

# CHAPTER I

## INTRODUCTION

### **Background of the Study**

Someone in communicating with another person certainly conveys a message to that person. For example someone works in a place and finds that that person's co-workers are not serious in their work, that person will make communication contacts to convey a message to the co-worker.

Communication contact is a relationship in it. In another sense, communicating also builds social relations between one another. When other people hear the speaker remind his friend who is not serious at work, then the person who hears it thinks that they are co-workers or close friends.

Politeness become something fundamental in someone speaking in conveying a context. Politeness also take a part of social interaction, because politeness also very important in social interaction. Somebody who has a polite language or the other name a polite person, automatically he or she has big buildings of social interaction.

Basic education of every child is from home. Every parents teaches their child to be a good person in the future, and than its starts from home. The first lesson from parents teaches to their child is communication and how to communicate clearly and politely.

Politeness is very necessary because politeness is related to self-image. A person who becomes a public speaker, public figure and also as a social media

influencer must have competence in politeness strategies. And also when speakers who are public figures, public speakers and influencers, they unconsciously practice Politeness strategies

According to Gulandom (2020; 152), Politeness explained the way to express the best expression in delivering messages in a way that is ethical and also builds Relationships with other people. Delivering messages from speakers by studying politeness strategies will determine self-image and self-esteem in social life.

Politeness strategies are ways of communicating to the interlocutor or the speech partner. How to communicate with different interlocutors will also be different ways of communicating with interlocutors. This method aims to maintain the relationship between the speaker and the interlocutor that occurs in communication

Speaker communicates with someone who is close, such as a friend or best friends, the speaker does not need to think too much about how to communicate politely to a friend or friend of the speaker. Because the speaker's friends understand that when there are words from speakers who are not polite, it is the interlocutor who is the friend and friend of the speaker.

Likewise, when a speaker communicates with an unknown interlocutor, the speaker must maintain communication between the speaker and the interlocutor. Speakers try to maintain their communication with the interlocutor, guarding not to issue words that are not polite and related to privacy.

Politeness strategies are also related to face threatening or which includes self-esteem. The importance of learning politeness strategies is to learn how to

communicate and the choice of words in communicating according to the speaker's interlocutor, or someone who is the speaker's interlocutor. In studying politeness indirectly maintain face threatening or self-esteem of the speaker or the speaker.

For example, when the speaker has said something that is not polite and the speaker tries to keep a face threatening or maintain his image. Such as asking for an apology and also maintaining communication by maintaining politeness in communicating.

Writer is interested in researching 2 buzzers named Ade Armando and Deni Siregar. Ade Armando and Deni Siregar are 2 buzzers who are quite famous on social media. They are quite famous and are often invited by national television talk about the state and also talk about state phenomena. The Writer is interested in examining the Politeness Strategies used by the two Buzzer figures, apart from being well-known and highly educated figures, the two figures also use politeness strategies that need to be studied and also researched and applied in people's lives.

### **Problem of the Study**

- 1 What type of Politeness Strategy is found on Denny Siregar's and Ade Armando's youtube program Cokro TV?
- 2 How politeness strategies realize in Denny Siregar and Ade Armando's youtube program Cokro TV?

### **Objective of the Study**

1. To know type of Politeness Strategy is found Denny Siregar and Ade Armando youtube program Cokro TV

2. To know How politeness strategies realize in Denny Siregar and Ade Armando's youtube program Cokro TV

### **Scope of the Study**

The Writer uses Brown and Levinson's (1987;94-211) theory which divides Politeness Strategies into 4 kinds. The data based of the Monolog video by Ade Armando and Denny Siregar entitled "*Karena Bongkar PERTAMINA, AHOK diserang Staffsus Erick Thohir.logika Ade Armando*" Ade Armando's monologue video which was uploaded on December 1, 2021. The video is 11 minutes 22 seconds long. Video entitled "*Denny Siregar:BOBROKNYA PERTAMINA DIMATA AHOK*" Denny Siregar's monologue video which was uploaded on 17 September 2020. The Denny Siregar monologue video is 6 minutes 31 seconds long.

### **Significances of the Study**

This research is expected to be able to

1. Theoretically
  - a. Provide new Perspective in Pragmatics research, especially Politeness Strategies and Politeness Maxim in accordances with the study of linguistics
  - b. This Research could become a new model of analyzing Monologue video in Politeness Strategies and Politeness Maxim
2. Practically

- a. For Students of English Department, they be able enrich their practically knowledge in analyzing Politeness Strategies and Politeness Maxim
- b. For Readers who are interested in Pragmatics
- c. For further Research that be able interested to study Politeness Strategies and Pragmatics.

## CHAPTER II

### REVIEW OF RELATED LITERATURE

#### 2.1 Pragmatics

When the speaker says something like “he is my nightmare”. When the hearer hears this and tries to interpret its meaning according to the words said, then "He" is a nightmare or when he meets "He" in a dream, the speaker's dream when resting is a nightmare

The meaning seems very unreasonable. Because the speaker sees "He" in the real world, even though according to the words spoken by the speaker they meet in the subconscious / dream. Something is out of sync when it comes to the words spoken by the speaker and what is actually happening.

What must be understood is that there is another meaning that must be understood. The other meaning is a meaning that is outside of the meaning of these words and it is connected with what happens in everyday life. So what a person has in mind is that that person is bringing bad things to the speaker.

Communication in society there are things that are understood without being used. When communicating with the interlocutor, a speaker tries to build a relationship with the interlocutor. For example, when the speaker says "I'm getting married tomorrow, come to my wedding" then the speaker is communicating with the interlocutor with an invitation tone in it.

In accordance with the example above, when the speaker provides information in the context of an invitation to a wedding, the speaker builds a communication relationship with the interlocutor and the speaker is practicing the Speech Act in his communication to the interlocutor.

According to Searle (1979) Speech act is a basic linguistic interaction which includes giving warnings, providing information or needing information, giving greetings. The Speech Act contains communication to the interlocutor by building a communication relationship between the two.

communication with the interlocutor, the speaker will see who the speaker is speaking to. There will be different ways of speaking and the choice of words used when communicating with the interlocutor who is a close person from the speaker with the interlocutor who is a new person.

Strategies or ways of communicating with different people are definitely different ways of speakers in communicating. Politeness is a sub-topic of Speech Act which focuses on self-image or face threat in communicating with the interlocutor. When communicating with the interlocutor, the speaker maintains Face-Threat in communicating with the interlocutor

According to Binner (2013; 11-12) that pragmatics is language learning that learns the meaning not of the words spoken by the speaker, but other meanings, namely the real meaning of these words or commonly called the context of the sentence.

According to Griffiths (2006:1) states that communication in pragmatics is communication that is full of meaning. Griffiths also says that pragmatics is a tool for meaningful communication. Meaningful that means not just by studying the meaning of the words spoken by the speaker. But knowledge of the world.

Knowledge of the world means knowledge of context. According to Monica Carbtree and Joye Powers (1991) context is divided into 4 types

1. Physical Context: this context is the physics context that occurs in the conversation between the speaker and the interlocutor.

2. Epistemic Context: this context is a context that is based on the knowledge possessed by the speaker and the speech act.
3. Linguistic Context: This context is a context based on previous utterances into consideration
4. Social Context: This context is a context that is seen from the social aspect of the area. When you are in a different area, the social context is also different.

### **2.1.1 Nature of Pragmatics**

According to Horn and Ward (2006) Pragmatic Learning has 5 different sections. Namely Implicature, Presupposition, Speech Act, Reference, Deixis

#### 1. Implicature

Implicature is a subtype of Pragmatic which studies other meanings of what is said by the speaker. The comparison between the intent of the speaker and what is said by the speaker is to have additional meaning from the words spoken by the speaker.

For example, Karina received a master's scholarship to Germany. In another sense, Karina is an outstanding undergraduate student, and also a smart student. The addition of the above meanings is the source of the words Karina Gets a Masters Scholarship to Germany

#### 2. Presupposition

According to Yule (1996; 113) site on Hillary(2019) Presupposition is a presupposition or conversation that is assumed to be a phenomenon before there is further discussion. In another sense, presupposition is a person's logical thinking or someone's reflection in analyzing aspects that are not visible.



For example, when someone has a fever, other people who hear and see can imagine what it feels like to have a fever and the symptoms caused by a fever. And not many people also assume about the causes of fever and how to deal with fever.

### 3. Reference

According to Frege (1879) Reference is a thing or a phenomenon that is said or expressed to make someone think about the phenomenon. Another meaning that reference is a subtype of pragmatics to invite people who hear to analyze and identify the phenomenon.

For example, when Basuki Tjahaja Purnama or AHOK became the main commissioner at PT PERTAMINA, not a few people analyzed and spilled the results of the analysis of their thoughts into social media.

### 4. Deixis

Deixis is a reference or often called a reference, namely a word or phrase that refers to a word, phrase, or expression that has been used or will be given (Mustika: 2018).

### 5. Speech Act

According to Austin (1965; 94) Speech Act is a piece of speech communication resulting from social interaction saying something is a Speech Act. Speech act occurs because of the social interaction between the speaker and the interlocutor. Speech act is divided into 3 kinds, namely locution, illocution, and perlocution.

Locution is a type of Speech Act whose meaning is in accordance with the speech of the speaker. Locution is divided into 3 namely Declarative, Interrogative and Imperative.

Declarative is a type of Locution that provides information. Interrogative is a type of

locution that asks questions with the aim of obtaining information. Imperative is a type of locution that gives orders to be carried out by the interlocutor.

Illocution is a type of Speech Act that contains intent, its relationship with sentence forms that embody an expression. Illocution is divided into 5 types. That is:

- a) Assertives are Illocutions that describe circumstances or events, such as reports, claims, and statements. Example: "The Semester Final Exam starts at seven o'clock."
- b) Directive is an illocution that describes the speaker to make an influence so that the speech partner takes actions such as suggestions, requests, and orders. Example: "Please have a seat!"
- c) Expressive is an illocution that describes the speaker to express feelings and attitudes towards something. Example: "The student is very handsome."
- d) Commissive is an illocution that describes something in the future, such as a promise or threat. Example: "I will propose to you next month."
- e) Declarative is an illocution that describes speech acts that can change circumstances. Example: "I hereby declare you passed." These words change a person's status from an ungraded state to a graduated state.

. Perlocution is a type of speech act that is concerned with the effects of the communication such as inviting, teaching something and so on.

## **2.2 Politeness**

Politeness is closely related to strategic relationships. How a speaker communicates with the interlocutor is very important in social interaction. Speaker using Politeness according of the communication with interlocutor and make the situation of the conversation.

According to KBBI (1990) third Edition, Politeness is good language and ethic of conversation. In conversation between speaker and interlocutor perhaps of rule of language, culture and language habit according to the area. Different area automatically different rule of language and culture.

According to Zamzani, et al. (2010: 2) Politeness is a behavior that is expressed by good or ethical way. Politeness is a cultural phenomenon, so that what is considered polite by a culture may not be so with other cultures. When speaker going to other culture, speaker need to know the politeness rule of that culture

### **2.2.1 Factor that Influences Politeness**

According to Soshana Blum-Kulka's (1989) Politeness occurs because there are 4 factors that influence speakers in interacting with their interlocutors which lead to politeness. The 4 factors are social motivation, expression, differences in social level and social intentions.

These 4 things are very influential in speaking to the interlocutor. When the speaker talks about something controversial, it has social motivation or social purpose. The social meaning may be that the speaker wants to correct something that is wrong. The motivation is to want to see a change from the wrong one.

When the speaker says rude or rude words, it is an expression of the speaker being annoyed or annoyed, and also an expression of anger. When the speaker interacts with the speaker's boss, the speaker tries to speak politely and politely to please the speaker's boss.

### **2.2.2 Rules of Politeness**

According to Lakoff (1975) Politeness has 3 rules when politeness is used. The first is polite words, which are words that are not coercive. Not forcing to create a freedom for the interlocutor in speaking and it creates space in building a communication relationship between the speaker and the interlocutor.

The second rule is polite words, which are words that give choices to the interlocutor. The second rule is related to the first rule. The second rule gives freedom to the interlocutor so that he becomes more polite and opens space for the speaker for feedback interaction between the interlocutor and the speaker.

The third rule is polite words, which are words that create a family atmosphere, an atmosphere of friendship between the speaker and the interlocutor. The atmosphere of friendship between the speaker and the interlocutor is needed in building communication relationships between the speaker and the interlocutor.

According to Blum-Kulka (1989) has 2 Politeness rule in modern Hebrew languages, namely Nimus and Adivut. Nimus is a politeness that is used in formal aspects that are mandatory and in social etiquette. An example is when talking or meeting within the company. Adivut is politeness used in giving attention to the interlocutor. An example is like speaking in a state of sorrow or speaking in a state of joy, then the speaker in speaking is like paying attention to the interlocutor who is in a position of sorrow or joy.

### **2.2.3 Types of Politeness Strategies**

According to Brown and Levinson (1987) Politeness is a way of communicating with the interlocutor to build a relationship with the interlocutor. According to Brown and Levinson, Politeness Strategies is closely related to Face-Threat or self-esteem. In speaking, a speaker will really keep the speaker's price in front of his interlocutor.

Based on Brown and Levinson (1987) Theory, Politeness Strategies is divided into 4 types, namely Bald-on Record, Positive face, Negative Face, and Bald-of Record.

### 1. Bald-on Record

Bald-on Record are strategies that occur without any Politeness Strategies or 0 Politeness Strategies. Politeness Strategies are usually carried out by people who are close or have known the speaker for a long time, so it can be said that when the speaker communicates with the interlocutor who is a close friend of the speaker, the speaker does not bother in thinking about how to speak to the interlocutor. An example is when the speaker calls the name of his close friend named Budi by saying "Woi Budi" then the speaker's interlocutor named Budi who is a close friend of the speaker will not be angry. And in this applying of this strategies, someone can utilize in 5 sub-strategies. the 5 sub-strategies of bald-on record are showing disagreement (criticism), giving suggestions/advice, requesting, warning; threatening, and using an imperative form.

#### a. Disagreement (criticism)

showing disagreement is to say the contrary of the speaker's statements.

For example : Budi: I will go to my school.

Mother: no Budi, this is Sunday.

#### b. Giving suggestion

showing suggestion is clearly direct to giving advice to hearer.

For example : Budi: I have many fault of my exam, what shall I do Karin?

Karin: you shall to concentrate of your lesson

#### c. Requesting

Showing requesting is speaker employed of giving or making requesting.

For example : waitress: good night sir, we have some recommendation, our recommendation is the favorite food in this restaurant.

#### d. Warning

speaker using subtypes of this strategies is to give warning to interlocutor

for example: don't disturb me, don't go there.

#### e. Imperative form

speaker who using imperative form is command interlocutor to do something. Imperative form.

For example: Doni: how make it better

Teacher: I teached you. Learn again. You can do it.

## 2. Positive Politeness

Positive Politeness is a strategy of politeness that is used with polite and polite words. Usually the use of these strategies is used for new people to build relationships or social interactions with certain goals and interests. For example, the use of positive politeness is used by workers in the marketing or sales department. When offering goods, the salesperson will introduce themselves politely and explain the goods they offer in a polite and gentle way. positive politeness has 15 subtypes of strategies.

#### a. Notice, attend to hearer

this subtypes of positive politeness is looks or notice some aspect of hearer before speaker wants to speak. The aspect of speaker should know is like condition, possession, emotion, and motivation.

For example: *your new laptop are amazing. Can I borrow 1 of your laptop, because my laptop has broken.*

#### b. exaggerate

exaggerate is showing interest, or making symphathy, approval towards hearer.

For example: *what a beautiful piano sound*

c. Intensify interest to Hearer

to make this subcategories, speaker may stress the interest and intention with hearer. In this context, speaker can express his good story and make a good response to the hearer.

For example: *I don't know why, when I give the chocolate, and honestly I say love to her, she receive me become her boyfriend. And after that she honestly she rejected her ex boyfriend, because she love me*

d. Use in-group Identity Markers

this subtypes strategies of positive politeness in general using slang, jargon ellipsis, dialect, contraction. This words using to show relationship with hearer whether it is close or not.

For example: *you are my sweet boy, my dear sweetboy.*

e. seek agreement.

In general speaker using this subtypes to agree with interlocutor. This subtypes has function to “safetopics” and stress his agreement with hearer.

For example: Doni: Karin has a most valuable students in his class

Sabam: ohw really, she is awesome.

f. avoid disagreement

to be polite, speaker usually hide his disagreement, and like white lie to hiding his disagreement

for example: Doni: can you hear me?

Karine: barely, who is that?

g. Presuppose/raise/assert common ground

this strategies is showing the speaker would know or indicate hearer about the speaker. This strategies propose about what the hearer thin about speaker. It kind like friendship, relationship, or familiarity.

For example: my family name is sinaga, and you too, so we are...

#### h.joke

joke can be used to minimize the unfriendly condisiton in conversation. To make the condition of the conversation.

For example: my heart belong too you but never mind.

#### i. Assert or presuppose Speaker's knowledge of and concern for Hearer's Wants

speaker do this strategies to willing hearer, or persuade hearer . but its not pressure. Speaker willing hearer to fit his wants.

For example: I know you so busy, but please come to my birthday party. Im so happy if you come.

#### j.promise

speaker making promise too hearer for the event. Promise is the statements to claiming what the hearer wants.

For example: I'll be there for you.

#### k. Be Optimistic

speaker is optimistic to assume hearer for speaker wats. So hearer give help to speaker.

For example: can I borrow your phone for a second please?, I will call my mom.

#### l. Include Both Speaker and Heare in the Activity

this sub strategies is commonly used by speaker who says what speaker and his friends.



For example: give us some coffee.

m. Give (or ask for) reasons

normally, speaker wants to do because some reason make him want to do it. So this substrategies used by speaker to give the reason and assuming reflexivity.

For example: why don't go to the beach.

n. Assume or displays similar actions

speaker used Assume or displays similar actions when do the similar things and wants hearer do the same thing with speaker. I will love you if you will love me too

o. Give gifts to Hearer.

Some times speaker will make hearer satisfied and make hearer confront to make the communication, in this context the conversation become a good conversation. Suddenly hearer has a tragedy and speaker said symphaty for him or her.

For example: im sorry to hear that

### 3. Negative Politeness

Negative Politeness is a Politeness strategy that occurs when you make a mistake and restore the self-image or self-esteem of the speaker. Usually the use of Politeness Strategies is when apologizing and promising not to do it again. For example Speaker who has been free from jail will make up his face with Polite language. Because he have a bad face in his social live or have case and make him get in jail. So speaker would take more effort to get back his face in his social life. Negative politeness has 10 types of substrategies.

a. Be Conventionally indirect

in this strategies , speaker opposing his tension to give hearer 'out' by being indirect, and the desire to go on record.

For example: could you pass the sugar?

b.hedge.

hedge in general meanings is to protect the value of something. In negative politeness hedging is how speaker to speak, or modified.

For example: your new hair cut make you pretty cool.

c. be pessimistic

this strategy is shows about negative face by explicit expressing doubt that the condition. in other hand,, this strategy is other way to express polite pemism.

For example: I don't know if you not here.

d. Minimize the Degree of Imposition

the great imposition is make heare or audience get more pressure. Especially pressure come when imposition is related of social status. So speaker minimize imposition related to everything about social status or everything makes hearer lay down.

For example: if you haven't done with your job, you will not get the bonus from company.

e.give deference

there the two keys when speaker use this sub strategies of negative politeness. Speaker must be humble in conversation, and hearer must higher than speaker. Make hearer superior.

For example: I know you are better than me, you can your job perfectly.

f. Apologize

Especially for speaker in conversation who has mistakes or in speaker act has mistakes, so speaker do apologize to get back his.

For example: im sorry I get mistakes, I will clean it

g. Impersonalize Speaker and Hearer

basically, this sub-strategies is shows about avoiding reference between speaker and hearer. In other meaning, speaker should not to express hisself superior.

For example: it looks like...

h. State the FTA as a general rule

using this strategies is stating a general rule to minimize the imposition. This way is the safe way to show the social rule with out impose hearer.

For example: when the room has rule no smoking. Speaker can say to smoker: don't smoke.

i. Nominalize

this sub strategies is showing to speaker in conversation using the very formal words. In conversation, speaker more become a formal people.

For example: excuse me, when can I get some drinks, im so thirsty.

j. Go on record as incurring a debt, or as not indebting H

in this sub strategies, speaker generally shows on record on hearer. This sub strategies using to redrees the face threatening of speaker.

For example: if you doing that, I don't know what todo

#### 4. Bald-off Record

Bald-of Record is Politeness Strategies that occur when you don't want something. For example, the speaker says "the side dish is too salty", in another sense that the speaker does not want to eat the side dish provided because it tastes too salty. bald off record has 15 sub strategies.

a. give hints

speaker invite hearer to think and search interpretation to know and solve the problem. Normally, speaker would speak something is not explicitly relevance.

For example: I am hungry (it means give some food)

b. give associations clues

this sub-strategies of bald off record to give the associated with hearer. Speaker mentions statements something associated with the act required of hearer.

For example: speaker says "I got cough, may be used some medical service"

c. presuppose

in this sub strategies used by speaker whole in context. For example: speaker says, I just got hadhache. In this context hearer think the background of headache. Or why speaker get headache.

d. understate.

understate is the substrategies of bald off record strategies shows less than the reality happen, or less than required. In this context the words most used in this substrategies of bald off record is scalarpredicate like tall, good, nice.

For example: : S : nice food, 5 star for this.

H : that's just traditional foods.

e. overstate

this substrategy is shown by speaker to hearer to showing over than in reality happening. For example, speaker says, in thousand times I try to forget you, but I can't, because I really love you.

f. tautologies

speaker using tautologies to concern in his message or in conversation. In speaker statements, he repeated his statement to emphasize the hearer. For example : I don't know about that, I don't know.

g. use contradiction

using contradiction is same to using irony, metaphors, and rhetorical questions. This substrategy is to explain the 2 things but in contradiction way.

For example: Hanna: how are you? Are you sick?

Stephen: I'm good, not pretty good yet.

h. Be ironic

in this context, using irony is using to show the contradiction of the reality happening. For example speaker says Stephen is good chef. But in reality Stephen's dish is not good enough.

i. use metaphors

In figurative language, metaphors are used in bold on record. Using metaphors is to draw what happens but using in other words. For example: His character like a snake

j. use rhetorical questions

rethorical questions are using to explain the statements is. Rethorical question is question without answer, because in this context, this question is explain the statements. For example: how many times I explain you about that.

k. be ambiguës.

Be ambiguës is more like metaphor but its not clearly like metaphora. for example: I will go to when I want to go

i. be vague

be vague is not clearly explained by speaker. For example: im going and far away.

j. over generalize

in this context, overgeneralized is using words over of general used by people. Normally, speaker using like proverbs to using this sub strategies. for example: like someone build his house on the sand.

k. displace H

displace hearer is the speaker speaks to interlocutor, but the aimed of his statements is to hearer who hear his statements.

l. be incomplete

this strategies is to give incomplete in conversation. This strategies is like hangig in the air. Speaker can leave the conversation hald undone.

#### **2.2.4 Politeness Maxim**

Geoffrey Leech (1983) defines politeness as a “conflict avoidance strategy” which “can be measured by the degree of effort made to avoid a conflict situation”. The six politeness maxims proposed by Leech are as follows

- a). Maxim of wisdom (tact): minimize harm to others; maximize profit for others.  
Example: If you don't mind, please come to my house.
- b). Generosity maxim: minimize profit for oneself; maximize the loss for yourself.  
Example: Sir, please rest. Let me wash the dirty dishes.
- c). Maxim of approbation: minimize insults to others; maximize the praise of others.  
Example: Your shoes are beautiful. Where to buy?
- d). Modesty maxim: minimize self-praise; maximize self-talk.  
Example: Ugh, I'm so stupid. I couldn't keep up with the lecturer's speed while explaining. May I borrow your note?
- e). Maxim of agreement: minimize disagreement with others; maximize agreement with others.  
Example: Yes, I agree. However, ....
- f). Maxim of sympathy (sympathy): minimize antipathy to others; maximize sympathy for others.  
Example: I am sorry for the tragedy that befell you.

### **2.3 Logika Ade Armando and Time line in Cokro Tv**

Ade Armando and Deni Siregar are well-known buzzers. A buzzer is someone who expresses his opinion on social media. In expressing his opinion, Buzzer expresses his opinion

for certain purposes. The interest is in accordance with the phenomenon that occurs or invites many people to understand and deal with the phenomenon.

In the video, Ade Armando and Deni Siregar comment on Basuki Tjahaya Purnama (Ahok) who is the Commissioner of the State Oil Mining Company (PERTAMINA). Basuki Tjahaja Purnama who became the main commissioner is a phenomenon that invites comments from many people from various circles, including people with higher education.

*Logika Ade Armando* by Ade Armando

*Logika Ade Armando* It is part of the Cokro TV Youtube Channel program whose videos are comments from Ade Armando on the phenomena that exist in Indonesia. *Logika Ade Armando* is a program from Ade Armando with Ade Armando as the speaker with the aim of making people smart in dealing with and thinking healthy in the phenomena that exist in Indonesia.

*Time Line* By Denny Siregar

*Time Line* is also part of the Cokro Tv Youtube Channes program whose videos are also comments from Denny Siregar himself on the phenomena that occur in Indonesia. *Time Line* is a program from Denny Siregar with Denny Siregar as the speaker having the same goal as *Logika Ade Armando*, which is to educate the public in dealing with state phenomena.

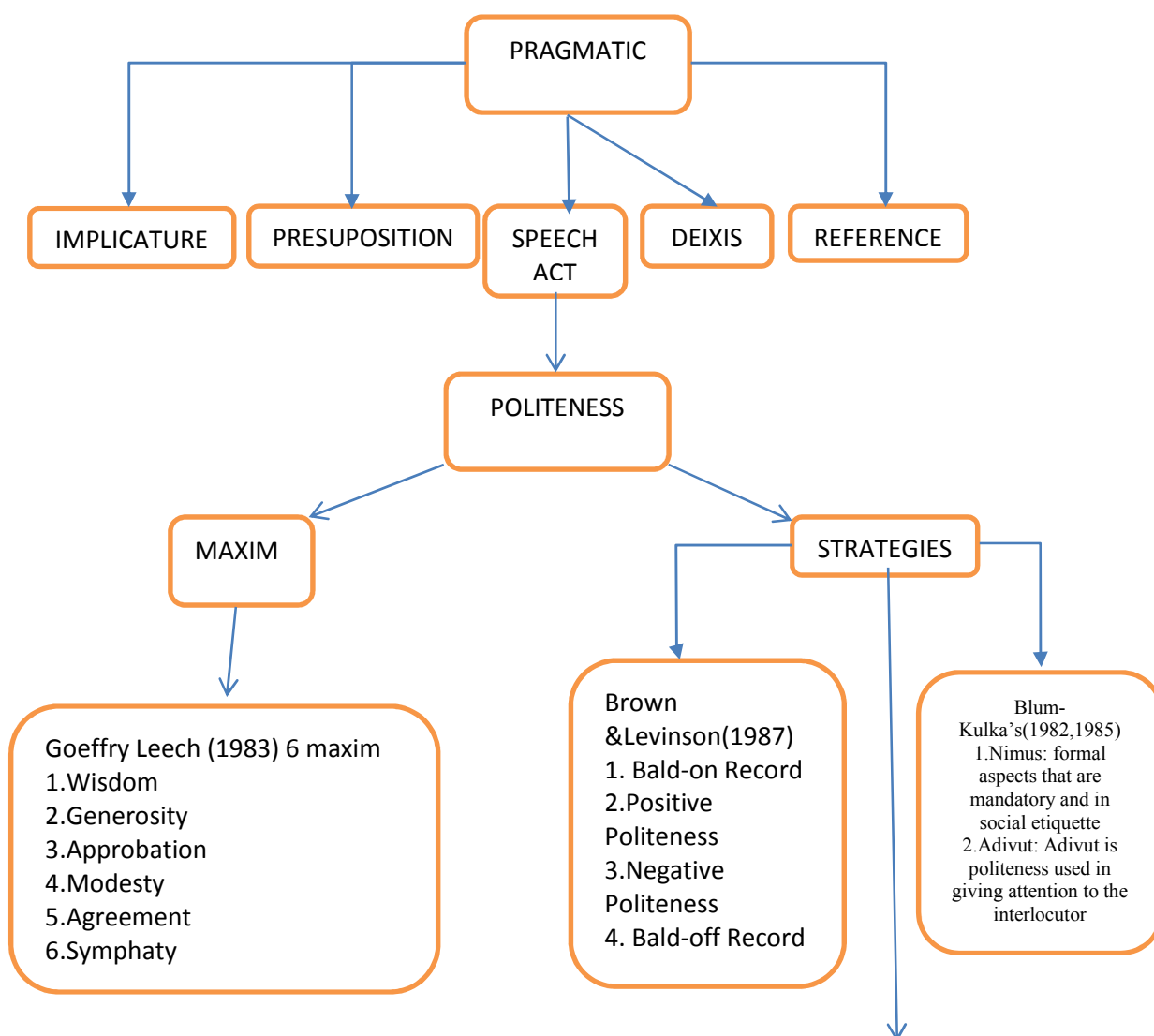
The subject of this research is a video sourced from YouTube. The video channel taken is Cokro TV. The video taken is entitled "*Karena Bongkar Pertamina, Ahok diserang Staffsus Erick Thohir.logika Ade Armando*" Ade Armando's monologue video which was uploaded on December 1, 2021. The video is 11 minutes 22 seconds long. Video entitled "*Denny Siregar:Bobrohnya Pertamina dimata Ahok*" Denny Siregar's monologue video which was

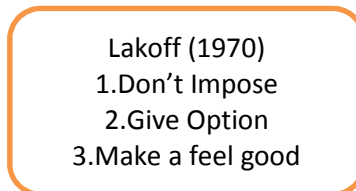


uploaded on 17 September 2020. The Denny Siregar monologue video is 6 minutes 31 seconds long.

These 2 monologue videos explain the explanations of 2 Buzzer figures named Ade Armando and also Denny Siregar. Ade Armando is a social media activist and also a FISIP lecturer at the University of Indonesia and also often comments on state phenomena. Denny Siregar is also a social media activist who is quite famous for the term he often uses is *Time line*.

## 2.4 Theoretical Framework





*Figure 2.1. "Theoretical Framework of an analysis of politeness strategies used by Ade Armando and Dennhy Siregar in Cokro TV" (Simandalahi, Sabam 2022)*

## 2.5 Previous Research

Those are the previous research that's guide researcher to the research, the Previous research are:

Mariti et al. (2018) Explored of the Politeness strategies in Gichuka Request Expression. The object of this study is words, phrase and sentences. The method of this research is qualitative descriptive method. Gichuka 6 social event. Gichuka is a Bantu language of the Niger Congo family spoken by the Chuka people of Tharaka- Nithi County, Chuka Igamba-Ng'ombe Constituency. The aim of this study is to analyze politeness strategies using in Gichuka 6 social event. This study guided by Brown and Levinson (1987) and the communicative principle of relevance by Sperber and Wilson (2002). They were transcribed into guiding cards while contextual information was recorded using an observation schedule. Data found from transcribing with guide cards is one hundred and twenty seven request expressions were identified from the Gichuka communicative events. The result of this research from 127 data is Negative politeness is the mostly used with 49 data (38,58%). Followed with Positive politeness 41 data (32,28%), Off record 21 data (16,54%) and Bald on record 16 data (12,6%).

The other research Indahsari and Surjowati (2020) investigated Politeness Strategies Used in Mata Natjwa Program; Cipta kerja: Mana Fakta Mana Dusta . the aimed of this research is

analyzing types of politeness strategies used by Host Mata Najwa, Najwa Shihab when she makes to interviewing guest star. The method to analyzing this research is Descriptive Qualitative. The data were taken from Mata Najwa show episodes *Cipta Kerja: Mana Fakta Mana Dusta*. Politeness strategies by Brown and Levinson is the theory to guiding this research. They found that Najwa Shihab as a host in Mata Najwa show mostly used positive politeness in her show. positive politeness with the type of seeking agreement, asserting of presuppose S's knowledge of and concern for H's want, avoiding agreement, using in group identity marker, and including both speaker and hearer to the activity. Negative Politeness and Bald on record is not many like positive politeness

The other research Ko,L,Y (2018) explores how politeness strategies are used through avatars in chat-based Second Life (SL). The study was based on a one-semester assignment which allowed students to bolster their university English-reading course grade through participation in the study. The total number of participants was 240, 50 Taiwanese nursing students and 190 non-Taiwanese Second Life players. Politeness strategies by Brown and Levinson is the theory to guiding this research. The results showed that the most common politeness strategy used was in a direct command (73.78%); the second one, positive politeness (15.8%); the third one, negative politeness (6.01%); the fourth one, off record (3.4%), the fifth one, pre-request (0.77%), and the last one, bald on record (0%). In order to improve the politeness strategies used on the internet, Speech acts related to politeness in traditional and nontraditional learning context would be recommended in this paper as well.

In addition, Pardede, Herman, pratiwi (2019) investigated of Politeness Principle Maxims Found in Big Hero 6 Movie. The purpose of this research is to find politeness maxim used by character in Big Hero 6 Movie. The object of this study is the utterance that existed Big hero 6

movie. They were taken 90 utterances to analyze in Politeness Maxim. Qualitative method is the method of this research to analyze data. Politeness maxim theory to guide this research is analysis of Politeness maxim by Leech (1983). Leech shows the 6 types of Politeness Maxim. The 6 types of Politeness Maxim are Modesty, Generosity, Tact, Approbation, Agreement, and Sympathy. The Method of this Analysis is Descriptive Qualitative method. The writer got the data from script of Big Hero 6. It was found that there were six politeness principle maxims found in Big Hero 6 movie. The data as follows: 32 Tact maxim, 16 Approbation maxims, 14 Generosity maxims, 11 Agreement maxims, 10 Sympathy maxims, and 7 modesty maxim. Tact maxim is the kind of politeness principle maxim that mostly found in Big Hero 6 movie because the characters in the movie are full of care to show their closeness so that they were not make the other undergo the cost.

In addition Halil, Takwa, Musliha (2021) explored Implementation of Linguistic Politeness throughout Online Lectures via WhatsApp during the Covid-19 Pandemic. The object of this research is students through online lectures at the Faculty of Teacher Training and Education, Universitas Sembilanbelas November Kolaka on the WhatsApp application. This research aimed to know politeness maxim in online lectures at Faculty of Teacher Training and Education on WhatsApp application. Politeness maxim using theory by Leech (2014) is theory of Politeness maxim to guide analyzing this research. The 6 types of Politeness Maxim are Wisdom, Generosity, Appreciation, Simplicity, Compatibility, and Sympathy. The Method of this Analysis is Descriptive Qualitative method. The data collection technique uses documentation or screenshots, and the data analysis technique uses content analysis methods with inductive procedures of lecturers and students as well as students and students through online lectures at the Faculty of Teacher Training and Education, Universitas Sembilan belas November Kolaka on

the WhatsApp application. The results indicate that the communication of lecturers to students and students to students based on the WhatsApp social network still pays attention to the principles of linguistic politeness in communication discourse.

The other research Meiratnasari, Wijayanto, Suparno (2019) investigated Politeness strategies in Indonesian English textbook. Purpose of this research is investigated politeness strategies in EFL Indonesian English textbook. The object of this research is The textbooks entitled “Talk Active 1” and “Talk Active 2: Language and Culture Programme”. This Analysis using Politeness Strategies according to Brown and Levinson (1987). This research using Descriptive Qualitative Method. The finding revealed 11 types of positive politeness as strategy follows: S1: Notice, attend to hearer; S2: Exaggerate, S3: Intensify interest to hearer; S4: Use in-group identity markers; S6: Avoid disagreement; S7: Presuppose/assert/raise common ground; S8: Joke; S10: Offer, promise; S12: Include both speaker and hearer in the activity; S13: Give (or ask for) reasons; S14: assume or assert reciprocity. The result also presented 8 types of negative politeness as follows: S1: Be conventionally indirect; S2: Question, hedge; S3: Be pessimistic; S4: Minimize the imposition; S5: Give deference; S6: Apologize; S7: Impersonalize speaker and hearer and S10: Go on record as incurring a debt, or as not indebted hearer. The analysis showed positive and negative politeness strategies were mostly strategies that reflected in the textbooks.

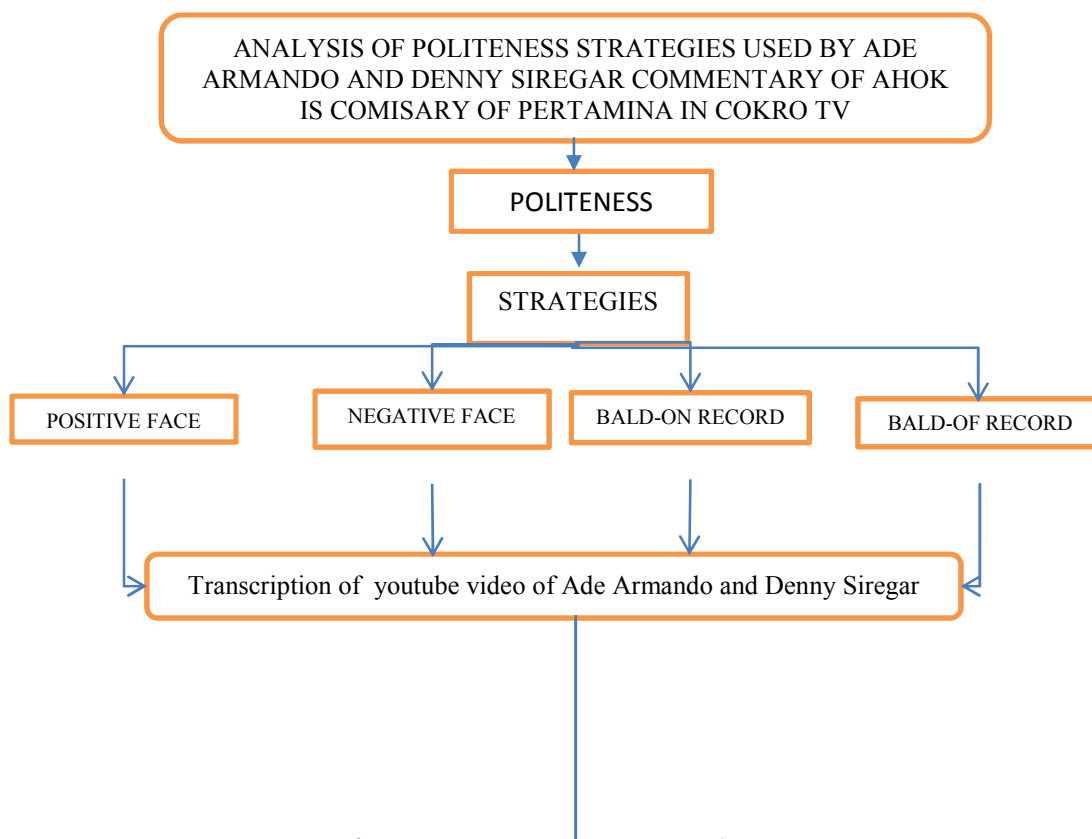
From Another research, Manik & Hutagaol(2015) studied Politeness Strategy and Student’s Compliance in Teaching Learning Process at SD Negeri 024184 Binjai Timur Binjai –North Sumatra-Indonesia. The aimed of this research to findout politeness strategies used by teacher and how politeness affect to the student.The subject of this study is class II-A and class II-B at SD 024184 Binjai Timur Binjai .analysis of Politeness strategieusing theory by Brown and

Levinson(1987).This research using Descriptive Qualitative Method. In the data analysis, it is found that 1) the teachers used four maxims in their communication to the students. They are tact maxim, generosity maxim, approbation maxim and agreement maxim. It is not found that the teachers used modesty maxim and sympathy maxim. 2) The teachers were dominantly used tact maxim in their directive speech acts to the students. 3) Children pragmatic competence and positive emotions were the factors that affected the students' compliances to the teachers' politeness utterances.

The other research Hutahaean,Herman,&Girsang(2021) investigated An Analysis Of The Politeness Strategies Utilized By Pesbukers In Their Variety Show. This research aimed to know politeness strategies used in Pesbukers variety show. This Analysis using Politeness Strategies according to Brown and Levinson (1987).The researcher chooses episode 10, broadcasted on 15 May 2019, with a duration of 1 hour 12 minutes.The Method of this Analysis is Descriptive Qualitative method.The results revealed that in Pesbukers variety show, there were 37 politeness strategies: bald on-record 6 (16%), positive politeness 26 (70%), negative politeness 4 (11%), and off-record 1 (1%). (3 percent ). Positive politeness was the most common form of politeness strategy in Pesbukers' variety show. Positive politeness from both the speaker and the listener leads to a social situation, good connections, and contact. Circumstances were a factor that affected Pesbukers' preference of politeness strategies. The relative power<sup>2</sup> (5% ) and social distance<sup>35</sup> are two situations that deal with sociological variables (95 per cent). Relative power (P) used a greater degree of politeness with others with higher power or authority. Social distance (D) as a combination of psychological factors such as social standing and age. In conclusion, with this research, we must be careful when we used a language to communicate with others so that the conversation becomes run well.

Silitonga & Pasaribu (2021) researched Politeness Strategies used by Indonesian Nitizens and Anies Baswedan’s Twitter and Instagram account. Object of this research is the comment on instagram and twitter on Anies Baswedan’s account. This research using Descriptive Qualitative o analyzed this research. Politeness strategies Theory by Brown and Levinson(1987) in the theory to guided this research. Result of this research from Twitter is 35 data (33,,65%) and there were a 100 %.there were 2 Bald on Records 2 (5,73%),13 Positive politeness (37,14%), 9 Negative Politeness (25,71%) and, 11 Off record (31,42%). Result of this research from Instagram is 69 data (66,34%) and there were a 100 %.there were non-comments Bald on Records ,36 Positive politeness (52,17%), 22 Negative Politeness (31,88%) and, 11 Off record (15,94,42%).

## 2.6 Conceptual Framework





*Figure 2.1. “Conceptual Framework of an analysis of politeness strategies used by Ade Armando and Denny Siregar in Cokro TV” (Simandalahi, Sabam 2022)*

## CHAPTER III

### RESEARCH METHODOLOGY

#### 3.1 Research Design

The method of the research will be descriptive qualitative method. According to Subagyo (2004:62) descriptive qualitative research is research that focuses on research explanations. The data that is processed with the theory used is compiled in reality and also socially as well as the relationship between the researcher and the researched.

The research will be conducted by transcribing the video as the data. After transcribing the data, the data is processed using Brown and Levinson Theory. The researcher explain the politeness strategies used in the video transcript.



### 3.2 Source of Data

Data analyzing of this research based of the analyzing utterances in video. The video based of Cokro TV Youtube channel. Ade Armando have a Youtube Program in Cokro TV Youtube channel. The name of Ade Armando's program is Logika Ade Armando. The video will take is entitled *"Karena Bongkar PERTAMINA, AHOK diserang Staffsus Erick Thohir.logika Ade Armando"* Ade Armando's monologue video which was uploaded on December 1, 2021. The video is 11 minutes 22 seconds long. Denny Siregar have a Youtube program in Cokro TV Youtube channel. The name of Denny Siregar's program is Time line. Video entitled *"Time Line:BOBROKNYA PERTAMINA DIMATA AHOK"* Denny Siregar's monologue video which was uploaded on 17 September 2020. The Denny Siregar monologue video is 6 minutes 31 seconds long.

The data will be taken from the Cokro TV. The data collecting from Video entitled *"Karena Bongkar PERTAMINA, AHOK diserang Staffsus Erick Thohir.logika Ade Armando"* by Ade Armando and *"Time Line:BOBROKNYA PERTAMINA DI MATA AHOK"* by Denny Siregar. and take the words or Trancription from 2 video above.