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

**IN HITAM PUTIH TALK SHOW, September13th, 2013**

**A THESIS**

**In Partial Fulfillment of the Requirements for**

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**PRONOUNCEMENT**

The writer honestly confirms that she complies this thesis by herself and without taking any results from other researchers in S-1, S-2, S-3 and diploma degree of any university. The writer ascertains also that she does not quote any material from other publications or someone’s paper except from the references mentioned.

Semarang, September 2014

Lidiawati Siadari

**MOTTO AND DEDICATION**

*Rejoicing in hope; patient in tribulation; continuing instant in prayer;*

***(Romans 12: 12)***

*I can do all things through Christ which strengtheneth me.*

***(Philippians 4:13)***

*This paper is dedicated to*

*My beloved parents, Bapak Losten Siadari and Ibu Demak Sianturi*

*My beloved young sister and young brother, Elma Meilani Siadari and Nikson Siadari*

*“Thanks for being the best for me”*

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The writer realizes that this thesis is still far from perfect. She therefore will be glad to receive any constructive criticism and recommendation to make this thesis better. Finally, the writer expects that this thesis will be useful to the reader who wishes to learn something about Politeness Strategy.

Semarang, November 2014

Lidiawati Siadari

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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 terdengan 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* pada tanggal 13 September 2013. Penulis menganalisis jenis strategi kesopanan yang dipakai oleh presenter untuk mewancarai narasumber.

Penelitian ini merupakan penilitian 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.

Politeness is used to minimize the effects of impolite statement or expression and to maximize the politeness of polite expression. In order to make the utterances sound to be more polite in a conversation, people use several strategies of politeness in their utterance that makes the speaker and the hearer feel comfortable with one another in a conversation.

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, threatens 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 fiver 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. Research Problem**

The problems which are intended to be analyzed by this study are:

1. what kind of Politeness Strategies used by the host to talk to the guest?;

2. what is the most frequent use of the kind of Politeness Strategies by the host?;

3. why does the host use Politeness Strategies?

**1.3. 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.

**1.4. Purpose of the Study**

The purposes of the study are:

1. to expalin 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.

**1.5. Previousof the 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. She used Politeness Strategy from Geoffrey Leech (1983) to minimize the effect of impolite statement or expression to know what kind of Politeness Principle and Politeness Strategies used by the main characters of the novel.

The result showed that: (1) People need such norms of conversation to make the hearer and speaker feel relax and comfortable with one another, the best norm is politeness; (2) Politeness then used to minimize the effect of impolite statement or expression; and (3) The violation of Politeness Principles by the six characters of the novel are mostly appears than the obedience.

Second, Heri Ciptadi (2010) who observed Politeness Strategies Used of Surat pembaca Column in Suara Merdeka, Jawa Post and The Jakarta Post. He focused on the use of the Negative Politeness Strategy by using Politeness Strategies Theory from Levinson, Speech Act Theory from Austin, and Teun van Dijk Theory that discusses Micro and Macro Discourse Structure.

The result showed that: (1) in order to achieve a successful communication in *“Surat Pembaca”* Column, the speaker and the hearer need politeness strategies; and (2) in the column, he found five illocotionary acts used by the readers in *“Surat Pembaca”* Column, they are complaining, suggesting, giving opinion, explaining and requesting. However, not all of these types were used in the column, only the complaint was found in each newspaper.

In this study, the writer analyzed the host’s utterances by using Brown and Stephen C. Levinson’s Politeness Strategy (1987), from Holmes’s Social Factors (2001), from Yule’s Speech Act (1996), and from Searle’s Five kinds of Speech Acts (1986) to reach the purpose of this study.

**1.6. Writing Organization**

This study is divided into five parts: Introduction, Review of Literature, Research Method, Data Analysis, and Conclusion.

In Chapter I, the writer describes the Background of the Study, the Research Problem, the Scope of Study, the Purpose of the Study, the Previous Study and the Writing Organization. In Chapter II, the writer provides the theoritical concepts and the explanation of related theories which are used to analyze the data. In Chapter III, the writer shows the Type of Research, the Population, and Sample, Method of Collecting Data, and Method of Analysis Data. In Chapter IV, the writer explains the Analysis of the Data and the Result of Data Analysis. In Chapter V, the writer shows a conclusion of the study based on the result of data analysis.

**CHAPTER II**

**LITERARY REVIEW**

This chapter contains theories related to the topic of the study to analyze the data. Those are Politeness Strategy by Brown and Stephen C. Levinson (1987), Social Factors by Holmes (2001), Speech Act by Yule (1996), and Five Macro functions of Illocutionary Acts by Searle (1986).

**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. Yule (1996: 61) explains that people can threaten others’ face by a look, an expression or another non-verbal communication. Some people think that all communicative acts are potentially threatening. In fact, the potency does exist to threaten ‘face’ with every act of communication.

**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. They then divided face into two:

1. Negative Face

It shows that the speakers need to be independent, to have freedom of action and not to be imposed by other.

2. Positive Face

It shows that the speakers need to be accepted and treated as a member of the group, and to know that his or her wants are shared by others.

In order to make the utterances sound to be more polite in a conversation, people use several strategies of politeness in their utterance. 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**,** such as:

A: “Lend me your car, Bob.”

B: “Then give me some money.”

**2. Negative Politeness**

It concerns with people’s negative face. In this strategy, the speaker recognizes the hearer’s face. Negative Politeness will tend to show a 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**.

It is used when a speaker is faced with opposing tensions and desire to give the hearer an ‘out’ by being indirect, such as, “I need some coffee.”

**b. Strategy 2: Question or hedge**

A ‘hedge’ is a particle, word or phrase that modifiers the degree of membership of a predicate or noun phrase in a set, such as; well, perhaps, I guess, and rather. For example: “Perhaps, would you bring the coffee, if I ask you?”

**c. Strategy 3**: **Be pessimistic**

This strategy gives redress to hearer’s negative face by explicit expressing doubt that the conditions for the appropriateness of speaker’s speech act obtain, such as, “I want to ask help, but I’m afraid you will not help me.”

**d. Strategy 4: Minimize the imposition.**

It is used when the speaker minimized the imposition or the seriousness of the FTA by using just, only, a tiny, a little, such as, “I just want to ask you if you could give me a little of sugar?”

**e. Strategy 5: Give Deference.**

It is used to show the different power between the speaker and the hearer, such as, “Excuse me Madam, but would you mind if I turn the AC off?”

**f. Strategy 6: Apologize.**

It is used when the speaker uses FTA to the hearer, such as, “I’m sorry to bother you, but...”

**g. Strategy 7: Impersonalize Speaker and Hearer.**

In this strategy, the speaker may imply that the actor is not the speaker (or the speaker alone), or that the addressee is not the hearer alone. This strategy is avoiding using of ‘I’ and ‘you’, such as, “It is broken.”

**h. Strategy 8: State the FTA as a general rule.**

It is used when the speaker does not want to intrude the hearer, but in any circumstances make him force the hearer by stating some general social rule, regulation, and obligation, such as, “Today, the economic situation in this country is getting worse.”

**i. Strategy 9: Nominalize.**

It is used when the speaker nominalizes the subject, the sentence gets more formal, such as, Your good performance on the stage impressed me favorably.”

**j. Strategy 10: Go on record as incurring a debt, or as not indebting hearer.**

It used when the speaker redresses FTA by explicitly claiming that she/ he has debt to the hearer, such as, “I won’t repay you if you…”

**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. The speaker uses this strategy in order to make the hearer more relax in a conversation (Brown and Levinson 1987:101). There are fifteen strategies of Positive Politeness by Brown and Levinson.

**a. Strategy 1: Notice, Attend to H (his Interests, Wants, Needs, Goods).**

It is used when the speaker is noticing the hearer’s interest, wants, needs, and goods, such as, “Goodness, you look so good today! (...) By the way, I want to borrow your money*.”*

**b. Strategy 2: Exaggerate (Interest, Approval, Sympathy with H)**

It is used when the speaker is exaggerating intonation, stress, and other aspects of prosodic to attract the attention of the hearer, such as, “What beautiful hair you have!”

**c. Strategy 3: Intensify Interest to H.**

It is used when the speaker tells the story to the hearer as if the hearer contributes at the time the event happens, such as, “I open the window and what do you think I see? – A very well arranged garden with a big fluffy dog in the middle of it.”

**d. Strategy 4: Use In-Group Identity Markers.**

It is used when the speaker tried to show that she/he and the addressee are in the same position by using in group membership, such as, “Help me with this bag here, will you my friend?”

**e. Strategy 5: Seek Agreement.**

It is used to seek agreement between the speaker and the hearer, and can be done by using safe topics and repetition, such as,

A: “Liana went to Korea this weekend!”

B: “To Korea!”

**f. Strategy 6: Avoid Disagreement.**

It is used to avoid disagreement between the speaker and the hearer, such as,

A: “So, can you hear me?”

B: “Ehm..Barely”

**g. Strategy 7: Presuppose/ Raise/ Assert Common Ground**.

This strategy consists of gossip, small talk. In this strategy the speaker speaks as if the addressee was the speaker, or the addressee’s knowledge is equal to the speaker’s knowledge, such as, “I had a really hard time learning to cook, did not I.

**h. Strategy 8: Joke.**

It is used when the speaker minimizes the FTA by sharing background knowledge with the hearer, such as, “It is bitter if you only give me a small piece of your cake.”

**i. Strategy 9: Assert or Presuppose S’s Knowledge of and Concern for H’s Wants.**

Asserting knowledge of the hearer’s wants is one way of indicating that the speaker and the hearer are cooperators, such as, “I know you love milk so much, but I didn’t have any more, so I brought you juice instead.”

**j. Strategy 10: Offer, Promise**.

It is used when the speaker attempts to stress his cooperation with the hearer, such as, “I’ll do it for you, don’t worry*.*”

**k. Strategy 11: Be Optimistic.**

It is used when the speaker assumes that the hearer knows what the speaker’s wants, and will help the speaker to get them, such as, “Look, I am sure you won’t mind if I borrow your cup.”

**l. Strategy 12: Include both Speaker and Hearer in the Activity.**

It is used when the use of an inclusive ‘we’ form indicate that both speaker and hearer collaborate in the same activity, such as, “let us have a snack, eh?”

**m. Strategy 13: Give (or ask for) Reasons.**

It is used when the speaker gives reason towards his utterance to the hearer, such as,“Why not we go to the beach? It is more interesting.

**n. Strategy 14: Assume or Assert Reciprocity**.

It is used when the **s**peaker will do something for the hearer if the hearer does something for the speaker, such as, “Mommy will buy you a new car if you go to school.”

**o. Strategy 15: Give Gifts to H (Goods, Sympathy, Understanding, and Cooperation).**

It is used when the speaker may satisfy hearer’s Positive-Face wants by actually satisfying some of hearer’s wants, such as, “Cake is especially made for you.”

**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 gives more than one interpretation about what the speaker utters. The speaker does FTA off record implies doing it indirectly in order to remove himself from any imposition. 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 awareness

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. When people communicate to others, they utter languages that are not only for saying something such for making statement, describing some event or processes, or stating of affair, but also for doing something such as for making question, ordering, and requesting. To reach their want, the speakers do not only produce utterances in correct grammatical structure and words, but also they perform actions via those utterances.

**2.5.Speech Act Classification**

Searle, on Yule (1996:53-54), classified Speech Act into five types according to the general function

1. Declaration

 It is a kind of speech act that change status of something or someone. The speaker changes status via its words or utterance (Yule, 1996:53). Such as: the judge in the trial says, “I decide that, Steven should be sent to the prison for five years.” The judge who has a special institutional role changes Steven’s status from common people becomes a prisoner through his utterance.

1. Representative

It is a kind of speech act that reveals what the speaker believes (Yule, 1996: 53). The speaker’s intention is to make the words fit the world. The examples of the speaker believed are statements of fact, assertions, conclusions, and descriptions. Such as: he ball is round. All of the people in the world commonly know and believe that the ball is always round not square or other form.

1. Expressive

 It is a kind of speech act that states what the speaker feels or reveals the psychological attitude to a condition. This kind of speech act expresses statements of pleasure, pain, like, dislikes, joy, or sorrow (Yule, 1996: 53). Such as: I’m sorry to hear that!

d. Directive

It is a kind of speech acts that is used by the speaker to get the listener performs what speaker wants. This kind of speech act expresses commands, orders, requests, and suggestions (Yule, 1996: 54). Those expressing can be positive or negative. Such as: please, throw the rubber! It’s so nasty.

1. Commissive

It is a kind of speech acts that is used by the speaker to make a commitment for himself/ herself to some actions in the future. The speaker usually expresses promises, threats, refusals, and pledges (Yule, 1996: 54). The speaker’s intention is to make the world fit the words. Such as: it will never happen again. I guarantee! The speaker utters I guarantee! to ensure the listener about his/ her promise.

**CHAPTER III**

**RESEARCH METHODOLOGY**

This chapter contains Type of Research, Source of Data, Data, Population, Sample, the Method of Collecting Data, and the Method of Analyzing Data used in this research.

**3.1. Type of Research**

Based on the purpose of the study, this study belongs to a descriptive qualitative research. According to Moleong (2001:3), a qualitative research is research that presents the descriptive data in the form of written or oral words of people and behavior which can be observed. This type of research is chosen 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**

Arikunto (2006:129) states that the source of data refers to subject from which the data are found in this study. Data sources are divided into two, primary and secondary. Primary data are data directly obtained by the researcher from the object of the research, while secondary data are data which are obtained by the other party and are usually a copy of the original one (Sudaryanto, 1993:62).

The data of this study come from the utterances of the host in *Hitam Putih Talk Show* in *Trans 7, September 13th, 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**

All of the objects in the research are called population (Mardalis, 2003: 23). The sample is part of population that will be analyzed (Arikunto, 2006:139). The population in this study is the utterances of the host and guests in Hitam Putih Talk Showin *Trans 7, September 13th, 2013*. Meanwhile, the sampling technique that will use by the writer is purposive sampling technique. According to Arikunto (2010:183), purposive sampling is done by taking the subject without based on strata, random, or area, but based on particular purpose. The writer uses this technique because 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 observe the language use in Hitam Putih talk show.

The steps that the writer uses in collecting data are as follows.

1. The writer uses Documentation Method to get the video by downloading it from [*www.youtube.com*](http://www.youtube.com);
2. The writer watches, listens, and pays attention to the whole conversation carefully, and makes notes of the host’s utterances that contain Politeness Strategy; and
3. The writer classifies the utterances based on Brown and Levinson Theory of Politeness Strategy.

**3.5. Method of Data Analysis**

According to Sudaryanto (1993:6), Method of Data Analysis is a Technique used to analyze the collected data. In addition, there are two methods in analyzing data; Identity Method or *Metode Padan* and Distributional Method or *Metode Agih* (Sudaryanto, 1993:13).

In this study, the writer uses *Padan* method in which the indicator device is beyond or not a part of language (Sudaryanto, 993:13). It 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 (Sudaryanto, 1993: 13-15).

The data from the research is then analyzed in the following steps

1. The writer re-reads the data transcription and understands it;
2. The writer identifies the data that contains Brown and Levinson’s Politeness Strategies;
3. The writer classified the data based on Politeness Sub Strategy;
4. The writer explains the factors that influence the choice of using Brown and Levinson’s Politeness Strategies; and
5. The writer draws a conclusion of the data analysis result.

**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. The speaker, the host, used different Politeness Sub Strategy in his utterances influenced by certain social factors. Those data are then analyzed by using Brown and Levinson’s Politeness Strategy Theory to find out what kind of strategy is used and why it is used. First, the writer classified the data analysis into Bald on Record, Negative Politeness, Positive Politeness, and Off Record. Second, the writer analyzed those data to explain the reason for using different Politeness Sub Strategy in speaker’s utterances. The data and the data analysis are as follows.

**4.1. Bald on Record Politeness Strategy**

This strategy is used in a situation where the speaker has a close relationship with the hearer. Sometimes, the speaker can directly address the hearer as a means of expressing his/her needs. The speaker does nothing to minimize the threat to the hearer’s face.

**Table 4.1 Bald on Record Politeness Strategy**

|  |  |
| --- | --- |
| **No** | **Utterances** |
| 1 | *“Kamu jadi artis aja. Ngapain jadi dokter”*“Just be a celebrity. Why do you want to be a doctor” |
| 2 | *“Eriska, kalo misalnya kamu sakit, mau ga berobat ke dokter kaya begini?”*“Eriska, if you are sick, will you go to a doctor like her?” |

The context of speaking is *“Hitam Putih”* talk show in Trans 7, September 13th, 2013, with Nycta Gina, Eriska Rein and William as the guests. The utterance is uttered when the speaker (S) is talking to the Hearer (H), Nycta Gina, of the show. The speaker (S) directly adsress the hearer (H) because the speaker (S) knows about the hearer (H) activity that be more active in celebrity carer.

(1) S : *“Kamu jadi artis aja. Ngapain jadi dokter”*

 “Be a celebrity. Why do you want to be a doctor Nycta”

H : *“ngga mau! Saya mau jadi dokter.”*

 “I do not want to. I want to become a doctor”

 From the conversations above, it can be seen that S uses Bald on Record Politeness Strategy, which functions as a demand addresse to Nycta as H by asking H to be an artist, not a doctor. The utterance, “Kamu jadi artis aja. Ngapain jadi dokter” which means “Be a celebrity. Why do you want to be a doctorNycta”is categorized as a direct request. S may think that S has more power to get H to do what S wants, yet H objected S’s utterance. H’s utterances show that H does not want to be imposed by S.

 The second utterance produced by the hearer, *“Ngga mau*” which means “I do not want to**”** also becomes the marker of Bald on Record Politeness Strategy since the utterance is considered rude. Thus, S’s utterance reflects the negative face which is threatened by H. S threaten other’s face by a look and an expression, which is done because S has a close relationship with H.

 From the data analysis above, the Power of S and H social relationship is positive (+) because S has more power than H as S is the host of that show, while H is the guest. Meanwhile, the Social Distance (D) between S and H is negative (-) because S and H has a close relationship as they are both celebrity, although S has more power than the guests, since they have known each other well so the conversation is not happening in an awkward situation. Thus, the Rate of Imposition (R) of S’s utterance is negative (-) because they have a good relationship so there is no absolute objection in S utterance.

The context of speaking is *“Hitam Putih”* talk show in Trans 7, September 13th, 2013, with Nycta Gina, Eriska Rein and William as the guests. The utterance is uttered when the speaker (S) is talking to the hearer (H), Eriska Rein, of the show. The speaker (S) directly asks the hearer (H), Eriska Rein to fulfill S’s curious.

(2) S : *“Eriska, kalo misalnya kamu sakit, mau nggak berobat ke dokter kaya begini?”*

 “Eriska, if you are sick, will you go to a doctor like this?”

H :*” mau, asal sembuh Hahaha*”

 “Yes, if I am cured”

 From the conversation above S’s utterances obeys Bald on Record Politeness Strategy since S asks H directly by saying, *“Eriska, kalo misalnya kamu sakit, mau ga berobat ke dokter kaya begini?”* which means “Eriska, if you are sick, will you go to a doctor like this?”

S’s utterance is considered to a directive question which shows that S has a close relationship with the guest, Nycta Gina, so that S asks baldly without consider her feeling. S uses Bald on Record Politeness Strategy as a means of expressing S’s thought because S knows that the guest, Nycta Gina, is a doctor who is more famous as a celebrity than a doctor. S’s utterance has another meaning, that is, S actually does not fond of her job. In addition, Eriska Rein as H, has the opposite thought with S. H says that if H wants to go to a doctor like Nycta Gina only if H can be cured. Although the statement is considered rude, S does nothing to minimize the threat to Nycta Gina’s face.

 From the data analysis above, the Power of S and H social relationship is positive (+) because S has more power than H as S is the host of that show, while H is the guest. Meanwhile, the Social Distance (D) between S and H is negative (-) because S and H has a close relationship as they are both celebrity, although S has more power than the guests, they know each other so there is no social distance between them. Thus, the Rate of Imposition (R) of S’s utterance is negative (-) since the social relationship does not have distance, so the speaker statement is not a heavy impingement.

**4.2. 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). The writer finds three utterances using different Negative Politeness Sub Strategy. The speaker uses it when he attempts to demonstrate his awareness to the hearer’s negative face by giving them freedom to show deference and even include an apology for the imposition or interruption.

**Table 4.2 Negative Politeness Strategy**

|  |  |
| --- | --- |
|  | **Negative Politeness Strategy** |
| **No** | **Super Strategies** | **Utterances** |
| 1 | Question or Hedge(Strategy 2) | *“Saya boleh tanya?”*“May I ask?” |
| 2 | Being Conventionally Indirect (Strategy 1) | *“Emang kamu bukan dokter beneran?”*“Are you not a real doctor?” |
| 3 | Be Pessimistic(Strategy 3) | “*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?”*“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?” |

**4.2.1. Question or Hedge (Sub Strategy 2)**

 A ‘hedge’ is a particle, word or phrase that modifiers the degree of membership of a predicate or noun phrase in a set, such as; well, perhaps, I guess, and rather. The context of speaking is *“Hitam Putih”* talk show in Trans 7, September 13th, 2013, with Nycta Gina Eriska, Rein and William as the guests. The utterance is uttered when the Speaker asking a question to the Hearer (H), William about H’s decison to be a chef.

(3) S:”*Saya boleh tanya?”*

“May I ask?”

H :”*Silakan”*

 “Please”

 From the conversation above, S uses the second sub strategy of Negative Politeness Strategies (Question or Hedge) by asking H’s permission. S asks for H’s permission by using question or hedge to recognize H’s face. Actually, S does not only need the answer, but also the action of H. S expects H to do something expected by S. By using a hedge,”*Saya boleh tanya?”* which means“May I ask?”Suggest that S is not taking a full responsibility for the truth of H’s answer.

 From the data analysis above, the Power of S and H social relationship is positive (+) because S has more power than H as S is the host of that show, while H is the guest. Meanwhile, the Social Distance (D) between S and H is positive (+) because S has a social distance with H, because they are not a close friend. S uses hedge rather than directly questioning H, not as S used to the other Hs, but still S and H get along well in the conversation.. Thus, the Rate of Imposition (R) of S’s utterance is negative (-) because of S and H has a social distance relationship, but overall, the host’s statement in the whole conversation is not a heavy statement

**4.2.2. Being Conventionally Indirect (Sub Strategy 1)**

This Sub Strategy is used when a speaker is faced with opposing tensions and desire to give the hearer an ‘out’ by being indirect. The context of speaking is *“Hitam Putih”* talk show in Trans 7, September 13th, 2013, with Nycta Gina, Eriska Rein and William as the guests. The utterance is uttered by the Speaker (S) to the Hearer (H), Nycta Gina. The Hearer (H) explains why the hearer (H) rarely to show up on Televison, it is because the hearer (H) wants to be recognised as a doctor. Then the sepeaker (H) asks:

(4) S: *“Emang kamu bukan dokter beneran?”*

 “Are you not a real doctor?”

H : “Ya dokter benaran, tapi kan selama ini parakteknya lebih banyak di lokasi syuting”

 “ Yes I am a real doctor, but practically I almost spent my time in shooting location”

 From the conversation above, S uses the first strategy of Negative Politeness Strategies by applying the first strategy, ‘be conventionally indirect’to produce interrogative sentence.

 S’s utterance seems like a question, yet it cannot be categorized as a simply question as it has a contextual meaning. S is questioning H’s profession as a doctor although S had already known that H is a doctor indeed. Although the utterance seems like a question, it does not needs a “yes or no” answer, but an explanation to ensure S that H is a real doctor even though H spends more of H’s time as a celebrity. Bald on Record Politeness Strategy is used to keep H’s negative face, want of freedom, or not being disturbed. This strategy is categorized into directive question. Being conventionally indirect can be an effective strategy to reduce the FTA. The FTA in this strategy is uttered by S on record, but the contextual meaning is uttered indirectly.

 From the data analysis above, the Power of S and H social relationship is positive (+) because S has more power than H as S is the host of that show, while H is the guest. The Social Distance (D) between S and H is positive (+) because S and H, Nycta is friend, so although S has more power than H, there is no social distance between them, and they get along well in the conversation. Thus, the Rate of Imposition (R) of S’s utterance is negative (-) because of their relationship, the speaker’s utterance is not a heavy question.

**4.2.3. Be Pessimistic (Sub Strategy 3)**

This Sub Strategy gives redress to hearer’s negative face by explicit expressing doubt that the conditions for the appropriateness of speaker’s speech act obtain. The context of speaking is *“Hitam Putih”* talk show in Trans 7, September 13th, 2013, with Nycta Gina, Eriska Rein and William as the guests. The utterance is uttered by the Speaker (S) to the Hearer (H), Nycta Gina. The Speaker (S) compalins about the attitude of a doctor to serve the patient.

(5) S : “*Tapi saya ngga suka lho liat dokter. Maksudnya begini, Kalo saya ke dokter, ngapain dokter nanya kamu sakit apa? Ngapain saya ke dokter kalo saya tau saya sakit apa?”*

“But I do not like to see a doctor, I mean, why a doctor have to ask a patient what kind of sickness they have. Why should I see a doctor if I know”

 From the conversation above, S uses the third Sub Strategy of Negative Politeness Strategies ‘Be Pessimistic’.This strategy gives redress to H’s negative face by explicit expressing doubt that the conditions for the appropriateness of speaker’s speech act obtain.

It can be seen from the utterance, *“Tapi saya ngga suka lho liat dokter”* which means “But I do not like to see a doctor” which shows the expression of S about S’s doubt of the way a doctor work. S wants to know more about the way of a doctor work, and why a doctor always asked his or her patient about their condition, why do not a doctor check about their patient’s condition directly. S asks question to H, because S wants H to do something without threatening H’s face. S redresses the H’s negative face by explicitly expressing doubtnes. S wants H to accompany him without forcing S’s opinion to H.

 From the data analysis above, the Power of S and H social relationship is positive (+) because S has more power than H as S is the host of that show, while H is the guest. Meanwhile, the Social Distance (D) between S and H is negative (-) because S and H has a close relationship as they are both celebrity, although S has more power than the guests, they know each other so there is no social distance between them. Thus, the Rate of Imposition (R) of S’s utterance is negative (-) since the social relationship does not have distance, so the speaker statement is not a heavy statement.

**4.3. Positive Politeness Strategy**

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. The speaker uses this strategy in order to make the hearer more relax in a conversation (Brown and Levinson 1987:101). The writer finds ten utterances using Positive Politeness Strategy.

**Table 4.3 Positive Politeness Strategy**

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

**4.3.1. Joke (Sub Strategy 8)**

 This Sub Strategy is used when the speaker minimizes the FTA by sharing background knowledge with the hearer. There are three utterances that use this strategy. The context of speaking is *“Hitam Putih”* talk show in Trans 7, September 13th, 2013, with Nycta Gina, Eriska Rein and William as the guests. The speaker (S) is greeting the hearer (H) with a joke intonation, and the hearer (H) also replies with the same intonation.

The first utterance is uttered when the speaker (S) is greeting the hearer (H), Nycta Gina.

(6) S : *“Apa kabar Nycta? Rambut kamu kenapa jadi panjang gitu? Biasanya pendek? Lebih bagus pendek deh. Kalo panjang, ga suka saya liatnya.”*

“How are you Nycta? Why does your hair becomes long? It usually short. I do not like to see it.”

H : *“Baik. Apa sih? Apa aku lebih baik botak?”*

 “Fine. What are you talking about? Should I be bald?”

 S uses joke Sub Strategy to reduce the seriousness of the FTA by sharing background knowledge with the hearer (H) by saying, *“Rambut kamu kenapa jadi panjang gitu?”* which means “Why does your hair becomes long?” to show that S has a close relationship with H. Actually, H used to have a short hair but, on that show, S recognizes that H’s hair has becomes long. S conveys that S cares about H’s new hair style and S wants H to know it.

 From S’s utterance, actually H knows that S recognizes H’s appearance so H also directly replies using joke by saying “*Baik. Apa sih? Apa aku lebih baik botak?”* which means “Fine. What are you talking about? Should I be bald?” that utterance can minimize the FTA. Since jokes are based on mutual shared background knowledge and values, it may be used to stress that shared background. The utterance is concluded as an Expressive because the utterance states what the speaker feels or reveals aboout a psychological attitude to a condition. The Speaker (S) expresses statements of pleasure. S uses this strategy, because S and H have known each other well.

 From the data analysis above, the Power of S and H social relationship is positive (+) because S has more power than H as S is the host of that show, while H is the guest. Meanwhile, the Social Distance (D) between S and H is negative (-) because S and H has a close relationship as they are both celebrities, although S has more power than H. Thus, the Rate of Imposition (R) is negative (-) because of S’s utterance there is no absolute objection in S’s utterance.

**4.3.2. Joke (Sub Strategy 8)**

. The context of speaking is *“Hitam Putih”* talk show in Trans 7, September 13th, 2013, with Nycta Gina, Eriska Rein and William as the guests. The first utterance is uttered when S is greeting the guest, Nycta Gina, of the show, but at the same time, H always praise herself about H’s hair style and S replies it by using a joke.

(7) S : “*Yah, kalo tua mah, ya tua aja ya”*

“If you are old, then just be old”

H : “Hehe”

 The utterance above is a ridicule as the S directly ridicules H. Joking is a basic Positive Technique, which is used for putting H at ease. The utterance *“Yah, kalo tua mah ya tua aja ya”* which means “If you are old, just be old” is a joke that can minimize the FTA. Since jokes are based on mutual shared background knowledge and values, it may be used to stress that shared background. In this case, S said that because H always praises herself about H’s new style hair. It implies that the S tries to soften S’s ridicule by using a joke. In addition, H also utters, “hehe”,to indicate that H also tries to reduce impingement of the FTA by using expression. In other word, S uses joke to entertain H. By using a joke strategy it can be use to intimate the relation between S and H.

 From the data analysis above, the Power of S and H social relationship is positive (+) because S has more power than H as S is the host of that show, while H is the guest. Meanwhile, the Social Distance (D) between S and H is negative (-) because S and H has a close relationship as they are both celebrity, although S has more power than the guests, they know each other so there is no social distance between them. Thus, the Rate of Imposition (R) of S’s utterance is negative (-) since the social relationship does not have distance, so the speaker statement is not a heavy impingement.

**4.3.3. Joke (Sub Strategy 8)**

 The Speaker (S) uses this strategy to reduce the seriousness of the FTA by sharing background knowledge with the hearer (H). The context of speaking is *“Hitam Putih”* talk show in Trans 7, September 13th, 2013, with Nycta Gina, Eriska Rein and William as the guests. The utterance is uttered when the speaker (S) is talking to the guest, Eriska Rein, about H’s fashion.

(8) H : *“Susah loh buat baju dari taplak meja kayak gini”*

“It is difficult to make a dress from a table cloth like this”.

The utterance above is considered as an expressive speech act. It is a kind of speech act that states what S feels or reveals the psychological attitude to a condition. S expresses his statements of pleasure about H’s fashion. This strategy is used by S to minimize the FTA of ridicule by sharing background knowledge with H. That utterance was uttered by S to minimize the FTA that is done by S. S feels amazing and interested to H’s dress which is made from some kinds of cloth.

The politeness strategy used here is Positive Politeness Strategy as the use of *“Susah loh buat baju dari taplak meja kayak gini”* which means “It is difficult to make a dress from a table cloth like this” as a joke can minimize the FTA. S said that although H wears dress which is made by a table cloth, it is amazing and gorgeous. It implies that S tries to soften S’s ridicule by using a joke. In addition S uses joke to entertain H.

 From the data analysis above, the Power of S and H social relationship is positive (+) because S has more power than H as S is the host of that show, while H is the guest. Meanwhile, the Social Distance (D) between S and H is negative (-) because S and H has a close relationship as they are both celebrity, although S has more power than H, they know each other so there is no social distance between them. Thus, the Rate of Imposition (R) of S’s utterance is negative (-) since the social relationship does not have distance, so S statement is not a heavy impingement.

**4.3.4. Seek Agreement (Sub Strategy 5)**

This Sub Strategy used to seek agreement between the speaker and the hearer, and can be done by using safe topics and repetition. There is one utterance used by S to seek agreement with H. S utterance is done by using a safe topic and repetition. The context of speaking is *“Hitam Putih”* talk show in Trans 7, September 13th, 2013, with Nycta Gina, Eriska Rein and William as the guests. The utterance is uttered by the Speaker (S) to the Hearer (H), Nycta Gina while the Hearer (H) asks about H’s new style hair.

(9) S : *“Tapi cantik, kan?”*

 “But, it is pretty right?”

H : *“Indah sekali”*

 “very pretty”

From the utterance above, S produced that utterance to seek agreement from H. As a host, H approves S’s statement. These acts can damage H’s positive face when S does not agree with H. “Seek Agreement” strategy is usually called as a safe topic because H agrees with S’s utterances and try to satisfy H desire to be right. In this case, H can reduce the use of FTA by stating ‘token agreement’. It means that H pretends to agree with S statement. The more H knows about S, the closer will be the safe topics H can pursue with S. In addition, H’s respond, *“indah sekali*” which means“Very pretty” becomesthe marker of ‘Seek Agreement strategy.

S’s utterance was uttered in the form of an expressive sentence. This kind of Speech Act expresses the statements of ‘like’, ‘dislike’, ‘joy’, or ‘pleasure’. If we look at the structure or the expressive function considering the context, S’s utterance is used to reveals what S feels about S’s psychological condition.

 From the data analysis above, the Power of S and H social relationship is positive (+) because S has more power than H as S is the host of that show, while H is the guest. Meanwhile, the Social Distance (D) between S and H is negative

(-) because S and H has a close relationship as they are both celebrity, although S has more power than the guests, they know each other so there is no social distance between them. Thus, the Rate of Imposition (R) of S’s utterance is negative (-) since the social relationship does not have distance, so the speaker statement is not a heavy statement.

**4.3.5. Notice, Attend to H (her Interests, Wants, Needs, and Goods)**

 **(Sub Strategy 1)**

 This Sub Strategy is used when the speaker is noticing the hearer’s interest, wants, needs, and goods. The context of speaking is *“Hitam Putih”* talk show in Trans 7, September 13th, 2013, with Nycta Gina, Eriska Rein and William as the guests. The utterance is uttered when the Speaker (S) is welcoming the Hearer (H). Un intentionally both hearer wears the same colour of dress and then the Speaker (S) notice about it.

(10) S : “*Halo Eriska. Kenapa kalian pake baju putih-putih? Janjian ya? Lucu.”*

 “Hello Eriska. Why all of you wear white? You made it up? Cute”

From the utterance above, S uses the first strategy of Politeness strategy; Notice, Attend to H (her Interests, Wants, Needs, and Goods) to notice H’s appearance. Since the act of noticing can violate the H’s negative face.

 The utterance was said by S as the host towards H as the guest. S’s utterance is uttered when H enters the room wearing a white dress, S directly notices H for H’s first appearance by saying *“Halo Eriska. Kenapa kalian pake baju putih-putih? Janjian ya? Lucu.”* Which means “Hello Eriska. Why all of you wear white? You made it up? Cute”

S tries to notice and give some interest to H about what H wears. This strategy also uses to eliminate the FTA. S tries to notice H although H does not ask S to notice H first appearance. In this case S shows S’s solidarity by fulfilling H’s wants. S's utterance is classified as direct notice influenced by Positive Politeness Strategy.

 From the data analysis above, the Power of S and H social relationship is the power is positive (+) because S has more power than H as S is the host of that show, while H is the guest. Meanwhile, the Social Distance (D) between S and H is negative (-) because S and H has a close relationship as they are both celebrity, although S has more power than the guests, they know each other so there is no social distance between them. Thus, the Rate of Imposition (R) of S’s utterance is negative (-) since the social relationship does not have distance, so the speaker statement is not a heavy impingement.

**4.3.6. Intensify Interest to H (Sub Strategy 3)**

 This Sub Strategy is used when the speaker tells the story to the hearer as if the hearer contributes at the time the event happen. The context of speaking is *“Hitam Putih”* talk show in Trans 7, September 13th, 2013, with Nycta Gina, Eriska Rein and William as the guests. The utterance is uttered when the Speaker (S) is talking to the Hearer (H), Eriska Rein. The Speaker (S) asks about H’s schedule and the Speaker (S) finds out that the Hearer (H) has a lot of schedule.

(11) S : “Oh, banyak kerja ya?

 “Oh, a lot job, Right?”

H :”Ia Amin bersyukur”

 “ Yes Amen thank God”

 S uses this strategy to shows the intensify about the story of H as if S contributes at the time the event happen. S utterances is obeying Intensify Interest to H Sub Strategy 3 by saying *“Oh, banyak kerja ya?* Which means “Oh, a lot job? Right?” to show interest to H. S gives compliment to H because H has a lot of jobs. S’s intensify shows S’s solidarity to H as if S knows at the time the event happens. S does this strategy to make H feels proud of H’s jobs. This strategy is also used to eliminate the FTA, since S tries to contribute the conversation at the time to fulfilling what the H’s wants.

 From the data analysis above, the Power of S and H social relationship is positive (+) because S has more power than H as S is the host of that show, while H is the guest. Meanwhile, the Social Distance (D) between S and H is negative (-) because S and H has a close relationship as they are both celebrity, although S has more power than the guests. S tries to minimize the distance between S and H because they know each other so there is no social distance between them. Thus, the Rate of Imposition (R) of S’s utterance is negative (-) since the social relationship does not have distance, so the speaker’s utterance is not a heavy statement.

**4.3.7. Exaggerate (Interest, Approval, and Sympathy with H)**

**(Sub Strategy 2)**

 This Sub Strategy is used when the speaker is exaggerating intonation, stress, and other aspects of prosodic to attract the attention of the hearer. S uses this strategy when S is exaggerating intonation, stress, and other aspects of prosodic to attract the attention of the Hearer (H) and to reduce the seriousness of the FTA. The context of speaking is *“Hitam Putih”* talk show in Trans 7, September 13th, 2013, with Nycta Gina, Eriska Rein and William as the guests. The utterance is uttered when the Speaker (S) is talking with the Hearer (H), Nycta Gina. The Speaker (S) prouds of Nycta Gina because the Hearer (H) such a busy person but can maage H’s study.

(12) S : *“Tapi hebat ya, Nycta Gina ini. Meski sibuk dengan keartisannya, bisa tetap sekolah ya.”*

 “But Nycta Gina is amazing Right? Although she is busy as a celebrity she can manage her study.”

 S utterances is obeying the second strategy of Positive Politeness; Exaggerate (Interest, Approval, and Sympathy with H). That utterance is considered as an expressive, because S states what S feels and S expresses statements of pleasure about H. S knows well about H who has a lot of schedule in H’s career. Although H has a lot of schedule, but can graduate as a doctor. We can capture the intended meaning of S’s statement that is giving compliment to H. S utterances, *“Tapi hebat ya, Nygta Gina ini. Meski sibuk dengan keartisannya bisa tetap sekolah ya.”* Which means “But Nycta Gina is amazing right? Although she is busy being a celebrity she can managed her study.” shows that S feels Sympathy with H. S utterance reflects S’s sympathy to H about the way of H’s manage her job and study.

From the data analysis above, the Power of S and H social relationship is positive (+) because S has more power than H as S is the host of that show, while H is the guest. Meanwhile, the Social Distance (D) between S and H is negative (-) because S and H has a close relationship as they are both celebrity, although S has more power than the guests, they know each other so there is no social distance between them. Thus, the Rate of Imposition (R) of S’s utterance is negative (-) since the social relationship does not have distance, so there is no Rate of Imposition in that conversation.

**4.3.8. Exaggerate (Interest, Approval, and Sympathy with H)**

**(Sub Strategy 2)**

 S uses this strategy when S is exaggerating intonation, stress, and other aspects of prosodic to attract the attention of the Hearer (H) and to reduce the seriousness of the FTA. The context of speaking is *“Hitam Putih”* talk show in Trans 7, September 13th, 2013, with Nycta Gina, Eriska Rein and William as the guests. The utterance is uttered when the Speaker (S) is welcoming the third Hearer (H), William by exaggerating intonation.

(13) S : *“Wah! Ini salah satu pemenang master chef.”*

 “Wah! Here is one of the master chef winners.”

S utterances is obeying the second strategy of Positive Politeness; Exaggerate (Interest, Approval, and Sympathy with H). S recognizes that H has a desire to be appreciated and respected. By showing S’s interest toward H and saying, *“Wah! Ini salah satu pemenang master chef.”* Which means “Wah Here is one of the master chef winners.” to H as an interest, S is exaggerating intonation, stress, and trying to show S’s solidarity to H. When S produces that utterances, S also make H more relax and feel appreciated. In this case, S does not do the FTA H.

 From the data analysis above, the Power of S and H social relationship is positive (+) because S has more power than H as S is the host of that show, while H is the guest. Meanwhile, the Social Distance (D) between S and H is negative (-) because S and H has a close relationship as they are both celebrity, although S has more power than the guests, they know each other so there is no social distance between them. Thus, the Rate of Imposition (R) of S’s utterance is negative (-) because of their relationship and there is no social distance the speaker’s utterance is not a heavy utterance.

**4.3.9. Give (or ask for) Reason (Sub Strategy 13)**

This Sub Strategy is used when the speaker gives reason towards his utterance to the hearer. The context of speaking is *“Hitam Putih”* talk show in Trans 7, September 13th, 2013, with Nycta Gina, Eriska Rein and William as the guests. The utterance is uttered when the Speaker (S) is talking to the Hearer (H), Eriska Rein about H’s plannig in the future.

(14) S : *“kalo eriska sendiri gimana masih lanjut pendidikan ga?”*

 “What about you, do you continue your study?”

H : *“Aku belom kuliah, masih fokus sama karir.”*

 “Not yet. Still focus in career”

S : *“kenapa belom kuliah?”*

 “Why do not you go to college?”

 S utterances is obeying Positive Politeness Strategy; Give (or ask for) reason to ask a permission and to request something to H. S asks for a reason why H does not go to the college to continue H’s study. Then H tells that H wants to focus on H’s career. The act of asking something is potential to violate the H’s face, but S tries to mitigate the FTA of asking by providing acceptable reason. By giving an acceptable reason or reasonable, then, H knows why S asks that question. S’s utterance is classified as a directive ask, since it is a kind of Speech Act that is used to get H”s performs about what S wants. In this case, S expresses requests towards H.

 From the data analysis above the Power of S and H social relationship is positive (+) because S has more power than H as S is the host of that show, while H is the guest. Meanwhile, the Social Distance (D) between S and H is negative (-) because S and H has a close relationship as they are both celebrity, although S has more power than the guests, they know each other so there is no social distance between them. Thus, the Rate of Imposition (R) of S’s utterance is negative (-) since the social relationship does not have distance, S’s utterance is not a heavy question.

**4.3.10. Give (or ask for) Reason (Sub Strategy 13)**

The Speaker uses this strategy when the speaker asks for reason towards his utterance to the hearer. The context of speaking is *“Hitam Putih”* talk show in Trans 7, September 13th, 2013, with Nycta Gina, Eriska Rein and William as the guests. The utterance is uttered when the speaker (S) is talking to the Hearer (H), William. The Speaker (S) asks why does the Hearer (H) choose cooking as H’s job. Actually the Speaker (S) wants a reason behind S’s utterance.

(15) S : *“Wiliiam sebelum terjun ke dunia masak sempat kuliah manajemen. Tapi anda kok larinya masak?”*

“Before William joined the culinary world, he once studies management. But why do you choose cooking?”

 S’s utterances is obeying Give (or ask for) Reason Politeness Strategy to ask a permission and to request something H. S asked for a reason why H decides to enter the culinary world, and why H does not go to the college to continue H’s study. Then, H tells that H wants to focus on H’s career. The act of asking something is potential to violate the hearer’s face so S tries to mitigate the FTA of asking by providing acceptable reason. By giving an acceptable reason or reasonable, then, H knows why S asks that question. From the conversation above, the utterance is classified as directive asks, since S’s utterance is a kind of speech act that is used to get H”s peforms about what S wants. In this case, S expresses requests towards H.

 From the data analysis above, the Power of S and H social relationship is positive (+) because S has more power than H as S is the host of that show, while H is the guest. Meanwhile, the Social Distance (D) between S and H is negative (-) because S and H has a close relationship as they are both celebrity, although S has more power than the guests, they know each other so there is no social distance between them. Thus, the Rate of Imposition (R) of S’s utterance is negative (-) because of their relationship and there is no social distance the speaker’s utterance is not a heavy question.

**4.3.11. Give Gifts to H (Goods, Sympathy, Understanding, and Cooperation) (Sub Strategy 15)**

 This Sub Strategy is used when the speaker may satisfy hearer’s Positive-Face wants by actually satisfying some of hearer’s wants. The context of speaking is *“Hitam Putih”* talk show in Trans 7, September 13th, 2013, with Nycta Gina, Eriska Rein and William as the guests. The utterance is uttered when the Speaker (S) is talking to the Hearer (H), William. The Speaker (S) gives sympathy to the Hearer (H) about H’s character.

(16) S : *“Badan boleh tatoan tapi hobi di dapur ya. Suami yang luar biasa ini.”*

“Your body covered with tattoos, but the hobby is cooking in the kitchen. A wonderful husband. Isn’t he?”

 S utterances is obeying GiveGifts to H (Goods, Sympathy, Understanding, and Cooperation) to satisfy H’s positive face by giving the H’s wants By saying *“Badan boleh tatoan tapi hobi di dapur ya. Suami yang luar biasa ini.”* Which means “Your body covered with tattoos, but the hobby is cooking in the kitchen. A wonderful husband. Isn’t he?”, S knows that S’s statements will probably make H proud. Although H is a man who likes to cook unlike any other man, S does not look down on H’s hobby. From S’s utterance, S shows the solidarity to others and tries to make H more relax in that conversation.

 From the data analysis above, the Power of S and H social relationship is positive (+) because S has more power than H as S is the host of that show, while H is the guest. Meanwhile, the Social Distance (D) between S and H is negative (-) because S and H has a close relationship as they are both celebrity, although S has more power than the guests, they know each other so there is no social distance between them. Thus, the Rate of Imposition (R) of S’s utterance is negative (-) because of their relationship and there is no social distance the speaker’s utterance is not a heavy utterance.

**4.4. Off Record Politeness Strategy**

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 gives more than one interpretation about what the speaker utters. The writer finds one utterances using Off Record.

**Table 4.4 Off Record Politeness Strategy**

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

**4.4.1. Give Hints**

The Speaker (S) uses this strategy to request the Hearer (H). This action can violate the hearer’s negative face. In this case S tries to minimize the FTA by giving hints of what S wants from H. The context of speaking is *“Hitam Putih”* talk show in Trans 7, September 13th, 2013, with Nycta Gina, Eriska Rein and William as the guests. The utterance is uttered when the Speaker (S) is talking to the Hearer (H), Nycta Gina. The Speaker (S) say something tgo the Hearer (H) because the Speaker (S) wants some atention from the Hearer (H)

(17) S : *“Saya batuk nih. Obatnya apaan?*

“I get cough, what is the cure?”

H : *“Saya kasih napas buatan, mau?”*

 “I give you CPR. Do you want it?”

 S’s utterance is obeying Off Record; Give Hints Politeness Strategy to ask H about what kind of medicine should be taken by S who gets cough. Actually this is not the one that S wants since S only wants to get H’s attention, but S utters it indirectly by giving a hint. By showing S’s conditions and saying, *“Saya batuk nih. Obatnya apaan?* Which means“I get a coughed, what’s the cough?” to H as hint, S invites H to look for an interpretation of the possible meaning of what S says. When S produces that utterance, S does not only show S’s condition but also has another intention, that is, a request, to H to give some attention. In this case, S tries to do FTA implicitly by giving hints to H.

 From the data analysis above, the Power of S and H social relationship is positive (+) because S has more power than H as S is the host of that show, while H is the guest. Meanwhile, the Social Distance (D) between S and H is negative (-) because S and H has a close relationship as they are both celebrity, although S has more power than the guests, they know each other so there is no social distance between them. Thus, the Rate of Imposition (R) of S’s utterance is negative (-) since the social relationship does not have distance, so the speaker statement is not a heavy statement.

**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 13th, 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.

4. 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.

5. 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.

6. 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.

7. 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.

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.

# APPENDIX

# Data 1

S : *“Apa kabar Nycta? Rambut kamu kenapa jadi panjang gitu? Biasanya pendek? Lebih bagus pendek deh. Kalo panjang, ga suka saya liatnya.”*

“How are you Nycta? Why does your hair becomes long? It is usually short. I do not like to see it.”

H : *““Baik. Apa sih? Apa aku lebih baik botak?”*

 “Fine. What are you talking about? Should I be bald?”

**Data 2**

S : *“Kamu jadi artis aja. Ngapain jadi dokter”*

 “Be a celebrity. Why do you want to be a doctor Nycta”

H : *“ngga mau! Saya mau jadi dokter.”*

 “I do not want to. I want to become a doctor”

**Data 3**

S : *“Eriska, kalo misalnya kamu sakit, mau nggak berobat ke dokter kaya begini?”*

 “Eriska, if you are sick, will you go to a doctor like this?”

H :*” mau, asal sembuh Hahaha*”

 “Yes, if I am cured”

**Data 4**

S:”*Saya boleh tanya?”*

“May I ask?”

H :”*Silakan”*

 “Please”

**Data 5**

S: *“Emang kamu bukan dokter beneran?”*

 “Are you not a real doctor?”

H : “Ya dokter benaran, tapi kan selama ini parakteknya lebih banyak di lokasi syuting”

 “ Yes I am a real doctor, but practically I almost spent my time in shooting location”

**Data 6**

S : “*Tapi saya ngga suka lho liat dokter. Maksudnya begini, Kalo saya ke dokter, ngapain dokter nanya kamu sakit apa? Ngapain saya ke dokter kalo saya tau saya sakit apa?”*

“But I do not like to see a doctor, I mean, why a doctor have to ask a patient what kind of sickness they have. Why should I see a doctor if I know”

**Data 7**

S : *“Tapi cantik, kan?”*

 “But, it is pretty right?”

H : *“Indah sekali”*

 “very pretty”

**Data 8**

S : “*Yah, kalo tua mah, ya tua aja ya”*

“If you are old, then just be old”

H : “Hehe”

**Data 9**

H : *“Susah loh buat baju dari taplak meja kayak gini”*

“It is difficult to make a dress from a table cloth like this”.

**Data 10**

**S** :“*Halo Eriska. Kenapa kalian pake baju putih-putih? Janjian ya?*

*Lucu.”*

 “Hello Eriska. Why all of you wear white? You made it up? Cute”

**Data 11**

S: “Oh, banyak kerja ya?

 “Oh, a lot job, Right?”

H :”Ia Amin bersyukur”

 “ Yes Amen thank God”

**Data 12**

S : *“Tapi hebat ya, Nycta Gina ini. Meski sibuk dengan keartisannya, bisa tetap sekolah ya.”*

 “But Nycta Gina is amazing Right? Although she is busy as a celebrity she can managed her study.”

**Data 13**

S : *“Wah! Ini salah satu pemenang master chef.”*

 “Wah! Here is one of the master chef winners.”

**Data 14**

S : *“kalo eriska sendiri gimana masih lanjut pendidikan ga?”*

 “What about you, do you continue your study?”

H : *“Aku belom kuliah, masih fokus sama karir.”*

 “Not yet. Still focus in career”

S : *“kenapa belom kuliah?”*

 “Why do not you go to college?”

**Data 15**

S : *“Wiliiam sebelum terjun ke dunia masak sempat kuliah manajemen. Tapi anda kok larinya masak?”*

“Before William joined the culinary world, he once studies management. But why do you chooce cooking?”

**Data 16**

S : *“Badan boleh tatoan tapi hobi di dapur ya. Suami yang luar biasa ini.”*

“Your body covered with tattoos, but the hobby is cooking in the kitchen. A wonderful husband. Isn’t he?”

**Data 17**

S : *“Saya batuk nih. Obatnya apaan?*

“I get cough, what is the cure?”

H : *“Saya kasih napas buatan, mau?”*

 “I give you CPR. Do you want it?”

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