

ABSTRAK

Natasya Nizar Firdaus. 2026. Kesantunan Berbahasa dalam Film *Ancika: Dia yang Bersamaku 1995* Karya Pidi Baiq (Pengayaan Bahan Ajar Teks Negosiasi). Skripsi, Fakultas Keguruan dan Ilmu Pendidikan Universitas Galuh. Juni 2026.

Penelitian ini bertujuan mendeskripsikan karakteristik kesantunan berbahasa berdasarkan prinsip kesantunan Leech dalam tuturan antartokoh film *Ancika: Dia yang Bersamaku 1995* karya Pidi Baiq, serta menghasilkan pengayaan bahan ajar teks negosiasi berbasis hasil analisis tersebut. Penelitian menggunakan metode deskriptif kualitatif dengan sumber data berupa dialog antartokoh dalam film tersebut. Pengumpulan data dilakukan melalui teknik simak catat dan dokumentasi, sedangkan analisis data mencakup tahap penyederhanaan, penyajian, dan penarikan simpulan. Hasil penelitian menunjukkan bahwa (1) terdapat 34 data pematuhan prinsip kesantunan (83%) dan 7 data pelanggaran (17%), dengan maksim pujian sebagai maksim yang paling banyak dipatuhi sekaligus paling banyak dilanggar; (2) hasil analisis diimplikasikan sebagai pengayaan bahan ajar teks negosiasi pada pembelajaran Bahasa Indonesia jenjang SMA yang memuat materi, contoh tuturan santun dan tidak santun, serta tugas mandiri. Dengan demikian, film ini berpotensi menjadi sumber bahan ajar teks negosiasi yang kontekstual dan relevan bagi siswa SMA.

Kata Kunci: *kesantunan berbahasa, film, bahan ajar.*

ABSTRACT

Natasya Nizar Firdaus. 2026. Language Politeness in the Film *Ancika: Dia yang Bersamaku 1995* by Pidi Baiq (Enrichment of Negotiation Text Teaching Materials). Thesis, Faculty of Teacher Training and Education, Universitas Galuh. June 2026.

This study aims to describe the characteristics of language politeness based on Leech's politeness principles in the dialogue among characters in the film *Ancika: Dia yang Bersamaku 1995* by Pidi Baiq, and to produce enrichment materials for negotiation text learning based on the analysis. This study employed a qualitative descriptive method with data sourced from the dialogues among characters in the film. Data were collected through observation-note and documentation techniques, while data analysis covered the stages of data reduction, presentation, and conclusion drawing. The findings indicate that (1) there are 34 instances of politeness principle compliance (83%) and 7 violations (17%), with the approbation maxim being the most frequently observed and the most frequently violated; (2) the analysis results can be applied as enrichment material for negotiation text learning in Senior High School Bahasa Indonesia classes, incorporating subject matter, examples of polite and impolite utterances, and independent tasks. Therefore, this film has the potential to serve as a contextual and relevant negotiation text teaching resource for Senior High School students.

Keywords: *language politeness, film, teaching materials.*