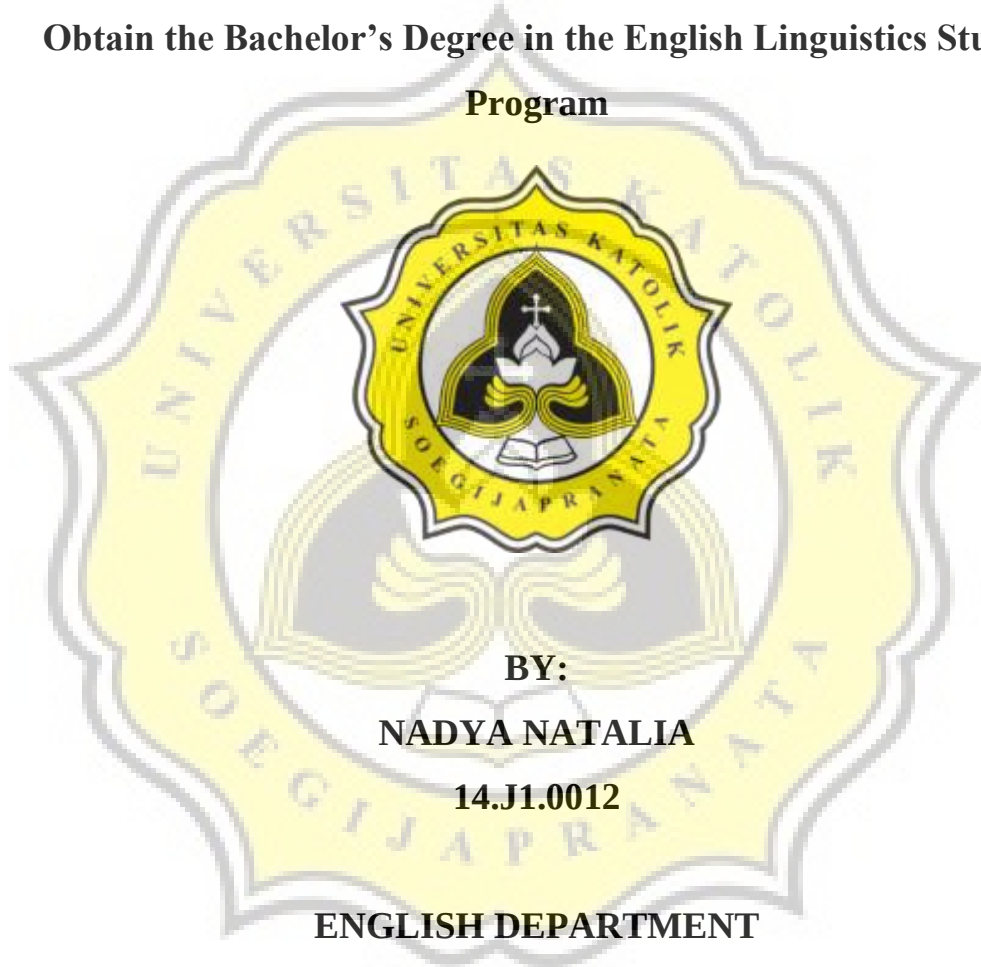


**A STUDY ON COMPLIMENT RESPONSE STRATEGIES
IN “WEIGHTLIFTING FAIRY KIM BOK JOO”**

**A Thesis Presented as a Partial Fulfillment of the Requirement to
Obtain the Bachelor’s Degree in the English Linguistics Study
Program**



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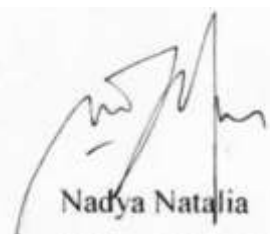
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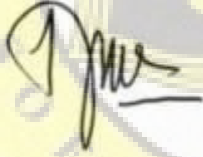
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Let no one look down on you because you are young, but set an example for the believers in your speech, conduct, love, faithfulness, and purity. – 1 Tim 4:12

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ABSTRACT

Compliment response (CR) is an example of speech act which is commonly used in daily interactions between people regardless of their age and social status. It is practiced as a form of solidarity and politeness maintenance. Each country has different CR strategies, mainly influenced by one's cultural aspects. Three broad strategies are acceptance, rejection and self-praise avoidance, as proposed by Pomerantz (1978) and rearranged by Spencer-Oatey and Ng (2001). CR strategies are also often associated with two of Leech (1983)'s politeness principles, Modesty and Agreement Maxims. Hence, this study in particular aims to find out the CR patterns and the practice of the two maxims in South Korea, as represented by a South Korean TV series "*Weightlifting Fairy Kim Bok Joo*" (역도여정 김복주). The writer used qualitative method to answer the research questions, by classifying the data to develop a general pattern of CR strategies and analyzing what each strategy implies considering South Korean cultural aspects. The findings of this study conclude that self-praise avoidance is practiced the most, followed by acceptance and rejection consecutively. Self-praise avoidance is also referred to as indirect acceptance, which complies with Modesty Maxim. It is inferred that the South Korean society is still likely to practice modesty in the daily interactions, possibly to conform with Confucian values.

Keywords: compliment response, strategy, South Korea, modesty, agreement

ABSTRAK

Compliment response (CR), atau tanggapan terhadap pujian, adalah contoh tindak tutur yang biasa digunakan dalam interaksi sehari-hari antar manusia tanpa memandang faktor usia maupun status sosial. CR merupakan sebuah bentuk pengukuhan solidaritas dan kesopanan. Masing-masing negara memiliki strategi CR yang berbeda-beda, yang dipengaruhi oleh faktor budaya. Tiga strategi yang umum digunakan adalah penerimaan, penolakan dan menghindari pujian, seperti yang diusulkan oleh Pomerantz (1978) dan disusun ulang oleh Spencer-Oatey dan Ng (2001). Strategi CR juga dikaitkan dengan *politeness principles*, atau prinsip kesopanan, yang diajukan oleh Leech (1983), yaitu *Modesty Maxim* dan *Agreement Maxim*. Studi ini bertujuan untuk menyelidiki pola CR sekaligus penerapan kedua maxim tersebut di Korea Selatan, sebagaimana ditunjukkan oleh sebuah serial TV berjudul “*Weightlifting Fairy Kim Bok Joo*” (역도여정 김복주). Penulis menggunakan metode kualitatif untuk mengembangkan pola CR serta menganalisis makna tiap-tiap strategi terkait aspek budaya Korea Selatan. Temuan studi ini menegaskan bahwa pola yang paling banyak diterapkan adalah menghindari pujian, yang diikuti oleh penerimaan dan penolakan. Menghindari pujian juga dihubungkan dengan penerimaan tidak langsung, yang tergolong kategori *Modesty Maxim*. Dapat disimpulkan bahwa Korea Selatan masih cenderung melaksanakan penerapan nilai kesederhanaan dalam keseharian, kemungkinan guna menyesuaikan dengan norma Konfusius.

Kata kunci: respon terhadap pujian, strategi, Korea Selatan, kesederhanaan, persetujuan