ABSTRACT

In pragmatics, to keep social balance and good relationship between speaker and hearer, the speaker have to obey Leech’s politeness principle. To see if the speaker acts politely or not can be indicated by paying attention to hearer’s perlocutionary act. Perlocutionary act, also known as perlocutionary effect, is consequence or effect which is caused by an utterance. A dorama which main actor has many negative perlocutionary act is “Kimi wa Petto”.

This thesis will examine the violation of politeness principle which is done by Iwaya Sumirei, “Kimi wa Petto” dorama’s actress, and analyzing the perlocutionary act which is obtained as a result of his violation in politeness principle. This research is using described analysis qualitative method to represent information about polite communication method which able to stay in good term with each other. Seven classification of perlocution which accepted by Iwaya were founded as the result of this research. Five were in negative form, such as anger, fear, regret, confusion, and careless. Two positive form like sympathy and agree. From six Leech’es politeness principles, five were violated by Iwaya, such as tact maxim, generosity maxim, approbation maxim, modesty maxim, and agreement maxim.

Key words: violation of maxim, Iwaya Sumirei, perlocutionary act, hearer