Conclusion

This study has explored how Mr. Peanutbutter, a character from animated TV series Bojack Horseman, employs politeness strategies in his interactions with other characters. The analysis reveals that positive politeness is the most frequently used strategy, which he uses exclusively in his interactions with friends and relatives. His choice of politeness is mostly influenced by sociological factors, with Mr. Peanutbutter using more negative politeness when interacting with those of higher social status and greater social distance, or if the imposition is high. Interestingly enough, while negative politeness is more generally used towards those of higher status, Mr. Peanutbutter uses it several times to his romantic partner to show respect for her. Additionally, one of the show's themes, in this case capitalism, proved to influence his politeness although only occurred once. The analysis also reveals that his use of politeness is, to some extent, impactful to make his relationship with others better, by making them feel good and minimizing conflict.

Although this study took fictional work as the object, it could still be a valuable addition to the ongoing discussion regarding politeness strategies in different media to understand how a certain character uses politeness strategies. As Agha (2007, in Djenar (2015)) argued, real-life conversation is also reflected in multiple forms. For future research, this study suggests that it might be interesting to use politeness as a tool to examine complex issues whether in a fictional or real world as well as using other theories of politeness. Future research can also combine politeness strategies with other related aspects such as character archetypes to reveal how certain characters employ politeness strategies, whether by using Brown and Levinson's theory or other ones.

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