harry eats like a horse. (meaning, eats a lot)*

j. Strategy 10: Use Rhetorical Questions
Asking a question without expecting an answer violates a sincerity criterion on questions, which states that the speaker expects the hearer to give him with the requested information.
    e.g. How was I to know…? (meaning, I wasn't)

2. Be Vague or Ambiguous: Violate the Manner Maxim
This method explains that the speaker chooses to state his utterance in an unclear or ambiguous manner. Therefore, it can minimize the FTA that the speaker does to hearer.

  a. Strategy 1: Be Ambiguous
Extending the definition of ambiguity to include any uncertainty between an utterance's literal meaning and any of its conceivable implicature.
    e.g. *John's a pretty sharp cookie.*

  b. Strategy 2: Be Vague
When it comes to an FTA, the speaker can go off the record by being unclear about who the FTA is for or what the offense is.
    e.g. *Perhaps someone did it.*

c. Strategy 3: Over-generalize
The goal of the FTA may be vaguely off-record as a result of rule instantiation; the hearer must then decide if the general rule applies to him.
> e.g. *The broken window has got to be repaired.*

d. Strategy 4: Displace H
Speaker may go off the record as to who his FTA's target is, or he may pretend to address the FTA to someone who won't be harmed by it, in the hopes that the genuine target would notice.

e. Strategy 5: Be Incomplete, use Ellipsis
This is just as much a violation of the quantity maxim as it is a violation of the quality maxim. Various conversational circumstances - especially responses to queries — legitimize elliptical remarks.
> e.g. *Well, I wasn't supposed to see you ...*

Social Dimensions
In analyzing the use of politeness strategies, it is also necessary to understand the clear benchmarks of the social dimensions that affect a communication interaction. Holmes (2013) formulates these benchmarks into the term social dimension or social dimension. The influence of this social dimension produces language variations in communication which result in different ways of conveying human beings to different people and different situations, talking about the same thing. Social dimensions that affect the interaction of a communication according to Holmes (2013) are divided into four as seen below:

1. The Solidarity–Social Distance Scale
How well you know someone is one of the most important factors affecting the way we talk to them. Holmes classifies intimate for high solidarity and distant for low solidarity.

2. The Status Scale
The selection of language variations can indicate a person's status or level of position in society. The higher the community group, the more standard the language used. Holmes use superior for high status and subordinate for low status.

3. The Formality Scale
Formality is a description of the circumstances that affect a person in speaking. This scale relates to settings such as the background, time, and place of the conversation between the speaker and the hearer. The lower the level of informality of a conversation, the more informal the situation in it will be and vice versa.

4. The Referential and Affective Function Scale
The function or purpose of the occurrence of a conversation is also an important dimension that affects the way a person speaks. This dimension is divided into two, namely referential and affective. Referential is closely related to the reference or object of a conversation that can determine whether the conversation is mutually beneficial or only beneficial to one side. Meanwhile, affective conversation will usually detail interpersonal communication or those related to the emotions or feelings of the hearer and speaker.

METHODS
The method used in this research is a qualitative descriptive method. According to Djadjasudarma (1993), descriptive method is a method that aims to make a description, which is a description of the characteristics and accurately in accordance with the nature itself. In accordance with that statement, Kasiram (2008) puts forward that quantitative method is the research that examines and evaluates a study by using data in the form of figures as a tool. The goal of this quantitative descriptive research is to produce a systematic, factual, and accurate description, image, or depiction of each research subject's facts, natures, and relationships. Based on those definitions of qualitative descriptive methods, The objective of this this research is to find out this research the politeness strategies as well as the social dimensions influencing the choices of politeness strategies used by main characters of Chloé Zhao's film, Nomad land.
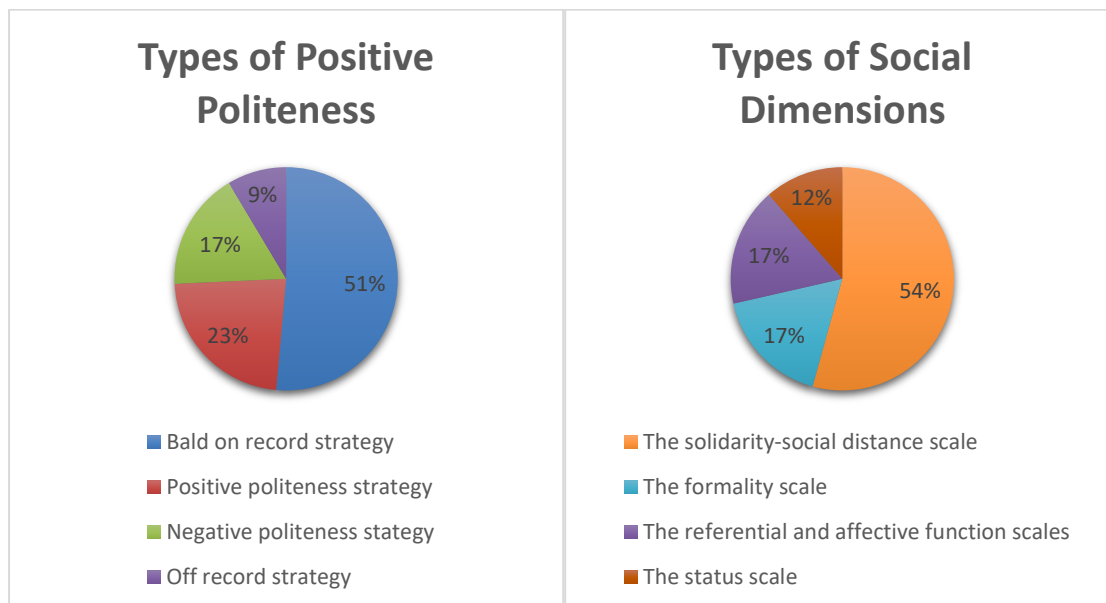
Data Collection

The research data will be collected from the transcript of Chloé Zhao's film Nomad land by doing the following steps: choosing and watching the film, reading the film's script, collecting the data, identifying the data, classifying the data, then analyzing the data based on its politeness strategies and social dimensions, and drawing a conclusion related to the results of the analyzed data.

Data Analysis

Based on the two main objectives of this research dealing with politeness strategies and social dimensions. The data obtained will be identified, classified, coded, analyzed and concluded based on the theory of politeness strategy from Brown and Levinson (1987). The politeness strategies are classified into four, namely: bald on record strategy, positive politeness strategy, negative politeness strategy, and off-record strategy. Furthermore, the data on politeness strategies will be then analyzed based on the theory on Social Dimensions from Holmes (2013) which are divided into four: the solidarity–social distance scale, the status scale, the formality scale, the referential, and affective. function scales.
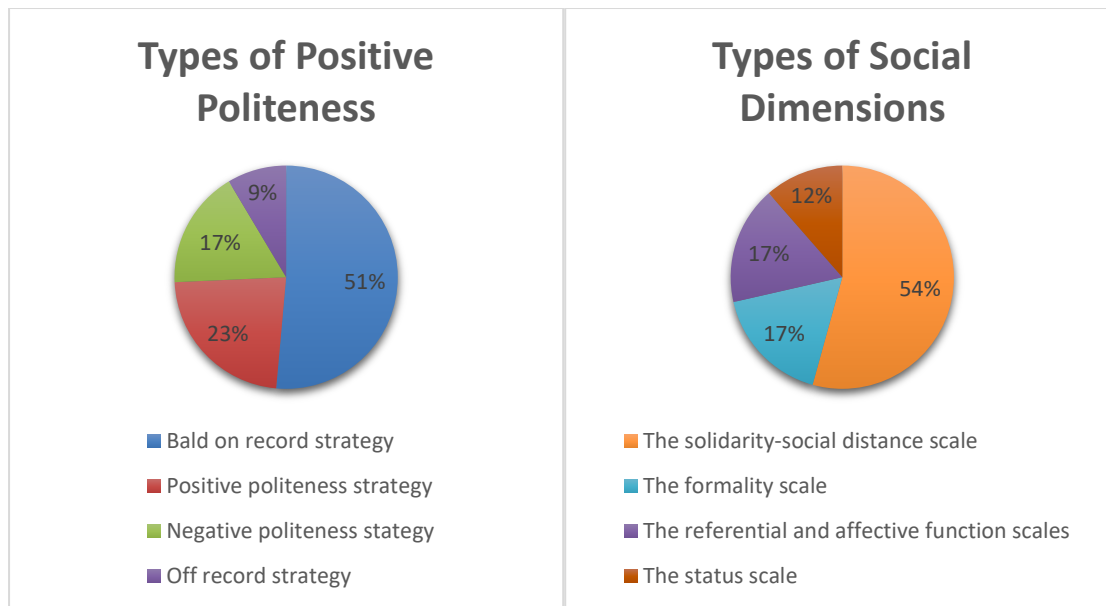
RESULTS AND DISCUSSION

Accumulatively, the data obtained and analyzed taken from the Nomadland film script in this research were 35 data. It was found four types of politeness strategy and four types of social dimensions as shown in the pie charts below.

The types of politeness strategy found in Chloé Zhao's film Nomadland are 18 data (51,43%) of bald on record strategy, followed by 8 data of positive politeness strategy (22.86%), then 6 data (17,14%) of negative politeness strategy, and 3 data (8,57%) of off record strategy. Meanwhile, the types of social dimensions found in the film are 19 data (54,29%) of the solidarity–social distance scale, followed by 6 data (17,14%) of the formality scale, then 6 data (17,14%) of the referential and affective function scales, and the last is 4 data (11,43%) of the status scale. Here are examples of the data obtained.

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Data 1
Situation Context: The scene starts when Fern which is the main character just finished loading the things she packed into her van. Along with the loud sound of the blizzard wind in Empire, Northern Nevada, America, Fern walked over to the old man named Gay who was the owner of the storage she rented and also her friend.

      Fern: "Here is my debt on ya."
      Gay: "Thank you!"
      Gay: "You take care of yourself out there."

(D1/1/1:45:10-1:44:52)

Gay said "You take care of yourself out there" to Fern. The politeness strategy used in the utterance is bald on record strategy. This can be proven from Gay's utterance which directly and clearly indicates separation or called cases of FTA oriented bald on record usage in the form of farewell.

The social dimension that influences the selection of politeness strategy used by Gay in the utterance is the solidarity–social distance scale. It can be seen from the way Fern and Gay speak, which is very friendly and relaxed because they are friends. Moreover, the way of Gay speak shows close social distance with high solidarity or named intimate.

Data 2

Situation Context: The scene begins when Fern visits Linda May's house, a small, pale yellow 10-foot fiberglass trailer called the "Squeeze Inn". Fern listened to Linda May who told her plan to join the RTR and invited Fern to join as well. The RTR is the world's largest nomadic gathering held annually.

      Fern: "What does RTR stand for?"
      Linda May: "Rubber Tramp Rendezvous. It's in Quartzsite, Arizona, in the desert on
            BLM land. You should come! I'll draw you a map. You won't have   reception
     out there." D3/11/1:35:07-1:34:56)

Based on the conversation, Linda May said "You should come! I'll draw you a map." to Fern. The politeness strategy used in the utterance is positive politeness strategy because Linda May shows a desire to convey that she is cooperatively involved in an activity that is relevant to Fern or

called convey that S and H are cooperators in the form of a strategy 10: offer promise. It can be proved by Linda May who offered or promised to make Fern a map to the RTR location with the aim of satisfying Fern's positive face.

The social dimension that influences the selection of politeness strategy used by Linda May in the utterance above is the solidarity–social distance scale that is intimate. It is shown by Linda May who is very friendly to Fern, her close friend. So they have close relationships and social distance with high solidarity.

Data 3

Situation Context: The scene starts when Fern parked at the Fox Peak gas station area. Fern was wearing two hats and gloves because it was a blizzard outside so it was very cold. Then, suddenly a woman came up to her.

    Fern: "I have a really good sleeping bag.

    Rachel: "I don't want to overstep my boundaries here, but there is a church down

    by SevenEleven. A Baptist church and they do have open bed"

<div align="right">(D5/16/1:31:16-1:31:07)</div>

Rachel said, "I don't want to overstep my boundaries here, but there is a church down by Seven-Eleven." to Fern. The politeness strategy used in the utterance is the negative politeness strategy. It is because Rachel has a desire to correct Fern's negative face by expressing the respect shown by using the utterance. This strategy is the third method in the negative politeness strategy or called don't coerce H, that is strategy 5: give deference.

The social dimension that influences the selection of politeness strategy used by Rachel in the utterance is the solidarity–social distance scale, which is distant. It can be seen from the way Rachel's speech is a little bit awkward. So, Rachel and Fern have low solidarity because they just met for the first time.

Data 4

Situation Context: The scene begins when Fern was accompanying Swankie who was lying on his bed because she was sick.

    Fern: "Are you alright?"

    Swankie: "I guess. . ." (D18/31/1:09:50-1:09:44)

Based on the conversation above, Swankie said "I guess..." to Fern. The politeness strategy used by Swankie in her utterance uses an off-record strategy because Swankie does FTA indirectly by telling utterance that contains little information that hanging in the air. This can be proven by the use of ellipsis in Swankie's speech. This strategy is the second method of off-record strategy which is be vague or ambiguous: violate the manner maxim, namely strategy 15: be incomplete, use ellipsis.

The social dimension that influences the selection of politeness strategy used by Swankie is the referential and affective function scales which contain referential dimensions with low information content and affective dimensions with high affective content. This can be seen from Swankie's utterance, which contains little information, that is only saying "I guess...". However, it actually shows Swankie's feelings of sadness and confusion because she has cancer.

CONCLUSION

From the data analysis and previous discussion about politeness strategies and social dimensions in Chloé Zhao's film Nomad land with sociopragmatics studies, the results of this research showed that

there were 4 politeness strategies found from the 35 data analyzed, the politeness strategies used in Chloé Zhao's film Nomad land were as follows: 18 data (51,43%) of bald on record strategy, followed by 8 data of positive politeness strategy (22.86%), then 6 data (17,14%) of negative politeness strategy, and 3 data (8,57%) of off record strategy; whereas, The social dimensions that influenced the selection of politeness strategies used in Chloé Zhao's film Nomad land were 19 data (54,29%) of the solidarity–social distance scale, followed by 6 data (17,14%) of the formality scale, then 6 data (17,14%) of the referential and affective function scales, and the last is 4 data (11,43%) of the status scale.

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