A CONVERSATION ANALYSIS OF PREFERENCE ORGANIZATION IN BRAVE MOVIE

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ABSTRACT

This study is aimed to explain the feature and strategy responses of preference organization used by the main character in Brave movie. In analyzing the data, it was used Levinson's theory (1983) for the features and Schegloff's theory (2007) for strategy responses of preference organization that found in the movie. It is a descriptive qualitative research. The data of this study are in the forms of words, phrases, and sentences that contain the features and strategies of preference organization and explained descriptively. Numbering was only used to simply classify the categories. The result showed that the features and accuracy responses of preference organization in Brave movie contain preference organizations of agreements, expected answers, and denial. For dispreferred response, there were refusals, disagreements, and unexpected answers. Meanwhile, the strategies response of preference organization consists of preferred responses in simple and no delay way and elaboration. For dispreferred responses there are mitigations, elaborations, default, and positioning

INTRODUCTION

Humans are social creatures who cannot live alone and always have dependencies with other human. They always have a tendency to interact with other people in their life and the main feature of human social life is talking or having conversation with others. Conversation itself can mean that people talk to other people with the aim as a form of socialization and interaction with others in their life (Have, 2007: 4). Having a conversation becomes a very common activity for humans because

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they can convey their information and understanding to others and create interaction in society.

In addition, to make conversations run well and effective, people must be able to convey their message clearly and make it easy for others to understand what they are saying. The study of how people interact with others and use language to create conversations is known as conversation analysis and will henceforth as CA.

In conversation, there is adjacency pair that is composed of two utterances by two speakers. Adjacency pairs have two parts; those are first pair part and second pair part. The first pair provokes an utterance and the second pair gives a response from what the first pair part said. Furthermore, Schegloff (2007: 14) states that when the speaker has produced a first pair part, he or she should stop speaking and the next speaker should produce a second pair part at that juncture. These paired utterances are referred to as adjacency pairs.

In addition, when doing conversation the speakers take action to manage their role and make their conversation run well. When speakers take action to manage their role is called as turn taking. Turn taking is an exchange system of how two speakers select their role in conversation that when someone is talking, after the brand speaks they can give another speaker a turn, or another speaker can take their own turn to speak (Schegloff, 2007).

Moreover, when people do conversation after they are conveying their utterances they need agreement and disagreement response from the other speaker. Agreement and disagreement responses are called as preference organization which consists of preferred and dispreferred response (Sidnell 2010). Preference organization is the next response after the first pair part deliver utterance. Every first pair part need a response from second pair and the response called as preference organization and consist of preferred response (agreement) and dispreferred response (disagreement).

Preference organization either preferred or dispreferred response has several features. Those are acceptance and refusal response, agreement and disagreement response, expected answer and unexpected answer response, denial and admission response. for example if the first speaker give assessment to second speaker and the second speaker gives agreement response for what the first speaker said, the agreement response that produce b the second speaker called as preferred response. The response comes after the first pair part utterances. According to Schegloff (2007) to find out the accurately response of preference organization depends on the strategies of preferred and dispreferred responses. Strategies of preferred response are simple and no delay. Meanwhile, dispreferred response has four strategies those are mitigation, elaboration, default, and positioning.

Preference organization occurs in everyday spoken interaction of human such as conversation between teacher and student, conversation between parent and children, conversation in talk show, or conversation in movie by investigating script of the movie. Many movies exist in this world and each movie surely contains conversation between the cast. The conversation in the movie can be analyzed through preference organization. Therefore, preferred and dispreferred responses in movie are interesting to be analyzed.

One of the movies that is interesting to be analyzed is Brave movie by Walt Disney which was aired all over the world. The conversation in Brave movie provides preferred and dispreferred response. According to STANDS4 Network website, *Brave* movie is Pixar Walt Disney Movie's 13th animation work follows the other Walt Disney Movie at the top of the United States box office chart. *Brave* movie also won 1 Oscar

trophy as the best animation movie. Walt Disney Movie carried the theme of the ancient kingdom which has a pair of king and queen also a princess and three princes. This movie is about Princess Merida, as the main character, the first born daughter of Scottish King Fergusand Queen Elinor. She is a skilled archer who wants to carve out her own path in life. Her defiance of an age-old tradition angers the Highland lords and leads to chaos in the kingdom. Merida seeks help from an eccentric witch, who grants her an ill-fated wish. Then, Merida must discover the true meaning of courage and undo a beastly curse before it is too late.

Concerning with preferences organization in the movie, there are some previous studies conducted. The first study was Rohmah's (2017) study on the use ofthe preference organization used by transgender in film. She explained how transgendered MTF talks to others in the film. She used Levinson (1983) as the main theory to conduct her analysis. The analysis focused on analyzing types of preference and dispreference uttered by Einar as the Transgender in that film. This analysis used qualitative method to analyze the data. In this analysis the researcher found some type of preferences organization. They were acceptance, agreement, expected answer, denial refusal, disagreement, and unexpected answer.

Another study was conducted by Hafidzoh (2016). She analyzed preference organization uttered by the character in movie. This analysis focused on how the prefered and disprefered response from all characters in *Ant-Man* Movie. She used Schegloff (2007) as the main theory to conduct her analysis. The analysis used qualitative method because provide word-expression and rich description. There were 20 data about preferenced and disprefered response from all the characters in *Ant-Mant* Movie.

Therefore, there are similarities between the previous studies and this study. Both conducted analysis conversation in movie. This study also has several differences with other previous studies. The first previous study focused on type of preference organization and explaining the response uttered by the transgender in film. Then, the second previous study used difference theory from this study to analysis the data. The second study only focused on explains how transgendered MTF talks to other in the film. Meanwhile this study focuses on the type of preference organization and the strategies response used by princess Merida.

Hence, from the above explanation, it is focused on the use of preferred and dispreferred responses used by Merida in *Brave* movie based on the conversation uttered by princess Merida because princess Merida is the main character and she is the hallmark or icon of this movie. It is to understand the strategies of preference organizations used by Princess Merida in the conversation.

METHOD

This study uses qualitative approach as the design of the research. This study explains descriptively the preference organization in particular about the features and strategies of preference organization which are shown as forms of words, phrases or sentences in the movie. The source of data in this study is *Brave* movie and its script. From the movie, it can be understood the context of the conversation occurred, whereas the script is to ensure the utterances of the characters in the movie. The script retrieved from https://www.scripts.com/script/brave_4612. The data of this study are words, phrases or sentences of the conversation uttered by princess Merida that contain preference organization either preferred or dispreferred.

The data of this study will be collected through the following steps. First, download the *Brave* movie and script in https://www.scripts.com/script/brave_4612. Second, watch the movie to understand its content and look at the script to the movie to ensure the utterances. Third, identify conversation that contain preference organization either preferred or disprefered responses from princess Merida. Fourth, rewrite the data that contain preference organization and categorizing them by the feature. Fifth, classify the data according to the features. Then, the data that have been obtained were put into the data sheet. In this content analysis, it uses table in displaying data collection to make easier to classify the feature of preference organization. Sixth, analyze the features of preference organization and the strategies responses uttered by princess Merida through the conversation in *Brave* movie based on the strategies of preferred and dispreferred response.

After collecting the data, the analysis starts with the data reduction to present the process of assessing the data through the process of selecting, focusing, simplifying, and transforming the data which find from the script. Then, in this step it is focused on answering the features and strategies of preference organization uttered by princess Merida in *Brave* movie. It is also explained the data in discussion based on the features of preference organization and the strategies of preference organization used by princess Merida in *Brave* movie. And the last, process of conclusion drawing and verification based on the theory. The conclusion explained based on the result of data analysis.

FINDINGS AND DISCUSSION
Findings

This section provides the feature and strategies of preference organization taken from Brave movie and script. The findings are presented in the form of table to ease readers in comprehending the result of preference organization in *Brave* movie. It also eases to find out the feature and the strategies responses of preference organization uttered by princess Merida in *Brave* movie.

Table 1. Preferred and Dispreferred Features

No	Features	Strategies	Data and Code of The Data
1	Preferred	Agreement	(001/PR/AGR) Eleanor: Your father doesn't believe in magic. Merida : Well, he should, 'cause it's true!
		Simple and no delay	(002/PR/AGR) King 1: Nah, it's just a legend. Merida: Legends are lessons. They ring with truths.

No	Features	Strategies	Data and Code of The Data
		Expected Answer	Elaboration	(003/PR/EXA) Eleanor: Merida, All this work, all the time spent preparing you,schooling you, giving you everything we never had...I ask you, what do you expect us to do? Merida : Call off the gathering! Would that kill them?You're the Queen, you can just tell the lords, the princess is not ready for this. In fact, she might not ever be ready for this so that's that. Good day to you. We'll expect your declarations of war in the morning.
		Simple and no delay	(004/PR/EXA) Witch : And how are you going to pay for that, sweetie? Merida : With this.
		Simple and no delay	(005/PR/EXA) Witch : Are you sure you know what you're doing? Merida : I want a spell to change my mom. That'll change my fate
		Simple and no delay	(006/PR/EXA) Witch : You don't want it? Merida : Yes, I want it! You're sure, if I give this to my mom, it will change my fate?
		Simple and no delay	(007/PR/EXA) Eleanor : What's this? Merida :It's a peace offering. I made it. For you. Special
	Denial	Simple and no delay	(008/PR/DEN) Eleanor: You've embarrassed them.You'veembarrassed me. Merida : I followed the rules!
2	Dispreferred	Refusal	Mitigation	(009/DPR/REF) Eleanor: This year, each clan will present a suitor to compete in the gamesfor your hand. Merida : I suppose a princess just does what she's told!
		Mitigation	(010/DPR/REF) Eleanor: I would advise you to make your peace with this.The clans are coming to present their suitors. Merida : It's not fair!
		Elaboration	(011/DPR/REF) Eleanor: If you could just try to

No	Features	Strategies	Data and Code of The Data
			see what I do, I do out of love.
			Merida : But it's my life, it's...I'm just not ready.
		Positioning	(012/DPR/REF) Eleanor: I am the Queen! You listen to me! Merida : Oh !...this is so unfair!
		Positioning	(013/DPR/REF) Witch : If you're not going to buy anything, get out! Merida : No… the wisps led me here!
		Positioning	(014/DPR/REF) Fergus : Merida, get back! Merida : Uh, no! … No! Dad, don't hurt her!
	Disagreement	Positioning	(015/DPR/DIS) Eleanor: Merida, a princess does not place her weapons on the table Merida : Mom!... It's just my bow!
		Mitigation	(016/DPR/DIS) Eleanor: You look absolutely beautiful! Merida : I can't breathe!
		Mitigation	(017/DPRDIS) Eleanor: Oh, you're acting like a child. Merida : And you're a beast! That's what you are!
	Unexpected Answer	Mitigation	(018/DPR/UNA) Eleanor: Hungry, aren't we? Merida : Mom!
		Default	(019/DPR/UNA) Eleanor: But are you willing to pay the price your freedom will cost? Merida : I'm not doing any of this to hurt you.
		Positioning	(020/DPR/UNA) Eleanor: What was in that cake? Merida : Uh ?Cake?
		Mitigation	(021/DPR/UNA) Fergus : Oh, count your stars lass. It almost had you. Are you hurt? Merida : It's your wife, Eleanor!

DISCUSSION
Preferred Responses
One of the features of preference organization for preferred responses in the movie is agreement feature. Merida used the agreement features when she had conversation with her parents and other kings.

(1) Merida : I saw a wisp! I saw a wisp.

Eleanor : A wisp? You know, some say, that will-o'-the wisps lead you to your fate.
Fergus : Oh, aye, or an arrow! Come on, let's be off before we see a dancing tatty boggle or a giant having a jigger in the bluebells...
Eleanor : Your father doesn't believe in magic.
Merida : *Well, he should, 'cause it's true!* (001/PR/AGR)

From the example (1), the agreement feature was used when Merida responds to Eleanor's statement by uttering '*Well, he should, 'cause it's true!*' The agreement feature '*well, he should*' in this context is to show the same opinion toward the existence of magic. Both she and her father do not believe in magic. It is in accordance with Sarason (2019) that agreement is having the same opinion with the participant or deal with the participant in the conversation. It was a response from her mother's assessment of her father personality based on the assumption that much of someone's behavior that can be observed by others results from the extent to which an individual has personal characteristics that underlie his character.

The strategy used to express her agreement is using preferred response in simple and no delay because she immediately agreed to her mother's statement and there was no pause or filler before she responded to the statement. According to Schegloff (2007) there are two strategies which can be used to identify the preferred response, they are simple response and no delay which mean that preferred response comes right away after the first pair part finishing the turn. It further adds that the preferred responses tend to be short and to the point.

For another feature of preferred response is expected answer. From the five expected answers in the movie, Merida used it in the context of refusing the arranged marriage with her mother and conversations with the witch.

(2) Witch : You don't want it?
Merida : Yes, I want it!
You're sure, if I give this to my mom, it will change my fate? (006/PR/EXA)

The example no (2) provides an understanding that the sentence shows that Merida's answer is preferred answer especially an expected answer because her response using the word "yes, I want it" and princess Merida's answer is related to what the witch asking for. Expected answer is when someone answers a question in accordance with what it is asked in harmony with the question (Nordquist, 2020). In this example, the preferred response in term of expected answer can be delivered in a simple way and direct response.

Instead of using strategy of in simple and no delay, preferred organization in expected answer also use the strategy of elaboration, as display in example (3).

(3) Eleanor: Merida, All this work, all the time spent preparing you,schooling you, giving you everything we never had...I ask you, what do you expect us to do?
Merida: Call off the gathering!Would that kill them?You're the Queen, you can just tell the lords, the princess is not ready for this. In fact, she might not ever be ready for this so that's that. Good day to you. We'll expect your declarations of war in the morning. (003/PR/EXA)

In addition to preferred response, there was one denial response in princess Merida's response. Denial is a statement denying something that is considered true by others.

(4) Eleanor : You've embarrassed them. You've embarrassed me.
Merida : I followed the rules! (008/PR/DEN)

When princess Merida said "I followed the rules!" it can be identified that this is a preferred answer especially denial. It was uttered directly to deny what Eleanor accused

to her. It is in line with Scanlon (2008) that denial is a defense when someone refuses or disagrees with a fact. He/she will continue to deny that the fact is not true.

Dispreferred Responses

For dispreferred response features proposed by Levinson (1983), it was only found 3 features of dispreferred responses out of 4 features uttered by princess Merida in *Brave* movie. The features consist of refusals, disagreements, and unexpected answers. There is an absence of admission feature in this movie.

The first feature used by Merida in the movie was refusal. It was used when her mother made an offer.

(5) Eleanor   : This year, each clan will present a suitor to compete in the games for your hand.
     Merida   : I suppose a princess just does what she's told! (009/DPR/REF)

In this situation, Princess Merida refused the plan and that she thought the girls could only do what she learned without getting married. Her response was a refusal because she refused to attend a matchmaking event where she was asked to decide the game for the princes. According to Al-Khatib (2006) an offer or invitation is a situation when a person conveys something to another person, to do or not to do something, to take approval, to invite, to make an offer. The response given for an offer is the same as those of request, acceptance and refusal. Other refusal responses in the movie were used when she did not accept any offers.

The response clarified the misalignment of her mother's statement while expressing her opinion about the princess's obligations. Dispreferred responses tend to be mitigated or attenuated in order to avoid too overt misalignment. Moreover, the dispreferred response can be reduced, where the dispreferred response can actually be changed to reduce the discrepancy expressed by the first pair part (Schegloff, 2007).

Another one of the dispreferred organization is in the form refusal and used the strategy of elaboration is displayed in the following.

(6) Eleanor : If you could just try to see what I do, I do out of love.
    Merida   : But it's my life, it's...I'm just not ready. (015/CHD/ELA)

From the dialogue above, Princess Merida's answer shows doubt that in the phrase "I'm just not ready" she admitted that she was still not ready for marriage. That goes along with accounts such as hedges, apologies, and appreciations.

Another dispreferred response used in the movie is disagreement. Disagreement is the situation in which people don't agree or do not have the same opinion with the speaker (Sarason, 2019).

(7) Eleanor   : You look absolutely beautiful!
    Merida : I can't breathe!
    Eleanor   : Oh, shush. Give us a turn.
    Merida : I can't move. It's too tight! (016/DPR/DIS)

Queen Eleanor gave an assessment by praising Princess Merida. In contrast to Princess Merida, she felt tortured by the dress she was wearing and said, "I can't breathe!" and also "I can't move. It's too tight!" These two sentences show that Princess Merida felt uncomfortable with the dress she was wearing. In other words she did not agree that she looked beautiful in the dress, she actually felt the dress was torturing her. This feature of disagreement used the same strategy as example (6), mitigation strategy.

Unexpected answer was also used to response a question in the conversation in the movie. An unexpected answer is when someone unexpectedly answers the question outside of the topic of conversation or what has been asked (Sarason, 2019).

(8) Fergus : Oh, count your stars, lass. It almost had you. Are you hurt?

Merida : It's your wife, Eleanor!
Fergus : You're talking nonsense! (021/DPR/UNA)

When king Fergus wanted to fight the bear with his sword accidentally he almost hit his daughter. Then, the king asked if princess Merida was alright. Princess Merida says "It's your wife, Eleanor!" without answering her father's question princess Merida instead said that it was the queen of Eleanor who turned into a bear. Princess Merida's response was an unexpected answer because it did not synchronize with the previous question, also given the sentence by King Fergus which is "You're talking nonsense!" because princess Merida said something that did not make sense. This utterance used mitigation strategy for the dispreferred response.

Another strategy of dispreferred organization in unexpected answer used the strategy of default as the following.
(9)   Eleanor : But are you willing to pay the price your freedom will cost?
        Merida : I'm not doing any of this to hurt you. (019/DPR/UNA)

Default is a type of dispreferred strategy that is rarely encountered. In the response above, she uttered dispreferred response that produced in the form of preferred. The sentence "I'm not doing any of this to hurt you" means she does not want to hurt her mother. This utterance is the default because this is actually a dispreferred sentence formed in the preferred response.

The following is the dispreferred response in unexpected answer and the strategy of positioning.
(10) Eleanor   : What was in that cake?
     Merida   : Uh ?Cake? (020/DPR/UNA)

In the dialogue, princess Merida responds with "Uh? Cake?" In the response, there is a pre-paused namely "uh" in which it was unsure when princess Merida says it. In turn-initial delay, hedges also become one of its characteristics. Schegloff (2007) points out that dispreferred responses are recognizable by the following features such as pauses, prefaces markers such as, well.., uh...,partial agreement/appreciation/apologies, or qualification, and explanation for not providing preferred response.

CONCLUSIONS AND SUGGESTIONS
The preferred responses in the movie commonly used a simple and no delay response without any pauses when the previous speaker uttered the sentence. Princess Merida immediately answered the first speaker's sentence. Then, The movie also used the four strategies proposed by Schegloff (2012). Mitigation strategies were commonly used in the movie. Princess Merida used mitigation strategies to reduce the misagliment with the previous speaker. In the elaboration strategy princess Merida used accounts such as hedges and appreciation in response. In the default strategy, princess Merida framed the sentence in the form of preferred response but with the aim of refusal. And the last, positioning strategy was used when princess Merida used pre-paused such as "uh.." and "oh.." and used a delay before saying the sentence.

It is suggested to the next researchers to analyze preference organization in other literature works. The use of everyday conversations, talk shows, and conversations in textbooks are also advisable to study.

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