

CHAPTER 1

INTRODUCTION

1.1 Background of The Study

In everyday life, people use language as a communication tool. Language as a communication tool has an important role in human interaction. With language, people convey ideas, feelings, evaluations, and experiences to others. Therefore, language is an interpretation of what the communicator is trying to convey to the communicant. Gorys Keraf (1997: 1), state language is a communication tool between members of the public in the form of a symbol of the sound produced by means of human said.

There are two ways to communicate, namely oral and written. Utterances, gestures, and sign languages may become alternative how speakers convey meaning through language. However, utterances is the most effective way for speakers to convey meaning since not all hearers are able to interpret sign language and gestures accurately. The way the speaker conveys utterances and meanings will certainly differ from one another. Education background, age, gender, ethnicity, power, context and many other aspects may influence the ways of speaking.

Speaker should be able to choose language choices, in which the meaning will be succesfully delivered and to choose appropriate ways to do so. People use language with different expressions, some are formal and some are casual. People who relate and interact with need to maintain that expression because being polite

is very important in maintaining smooth interaction. People need to see who they are talking to, because some of these expressions might be considered rude.

For example, using performative sentences when talking to parents, such as "Buy me that car!" will be considered rude. Another example when a friend is asking for an opinion about her hair style and the hearer simply answer "Can't you see that your face is round types? It will not fit with bangs" will be considered only as an answer, if the parties have known each other well. In conclusion, it is obvious for speakers to adjust their language expression to fit the situation. Inappropriate language choices can cause problems because the listener feels insulted by the speaker. Thus, appropriate language is closely related to politeness.

Politeness can be seen clearly in daily life, both in the real world and in the virtual world. The virtual world is the transfer of language from cyberspace which is a term that refers to the concept of social life that is created from human communication and interaction through the internet network (Bayu Indra Pratama, 2017).

In cyberspace, we can see politeness in social media networks and TV programs. As we know, talk show is a kind of TV programs which shows the conversation among the host and the guests. The conversation in the talk show can be studied from politeness strategy point of view. By observing politeness strategies in the talk show, people are able to learn the way to interview or make a good communication with others. There are many talk shows that indicate some politeness strategies in the conversation.

Politeness strategy are used by people to ensure a smooth communication and harmonious interpersonal relationship in non-hostile social communication. This statement is supported by the opinion of Watts, according to Watts (2003:53) state that the politeness instructs the interactants to produce a harmonious interaction socially. If someone wants to make a good conversation, he or she should pay attention to the strategy of politeness.

On this opportunity, the writer wanted to conduct a research on the politeness strategies used by the guest stars in "Mata Najwa" talk show. The focus of the research is a screening on Wednesday, September 24th, 2019 with the theme is "Ujian Reformasi". In that episode, the guest stars from different types of profession were invited, there were university students, jurists, and politicians.

The used of politeness language between university students and politicians very different. University students were fervented in speaking but to the point, while politicians tend to be relaxed but prolix in speaking. As a result, it has gotten a lot of negative reactions from society against the politicians. It can be seen from the responses of society that was raised on social media, especially on Mata Najwa's youtube channel after airing the episode was uploaded.

As a result, the writer is very interested to analyzed the politeness strategies and factors affecting politeness choice used between university students and politicians. Whereas university students who are still lacking experience in politics' world and must do the debate with politicians who are already proficient in politics.

This study will present data on the used types of politeness strategies and factors affecting students and politicians choice of politeness strategies in “Mata Najwa: Ujian Reformasi” transcript.

1.2 The Problem of The Study

Based on the background above, this research analyze about politeness. The first problem focuses on the politeness strategies applied in the subject of the study, whereas the second problem focuses on the factors affecting the choice of politeness strategies. In brief, those two research problems are formulated as follows:

1. What types of politeness strategies are used by students and politicians in "Mata Najwa: Ujian Reformasi" talk show on September 24th, 2019?
2. What are the factors affecting students and politicians choices of politeness strategies as shown in "Mata Najwa" talk show on September 24th, 2019?

1.3 The Objectives of The Study

Based on the problem of the study above, the objectives of the study are formulated as follows:

1. To identify what types of politeness strategies are used by students and politicians in "Mata Najwa: Ujian Reformasi" talk show on September 24th, 2019.
2. To find out the factors affecting the students and politicians choices politeness strategies as shown in "Mata Najwa" talk show on September 24th, 2019.

1.4 The Scope of The Study

In this study limited, several problems were examined from several aspects of the category:

This writer only focus on analyzing the types of politeness and the factors affecting students and politicians in speaking politeness in "Mata Najwa: Ujian Reformasi" talk show on September 24th, 2019. To analyzed the transcript, the writer using Brown and Levinson's Politeness Theory (1987). There are Positive Politeness, Negative Politeness, Bald On Record, and Off Record.

1.5 The Significances of The Study

The findings of this study are expected to be usefull theoritically and practically.

1. Theoretically

a. Researcher

The research findings are useful for researchers to get an information about politeness strategies principle in talk show.

b. Students

The research findings are expected to add essence to students on understanding politeness strategies principle in talk show.

c. Readers:

The research findings are expected to add essence to readers on understanding politeness strategies and the factors effecting guest stars' choices politeness strategies.

2. Practically

a. Educators

Research findings are expected to be valuable for educators as input in improving student learning about politeness and as an example of how to analyzing types of politeness politeness strategies and the factors effecting guest stars' choices politeness strategies.

b. The researcher:

The research can be used as additional information to conduct other research in linguistics, especially concerning politeness. In addition, it can be reference in conducting relevant studies.

CHAPTER II

REVIEW OF RELATED LITERATURE

This chapter presents the theories related to the study. Hence, the writer divides this chapter into three parts, namely Theoretical Framework, Previous Research and Conceptual Framework. The first part includes the discussion of pragmatics and politeness theory. The second part includes the description of related studies that are used in this study. And the third are summarizes and synthesizes all major relevant theories in order to related the study to the theories.

2.1 Theoretical Framework

The writer presents two major parts, namely pragmatics and politeness. Sociolinguistics is presented in order to figure out the topic discussed. Moreover, politeness, as the basis theory is used to discuss “Mata Najwa” talk show transcript.

2.1.1 Pragmatics

Pragmatics is a branch of linguistics which concerns the connection between the forms of linguistics and the people who applying those forms (Yule, 1996:4). The language phenomena which are discussed in pragmatics mostly deal with the use of language by its user. As stated by Yule (1996:3), pragmatics is concerned with four areas. Firstly, pragmatics is the study of speaker’s utterances and the effort of the hearer to interpret those utterances. Secondly, pragmatics is the study of the interpretation of speaker’s utterance in particular context. In this case, both of the speaker and the hearer have to

be aware of the context that follows the speaker's utterance. Thirdly, pragmatics is the study of how to recognize the implied meaning of the speaker's utterances. The last, pragmatics is the study which focuses on the expression of the closeness between the speaker and the hearer. Other authors, instead, focusing their attention on non-linguistic features (gaze, gestures, postures, etc), describe pragmatic behavior as not dependent on the use of language (Dronkers, 1993).

From all the opinions given by those scholars above, pragmatics can be described as one of linguistics' branches which studies how people use language in their conversation as well as investigate the meaning of utterances depend on the context. As one of linguistics branches, pragmatics covers several scopes, such as cooperative principles and politeness.

2.1.2 Politeness

Goffman (1967:5) state that politeness, face is a representation of a self image that want to be approved as a social attribute in order to show a good impression shared to others as in both religious and profesion.

The politeness was not only for one group society, but also it was for everyone in all conditions that using language as their tools in daily conversation in order to make a good social interaction with other people in their life. Thomas (1995:150) stated that "politeness was a real-world goal (politeness interpreted as a real desire to be pleasant to others or as the underlying motivation for an individual's linguistic behavior".

Using politeness made listeners could give a good response to speaker's question or request. According to Yule (1996: 60), politeness was showing awareness of another person's face; it was related to social distance or closeness. Politeness referred to the emotional and social sense of self that everyone else to recognize. In this case, politeness was really needed to build a good relationship and to have a good social interaction with other people. In other word, politeness was the expression of the speakers's intention to mitigate face threats carried by certain face threatening acts toward another.

Thus, it can be concluded that politness has an important role in communication because it is highly associated with someones's behaviour in interaction. The used of polite behaviour is really needing in producing social interaction and it is an importand thing that must be considered because a good behaviour will produce a good communication.

2.1.3 Politeness Strategies

Brown and Levinson (1987: 91) have divided the politeness strategies according to how much the speakers and hearers minimize the threat when they are having conversation. The strategies range from doing the FTA (Face Threatening Acts) directly without minimizing the threat at all to not doing the FTA. They are bald on-record, positive politeness, negative politeness, and off record strategy. For more complete explanation, below is the classification of the theory of politeness strategy by Brown and Levinson.

2.1.3.1. Bald on Record Strategy

Bald on Record strategy is to the point concept. In the bald on record strategy, the speaker does nothing to minimize threats to the hearer's face. The reason for its usage is that whenever a speaker wants to do the FTA with maximum efficiency more than he or she wants to satisfy the hearer's face, even to any degree.

Strategy 1: Maximum efficiency

This strategy is known to speaker and hearer where face redress is not required. In case of great urgency or desperation, redress actually decreases the communicated urgency. For example:

- *Listen, I've got the idea.*

Strategy 2: Metaphorical urgency for emphasis

This strategy is used when speaker speaks as if maximum efficiency is very important, it will provide metaphorical urgency for emphasis. For example:

- *Here, a cup of tea for you...*

Strategy 3: Metaphorical urgency

This strategy describes why orders and begging, which have inverted assumptions about the relative status of speaker and hearer, seem to occur in many languages with the same superficial syntax—namely, imperatives. For example:

- *Pardon me.*

Strategy 4: Case of channel noise

This strategy happens where communication difficulties exploit pressure to speak with maximum efficiency such as calling across a distance. For example:

- *Come here now!*

Strategy 5: Task oriented/paradigmatic form of instruction

This strategy is used when the speaker gives a task to the hearer in order to get the desired results. Face redness may be felt to be irrelevant when the focus of interaction is task-oriented. For example:

- *Give me the nails.*

Strategy 6: Power difference between speaker and hearer

This strategy is used commonly when there are differences between speaker and hearer, either because the speaker is more powerful than the hearer and does not fear retribution or non-cooperation from the hearer. The speaker does not have to redress the expression in order to satisfy the hearer's face. For example:

- *Absolutely, my lord.*

Strategy 7: Sympathetic advice or warnings

In doing FTA, the speaker conveys that he or she does care about the hearer (therefore about the hearer's positive face), so that no redress is required. For examples:

- *Watch out! The cliff is very steep.*

Strategy 8: Permission that hearer has requested

This strategy is used when the speaker gives or allows the hearer to do something so that the hearer is allowed to do it. For example:

- *Yes, you should listen to her.*

Strategy 9: Welcoming

Welcoming is used when speaker insisted that the hearer may impose on his negative face. For example:

- *Oh, you come. Come in.*

Strategy 10: Farewells

The farewell strategy is used when the speaker insist that hearer may transgress on his positive face by taking his leave. For example:

- *See you when I see you.*

Strategy 11: Offers

Used when speaker insist that hearer may impose on speaker's negative face. For example:

- *Take this!*

2.1.3.2. Positive Politeness Strategy

Positive politeness strategy is an attempted to minimize the damage to the hearer's face. Positive politeness is a redress directed to the positive face, the want to be approved, accepted, and desired. Brown and Levinson divide positive politeness strategy into 15 strategies. They are:

Strategy 1: Noticing hearer's interest, wants, needs, goods

The concept of this strategy is that speaker could satisfy hearer's positive face by noticing hearer's interest, wants, needs or goods. It can be illustrated by asking hearer's wants and needs, talking about his interest and praise his goods. For example:

- *What a beautiful vase this is! Where did it come from?*

Strategy 2: Exaggerating interest, approval, sympathy with hearer

This strategy is often done with exaggerated intonation, stress, and aspects of prosodic, as well as intensifying modifiers. For example:

- *What a fantastic garden you have!*

Strategy 3: Intensify interest to hearer

Another way for speaker to communicate to hearer that he shares his wants is to intensify the interest of speaker's own contributions to the conversation by making good story. For example:

- *"I came down the stairs, and what do you think I see? – a hug mess all over the place, the phone's off the hook and clothe are scattered all over..."*

Strategy 4: Use in-group identity markers

This strategy is done by using in-group identity markers are address form, language dialect, jargon, and slang to indicate that speaker and hearer belong to some of persons who share spesific wants, likes: buddy, honey, brother, sister, mate, guys, fella, etc. For examples:

- *Come here, mate!*

Strategy 5: Seek agreement

This strategy is to seek hearer's agreement by raising 'safe topic' that hearer will agree with. There are two ways: safe topics and repetition. For example:

- *A: John went to London this weekend*
B: To London!

Strategy 6: Avoid disagreement

This strategy showed that avoiding disagreement by means of token agreement, pseudo agreement, white lies, and hedging opinion.

Example:

- *Adam : What is she, small ?*
Bryan : Yes, yes, she's small, smallish, um, not really small but certainly not very big.

Strategy 7: Presupposing to raise and assert common ground.

This strategy deals with gossip and small talk. Gossip and small talk indicate that speaker might know something about hearer. It represents kind of friendship and interest so that it might minimize the imposition given to hearer. For example:

- *Look, you're a pal of mine, so how about...*

Strategy 8: Joke

This strategy is a basic positive politeness technique used to minimize the FTA. For example:

- *Ok, If I tackle those cookies now?*

Strategy 9: Assert speaker's knowledge of and concern for hearer's wants

To conduct this strategy, speaker ought to raise his knowledge of hearer and focus on keeping hearer's wants. For example:

- *I know you can't bear parties, but this one will really be good, do come!*

Strategy 10: Offer, promise.

This strategy means that when the speaker make a promise to the hearer, the speaker has the intention to fulfill the hearer's want. Example:

- *I'll send the money tomorrow. Do not worry.*

Strategy 11: Be optimistic

In this strategy, the speaker becomes optimistic regarding the willingness of the hearer to fulfill or wants to do something for the speaker. For example:

- *I've come to borrow a cup of flour.*

Strategy 12: Including both speaker and hearer in the activity

This strategy is generally conducted by asserting inclusive 'we' form. Aninclusive 'we' form might decrease the FTA towards hearer. For example:

- *Let's get on with dinner, eh?*

Strategy 13: Give or Ask for Reasons

By conducting this strategy, hearer might know speaker's hope for

him. It also may imply 'I can help you' or 'you can help me' and it shows their cooperation. For example:

- *Why don't we go to the seahore!*

Strategy 14: Assume or assert reciprocity

This strategy can be done by creating mutual advantages among the speaker and hearer. For example:

- *I washed the car last week so you do that for me this week*

Strategy 15: Give Hearer (sympathy, understanding, cooperation)

To satisfy hearer's positive face, speaker may do this classic strategy. That is to give gift not only tangible gifts but also human-relation wants such to be liked, to be admired. For example:

- *I'm sorry for what happened to you yesterday.*

2.1.3.3. Negative Politeness Strategy

Negative Politeness is a kind of politeness which deals with satisfying hearer's negative face. It concerns with respect behavior. In conducting this strategy, speaker would like to emphasize hearer's relative power. All of the strategies' outputs are useful for keeping the social distance.

Strategy 1: Be conventionally indirect

In representing this strategy, the speaker ought to be indirect to minimize the imposition towards hearer. In this case, speaker should modify the direct utterance with particular words and hedges so that the utterance may not appear to be exactly direct. For example:

- *Can you please pass the salt?*

Strategy 2: Question, hedge

This strategy is done by not presuming and assuming that the FTA is desired or accepted by the hearer. This strategy namely question and hedge. Hedge may be functioned to soften command and turn it into a polite suggestion. For example:

- *I supposed that Harry is coming.*

Strategy 3: Be pessimistic

To indicate this strategy, the speaker needs to express kind of doubt explicitly. Expressing doubt may imply that speaker does not know whether hearer can fulfill his desire or not. Then, speaker does not appear to force hearer to do the FTA. For example:

- *Could you jump over that five-foot fence?*

Strategy 4: Minimize the degree of imposition

Strong imposition might damage hearer's face either negative or positive. Then, in a conversation, the speaker ought to consider the social factor as distance and power. By considering the factor, speaker can manage the weightiness of the imposition so that hearer might accept the imposition well. For example:

- *I just want to ask you if I can borrow a single sheet of paper.*

Strategy 5: Give deference

There are two ways to convey giving deference strategy. First, speaker tends to be humble. Second, speaker treats hearer as superior. In

this case, speaker realizes that he is not in the position where he can force the hearer. It is a kind of mutual respect among participants of speech.

For example:

- *We look forward very much to dinning with you.*

Strategy 6: Apologize

Asking for apologize may minimize imposition towards hearer's negative face. In conducting this strategy, speaker could admit the impingement, show his reluctance and beg forgiveness to the hearer upon the FTA given. For example:

- *I don't want to interrupt you, but...*

Strategy 7: Impersonalize speaker and hearer

This strategy deals with avoiding the pronouns 'I' and 'you'. For examples:

- *Do this to me.*

Strategy 8: State the FTA as a general rule

Stating the FTA as general rule in the conversation is a safe way to minimize the imposition. Speaker can reveal the FTA as a social rule or obligation that has to be done by hearer. Then, speaker does not seem to impose hearer. For example:

- *Passenger will please refrain from flushing toilets on the train.*

Strategy 9: Nominalize

Strategy of nominalize deals with the degree of formality. The speaker can replace or nominalize the subject, objet or even complement

to make the sentence gets more formal. For example:

- *It is pleasan't to be able to inform you...*

Strategy 10: Go on record as incurring a debt or as not indebting hearer

In this strategy, speaker generally imposes heavily on hearer by going on record. The speaker can also claim a debt explicitly as a redress feedback of the FTA. For example:

- *It's our regret that we cannot...*

2.1.3.4 Off Record Strategy

Off record strategy is a communicative action which has some purpose. Therefore, when speaker doing off record, it's didnt mean just give an information but the speaker has some purpose.

Besides that, the language that use in off record strategy is indirect language. When the speaker uses this strategy, he would only give a clue, so the hearer must have to interpret it self. The following is explanation of fifteen off record strategy.

Strategy 1: Give hints

One of the off record strategies which is used by the speaker to state some desired acts of the speaker to be done by addressee by giving hints. Speaker hopes that addressee knows what he means what the speaker means. For example:

- *"Ouh, I'm so thirsty" (give me a drink).*

Strategy 2: Give association clues

The strategy is conducted by mentioning something associated with the act required of hearer either by precedent in speaker and hearer's experience or by mutual knowledge irrespective of their interaction experience. For example:

- *"My house, it is not very far away" ("there is the path that leads to my house").*

Strategy 3: Presuppose

This strategy is done through an utterance which relevant in context and invites hearer to search for an interpretation of the possible relevance just at the level of its presuppositions. For example:

- *When someone implicates a criticism on his friend responsibility to wash the car, he says "I washed the car again today".*

Strategy 4: Understate

The speaker uses this strategy to express understatement; speaker says less than is required and as result generates implicatures. Example:

- *When someone doesn't really like a friend's new haircut, she just says "It's pretty nice".*

Strategy 5: Overstate

The strategy is done by saying more than is necessary, or by exaggerating or choosing a point on scale which is higher than the actual state of affair. It also called hyperbole. For example:

- *"I tried to call a hundred times, but there was never any answer".*

Strategy 6: Use tautologies

A very obvious statement in which speaker encourages the hearer to look for an informative interpretation of the non-informative utterance, because the speaker just other. Using the strategy tautology means speaker encourage hearer to look for an informative interpretation of the non-informative utterance. For example:

- *“Why didn’t you come last night? Promise is promise.”*

Strategy 7: Use contradictions

By stating two things that contradict each other, the speaker makes it appear that he cannot be telling the truth. For example:

- *Oh, I’m ok. Disappointed, No. Not disappointed, not also.*

Strategy 8: Be ironic

A speaker can indirectly convey his or her intended meaning by saying the opposite of what he means. Through that way, speaker can indirectly convey his intended meaning, if there are clues (prosodic, kinesics, or textual) which relevant to the context. For example:

- *Ouh, you always come on time.*

Strategy 9: Use metaphor

The use of metaphor is usually on record, but there is possibility that the connotations of the metaphor uttered by spekaer may be off record. For example:

- *When someone says “Harry’s a real fish” which means Harry drinks like a fish.*

Strategy 10: Use rhetorical questions

The speaker uses a linguistic expression used to make a request or information or else itself made by such an expression. The use of this strategy is by raising questions that leave their answers hanging in the air or implicated to do FTAs. For example:

- *“How many times do I have to tell you?”*

Strategy 11: Be ambiguous

When the speaker produces an ambiguous utterance it means the speaker is trying to minimize the threat of FTA, because the utterance has more one possible meaning”. The term “ambiguity” includes the ambiguity between the literal meaning of an utterance and any possible implicatures inside. For example:

- *“Lovely neighborhood, huh?”*

Strategy 12: Be vague

This strategy is conducted by being vague about who the object of the FTA is, or what the offence is. For example:

- *“Perhaps someone did something naughty”.*

Strategy 13: Over-generalize

This strategy is done by saying utterance that may leave the object vaguely off record, and then hearer has the choice of deciding whether the general rule applies to him. For example:

- *You are mature. Why do you always cry?*

Strategy 14: Displace hearer

The speaker may go off record as to who the target for his FTA is, or he may pretend to address the FTA to someone whom it wouldn't threaten and hope that the real target will see that the FTA is aimed to him. For example:

- *“Tito, please bring daddy’s bag, honey!”*

Strategy 15: Be incomplete, use ellipsis

The speaker may be pretend to addressee the FTA to somehow one who would not threaten and hope the real target will see that the FTA is aimed at him/her. For example:

- Speaker got headache and ask hearer to go for an aspirin, he just says: *“Oh sir, a headache....”*

2.1.4 Factor of Politeness Strategies

Brown and Levinson (1987: 71) divided there are two factors affecting the speaker choice politeness strategies, namely: the politeness strategies's payoffs and sociological variables.

2.1.4.1 The Payoffs

Payoffs are the expected results of the politeness strategies. When politeness strategies are used by the speaker, there will be the expected result concealed in the strategies. In addition, the expected results in applying the strategies must be beneficial for him. Therefore, every politeness strategy has its own advantages for the speakers.

The payoffs is classified into four payoffs on each politeness strategy, namely bald on record payoff, positive politeness payoff, negative politeness payoff, and off record payoff.

a. Payoffs of Doing Bald-On Record Strategy

Bald-On Record strategy allows speakers and hearers to get clarity about the intended meanings the speakers want to convey. Both speakers and hearers, as a result, can avoid the danger of being misunderstood. Besides, Bald-On Record strategy also gives benefits for the speakers to avoid the danger of being seen as a manipulator and to represent no threat minimizing in the utterances. Speaking with great urgency and efficiency, for instance, can be considered as Bald-On Record.

b. Payoffs of Doing Positive Politeness Strategy

A speaker can definitely minimize FTAs by applying a Positive Politeness strategy. Positive Politeness allows the speaker to satisfy the hearers' positive faces as if the speaker recognizes the hearers' wants and himself wants them to be achieved. Besides, the speaker can avoid or minimize the debt implications of the FTAs. The potential face threat of an act is minimized by the assurance that the speaker wants at least some of the hearers' wants. As a result, Positive Politeness leads to mutual friendship, solidarity, and equal participants.

c. Payoffs of Doing Negative Politeness Strategy

Negative Politeness strategy is oriented mainly towards partially redressing hearers' negative faces. Brown and Levinson state that Negative

Politeness lets speakers to pay respect and deference to hearers in return for the FTAs. It minimizes particular impositions on the hearers, so that the speakers can satisfy the hearers' wants to have his freedom of action in interpreting the utterances spoken by the speakers. By doing so, the speakers can maintain the social distance among the parties involved and avoid the threats for potential face loss. Indirectness and formality, thus, can be considered as Negative Politeness strategy.

d. Payoffs of Doing Off-Record Strategy

Brown and Levinson state "An Off-Record strategy allows a speaker to avoid the responsibility for the potentially face-damaging interpretations." The speaker, as a result, can avoid the potentially FTAs by allowing hearers to interpret the intended meaning of certain utterances themselves. For instance, using statement as an Off-Record strategy allows the speaker to avoid the potential threat of ordering.

2.1.4.2 The Sociological Factors

Brown and Levinson state "The seriousness of an FTA which may affect choice of politeness strategies involves the sociological factors. Further, Brown and Levinson add that there are three sociological factors affecting choice of politeness strategy. Those are the 'social distance', 'the relative power', and the 'absolute ranking of impositions' in the particular culture.

a. The Social Distance

According to Brown and Levinson, "Distance is a symmetric social

dimension of similarity or difference within which speakers and hearers for the purpose of an act. When the speakers communicate with their close friends, there is not a great social distance between them. Thus, the degree of politeness that the speakers use will be lower 'On the contrary' when the social distance between the speakers and the hearers is getting far, the degree of politeness that the speakers use will be higher.

For examples:

- *"Got the time, mate?"* may indicate that the two parties involved are close enough.
- *"Excuse me, would you by any chance have the time?"* may be used when the two parties involved are strangers from different parts.

In the first example above, the speaker applies Positive Politeness which is considered less polite than the second example which applies Negative Politeness strategy.

b. The Relative Power

Brown and Levinson state "Power is an asymmetric social dimension of relative power". It is another factor affecting someone to speak politely. Further, Brown and Levinson add that there are two sources of power, namely material control (over economic distribution and physical force) and metaphysical control (over the actions of others). Material control is clearly seen in a situation where a bank manager who possesses higher rating power asks a lowly worker to do something. However, when the lowly one pulls a gun to the bank manager, the power

may be reserved. This clearly represents a metaphysical control. Besides, power is not only attached between individuals but also role-sets, such as employer-employee, teacher-learner, and gangster-victim. In conclusion, it needs more justifications to adjust power in certain circumstances.

When speakers who possess higher power communicate with hearers who have lower power, the degree of politeness that the speakers use will be lower. Meanwhile, when the speakers who have lower power speak to those who have higher power, the speakers will apply high degree of politeness with great respect. Similarly, Morand (2014:257) states that those who have lower relative power also express deference out of genuine regard and respect felt towards superiors. For example:

- In a situation when someone wants to ask permission to do something, there is significantly different expression used. When a boss asks for permission to his employee, he simply uses "*Mind if I smoke?*"
- On the contrary when the employee wants to ask for permission to his boss, he applies high degree of politeness by saying, "*Excuse me Sir, would it be alright if I smoke?.*"

The first example shows that the speaker has no desire to maintain the hearer's face. He simply uses Bald-On Record strategy. Even without asking for permissions, the speaker will take a cigarette, light it up, and smoke. On the other hand, the second example shows a condition where the speaker applies Negative Politeness which is more polite. Without the hearer's permission, the speaker will never smoke.

c. Rank of Imposition

Brown and Levinson state that impositions can still situationally vary in value. There are two ranks, namely rank order of impositions requiring services (including the provision of time) and rank order of impositions requiring goods (including non-material goods like information). Both impositions cover actions which cause FTAs. When a speaker shows greater FTAs in his utterances, the imposition of the act is also getting greater. Thus, the speaker will use highly standard politeness strategies in speaking. For examples:

- Great imposition can be clearly seen when a stranger wants to borrow some amount of money without recompense by saying *"Look, I'm terribly sorry to bother you but would there be any chance of your lending me just enough money to get a railway ticket to get home? I must have dropped my purse and I just don't know what to do."*

- On the other hand, low imposition can be seen when a stranger wants to borrow a quarter by saying *"Hey, got change for a quarter?"*

It is obvious that the speaker in the first example uses apologizing (Negative Politeness strategy) as a highly standard politeness in his speaking as he wants to borrow one hundred dollars, for example. However, the second example does not imply great imposition in

speaking. As a result, he simply uses request without threat minimizing (Bald-On Record strategy) in his utterance since he only wants to borrow 25 cent.

2.1.5 “Mata Najwa: Ujian Reformasi”

Mata Najwa is a talk show that led by Najwa Shihab which is broadcasted in Trans 7. Mata Najwa airs every Wednesday, from 8 p.m to 9.30 p.m.

In this study, the writer prefers to choose Mata Najwa talk show than other Indonesian talk show programs because of two reasons. *First*, Mata Najwa is an interesting program that discusses trending topics or hot issues. *Second*, there are many politeness strategies that can be analyzed and becoming the source of data from Mata Najwa talk show.

University students invited to the event were representatives of the Presiden Mahasiswa BEM UGM, Presiden Mahasiswa ITB, assisted by Lokataru's Executive Director, general chairperson of the Yayasan Lembaga Bantuan Hukum Indonesia (YLBHI) and an expert of Hukum Tata Negara. With the interlocutor, presidential staff, Vice Chairman of Dewan Perwakilan Rakyat, commission member 3 of Dewan Perwakilan Rakyat and drafting team Revisi Undang-Undang Kitab Undang-Undang Hukum Pidana (RUU KUHP). Another factor behind the researchers choosing the object of this research is, due to the occurrence of human rights activists, lecturers, students who staged demonstrations in various regions in Indonesia in mid-September 2019. Reasons for the demonstrations This was motivated by changes in a

series of Revisi Undang-Undang Kitab Undang-Undang Hukum Pidana (RUU KUHP) which were considered controversial and problematic.

2.2 Previous Research

There are some studies concerning politeness with different focuses which have done by previous researchers. The first previous study conducted by Carolina Yuni Rahastri (2017). The researcher analyzed Politeness Strategies Used By Ellen Degeneres And U.S Politicians In The Ellen Show. The researcher focused on classifying politeness strategies used between the host, Ellen, and two U.S politicians as the guest stars. In analyzing the data, the researcher uses the theory of politeness Brown and Levinson (1987) to categorize the utterances into four politeness strategies. Based on the analysis, the authors found that Ellen and U.S politicians used almost four politeness strategies, namely Bald-On Record, Positive Politeness, Negative Politeness, and Off-Record. Furthermore, the second finding reveals that factors influencing politeness choice the payoff and sociological variables which consisted of social distance and rank of imposition.

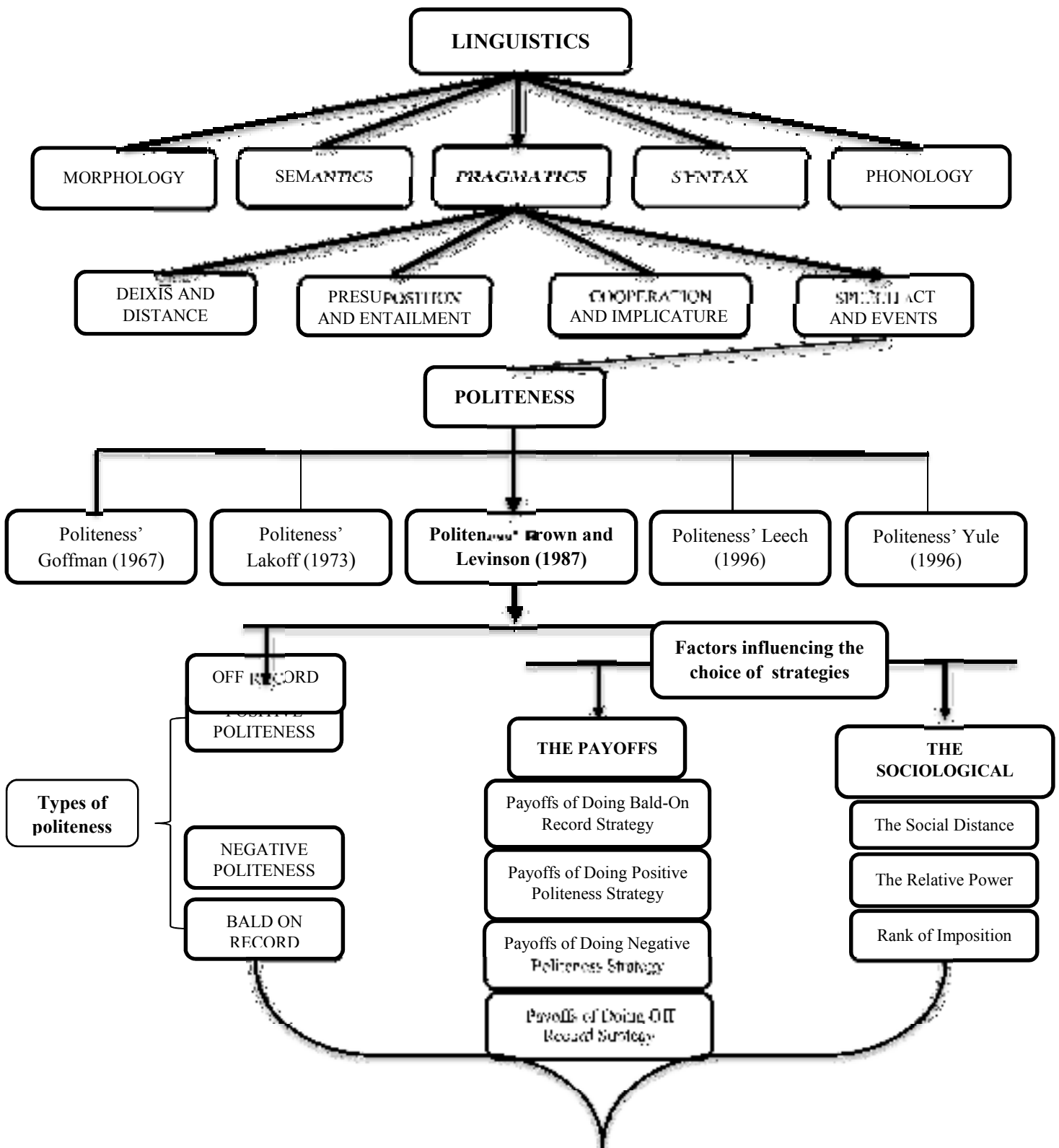
Another politeness study was conducted by Wuri Pangestuti. The researcher analyzed Politeness Strategies Used by Deddy Corbuzier In Interviewing Entertainer and Non Entertainer In “Hitam Putih” Talk Show. The researcher focused on classifying politeness strategies used by the led of the talk show, Deddy Corbuzier. In analyzing the data, the researcher uses the theory of politeness Brown and Levinson (1987) to categorize Deddy Corbuzier’s utterances into four politeness strategies. There are several differences found in the used of Politeness Strategies in interviewing both entertainer and non-

entertainer. First of all, the host tends to use bald on record strategies in interviewing the non-entertainer than the entertainer. Second, the host appears to be more intimate to the entertainer than the nonentertainer. Also, the host seems to be more cooperative with entertainer than nonentertainer. Furthermore, the host is more to show his sympathy and interest towards the non-entertainer than the entertainer. In addition, the host indicates his reluctance more to the non-entertainer than the entertainer. Finally, the host uses off record strategy only to interview the entertainer.

The studies provided sufficient information and references on politeness strategies. As a result, those studies led the writer into a complete understanding in classifying utterances concerning politeness. Besides, those two studies implicitly inspired the writer to conduct another study on politeness which was distinctive from other previous studies.

In the first previous study, the focus of the researcher was the type of politeness strategies and factors influencing politeness choice used by the the host and U.S Politicians. Whereas in the second previous study, the focus of the researcher was the type of politeness strategies and factors that influenced the host politeness in talk shows.

2.3 Conceptual Framework



***“MATA NAJWA: UJIAN
REFORMASI”***

The explanation of Conceptual Framework

The writer has conducted a study in the field of linguistics. Linguistics is the scientific study of language. It involves analysing language form, language meaning, and language in context. There are five main parts of linguistics: the study of sounds (phonology), the study of parts of words, like "un-" and "-ing" (morphology), the study of word order and how sentences are made (syntax), the study of the meaning of words (semantics), and the study of the meaning in language in a particular context (pragmatics).

The writer conducted a research about politeness. Politeness is parts of pragmatics. The writer analyzed politeness strategies in discourse text such as transcript.

In identifying and analyzing the transcript, a theory is needed. There are many theories about politeness that were discovered by experts. Like what the writer has included in the conceptual framework, the writer used the politeness theory by Brown and Levinson (1987).

There are two problems of the study. The first one is the types of politeness strategies used by students and politicians and the second one is the factor affecting choice's politeness strategies. Politeness strategies divided into 4, are: bald on record, positive politeness, negative politeness and off record. While the factor affecting the choice of strategies divided into 2, the payoffs and the

sociological factors. The transcript used by the writer was from "Mata Najwa: Ujian Reformasi" broadcast on September 24th 2019.

CHAPTER III

RESEARCH METHODOLOGY

3.1 Research Design

In this research the writer used the Descriptive Qualitative. According to Creswell (2009) noted that quantitative research is the process of collecting, analyzing, interpreting, and writing the results of a study, while qualitative research is the approach to data collection, analysis, and report writing differing from the traditional, quantitative approaches.

In this research the writer used Descriptive Qualitative because the data is conversation transcript. The writer used theory of Politeness Strategies to analyzed “Mata Najwa: Ujian Reformasi” talk show.

3.2 Research Instrument

In addition to researchers as the main instrument, this study also uses supporting tools such as laptop, cellphone, earphones, notes, pens as a tool to record all data obtained from reading results.

3.3 Data & Source of The Data

Since this research observes Politeness Strategies used in a talk show, then, the data must be the utterances used in the talk show. In this opportunity, the writer uses an episode broadcasted on September, 24th 2019. In the chosen episode, there were nine guest stars have been invited, but the focus of the writer only five (5) guest stars. There were university students from Presiden Mahasiswa BEM UGM, Atiatul Muqtadir and Presiden Keluarga BEM ITB, Royyan Abdullah Dzakiy. With the opposite Moeldoko as Presidential Staff, Fahri Hamzah as

Vice Chairman of Dewan Perwakilan Rakyat, Arsul Sani as anggota Komisi 3 Dewan Perwakilan Rakyat.

Source of the data has been downloaded from the youtube channel of Mata Najwa on Sunday, November 10th 2019, at 9 p.m.

3.4 Technique of Collecting Data

The data collected by applying documentary technique. The writer uses the following steps :

1. The writer downloaded the video from Youtube Channel of Mata Najwa.
2. After downloading the videos, the writer transcribing the conversation into written text.
3. Then, the writer chooses the video with the most appropriate conversation to be analyzed.

In conducting the research, the writer acted as human instrument. Lincoln and Guba (1985) state that the writer as a human instrument has the ability to collect information concerning multiple factor simultaneously. Similarly, the writer employed some information taken from the books, journals, internet, and previous studies in terms of supporting the process of data analysis.

3.5 Technique of Analyzing Data

The writer used the technique of analysis the data as the following :

1. Identifying the data which are related to the Politeness Strategies by underlining.

2. Classifying the data based on the Politeness Strategies type and Factor of Politeness Strategies.
3. Counting the data based on each types of Politeness Strategies and Factor of Politeness Strategies.
4. Finding out the types of Politeness Strategies and factor of Politeness Strategies that used by the guest stars.