Abstract

Politeness is not merely for the group of society, but also for the people in certain conditions that need to harness the language in order to make a good interaction, or build relationship towards the hearer. Politeness is needed to avoid misunderstanding, make a good impression, and comfortable situation in conversation. People have to pay attention of word choices and strategy to deliver the ideas in comfortable way. Bald on Record strategy is used whenever a speaker wants to do the desire with maximum efficiency more than he/she wants to satisfy the hearer. Bald on record strategy does not only occur in daily conversation, but also in the dialogue found in a movie. *Three Kingdoms* is a kind of interesting movie to be analyzed as a subject in terms of bald on record. The movie tells about the war between three states that succeeded the Eastern Han dynasty in China history. Thus, the aims of this research are (1) to find the frequency of bald on record between the civilians and civilians, between civilians and the generals, among generals, and between the king and other people, and also (2) to find the bald on record strategy that mostly used by characters in the *"Three Kingdom"* movies based on Brown and Levinson (1987) theory.This research employed descriptive qualitative research as the data show the representation of the people in the real world. The source data employed from the movie entitled *Three Kingdom* directed by Daniel Lee. The main instrument of the research was the writer himself and the secondary instrument was a datum sheet. The sampling techniques of this research was purposive sampling. The researcher also interpreted the result for the discussion.The result shows that there are all types of bald on record that appeared in the conversation, emergency, task oriented, alerting, and requesting in 50 data. The frequency of bald on record used by characters based on categories are 38% civilian & civilian, 16% civilian & general, 28% among generals, and 18% involved by king. The most used type of bald on record by the characters is task oriented, which is 56% from the total data.

Keywords: Politeness, Politeness Strategies, Bald on Record, Movie.