

CHAPTER I

INTRODUCTION

1.1 The Background of Study

Language is a tool for interacting with each other in human's life. Language also is very important part for building and maintaining personal relationship in everyday life. In building and maintaining relationship between each other, it is necessary to have a strategy. One of these strategies is the politeness strategy. Language makes individuals empower to send the message, opinion, feeling or thought. Conveying the thoughts when we impart to the next should be clear to be accept well in light of the fact that the great correspondence occurred if the speaker and the audience can get the significance suitably. Ordinary citizens make correspondence unstructured. This isn't become issue on the grounds that the most significant is their discourse can be perceived and acknowledged by others. However, they need to use good language in expressing their mind. People might not always remember the specifics of a conversation, but they are doing remember their overall impressions of other person, as well as how well they felt the conversation proceeded. for instance, they'll recall whether or not they felt the other person was cooperative, and whether or not the other person was friendly, polite, knowledgeable, standoffish, or rude. Moreover, people tend to assume that the person's way of speaking is the description of his/her personality. Understanding the politeness strategy make people skills to use language during a great way.

According to Sucitra (2020:22) said that Nowadays, there are numerous approaches to offer viewpoints and remarks on something, for example, in open

conversations, conceptualizing occasions, and through online media. There are numerous online media applications that give space to remarking or composing assessments by clients. One online media that gives space to record pieces of feedback to its clients in the YouTube application. It gives the space for remarking that turns into an office for netizens of YouTube Channel to make remarks on YouTube posts. In communicating sentiments and suppositions through a composition, each netizen can pick the type of sentences and words decision as an indication of portrayal of his/her considerations and sentiments. In composed language, political race and the utilization of specific words is very significant in guarding amiability in language.

Based on explanation above, there are some reasons that make the writer chooses Basuki Tjahaja Purnama (BTP) as the object of this study. First, he is the man of integrity, anti-corruption. Second, BTP's unique language and style of speaking, frankly seeing the shortcomings of his work team, immediately reprimanded him but all for the good. Third, he is a good model as a leader. Therefore, anything about all Ahoks becomes interesting as well as the characteristics of BTP's speech in the use of politeness strategies. Therefore the writer chooses the title “The Analysis Of Politeness Strategies In *Basuki Tjahaja Purnama*’s Conversation As Found In Youtube”.

1.2 The Problem of Study

Based on the background analysis, the writer intends to focus on the following problems:

1. What types of politeness are used by Basuki Tjahaja Purnama's (BTP) conversation as found in Youtube?
2. What is the dominant types of politeness by BTP's conversation as found in Youtube?
3. How are politeness strategies realized in BTP's conversation?

1.3 The Objective of the Study

Based on the problem of the study above, the objective of the study are:

1. To find out types of politeness used by BTP's conversation as found in Youtube.
2. To analyze and give explanation of the research the dominant types of politeness by BTP's conversation as found in Youtube.
3. To find out politeness strategies realized in BTP's conversation.

1.4 The Scope of the Study

In a study, there must be a scope that writer focused on. This study is scope to analyze politeness strategies according Brown and Levinson namely Bald on record politeness, Positive politeness, Negative Politeness, and Off Record-Indirect Strategies, which is found on BTP's conversation in youtube. The data source of this study is collected from Youtube.

1.5 The Significances of Study

The study offers both theoretical and practical significance. The usefulness of this study is as follows:

1. Theoretically

- 1) This study is expected to enrich the linguistics field, especially in pragmatics study and particularly in term of politeness strategies.
- 2) The results of this study will be a new perspective for enrich knowledge about their special politeness strategies when officials make speeches or conversations.

2. Practically

1) Students of English Department

The result of this study is expected to be useful and a reference for students of English department especially in politeness strategies.

2) Lecturers

This study is expected to provide benefits for pragmatics teaching, especially in politeness strategies. Lecturers can use the findings of this study as a new resource in the subject of Pragmatics.

3) Researchers

Hopefully, the results of this study can be new knowledge and additional sources for people who will research politeness strategies.

CHAPTER II

REVIEW OF RELATED LITERATURE

2.1 Language

Language is very important in human life. It can be seen that the language used everyday life by humans in various aspects of life and language is used by humans to convey messages, interacting with others, conveying what is on his mind and forms of communication between humans. According to Gorys Keraf (1997:1), language is a method for correspondence between individuals from the as an image of sound delivered by the discourse organ. Maybe there is a complaint by saying that the language isn't the as it were an instrument for correspondence. They contend that two people or gatherings conveying by method for explicit ways that have been concurred, for example, through works of art, smoke, sound of drum or barrels, etc. However, they ought to likewise perceive that when contrasted and the language, all communication tools before contains numerous powerless viewpoints.

2.2 Pragmatics

People cannot understand the character of a language unless they understand how it is utilized in communication. people need to know the language because it always expresses ideas, thoughts, feeling, and therefore the speaker's intention. One branch of linguistics which studies language as getting used is named pragmatics.

There are a few perspectives on pragmatics. According to Yule (1996:3), firstly, pragmatics is the investigation of expressions as imparted by a speaker and

deciphered by a listener. Secondly, pragmatics is the investigation of relevant significance. It requires thought of how a speaker organizes what the person in question needs to say. Thirdly, pragmatics is the investigation of how the listener gets the understood significance of the speaker's expressions. The last, pragmatics is the investigation of the outflow of a relative distance. It is expected the investigate of the connection between phonetics structures and the clients of those structures. In addition, Leech (1983:6) states that pragmatics is the study of speaker's meaning, contextual meaning which is related to the speech situations. Furthermore Levinson (1983) defines pragmatics is a study of the language use in communication.

As one of the linguistics branches, pragmatics also has various branches of the study, they are deixis, implicature, speech acts, presupposition, politeness and impoliteness. Yule (1996:3) says that Politeness in interaction means that show awareness of another person's face.

2.3 Politeness

Politeness is a word which expects individuals to confront problematical activity in utilizing any language. It is hard to learn on the grounds that it includes seeing all the suggested part of language. In addition to the actual language yet additionally the social and social upsides of the local area where the language develops, in light of the fact that language can't be isolated with the local area who use it. Besides, utilizing language should be suitable with the social setting of the speaker. What's more, it likewise includes specific the job connections and relative status of the members in a communicate.

Watts (2003:9) defines Politeness as a thing that isn't brought into the world with individuals. It is something a person needs to learn and be associated with, and young generation has been of short educators and handbooks on manners and "right conduct" to assist individuals with securing graciousness abilities. He likewise portrays that Brown and Levinson see good manners as a perplexing framework for relaxing face-undermining acts. They examine graciousness and say that to go into a social relationship, a person needs to recognize and show attention to the face, the public mental self-view, the self-appreciation, and the recipient.

2.3.1 Politeness Strategies

According to Brown and Levinson (1993:61) politeness strategy is developed in order to save the hearers "face". Face refers to the respect that an individual has for him or herself maintaining that "self-esteem" in public or in private situations. Generally individual attempts to try not to humiliate to other individual, or cause them to feel awkward. Face Threatening Acts (FTA's) are acts that infringe on the hearers need to maintain his self-esteem, and be respected. Politeness strategies are developed for the main purpose of dealing with these FTA's.

According to Brown and Levinson (in Jhon Ginever Sibarani and Leni Marlina 2018:531) "There are four types of politeness strategies, that sum up human "politeness" behaviour. The strategies are Bald on record politeness, positive politeness, negative politeness, and off record-indirect strategies. It is chosen to analyse considering that when the speaker doing the FTA's, it will reflect to the speaker's feeling and influencing the speaker's responds".

3.3.1.1 Bald on Record Politeness

According to Brown and Levinson, (in Goody, 1978: 68) bald on record strategy can be described as a strategy, where the speaker is anticipated to state directly the communication that he/ she wants the hearer to hear without having expenditure to minimize threats to the listener's face. So, in general, the bald on record strategy is used when the speaker wants to do a face-threatening act with more effectualness than he wants to satisfy the hearer's face wants.

When a speaker uses bald on record, there are several opportunities where external factors may compel the individual to speak directly so that the speaker ignores face risks. For example, when someone is in an emergency the speaker can convey what he/sheaddress the hearer directly and efficiently, for example: "Help!"

The example above shows that the speaker asks the hearer to help him/her. The speaker showed a bald on record strategy expression since he asked for help and made no effort to save the listener's positive face. Speaker only wants to let the listener know what he wants.

There are several sub-strategies in bald on record, namely:

1. An emergency: HELP!
2. Task oriented or command: Go on to the next page!
3. Alerting or warning hearers: Turn off your cell-phone!

3.3.1.2 Positive Politeness

This strategy is used to show similarities to the hearer who is not someone close to the speaker. This strategy is aimed directly at the positive face

of the hearer, so that the speaker's are considered as having the same desire between the speaker and the hearer (Brown Levinson, 1987:101).

Brown and Levinson (1987:103-129) proposed fifteen politeness strategies as the following:

1. Noticing and attending to the hearer.

For example :

Deddy: "Arumi, What food do you like?" Based on the datum above, Deddy's question is classified into positive politeness for notice, attend to Hearer (interests, wants, needs, goods) substrategy. Having this question "Arumi, what food do you like?" means Deddy Corbuzier as a host shows his notice to what Arumi's interest on food.

2. Exaggerating by giving more attention, recognition or sympathy to the hearer.

Example : Please be careful on the steps,they are very slippery.

You always do so well in school.

3. Intensifying interest to hearer

Example : I come down the stairs, and what do you think I see?a huge mess all over the place, the phone's off the hook and clothes are scattered all over..

4. Using In-Group Identity Markers

Example : are you alright,honey?

5. Seeking agreement by using repetition all off statement of the speaker's previous utterance.

Example : A: Peter went to London this weekend!

B: To London!

6. Avoiding disagreement by pretending to agree with the hearer, using hedge opinion or by making white lies.

Example : you really should sort of try harder.

7. Shows common ground by using gossip, deixis, and presupposition.

Example : “Isn’t it a beautiful day?” And she says to Zayn, ‘I love you!’, and he says...“How are you?”

8. Joking

Example : OK if I tackle those cookies now?

9. Raising the speaker’s concern for hearer’s wants.

Example : I know you can’t bear parties, but this one will really good – do come be!.

10. Showing the speaker’s a good purpose to the hearer by Offering and Promising something.

Example : If you wash the plate, I will cook for our dinner.

11. Being Optimistic.

Example : You’ll lend me your car for the weekend, I hope.

12. Including Both of the Speaker and the Hearer in the Activity.

Example : let’s have a cookie, then.

13. Sharing and asking a reason.

Example : why not lend me your motorcycle for the weekend?

14. Showing or Asserting Reciprocity.

Example : I'll give you the answer number 5 and you give me number 1.

15. Giving Gifts to Hearer.

Example : I want you to come run ad sales at Sports America.

3.3.1.3 Negative Politeness

Brown and Levinson (1987:129) proposed another type of politeness strategy is negative politeness. Negative Politeness is a deal with satisfying hearer's negative face. It concerns respect behavior. This strategy is more specific and focused because the speaker shows supporting functions to minimize the imposition as something that cannot be avoided by the hearer.

According to Brown and Levinson (1987:130) the output strategies of negative politeness as the following :

1. Being Indirect

Example : can you please open the windows?

2. Asking question and giving a hedge

Example : I'm pretty sure I've read that book before.

3. Being Pessimistic

Example : You couldn't possible lend me your laptop, could you?

4. Minimizing Imposition.

Example: I just want to ask you if you could lend me a single sheet of paper.

5. Giving Deference and being deferent person to the interlocutor.

Example : We look forward very much to eating with you.

6. Apologizing

Example : I'm sorry to bother you, I want to borrow any dollars from you.

7. Impersonalizing speaker and hearer by avoiding the pronouns "I" and "You".

Example : Do this for me (from: I ask you to do this)

8. State face-threatening acts as a generally accepted rule.

Example : Passengers are expected not to play with their cellphones on the plane.

9. Nominalizing

Example: Your good performance on the examinations impressed us.

10. Going on Record as Incurring a Debt, or as not Indebting Hearer.

Example : Could easily do it for you.

3.3.1.4 Off Record

This strategy is referred to in a disguised way and does not describe clear communicative intent. This strategy is often used by the speaker who wants to do face-threatening acts without taking full responsibility for doing it. With this strategy, the speaker brings himself out from the action by allowing the hearer to interpret the action. Brown and Levinson (1987:213) proposed fifteen strategies indicating off-record politeness. These strategies are the following:

1. Giving hints

Example: it's cold in here

2. Giving association clues

Example : God, I've got a headache again.

3. Presupposing

Example : I clean our room again today

4. Understating or saying less than is required

Example : A. What do you think of Harry?

B.Nothing wrong with him.

5. Overstating or giving information more than what is needed

Example : I tried to call a hundred times, but there was never any answer.

6. Using tautologies (uttering patent and necessary truth)

Example : your clothes belong where your clothes belong, my clothes belong where my clothes belong.

7. Using contradictions

Example : Well, Lisa is here and she is not here.

8. Being ironic

Example : Rose's a real genius.

9. Using metaphor

Example : Jack is a real fish.

10. Using rhetorical questions that do not require any answer

Example : How many times do I have to tell you?

11. Being ambiguous

Example : Harry is a pretty smooth cookie.

12. Being vague

Example : I am going down to the road for a bit.

13. Over generalizing and not naming the hearer or addressing him directly.

Example : Mature people sometimes help do the dishes.

14. Displacing hearer

Example : The secretary, pass me the stapler, please.

15. Being incomplete by using ellipsis.

Example : “oh sir, a headache.

3.4 Previous Study

There are ten previous studies have been read by the writer and which relate to the title of this study before starting this study. These ten studies are briefly explained as follow:

Indahsari & Surjowati, (2021) Politeness Strategies Used in Mata Natjwa Program; Cipta kerja: Mana Fakta Mana Dusta. This research is aimed at analyzing the types of Politeness strategies used by the host of Mata Natjwa when she makes an interview with the guest stars. This study is interesting to be done because it reveals whether the power relations between the host and the guests influence the use of the politeness strategies. They used descriptive qualitative study in which all the data were analyzed described based on the theory proposed by Brown and Levinson (1987). There data were taken from the MN episodes whose topic is Cipta kerja: Mana Fakta Mana Dusta. After the data were collected, and reduced, they were classified based on the classification in Brown and Levinson (1987) theory. The analysis started by classifying the types of PS and then they were divided again into subdivision of types of Politeness strategies. In

order to make the analysis more clearly, those data were displayed. They found that positive politeness was the dominant in the show of natjwa.

Selfia & Marlina, (2016). An Analysis of Politeness Strategies Used By Deddy Corbuzier in Hitam Putih Talk Show. They take the data from Hitam Putih Talk show. This study aims to describe the types of politeness strategies and dominant politeness strategies used by Deddy Corbuzier in interviewing especially in asking guest stars. They used theory of politeness strategies is Brown and Levinson theory (1987). This result finding shows that the host of Hitam Putih talk show used four types of politeness strategies with different presentations. They found the most dominant politeness strategy used was Positive Politeness with 58 %. Another dominant politeness strategy used was Bald on Record (18 %), Negative Politeness (15 %) dan Off Record (9 %). It can be concluded that positive politeness strategy is the most dominant strategy used by the host in Hitam Putih talk show.

Mutmainah, (2018). in her title "Politeness Strategies Used by the Main Character in Spongebob Squarepants Movie". The researcher uses qualitative research. The objective of this study is to analyze the SpongeBob movie with the title SpongeBob Movie Sponge Out of Water Food Fight. It is to identify the politeness strategies applied by the main characters in SpongeBob Square Pants. The data was taken from Video movie in SpongeBob Movie Sponge Out of Water Food Fight. The result showed that Bald on record strategy is the most frequent strategy (14 out of 42 total data). It is followed by positive politeness strategy (12 out of 42), Off-Record strategy (8 out of 42) and Negative politeness (7 out of 42). This film prefers to apply bald-on record in conveying their

utterances to the other, especially Mr. Crabs toward SpongeBob and Patrick as employee in his office. It concludes that there is a good relationship between SpongeBob and Patrick, SpongeBob and Mr. Krab, so the conversation used positive politeness.

Jhon Ginever Sibarani and Leni Marlina (2018) the title “Politeness strategy used in republican debate by Donald Trump”. They collected the data from Donald Trump’s utterances in presidential debate of Republican Party in Detroit, Michigan March 03, 2016. The video downloaded from YouTube in July 22, 2016 and researcher writes down the transcript of the video. Their research is qualitative descriptive. The researcher aims to describe the politeness strategies used in the Republican debate by Donald Trump. They used the theory of politeness strategy proposed by theory is Brown and Levinson (1987). The result of their research is that, they found 5 politeness strategies, namely (1) positive politeness, (2) negative politeness, (3) bald on record. It can be concluded that Donald Trump mostly uses Positive politeness strategy in delivering his speech for Republican Party debate.

Sucitra, (2020) In her titled “Politeness Strategies In Youtube Comment In Catatan Najwa Eps. Melawan Stigma Corona”. The aims of this research was to find politeness strategies used by netizens in YouTube comments section based on Najwa Shihab’s YouTube Channel. This research used descriptive qualitative research based on politeness strategies phenomena in written language. Thirteenth strategies found in this research were expressing wish and gratitude, intensifying support and interest, softening request, being pessimistic, giving sympathy, using identity marker, being indirect, showing agreement, face-negative threatening

acts, giving questions or asking reason, using impersonal forms, using joke, and giving praise. The data in this research used verbal impressions of netizens comments on Najwa Shihab YouTube Channel period April 2020. This research she used theory from Brown and Levinson (1987). The researcher was found that the obidience of positive face and threaten positive face are more dominant.

Ridha & Rahayu, (2017) in their titled “Analysis Of Politeness Strategies Used In Lt. Waters’ Directive Utterances In The Film Tears Of The Sun”The problem formulations of this research are what the kinds of the politeness strategies are used in Lt. Waters’ directive utterances in the film Tears of the Sun and what kind of politeness strategies most frequently used in Lt. Waters’ directive utterances in the film Tears of the Sun. This research aims to determine the kinds of the politeness strategies used in Lt. Waters’ directive utterances in the film Tears of the Sun and to find the kind of politeness strategies are most frequently used in Lt. Waters’ directive utterances in the film Tears of the Sun. The result of this research states that the researcher found that there are 127 directive utterances used by Lt. Waters in the film Tears of the Sun. In this research, the researcher can conclude that all politeness strategies based on Brown and Levinson Theory were applied by Lt. Waters in his directive utterances. The researcher found out that directive utterance in bald on record is the most frequently used. There are 86directive utterances and the most reason is Powerful Speaker.

Astia, (2020) the titled “Politeness Strategy in Interlanguage Pragmatics of Complaints by International Students” .The study aims to investigate the speech acts of international students in Universitas Muhammadiyah Surabaya in giving

complaints. This study focuses on the complaint speech acts and the politeness strategy which are produced by International students who have different cultural background. She used qualitative approach because it observed the complaints speech acts of International students in applying the politeness strategy. There were four participants consist of three males and one female. They came from Mexico, Thailand, East Timor and Togo. The data were taken by purposive sampling. The data contained the complaints which were delivered by the international students conducted through chatting on WhatsApp. Those were collected, categorized, analyzed and concluded. Finally, it is inferred that complaint speech acts which used by showing irritation or disapproval expression and blame.

Hutahaean, Herman & Girsang, (2021). An Analysis of Politeness Strategies Found in Pesbukers Variety Show. This study aimed to look at various types of politeness strategies, decide which type was the most prevalent, and learn what factors influenced politeness strategies in Pesbukers' variety show. The researcher used descriptive qualitative research with content analysis. The researcher chooses episode 10, broadcasted on 15 May 2019, with a duration of 1 hour 12 minutes. The data was collected in several stages: familiarisation and organisation, coding and reduction, interpretation, and representation. The results show that Positive politeness was the most common form of politeness strategy in Pesbukers' variety show.

Eftanastarini, (2017).in her titled Analysis of Politeness Strategies in Command Used by Main Characters in Movies Entitled "Facing the Giants", "Dangerous Minds", and "the Ron Clark Story". The purpose of the study

are to identify the types of sentence in command, the applied of politeness strategies, and to investigate the factors that influence the main characters in applying politeness strategies in command. She used politeness strategies purposed by Brown and Levinson (1987). The results of this study shown that there are 2 forms of command: declarative sentence and imperative sentence. The characters applied 2 types of politeness strategy in giving command: bald on record (24 data) and positive politeness (4 data).

Yuniarti, Natsir & Setyowati,. (2020). Positive Politeness Strategies On Catwoman Movie. the researcher intended to analyze how positive politeness strategy uttered by Patience Phillips on Catwoman Movie. It is conducted to find out the kinds and purpose of positive politeness strategy employed by Patience Phillips and also to investigate the factors influencing Patience Phillips applying those strategies in relation to Brown and Levinson's theory of politeness strategy. This research deals with pragmatics approach.the researcher found that positive politeness was the dominant in the conversation Patience Phillips.

3.5 Conceptual Framework

In this study, the writer used pragmatics theory and choosed politeness strategies. According to Brown and Levinson,There are four types of politeness strategies.The strategies are Bald on record politeness, positive politeness, negative politeness, and off record-indirect strategies. the writer was explain about the types of politeness strategies based on the problem that has been determined.

Further, the writer observes not only the types of politeness strategies but also the way politeness strategies is realized in BTP's conversation.

Finally, an explanation of how research was conducted is presented in the following chapters with a conceptual framework:

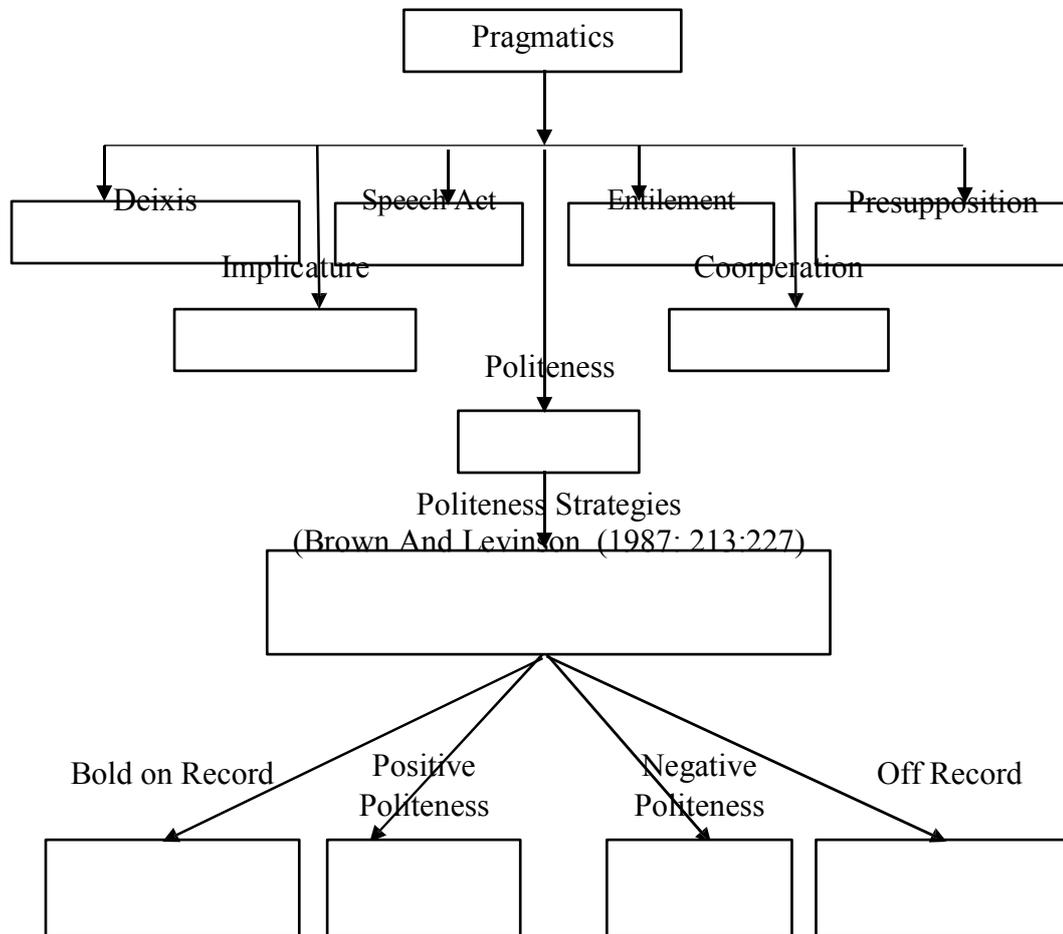


Figure 2.1 Conceptual Framework

CHAPTER III

RESEARCH METHODOLOGY

3.1 The Research Design

This study is used descriptive qualitative method. According to Creswell (2009:3) "research design is plans and the procedures for research to detailed methods of data collection and analysis". The function of a research design is to ensure that the evidence obtain enables us to answer the initial question as unambiguously as possible. This study used a descriptive qualitative method to analyze the politeness strategies used by BTP in his special conversations and interviews on YouTube.

3.2 Source of The Data

This data of this study is taken from one of the social media which has become a streaming platform that is very famous and easily accessed by many people, YouTube. The role of YouTube in Indonesia as a means of publishing video content continues to increase. Indonesian users often use YouTube to watch content they don't have time to watch live when it's broadcast on television.

The data in this study is taken from YouTube which is when BTP conducts conversations or interviews.

3.3 The Technique of Collecting Data

In this study, the writer used data from Basuki Tjahaja Purnama's videos in youtube. The writer takes the data in the following way:

1. Search the BTP's videos conversation in Youtube.
2. Download and save the BTP's Videos conversation.
3. Write the utterances or script from BTP's videos conversation.

4. Underlining the politeness strategies in the script from the videos.

3.4 The Technique of Analyzing Data

In this study, after the data have been collected, The writer conducted an analysis with the following procedures:

1. Classifying the utterances based on politeness strategies.
2. Calculating the types politeness strategies on table.
3. Making conclusion and suggestion.