

ABSTRACT

This study is to find the politeness strategies used by Alice to avoid FTA and how the strategy resembles Alice's social, cultural background and her self-image. Library research is used as the research method in this study. The tool of analysis mainly used is Brown and Levinson's (1987) theory of politeness. The findings of this study are the politeness strategy used by the main character the most is negative politeness. The strategy she used represents that she is a friendly person and wants to make friends with people in the Wonderland, and she shows her social cultural background as an educated person and knows how to behave well. The findings influence the change of the strategy. The recommendation for future research is that the usage of positive or negative politeness strategies depends on the context culture.

Keywords: Politeness strategies, negative politeness, positive politeness, off record, bald on-record