

THE CHOICE OF POLITENESS STRATEGY USED BY SENTILUN IN *SENTILAN-SENTILUN* TALK SHOW

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ABSTRAK

Strategi kesantunan digunakan untuk meminimalisir ancaman mukaterhadap lawan bicara. Kadangkala dalam sebuah ujaran terdapat peluang untuk mengancam lawan bicara. Setiap jenis strategi kesantunan memiliki latar belakang yang berbeda dalam penggunaannya. Brown and Levinson juga menyatakan bahwa ada beberapa faktor yang mempengaruhi penggunaan strategi kesantunan tertentu.

Tujuan dari penelitian ini adalah untuk menjelaskan penggunaan strategi kesantunan oleh Sentilun pada interaksi dalam *talk show* "Sentilan-Sentilun" serta untuk melihat faktor yang menyebabkan penggunaan strategi kesantunan tertentu. Metode yang digunakan dalam pengambilan data adalah metode *systematic observation*. Penulis juga menggunakan *purposive sampling* untuk memilih sampel yang akan dianalisis.

Dari hasil penelitian yang telah dilakukan, penulis menyimpulkan bahwa Sentilun lebih banyak menggunakan strategi kesantunan positif saat berinteraksi dengan lawan bicaranya. Sentilun telah tepat menggunakan strategi kesantunan positif yang ditujukan agar terciptanya hubungan yang lebih dekat dan baik antara Sentilun dan lawan bicaranya.

Kata kunci: strategi kesantunan, faktor sosial, Sentilan-Sentilun, *talk show*.

INTRODUCTION

1.1 Background of the Study

Nowadays, talk show is one of the most popular TV programmes. According to Ilie (2006: 489) talk show is a widely influential media phenomenon with a highly confrontational discursive genre, as well as a morally and politically controversial form of entertainment. From this idea talk show has a huge role to influence audience from the topic which is taken. It also means that talk show has some notions of entertainment.

There are a lot of talk shows with different titles, such as *Mata Najwa*, *Sentilan Sentilun*, *Kick Andy*, *Hitam Putih*, etc. To make a differentiation of each talk shows, every talk show should have a notion. Ilie (2006:489) states that talk show's notion raises issues focusing on the boundaries between collective and personal experience, expertise and experience, and information and entertainment. It means that there are many backgrounds that every talk show must have. This kind of notion can differentiate one talk show to another.

Sentilan-Sentilun is a talk show containing Javanese culture. Sentilun is the central figure of this talk show. *Sentilan-Sentilun* is a talk show which is categorized into information and entertainment notion of talk show. This talk show usually delivers some messages about social criticism. Social criticism itself can be delivered implicitly and explicitly in some utterances by every participant in this talk show. When they have a chance to answer a question, sometimes they used this chance to insert a social criticism in between.

Sentilan-Sentilun is the talk show using Javanese culture as its background. Javanese culture in this talk show can be seen from two main hosts, they are *Ndoro* and Sentilun. *Ndoro* acts as a boss, he is about sixty. Sentilun acted as a servant of *Ndoro*, he is about fifty five year old. In Javanese, *Ndoro* means a master which is usually used to call people who are older, higher in social status, or highborn. For these several reasons, Sentilun called his partner in this talk show, *Ndoro*. In this talk show, Sentilun sometimes acted more polite in communication to his boss and his guests. Based on the differences between, Sentilun should act and communicate properly and politely to his boss and his guests.

According to this uniqueness of *Sentilan-Sentilun* talk show, the writer is interested in studying the case where someone with a lower status used certain politeness strategies in communication to a man who has a higher status. Sentilun made some unconventional things

between a boss and a servant and also between people with a lower status and people with a higher status. Then the writer named this study “The Choice of Politeness Strategy Used by Sentilun in *Sentilan-Sentilun* Talk Show”.

2.2 Purposes of the Study

In writing this study, the writer has some following purposes.

1. To explain the way Sentilun used politeness strategies in the talk show to conduct communication with other participants.
2. To show and to discuss why Sentilun used certain politeness strategy in conducting communication.

CONTENT

1. Method

The writer used systematic observation to collect data. The systematic observation method is usually done by an observer using an orientation as instrument of the observation (Arikunto, 2010: 200). This method was used because the writer paid attention to the object, the talk show, and observed the object using an orientation as an instrument of observing. The orientation of selecting the data was whether the data contained FTA or not. If the data contained FTA, there must be certain politeness strategy used to minimize the FTA. The writer also used three techniques to collect the data; downloading technique, note taking technique, and transcribing technique.

The first technique of collecting the data was downloading technique. This technique was used to get the newest, accurate, and significant data to be examined. The writer took five episodes from www.youtube.com. These five episodes were published in 2014 entitled: “*Moratorium Mini Market dan Pengelolaan Fasilitas Kebudayaan*”; “*Main di Kantor Wagub DKI Basuki Tjahaja Purnama*”; “*Pemimpin Baru Indonesia Baru*”; “*Hukum dan Keadilan harus Ditegakkan*”; and “*Dagelan Politik di DPR*”. The second technique used was note taking technique. This method helped the writer to write all the conversation from each five episodes. This method helped to select and to make some classification which utterance could be used as the representative data. The third technique was transcribing technique. Transcribing technique was used because the writer needed to make all the conversation of this talk show into written form. This technique helped the writer to see the context of the situation of the data which were chosen.

There are two methods in analyzing data according to Sudaryanto (1993). The first method is identity method (*Padan*) and the second one is reflective-introspective method. The identity method has a sub method suitable to this research, it is pragmatic identity method. Pragmatic identity method was used because the writer wanted to investigate the aspects of politeness strategies and the factors influencing the choice of strategy in every utterance used by Sentilun. The writer also used reflective-introspective method to find out the aspect why Sentilun used some certain words, phrases, and utterances in conducting communication.

The data from this study were analyzed in these following steps.

1. The writer downloaded and transcribed five episodes of *Sentilan-Sentilun* talk show;
2. The writer took and chose some representative utterances containing FTA;

3. The writer explained the data according to the theory of politeness principle by Brown and Levinson;
4. The writer examined some factors influencing the choice of politeness strategy used by Sentilun; and
5. The writer concluded the result of the analysis of politeness strategy used by Sentilun in *Sentilan-Sentilun* talk show.

2. Result

There are 20 utterances using politeness strategy which are divided into four categories; 4 utterances for bald on record, 7 utterances for positive politeness, 4 utterances for negative politeness, and 5 utterances for off record.

Table Politeness Strategy

Numb.	Strategy	Data	Percentage
1.	Bald On Record	4 Utterances	20 %
2.	Positive Politeness	7 Utterances	35 %
3.	Negative Politeness	4 Utterances	20 %
4.	Off Record	5 Utterances	25 %

The writer concluded that Sentilun preferred positive politeness strategy (35%) to off record strategy (25%), negative politeness strategy (20%), and bald on record strategy (20%).

4.2 Interactions Containing Politeness Strategy

The writer divided the analysis of politeness strategy used by Sentilun into five interactions; the interaction between Sentilun and DjarotSaifulHidayat, the interaction between

Sentilun and BasukiTjahajaPurnama, the interaction between Sentilun and AniesBaswedan, the interaction between Sentilun and *Ndoro*, and the interaction between Sentilun and Akbar.

CONCLUSION

This study is concerned with the use of politeness strategy of Sentilun's utterances in *Sentilan-Sentilun* talk show. The aim of this study is to find out what kind of certain politeness strategy usually used by Sentilun in conducting communication to other participants in the talk show. It is also aimed to find out the factors that support Sentilun to use certain politeness strategy. The analysis results in the following conclusion.

1. The writer found 20 utterances containing politeness strategy used by Sentilun. There are percentages of each strategy used by Sentilun; bald on record about 20% (4 utterances), positive politeness about 35% (7 utterances), negative politeness strategy about 20% (4 utterances), and off record about 25% (5 utterances). Those percentages show that Sentilun preferred positive politeness strategy to other strategies in conducting communication with hearers.
2. The writer found that Sentilun was influenced by the circumstances of sociological variables; they are: the social distance, the relative power, and the absolute ranking of impositions. Sentilun used positive politeness to speak to other participants if he did not have more power than the hearer. The social distance also influenced the choice of

politeness strategy used by Sentilun because Sentilun had a distance with the hearers according to his job as an assistant. The rank of imposition used by Sentilun was aimed to deliver his thought and criticism toward the hearers and others.

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