



**POLITENESS STRATEGIES OF THE HOST'S UTTERANCE**

**IN HITAM PUTIH TALK SHOW, September 13<sup>th</sup>, 2013**

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## ABSTRAK

Bahasa merupakan piranti penting dalam berkomunikasi. Manusia menggunakan bahasa untuk saling berinteraksi dan berbagi pendapat antara satu dengan yang lain. Kesopanan (*Politeness*) sangat diperlukan dalam berkomunikasi. Kesopanan (*Politeness*) adalah suatu sistem hubungan antara manusia yang diciptakan untuk mempermudah hubungan dengan meminimalkan potensi konflik dan perlawanan yang melekat dalam segala kegiatan manusia. Menjadi sopan tidaklah mudah, selain mengerti mengenai bahasa, penutur juga harus memahami mitra tutur. Oleh karena itu sangat diperlukan oleh penutur untuk memahami beberapa strategi dalam kesopanan. Suatu percakapan terdengar lebih sopan apabila penutur menggunakan beberapa strategi kesopanan, hal itu berguna agar penutur dan mitra tutur merasa nyaman antara satu dengan yang lain.

Dalam tesis ini, penulis tertarik mengamati bahasa lisan khususnya percakapan pada acara televisi. Adapun objek yang dikaji adalah ujaran Dedy Corbuzer, dalam program *Hitam Putih* tanggal pada 13 September 2013. Penulis menganalisis jenis strategi kesopanan yang dipakai oleh presenter untuk mewancarai narasumber.

Penelitian ini merupakan penelitian yang bersifat deskriptif dengan pendekatan kualitatif. Penulis menggunakan teknik *purposive sampling technique* untuk mengambil 17 ujaran dalam dialog program *Hitam Putih* sebagai data penelitian. Metode Simak Bebas Libat Cakap (Sudaryanto, 1993) digunakan untuk pengambilan data. Selanjutnya, penulis menggunakan metode padan untuk menganalisis data.

Hasil penelitian menunjukkan bahwa dalam dialog *Hitam Putih*, presenter menggunakan 2 ujaran dengan menggunakan *Bald on Record Politeness Strategy*, 3 ujaran menggunakan *Negative Politeness Strategy*, 11 ujaran menggunakan *Positive Politeness Strategy*, dan 1 ujaran menggunakan *Off Record Politeness Strategy*.

Kata Kunci: *Politeness, Face Threatening Act, Speech Act*

## CHAPTER I

### INTRODUCTION

#### 1.1. Background of the Study

People use language in order to socialize, to direct the act of others and also to learn how to become a good conversation partner for others as they will always share their ideas to other

through language. According to Brown and Levinson (1987:65), every speech act is potentially face-threatening to an aspect of the hearer's or the speaker's face. From this idea, it clearly shows that being polite is not a simple way as it involves not only the understanding of the language but also the strategy to take account of other feelings.

Brown and Levinson (1987) suggest politeness as a compensation action taken to counter-balance the disruptive effect of Face Threatening Acts or FTA (1987:67). People have to use politeness strategy in order to keep their hearer's face. The politeness strategies are used to formulate message in order to save the hearer's face FTA are desired. FTA is an act which, in some way, threaten the 'face' or self-esteem of another person. Yule (1996:61) explains that people can threaten others' face by a look, an expression or some other non-verbal communication. Brown and Levinson (1987:69) then outlined five main types of Politeness Strategies; Bald On-Record, Negative Politeness, Positive Politeness, Off-Record, and Don't do the FTA.

In this study, the writer analyzes a talk show program, *Hitam Putih*, which is aired in Trans 7. It is an interesting program that discusses a trending topic or a hot issue. The writer chooses this talk show because the host, Dedy Corbuzer, is known as a person who is always direct and to the point in talking to others. Sometimes, he even sounds to talk impolitely to others. In this show, Dedy Corbuzer invites celebrities or public figures or commoners who become a trending topic or a hot issue. Therefore, it is interesting to know how the host uses some kinds of Politeness Strategy to talk to the guest who are '*famous people*' in order to avoid the FTA.

### **1.2. Scope of the Study**

The writer limits her scope of study only on the analysis of the utterances produced by the host in his dialog in *Hitam Putih* talk show. The analysis is done to figure out the kind of Politeness Strategies and the reason why the host used it.

### **1.3. Purpose of the Study**

The purposes of the study are:

1. to explain the kind of politeness strategies used by the host in *Hitam Putih* talk show;
2. to figure out the most frequent use of Politeness Strategies by the host; and
3. to explain the reason of using Politeness Strategies.

### **1.4. Previous Studies**

There are two studies that were closely related to this study. First, Suryanti Ediyani (2010) who analyzed Politeness Principles and Politeness Strategies in *Pride and Prejudice* retold by Joan Macintosh. Second, Heri Ciptadi (2010) who observed Politeness Strategies Used of Surat pembaca Column in *Suara Merdeka*, *Jawa Post* and *The Jakarta Post*. Both researchers discuss the important of using Politeness Strategy.

## **CHAPTER II**

### **LITERARY REVIEW**

#### **2.1. Face Threatening Act**

According to Brown and Levinson (1987:68), Face Threatening Act (FTA) is an act which, in some way, threatens the 'face' or self-esteem of another person. Whether the act

is actually a threat depending not so much on the intention of the speaker but on the perception of the listener. Brown and Levinson (1987:68) divided human politeness behavior in five strategies; they are Bald On-Record, Negative Politeness, Positive Politeness, Off-Record, and Not Do the FTA.

## **2.2. Politeness Strategy**

Politeness Strategy, proposed by Brown and Levinson (1987:61), is merely about a face. They stated that face is the public self-image that every member wants to claim for himself. Brown and Levinson (1987:68) divided human politeness behavior in five strategies; they are Bald On-Record, Negative Politeness, Positive Politeness, Off-Record, and Not Do the FTA.

### **1. Bald on Record**

In Bald on Record, the speaker can directly address the other as a means of expressing your needs. The speaker does nothing to minimize the threat to the hearer's face. This strategy is most used in a situation where the speaker has a close relationship with the hearer,

### **2. Negative Politeness Strategy**

It concerns with people's negative face. In this strategy, the speaker recognizes the hearer's face. Negative Politeness will tend to show deference and even include an apology for the imposition or interruption (Yule, 1996:62). Brown and Levinson (1987:131) divide this strategy into ten sub- strategies:

a. Strategy 1: Being conventionally indirect.

- b. Strategy 2: Question or hedge
- c. Strategy 3: Be pessimistic
- d. Strategy 4: Minimize the imposition.
- e. Strategy 5: Give Deference.
- f. Strategy 6: Apologize.
- g. Strategy 7: Impersonalize Speaker and Hearer.
- h. Strategy 8: State the FTA as a general rule.
- i. Strategy 9: Nominalize.
- j. Strategy 10: Go on record as incurring a debt, or as not indebting hearer.

### **3. Positive Politeness**

In this strategy, the speaker recognizes that the hearer has a desire to be appreciated and respected. Positive Politeness is more polite than Bald on Record strategy as it can be used to show the solidarity to others. Brown and Levinson (1987:131) divide this strategy into fifteen sub- strategies:

- a. Strategy 1: Notice, Attend to H (his Interests, Wants, Needs, Goods).
- b. Strategy 2: Exaggerate (Interest, Approval, Sympathy with H)
- c. Strategy 3: Intensify Interest to H.
- d. Strategy 4: Use In-Group Identity Markers.
- e. Strategy 5: Seek Agreement.
- f. Strategy 6: Avoid Disagreement.
- g. Strategy 7: Presuppose/ Raise/ Assert Common Ground.

- h. Strategy 8: Joke.
- i. Strategy 9: Assert or Presuppose S's Knowledge of and Concern for H's Wants.
- j. Strategy 10: Offer, Promise.
- k. Strategy 11: Be Optimistic.
- l. Strategy 12: Include both Speaker and Hearer in the Activity.
- m. Strategy 13: Give (or ask for) Reasons.
- n. Strategy 14: Assume or Assert Reciprocity.
- o. Strategy 15: Give Gifts to H (Goods, Sympathy, Understanding, and Cooperation).

#### **4. Off Record**

According to Brown and Levinson (1987:211-212), Off Record strategy is used when a speaker wants to do the FTA but wants to avoid the responsibility for doing it. The speaker lets the hearer give more than one interpretation about what the speaker utters. The following shows four kinds of Off Record:

- a. Be Indirect: I forget closing the door.
- b. Give Hint: I am a bit hungry now
- c. Be Vague: Perhaps you should have been more aware
- d. Be Sarcastic or Joking: Woo, she is a real Einstein

#### **5. Not Do the FTA**

According to Brown and Levinson (1987:72), the pay off for the fifth strategy choice is simply that the speaker avoids offending the hearer at all with this particular FTA.

### **2.3. Social Factors**

People speak differently in the different social context. Different cultural and linguistic groups show politeness differently. Holmes (2001:8-10) states that certain social factors can influence the language choices, which are the setting or social context of the topic, and the function of language. In addition, the social distance, the status, and the formality scales, is useful in analyzing linguistic Politeness (Holmes, 1995:11). According to Brown and Levinson (1987:74-77), there are three factors that influence the choice strategies in FTA:

#### **1. Power**

Power means the authority of the speaker. It is determined by many factors such as age, wealth, education and occupation.

#### **2. Social Distance**

It means how well the speaker and the hearer know each other.

#### **3. Rate of Imposition**

It means the absolute objection of the action in the particular action.

### **2.4. Speech Act**

According to Yule (1996: 47), communication plays an important role in any kind of relationship. The most reason why people do communicate with others is that we need others. While we say something that requires the others to have actions performed, we can say it is a speech act.



## CHAPTER III

### RESEARCH METHODOLOGY

#### 3.1. Type of Research

Based on the purpose of the study, this study belongs to a descriptive qualitative research because the data are one of social phenomena, that is, a language usage, and the writer figures out the kind of Politeness Strategies used by the speaker using Descriptive Method. Furthermore, the result of data analysis is presented in description of words, not numbers.

#### 3.2. Data Source and Data

The data of this study come from the utterances of the host in *Hitam Putih Talk Show* in *Trans 7, September 13<sup>th</sup>, 2013*. The data and then categorized as primary data. The writer gets those data from the internet, [www.youtube.com](http://www.youtube.com), as the source of the data.

#### 3.3. Population, Sampling Technique, and Sample

The population in this study is the utterances of the host and guests in *Hitam Putih Talk Show* in *Trans 7, September 13<sup>th</sup>, 2013*. Meanwhile, the sampling technique that will use by the writer is purposive sampling technique. The sample of this study is the host's utterances that contain Politeness Strategy.

#### 3.4. Method of Collecting Data

In this study, the writer uses Documentation Method from Arikunto (1995:135) because the data are taken from an electronic medium. In addition, as a method of collecting data by observing the language, the writer uses the *Simak Bebas Libat Cakap* (Non Participant Observation) Method from Sudaryanto (1993:134-135), to

### 3.5. Method of Data Analysis

In this study, the writer uses *Padan* method means that this method is aimed to find the speaker's utterance's meaning based on the hearer's point of view in analyzing data. This study concerns in analyzing the meanings of speaker's utterances so the writer also uses *Pragmatic* method which is included to a branch of *Padan* Method.

## CHAPTER IV DATA ANALYSIS

This chapter presents the result of the analysis and the example of each finding. The writer analyzed the use of Politeness Strategy of the conversation of *Hitam Putih* talk show as the data.

**Table 4.1 Bald on Record Politeness Strategy**

No	Utterances
1	<p><i>"Kamu jadi artis aja. Ngapain jadi dokter"</i></p> <p>"Just be a celebrity. Why do you want to be a doctor"</p>
2	<p><i>"Eriska, kalo misalnya kamu sakit, mau ga berobat ke dokter kaya begini?"</i></p> <p>"Eriska, if you are sick, will you go to a doctor like her?"</p>

The reason why S uses Bald on Record Politeness Strategy because S wants to perform the FTA with maximum efficiency and also to emphasize their intention as clear as possible. This strategy is used in a situation where S has a close relationship with H. Although S has more power than H, S has a close relationship with H that can make a direct order or request to H as a means of expressing his or her needs.

**Table 4.2 Negative Politeness Strategy**

Negative Politeness Strategy		
No	Super Strategies	Utterances
1	Question or Hedge (Strategy 2)	“ <i>Saya boleh tanya?</i> ” “May I ask?”
2	Being Conventionally Indirect (Strategy 1)	“ <i>Emang kamu bukan dokter beneran?</i> ” “Are you not a real doctor?”
3	Be Pessimistic (Strategy 3)	“ <i>Tapi saya ga suka lo liat dokter. Maksudnya gini, Kalo saya ke dokter, ngapain dokter nanya kamu sakit apa? Ngapain saya ke dokter kalo saya tau saya sakit apa?</i> ” “But I do not like to see doctor, I mean, why does he have to ask me what kind of sickness I have, Why should I see a doctor if I know what kind of sickness I have?”

From the Negative Politeness Strategy, the Sub-Strategies are Question or Hedge (Strategy 2), Being Conventionally Indirect (Strategy 1), Be Pessimistic (Strategy 3). S uses it when S attempts to demonstrate S’s awareness to H’s negative face by giving them freedom to show a difference and even include an apology for the imposition or interruption. In this strategy, S concerns with people’s negative face and recognizes the hearer’s face.

**Table 4.3 Positive Politeness Strategy**

Positive Strategies	
Super Strategies	Utterances
Joke (Strategy 8)	<i>Apa kabar Nycta? Rambut kamu kenapa jadi panjang gitu? Biasanya pendek?</i> <i>Lebih bagus pendek deh. Kalo panjang, ga suka saya liatnya.”</i> “How are you Nycta? Why does your hair becomes long? It usually short. I do not like to see it.” “ <i>Baik. Apa sih? Apa aku lebih baik botak?</i> ” “Fine. What are you talking about? Should I be bald?”
Joke (Strategy 8)	“ <i>Yah, kalo tua mah ya tua aja ya</i> ” “if you are old, then just be old Hehe”
Joke (Strategy 8)	“ <i>Susah loh buat baju dari taplak meja kayak gini</i> ” “It is difficult to make a dress from a table cloth like this”.
Seek Agreement (Strategy 5)	“ <i>Tapi cantik kan?</i> ” “But, it is pretty right?”
Notice, Attend to H Interests, Wants, Needs, Goods (Strategy 1)	“ <i>Halo Eriska. Kenapa kalian pake baju putih-putih? Janjian ya? Lucu.</i> ” “Hello Eriska. Why all of you wear white? You made it up? Cute”
Intensify Interest to H (Strategy 3)	“ <i>Oh, banyak kerja ya?</i> ” “Oh, a lot job. Right?”
Exaggerate (Interesst, Approval, Sympathy with H) (Strategy 2)	“ <i>Tapi hebat ya, Nygta Gina ini. Meski sibuk dengan keartisannya bisa tetap sekolah ya.</i> ” “But Nycta Gina is amazing right? Although she is busy being a celebrity she can managed her study.”
Exaggerate (Interesst, Approval, Sympathy with H) (Strategy 2)	“ <i>Wah! Ini salah satu pemenang master chef.</i> ” “Wah! Here is one of the master chef winners.”
Give (or ask for) Reason (Strategy 13)	“kenapa belum kuliah?” “Why do not you go to college yet?”
Give or Ask for Reason (Strategy 13)	“ <i>Wiliam sebelum terjun ke dunia masak sempat kuliah manajemen. Tapi anda kok larinya masak?</i> ” “Before William joined the culinary world, he studies management. But why do you choose a cooking i?”
Give Gifts to H (Goods, Sympathy, Understanding, and Cooperation) (Strategy 15)	“ <i>Badan boleh tatoan tapi hobi di dapur ya. Suami yang luar biasa ini.</i> ” “Your body covered with tattoos, but the hobby is coolly in the kitchen. A wonderful husband. Isn’t he?”

from the Positive Politeness Strategy, the Sub-Strategies used are Seek Agreement (Strategy 5), Joke (Strategy 8), Notice, Attend to H Interests, Wants, Needs, Goods(Strategy 1), Intensify Interest to H (Strategy 3), Exaggerate (Interests, Approval, Sympathy with H) (Strategy 2), Give (or ask for) Reason (Strategy 13), Give Gifts to H (Goods, Sympathy, Understanding, and Cooperation) (Strategy 15). S uses it when S recognizes that H has a desire to be appreciated and respected uses it in order to make the hearer more relax in a conversation and to show the solidarity to others.

**Table 4.4 Off Record Politeness Strategy**

<b>Off Record</b>		
<b>No</b>	<b>Super Strategies</b>	<b>Utterances</b>
1	Give Hints	“Saya batuk nih. Obatnya apaan? “I get a coughed, what’s the cough?”

The reason why S uses Off Record Politeness Strategy because S wants to do the FTA but wants to avoid the responsibility for doing it. S lets H gives more than one interpretation about what S utters.

## CHAPTER V

### CONCLUSION

From the whole chapters of this thesis, the writer draws some conclusions which are obtained from the analysis of the data in the form of the kinds of Politeness Strategy used by the Speaker (host) of in *Hitam Putih* Talk Show in *Trans 7, September 13<sup>th</sup>, 2013*. The conclusions are as follows.

1. The writer found 2 (two) utterances using Bald on Record Politeness Strategy, 3 (three) utterances using Negative Politeness Strategy, 11 (eleven) utterances using Positive Politeness Strategy, and 1 (one) utterance using Off Record Politeness Strategy.
2. The writer found that the most frequent of the use of the kind of Politeness Strategy by the host is Positive Politeness Strategy. There are 11 (eleven) utterances using Positive Politeness Strategy.
3. The writer did not find the the utterance using Not Do the Face Threatenng Act in talking to the hearer.

In this research, the writer founded that S uses several strategies of Politeness in S's utterance in order to keep H's face. The Speaker is Dedy Corbuzer, the host of *Hitam Putih* talk show. He is known as a person who is always be direct and to the point in talking to others. Sometimes, he even sounds to talk impolitely to others. Therefore, in order to make the utterances sounds to be more polite in a conversation, he uses several Politeness Strategies in his utterances that can make the Hearers feel comfortable with one another in

a conversation, because as a host, he must maintain the show's rating. Thus, he must be able to please the guest, not too badly insult them.

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