



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

A THESIS

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PRONOUNCEMENT

The writer honestly states that she arranges this thesis by herself and without taking any works from other writers in S-1, S-2, S-3 degrees and in diploma degree of any university. The writer ascertains also that she does not take and quote any material from other works except from the references mentioned.

Semarang, June 2015

Sandra Glaudia Panjaitan

MOTTO AND DEDICATION

There is surely a future hope for you, and your hope will not be cut off.

(Proverbs 23:18)

It is a rough road that leads to the heights of greatness.

(Seneca)

Your truly best friend is your Creator; He stays right beside you in any circumstances.

(Sandra Glaudia Panjaitan)

*The writer dedicates this thesis to
her One and Only best Friend, Jesus Christ, and
her best heroes ever, her parents.*

“Thank you for all the support, prayers, happiness, inspiration, and love”

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ABSTRAK

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

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

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

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

CHAPTER 1

INTRODUCTION

1.1 Background of the Study

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

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

Sentilan-Sentilun is a talk show containing Javanese culture. Sentilun is the central figure of this talk show. *Sentilan-Sentilun* is a talk show which is categorized into information and entertainment notion of talk show. This talk show usually delivers some messages about social criticism. Social criticism itself can be delivered implicitly and explicitly in some utterances by every participant

in this talk show. When they have a chance to answer a question, sometimes they used this chance to insert a social criticism in between.

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

According to this uniqueness of *Sentilan-Sentilun* talk show, the writer is interested in studying the case where someone with a lower status used certain politeness strategies in communication to a man who has a higher status. *Sentilun* made some unconventional things between a boss and a servant and also between people with a lower status and people with a higher status. Then the writer named this study “The Choice of Politeness Strategy Used by *Sentilun* in *Sentilan-Sentilun* Talk Show”

1.2 Research Problems

There are three problems that this study will analyze.

1. How did *Sentilun* in the talk show use politeness strategy to conduct communication with other participants?

2. Why did Sentilun use certain politeness strategy in conducting communication?

1.3 Scope of the Study

Politeness strategy is a broad study of pragmatics. In order to make this research easy to analyze, the writer limits this research in terms of qualitative method. It explains and discusses the case that the writer is interested. The case is about politeness strategy used by Sentilun in conducting communication. The writer saw unequal power between Sentilun (an assistant) and his boss, sometimes, between Sentilun and his guests. The theory that the writer used is proposed by Brown and Levinson (1987) about politeness strategy. The data which the writer took are from Youtube. In this study, the writer focuses the analysis on fictional roles of Sentilun, *Ndoro*, and Akbar.

1.4 Purposes of the Study

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

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

1.5 Previous Studies

In writing this proposal the writer used five following previous studies as references. The first study came from Ediyani (2010) named "Politeness Principles and Politeness Strategies in *Pride and Prejudice Retold* by Joan Macintosh". The purposes of this research were to describe the use of politeness

principle and politeness strategies with specific reasons. She used several underlying theories in conducting this study, such as Politeness Principle by Leech (1993), and Brown and Levinson theory of Politeness Strategy (1987). She concluded that in this novel the writer had tried to be polite by applying some maxims of strategies of politeness to make communication run as well. There were some violations of Politeness Principle. She found forty six violations and thirty four which obeyed the principle of politeness. In politeness strategy, the writer stated that this novel is concerned with politeness strategy because the writer only found four violations. The characters of this novel had tried to obey the principle of politeness.

The second came from Ciptadi (2010) entitled “Politeness Strategies at the Column *Surat Pembaca* in the *Suara Merdeka*, *Jawa Pos*, and the *Jakarta Post*”. He used speech act theory by Leech (1993), and Austin (1962) and Searle (1969) but in his analysis there was no analysis about speech act. He only focused on the strategies of politeness by Brown and Levinson (1978) to minimize of doing FTA. The finding of this study was that there were some types of politeness strategies which were not used in the 3 newspapers. He stated that those three newspapers in *Surat Pembaca* column used politeness strategies to show a request, a complaint, and an opinion.

The third one is “*Strategi-Strategi Kesantunan pada Skrip Film Shakespeare in Love*” by Hendratie (2007). She used Speech Act theory by Austin (1962), and Searle (1969) and Brown and Levinson (1987). She was too much in explaining each theory that she used. The finding was that in this film script there

were only three utterances which were categorized into examples of doing FTA. The rest was done in order to minimize FTA. She did not explain the sample of speech act in the underlying theory she mentioned and described. This study did not provide uniqueness or a new finding since she only showed that the script obeyed politeness strategy.

The forth study comes from Hardita (2012) entitled “Politeness Strategy of Directive Utterances Produced by Three Teachers of Jemema Islamic School Semarang”. She used politeness strategy and two kinds of social factors. This research had adequate topic and analysis which made it clear. She used several theories of Speech Act, such as Leech (1993), Yule, Vanderveken (1990) and Brown and Levinson’ theory of Politeness (1987) and added Holmes’ theory of Social Factors and Dimensions (2001). She wanted to present the background of the speech act and the politeness strategies used by three teachers in Jemema Islamic School in three different centers which contained directive utterances or types of directive according to Vandervaken. She only analyzed the politeness strategy and social factor and dimensions without mentioning about speech act at all. The finding of this study stated that there were social factors and dimension of doing politeness strategy. Then she only explained that there was politeness strategy in Jemema Islamic School without stating the problem and the unique part of her study.

The last study is “Politeness Strategy Identified in Characters Utterances in Black Swan’s Movie Script” by Harisah (2012). There were two research questions related to this study, they were what kinds of politeness strategies used

by the four characters in *Black Swan*'s movie script and what factors influence the choice of politeness strategies. To answer those questions, she attempted to use several underlying theories by Brown and Levinson about Politeness Strategy (1987), Austin in Levinson about Speech Act (1983), and Yule about Function of Speech Act (1996). She concluded that there were several reasons for making decision among choices of some kinds of politeness strategies; they were context of situation, power, distance, and rank of imposition. She analyzed this study by her subjectivity. This analysis was resemblance to the other studies because she only explained and discussed the data with those theories. There should be a uniqueness of the data which attracted the writer to examine that uniqueness.

The difference between the writer's thesis and these five previous studies is that the writer focused on the way Sentilun used politeness in conducting communication. Then the writer wants to see why Sentilun as a powerless man used certain politeness strategy related to social life.

1.6 Writing Organization

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

In chapter I, the writer gave the Background of the Study, the Research Problems, the Scope of the Study, the Purposes of the Study, the Previous Study, and the Writing Organization. In chapter II, the writer described review of literature which was used to analyze the data, the theory the writer used was the theory of Brown and Levinson concerning Politeness. In chapter III, the writer explained the Type of Research, the Data Source and Data, the Population,

Sampling Technique and Sample, the Method of Collecting Data, and the method of Data Analysis. In chapter IV, the writer explained the analysis of the data and the result of research problems. In chapter V, there was a conclusion that the writer provided.

CHAPTER 2

REVIEW OF LITERATURE

2.1 Face Threatening Act

Pragmatics according to Yule (1996: 3) is a kind of study that examines the relationship between linguistic forms and the users of the forms. In other words, pragmatics is a study which is related to the usage of language in social context then how the meanings are conveyed.

Pragmatics according to Mey (1993: 7) is a study to investigate the way when human wants to know more human language behavior to get a fuller, deeper, and also more reasonable reason of the motive in communication. This means that there must be a reason behind everyone's action. Hence, pragmatics is required when someone wants to get a wholly understanding of human's motive.

One of the issues in pragmatics is face threatening act (FTA). Brown and Levinson (1987: 61) said that politeness is related to "face". Then they clarify that everyone wants her/ his face to be noticed. This action is usually called public-self image. They divide face into two categories:

Negative face: the want of every competent adult member that his actions be unimpeded by others.

Positive face: the want of every member that his want be desirable to at least some others. (1987:62)

According to Brown and Levinson (1987:60) when a speaker conducts communication, there must be a possibility to threaten hearer's face. This kind of threat is called Face Threatening Act (FTA). FTA can be found in an utterance.

An utterance contains an FTA to the positive face of the hearer if the speaker does not appreciate the hearer's face to be liked and admired; and to the negative face if the speaker limits and prohibits the hearer to freely act.

2.2 Politeness Strategies

To minimize the FTA to the hearer's face, there are several strategies which are used to prevent a speaker from threatening addressee which are called politeness strategies. Brown and Levinson (1987: 69) explained politeness strategies by drawing this diagram. (Possible strategies for doing FTA)

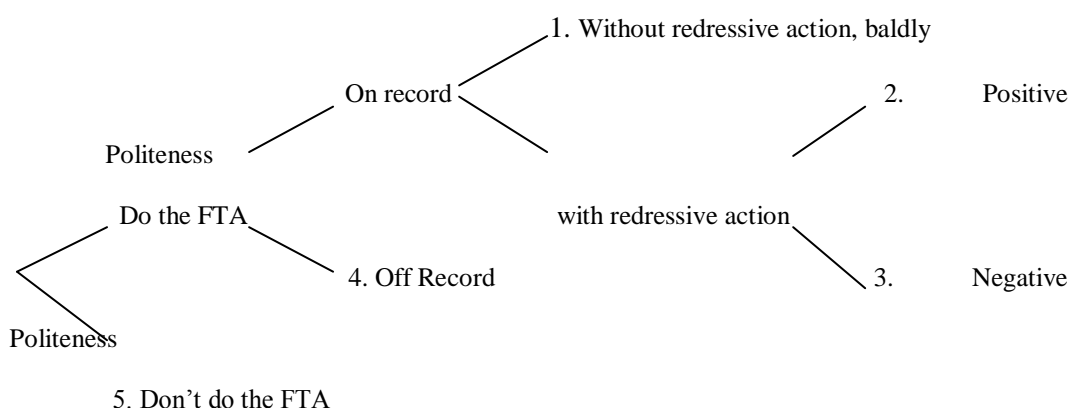


Fig.1. Possible Strategies for Doing FTA

The followings are politeness strategies which were interpreted from the diagram according to Brown and Levinson (1987: 94-225)

1. Bald on Record

Bald on record is when the speaker does not attempt to minimize threat to the hearer's face. S (speaker) wants to do FTA with maximum efficiency. That desire is more than the desire to satisfy H's face, even to any degree. Bald on Record has two cases. The first is a case of non-minimization of the face threat

when face is ignored or irrelevant. The second one is a case of FTA-oriented bald-on-record-usage when S minimizes FTA by implication. There are some examples of bald on record based on Brown and Levinson (1987: 94-101).

- a. An emergency: Your pants are on fire!, Help!, and Watch out!.
- b. Request: Give money! and accept my thanks!
- c. Task Oriented: Add three cups of flour and stir vigorously!
- d. Alerting or Warning: Careful! He's a dangerous man.

2. Positive Politeness

Positive Politeness is used to make hearer's feeling acceptable by using several kinds of strategies. This strategy seeks to establish a positive relationship between parties; respect a person's need to be liked or appreciated. Positive politeness is also used to make a relationship becoming more intimate or a close relationship. There are some several strategies according to Brown and Levinson (1987: 101-129).

Strategy 1 - Notice: what a beautiful vase it is! Where did it come from?

Strategy 2 - Exaggerate: what a fantastic garden you have! How absolutely incredible!

Strategy 3 - Intensify interest to H: I've never seen such a row!, and I'll be done in one second.

Strategy 4 - Use in-group identity markers: help me with this bag here, will you son?, and come here, buddy!

Strategy 5 - Seek agreement: A: John went to London this weekend; B: To London!

Strategy 6 - Avoid agreement: A: That's where you live, Florida?; B: That's where I was born.

Strategy 7 - Presupposition: I had a really hard time learning to drive, didn't I?

Strategy 8 - Joke: OK. If I tackle those cookies now?

Strategy 9 - Assert of presuppose S's knowledge of and concern for H's wants: I know you can't bear parties, but this one will really be good – do come!

Strategy 10 - Offer: I'll drop by sometime next week

Strategy 11 - Be optimistic: wait a minute, you have not brushed your hair

Strategy 12 - Include both S and H in the activity: give us a break

Strategy 13 - Give or ask for a reason: why don't we go to the seashore!

Strategy 14 - Assume or assert reciprocity: I'll do X for you if you do Y for me!

Strategy 15 - Give gifts to H

3. Negative Politeness

Negative Politeness makes request less infringing and respects a person's right to act freely. Hence, if there is a speaker using negative politeness, it is a sign that he wants to be more focused and specific so that his action might threaten the face of the addressee. There are some strategies of negative politeness written by Brown and Levinson (1987: 129-211).

Strategy 1 - Be conventionally indirect: can you please pass the salt?

Strategy 2 - Question/ Hedge: I rather think it's hopeless, and you're quiet right.

Strategy 3 - Be pessimistic: could you jump over that five-foot fence?

Strategy 4 - Minimize the imposition: I just want to ask you if I can borrow a single sheet of paper.

Strategy 5 - Give difference: we look forward very much to dining with you.

Strategy 6 - Apologize: just as you like.

Strategy 7 - Impersonalize S and H: It is so, and do this for me.

Strategy 8 - State FTA as general rule: I'm sorry late comers cannot be seated till next interval.

Strategy 9 - Nominalization: we urgently request your cooperation, and I am surprised that you failed to reply.

Strategy 10 - Go on record as incurring a debt or as not indebting H: I could do it easily for you, and I'll never be able to repay you if you...

4. Doing FTA Off Record

Doing FTA off record can be done in a way that there are more than one clear intentions. In other words, the speaker usually uses this strategy to prevent himself from threatening hearer's face. Thus this strategy can be used when the speaker wants to do FTA but does not want take responsibility of doing FTA and let the hearer interpret it by him/ herself. Doing FTA off record has several strategies according to Brown and Levinson (1987: 211-227)

Strategy 1 - Give hints: it's cold in here (c.i. shut the door), and what a boring movie! (c.i. Let's leave!)

Strategy 2 - Give association clues: Oh God, I've got headache again.

Strategy 3 - Presuppose: I wash the car again today and John's in the bathtub yet again.

Strategy 4 - Understate: she's some kinds of idiot (c.i. She's an idiot) and A: Have another drink; B: I don't mind if I do.

Strategy 5 - Overstate: there were a million people in the co-op tonight and why are you always smoking?

Strategy 6 - Use tautologies: war is wars, and boy will be boys.

Strategy 7 - Use contradictions: well John is here and he is not here.

Strategy 8 - Be ironic: John's a real genius. (after John has just done twenty stupid things in a row)

Strategy 9 - Use metaphors: Harry is a real fish. (c.i. he swims like a fish)

Strategy 10 - Use rhetorical questions: how many times do I have to tell you? (c.i. too many)

Strategy 11 - Be ambiguous: John is a pretty sharp cookie

Strategy 12 - Be vague: perhaps someone did something naughty

Strategy 13 - Over generalize: mature people sometimes help do the dishes

Strategy 14 - Displace H

Strategy 15 - Be incomplete by using ellipsis: well, I did not see you

2.3 Factors Influencing the Choice of Strategies

In using certain strategy, some rational people must naturally choose the same kind of strategy under the same condition. The choice of certain strategy might refer to which one has more benefits or advantages for the speaker. Here are some factors influencing the choice of using particular strategy according to Brown and Levinson (1987: 71-84).

2.3.1 The Payoffs

The Payoff is the priori consideration. It will be used as the first factor that a speaker wanted to use based on the theory. Brown and Levinson explain the payoff on each strategy (1987: 71-74).

The payoff by going on record has several advantages: enlist public pressure against the addressee; get credit for honesty; indicate that he trusts the addressee;

get credit for the outspokenness; avoid from being manipulator and being in danger of being misunderstood; and has opportunity to return back in face what he has taken from the addressee.

The payoff by positive politeness, the face threatening aspects can be minimized by an act from the speaker who considers the addressee to be 'of the same kind'. It means that the speaker attempts to like what the addressee likes; the speaker does ordering and offering; the speaker includes the addressee and himself as the equal participants.

Benefit of doing the payoff by negative politeness: pay respect; maintain social distance; give a real 'out' to the addressee; give conventional 'outs' to the addressee as opposed to real 'outs'. Those following acts can be indicated that the speaker has other persons' face wants in his mind.

The payoff by going off record advantages: get credit by being tactful, non-coercive; run less risk of his act entering the gossip biography that people keep of him; avoid responsibility for the potentially face-damaging interpretation. Furthermore, the speaker can give the hearer opportunity to be seen as caring for speaker; then a gift is provided by the hearer if the H responds to S and it might be seen as a potentially threatening interpretation. The writer provides an example, S: it's cold; H: Okay, I'll switch off the air conditioner then!. Hearer might get the credit by being generous and cooperative, and speaker avoids from threatening addressee by ordering.

2.3.2 The Circumstances: Sociological variables

In this section, the factor of the circumstances of social variables will be figured out. Sometimes, the assessment of the tough FTA involves these following factors. The writer explains sociological variables into three, they are: social distance (D), relative power (P), and the absolute ranking (R). (1987:74).

(i) the social distance between the speaker and the hearer

Social ranking scale between speaker and hearer (social distance between the speaker and the hearer) is determined by the parameters of the age difference, gender, and socio-cultural background. For example, a female student of bachelor program was looking for an office boy to ask for something. Finally she met the OB, she asked the OB where he has been. The OB replied “Abis berak”. It means that he was in the toilet to loosen the bowel. The OB showed his lower scale of politeness because he used impolite term of social ranking scale between speaker and hearer. OB had a lower scale of politeness towards lecturers and employees. So he could use less polite words because of his background that he was a lower social class and he talked to someone who was younger than him.

(ii) the speaker and hearer relative power

Rating scale of social status between speaker and hearer (the speaker and hearer relative power) or often referred to as the power rating is based on speaker and hearer's asymmetric position. For example, it can be mentioned that in the class room of English course, a teacher has a higher power rating than the student. So that based on a higher power that the teacher could act freely than the student itself did.

(iii) the absolute ranking of impositions in the particular culture

The absolute ranking is often called full-rated or is associated with the degree of imposition based on the speech act's relative position with other speech acts. For example, "May I borrow your motorcycle?" this statement does not have a heavy demand if it has been asked by motorcycle owner's brother.

2.3.3 The Integration of Assessment of Payoffs and Weighting of Risk in the Choice of Strategies

The integration of assessment of payoffs and weighting of risk in the choice of strategies is a combination between the payoffs and sociological factors. Brown and Levinson state that Model Person (MP) will take the least possible risk with strangers and dominant members, but MP will not do FTA with the least risky strategy (1987: 83). This writer concludes that if the more danger by doing FTA happens, the more the higher-numbered strategy is needed, since the higher-numbered strategy provides the best to minimize FTA. It will provide a less risk and effort for the speaker.

CHAPTER 3

RESEARCH METHODOLOGY

The third chapter of this study contains type of the research, data source and data, population, sampling technique and sample, method of collecting data, and method of data analysis.

3.1 Type of the Research

The writer used descriptive qualitative method as type of the research. According to MacDonald and Headlam (1986:1) descriptive qualitative method is dealing with information's quality, and providing insights into the setting of problem, generating ideas or hypothesis. The writer concluded that descriptive qualitative method is a way of describing and discussing the phenomenon that happened. This method was chosen since the data were social phenomenon that occurred in *Sentilan-Sentilun* talk show. The writer analyzed the choice of politeness strategy used by Sentilun with descriptive method. Moreover, the result of this analysis was presented in words.

3.2 Data Source and Data

Data are results of the record-keeping whether the data are fact or number (Arikunto, 2010:161). The data of this analysis were talk show entitled "*Sentilan-Sentilun*" in *Metro* TV. Arikunto (2010: 172) described data source as a subject where the data can be derived. In other words, it was called as the source of the data in which the data were originated. The writer took the data from "Youtube" at www.youtube.com.

3.3 Population, Sampling Technique and Sample

Population according to Iskandar (2013: 69) is the entire subject of the research. That meant that all subject related to the analysis can be called as the population. The population of this research was every utterance that Sentilun said during the talk show. Sample is all subject of the population taken representatively (Iskandar, 2013: 70). Furthermore, sample being used in the analysis must represent the whole population that has been observed. The writer took some representative utterances of five episodes as the sample. The writer used purposive technique to get the sample. Purposive technique is a purposively observation to observe each talk show to get some adequately worth analyzing samples. According to Arikunto (2010:183) purposive technique is the way to choose the subject based on a purpose. The writer used purposive sample because there were several consideration according limited time. Purposive sample must represent all characteristic of the subject which was examined.

3.4 Method of Collecting Data

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

FTA. The writer also used three techniques to collect the data; downloading technique, note taking technique, and transcribing technique.

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

3.5 Method of Data Analysis

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

The writer also used reflective-introspective method to find out the aspect why Sentilun used some certain words, phrases, and utterances in conducting communication.

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

1. The writer downloaded and transcribed five episodes of *Sentilan-Sentilun* talk show;
2. The writer took and chose some representative utterances containing FTA;
3. The writer explained the data according to the theory of politeness principle by Brown and Levinson;
4. The writer examined some factors influencing the choice of politeness strategy used by Sentilun; and
5. The writer concluded the result of the analysis of politeness strategy used by Sentilun in *Sentilan-Sentilun* talk show.

CHAPTER 4

ANALYSIS

This chapter provides the analysis of the utterances consisting of politeness strategy used by Sentilun in *Sentilan-Sentilun* Talk Show.

4.1 Utterances Containing Politeness Strategy

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

Table 4.1 Politeness Strategy

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

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

4.2 Interactions Containing Politeness Strategy

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

interaction between Sentilun and Basuki Tjahaja Purnama, the interaction between Sentilun and Anies Baswedan, the interaction between Sentilun and *Ndoro*, and the interaction between Sentilun and Akbar.

4.2.1 Interaction between Sentilun and Djarot Saiful Hidayat

Interaction between Sentilun and Djarot Saiful Hidayat occurred in the first episode, entitled “*Moratorium Mini Market dan Pengelolaan Fasilitas Kebudayaan*”. This episode discussed the fate of peddlers in Jakarta because many peddlers were disturbed by the mushrooming existence of mini market. Sentilun played a role as a host, along with *Ndoro*, but Djarot Saiful Hidayat was a guest who worked as a vice governor of DKI Jakarta. Sentilun and Djarot did not know each other because they came from different background.

There are two utterances containing politeness strategy used by Sentilun in interaction with Djarot Saiful Hidayat.

Table 4.2 Interaction between Sentilun and Djarot Saiful Hidayat

| Data | Strategy | FTA | Utterance |
|-----------|------------------------|------------------|--|
| Data 1 | Bald on record | Negative Face | <p><i>“Makanya Pak Djarot itu juga harus memperhatikan nasib para seniman juga tidak hanya pedagang asongan.”</i></p> <p>“That’s why Mr. Djarot must pay attention to the fate of not only the street vendors but also the artists.”</p> |
| Data 2 | Exaggerate Positive | Negative Face | <p><i>“Ya, senang. Orang kaya Pak Ahok, Pak Djarot kalau pemimpin-pemimpinnya kayak</i></p> |

| | | |
|--|----------------------------|--|
| | Politeness Strategy | <p><i>begini kan Jakarta, ibu kota negara, bakal gak kalah sama New York, gak kalah sama Paris.”</i></p> <p>“Yes, I’m happy. If our leader in DKI Jakarta is like Mr. Ahok and Mr. Djarot, Jakarta will be like New York and Paris.”</p> |
|--|----------------------------|--|

Data 1

Politeness: *Makanya Pak Djarot itu juga harus memperhatikan nasib para seniman juga tidak hanya pedagang asongan.* (That’s why Mr. Djarot must pay attention to the fate of not only the street vendors but also the artist.)

This episode discussed street vendors and artists. Nowadays many street vendors lost their livelihood as a result of proliferation of minimarket and also many artists felt ignored by government. At first, only was the problem of the peddlers discussed then Sentilun tried to put that problem in contact with the problem of artists. Therefore it was his chance to deliver his thought, Sentilun without any doubts asked this request directly pointed to Mr. Djarot.

This statement is a **task oriented** of **bald on record** which is a case of non-minimization of the face threat. S used a maximum efficiency of doing FTA to the H’s negative face. S should appreciate H’s negative face to have a freedom of doing something without any impositions. In this statement, the speaker baldly gave H a task to solve a problem that was faced by street vendors and artist. S was quite brave to deliver his opinion because at the very first segment of this episode,

the hearer said that actually H was the real servant of S representing people of DKI Jakarta.

Based on the factors influencing the choice of strategy, the writer found a high social distance between S and H for the hearer had a higher social class (based on H's job as vice governor) than Sentilun (D+). The positive or negative mark in terms of distance is determined by the different social status or background between S and H. If positive mark follows distance/ power/ rank, it means that the distance/ power/ rank between S and H is high. If negative mark follows distance/ power/ rank, it means the opposite from the positive mark. According this distance, S should use positive politeness but in fact S preferred bald on record. It was not commonly used but S and H were in a talk show so that they both must follow the rules to deliver message to audience. S here was as a representation of artist. Sometimes, even though there was a distance between S and H, S had power to use any kind of strategy (P+). The speaker had more power in that place as the host than the hearer as the guest. The absolute rank of S' request has not a heavy demand because this request was asked by S representing people of DKI Jakarta where H was the vice governor (R-).

Data 2

Politeness: *Ya, senang. Orang kaya Pak Ahok, Pak Djarot kalau pemimpin-pemimpinnya kayak begini kan Jakarta, ibu kota negara, bakal gak kalah sama New York, gak kalah sama Paris.* (Yes, I'm happy. If our leader in DKI Jakarta is like Mr. Ahok and Mr. Djarot, Jakarta will be like New York and Paris)

This statement happened when Ndoro, Sentilun's boss, asked Sentilun about his feeling upon the new vice governor like Djarot. Before that question, Djarot attracted Sentilun and Ndoro's attention because in every question; Djarot successfully gave clear answer and explanation.

S uses **strategy 2 – exaggerate positive politeness**. S wanted to build a positive relationship between S and H by appreciating H's positive face. S did not ignore H's self-esteem to be liked or admired. S said how grateful and happy he is because leaders like H would possibly bring Jakarta to be like other modern cities. This statement shows the speaker's adulation but it threatened the negative face of H because S hoped something from H to be done. In that statement, the speaker also cherished a hope toward H of the better Jakarta.

Based on the factors influencing the choice of strategy, the writer found a high social distance between S and H (D+). The different social status and background are the reasons of D+. Here, the hearer was a vice governor of DKI Jakarta living as a highly regarded person, otherwise the speaker was ordinary people of DKI Jakarta. The power of the speaker is higher than the hearer (P+). It is determined because the speaker had more power in the place where the situation happened. Therefore, S has more power than the hearer because S was the host of the talk whereas H was the guest. The absolute rank of S' statement is not a heavy demand since S delivered positive thought about his feeling toward the hearer's personality as the vice governor (R-). The writer did not find any other intention other than a hope in the speaker's utterances.

4.2.2 Interaction between Sentilun and Basuki Tjahaja Purnama (Ahok)

Interaction between Sentilun and Ahok happened in the second episode, entitled “*Main di Kantor Wagub DKI Basuki Tjahaja Purnama*”. This episode took place in the office of vice governor of DKI Jakarta. In this episode, Sentilun became a guest of Ahok. Ahok was a vice governor of DKI Jakarta at that time.

There are four utterances containing politeness strategy used by Sentilun in conducting communication with Ahok.

Table 4.3 Interaction between Sentilun and Basuki Tjahaja Purnama

| Data | Strategy | FTA | Utterance |
|------|--|------------------|--|
| 3 | Question Negative politeness | Negative Face | “ <i>Kita boleh duduk gak, Pak?</i> ” “May we have a seat, Sir?” |
| 4 | Give difference Negative politeness | Negative Face | “ <i>Boleh nih jongos duduk berdampingan dengan wakil gubernur?</i> ” “Are you sure that a houseboy like me may sit next to a vice governor like you?” |
| 5 | Minimize imposition Negative Politeness | Positive Face | “ <i>Enggak, kemarin itu waktu diberitakan, dia ini wakil gubernurnya bandel, ngeyel, gak manut sama pemimpin.</i> ” “No, it is not. TV reported that Mr. Ahok was a vice governor who was stubborn and disputant to his leader.” |
| | Overstate | Positive | “ <i>Loh kan beritanya heboh di TV. Ahok</i> ” |

| | | | |
|---|------------|------|--|
| 6 | Off Record | Face | <i>naik landcuiser, gubernur naik sepeda.</i> <i>Bandel.</i> (It was splashy reported in TV.” “Ahok took Land Cruiser but the governor took bicycle. How unruly!” |
|---|------------|------|--|

Data 3

Politeness: *Kita boleh duduk gak, Pak?*

(May we have a seat, Sir?)

This episode took place in the office of vice governor DKI Jakarta, Ahok. Ngoro and Sentilun were the host of the talk show, Ahok and Cak Lontong were the guests of this episode. Ahok was the vice governor at that time and Cak Lontong was a comedian. In this case, Cak Lontong, Sentilun and Ngoro were talking in Ahok’s room when Ahok came in. Then Cak Lontong said sorry for they were in his room but Ahok was not yet in the room. Suddenly Sentilun asked Ahok permission to have seat after Ngoro asked Ahok about his personality that recently was the case in point.

S uses **strategy 2 - question/ hedge** of **negative politeness**. This sentence is a form of a question. There was a word ‘*gak*’, in English it meant ‘not’. This word possibly becomes a sign of hedge. Actually, S really wanted Ahok to let them sit. S included his intention in his question. This question so potentially threatened H’s negative face to act freely. Actually the speaker did not need the answer from the hearer because the speaker wanted they all had their seats before they continued the conversation.

Based on the factors influencing the choice of strategy, the writer found a high social distance between S and H (D+). The different social status between the speaker and the hearer, who were ordinary man as host and vice governor of capital city of Indonesia, is the reason of the high distance. The power of the speaker is higher than the hearer (P+). S has more power in that place as the host than the hearer, who was being there as the guest, even though H has a higher social status than S. The absolute rank of S' statement has a demand for H (R+). Based on the speech act's relative position, S is not the owner of that room and also does not have a close relationship with the hearer. This statement will not have a heavy demand for H if S and H are close friends.

Data 4

Politeness: *Boleh nih jongos duduk berdampingan dengan wakil gubernur?* (Are you sure that a houseboy like me may sit next to a vice governor like you?)

This question was asked by Sentilun to Ahok. Sentilun asked that question because Ahok asked Sentilun to have a seat on the empty chair next to Ahok instead of sitting on the floor. Sentilun was in doubt and wanted to ensure himself by asking Ahok. Sentilun might think that he was a maid so that he was not allowed sitting on the chair in which his boss, Ngoro, also sit.

S uses **strategy 5 – give difference of negative politeness strategy**. One characterization of this strategy is when S honored H. The speaker made himself as humble as possible. H was a man with a higher social status or superior than the speaker. This strategy, used by Sentilun, appreciated positive face of the

hearer but somehow it threatened negative face of the hearer because there was a request from that question of S. The speaker put himself using a word 'jongos' or 'houseboy' and honored the hearer using a word 'wakil gubernur' or 'vice governor'.

Based on the factors influencing the choice of strategy, there was a high social distance between S and H (D+). Social distance between S and H was high because S and H did not come from equal social status. The power of H was higher than the speaker (P-). H had more power in that place as the owner of the room than the speaker, as the guest, even though S was the host of the talk show. The absolute rank of S' statement has not a heavy imposition to H (R-). S was not a close friend and did not have a close relationship with H so that there must be a heavy demand in that question. However, based on the speech act's relative position, the hearer was not imposed by S because that question was only a response to H's offering.

Data 5

Politeness: *Enggak, kemarin itu waktu diberitakan, dia ini wakil gubernurnya bandel, ngeyel, gak manut sama pemimpin.* (No, it is not. TV reported that Mr. Ahok was a vice governor who was stubborn and disputant to his leader.)

At first, Sentilun asked Ahok about his relationship with his leader, Jokowi who was the governor of DKI Jakarta. Suddenly Cak Lontong, who was another guest, answered Sentilun that the relationship between Ahok and Jokowi

was okay. Sentilun said that statement to re-explain his question in order to get an answer from Ahok.

The speaker uses **strategy 4 – minimize imposition of negative politeness strategy**. The speaker used some words to minimize the imposition to the negative face of the hearer. In this utterance, the speaker used '*kemarin itu waktu diberitakan*' or 'TV reported that' so that by using those words the speaker could minimize the FTA toward the hearer. Actually the speaker's desire was to know how well the relationship between the hearer and his boss. S wanted to get a clear answer from the hearer, but the speaker minimized himself from doing FTA by giving imposition to the third party.

Based on the factors influencing the choice of strategy, the writer found a high social distance between S and H (D+). The high distance is determined by the different social status between S and H. S is an ordinary man whereas H is the vice governor. The power of H is higher than S so that H cannot act freely (P-). This happened in the hearer's place so that the speaker had not any power. The absolute rank of S' statement has a heavy imposition to H (R+). Based on the speech act's relative position, S was not a close friend and did not have a close relationship with H so asking the privacy of the hearer can be considered as a heavy demand.

Data 6

Politeness: *Loh kan beritanya heboh di TV. Ahok naik landcuiser, gubernur naik sepeda. Bandel.* (It was splashy reported in TV. Ahok took Land Cruiser but the governor took bicycle. How unruly!)

The context of the situation, Sentilun said that Ahok had a bad personality over his leader. To clarify Sentilun's statement, Ahok explained the real condition between Ahok and Jokowi (Ahok's leader). Then this statement came from Sentilun when Cak Lontong, a guest in this episode, warned Sentilun to not judge any one easily.

S uses **strategy 5 – overstate of doing FTA off record**. This strategy usually says more than necessary violating quantity of maxim. S chose a level of scale to exaggerate something. S used words 'heboh' and 'bandel' that meant 'splashy' and 'unruly'. Those words were used to take the case higher than the actual fact. S actually did not mean to attack H's positive face. H used this strategy to inverse it. S did not agree with every television's reports.

Based on the factors influencing the choice of strategy, the writer found a high social distance between S and H (D+). It is determined by the different social background and status between S and H, they did not come from same social status. The power of H was higher than S so that S cannot act freely (P-). The speaker here did not have the same power as the hearer because the speaker was a guest at the place where the conversation occurred. The absolute rank of S' statement has a heavy imposition to H (R+). Based on the speech act's relative position, S is not a close friend and does not have a close relationship with H.

4.2.4 Interaction between Sentilun and Anies Baswedan

Interaction between Sentilun and Anies Baswedan happened in the third episode, entitled "*Pemimpin Baru, Indonesia Baru*". This episode provided a

discussion about Indonesia's new elected president. Anies Baswedan was a guest; he was invited according to his role as a new elected president's spokesman.

There are three utterances containing politeness strategy used by Sentilun in conducting communication with Anies Baswedan.

Table 4.4 Interaction between Sentilun and Anies Baswedan

| Data | Strategy | FTA | Utterance |
|-----------|---|------------------|--|
| Data 7 | Bald on record | Negative Face | <p><i>“Dengarkan ya, Pak Anies! Pemimpin baru itu artinya bukan pemimpin lama.”</i></p> <p>“Listen to me, Mr. Anies! A new leader does not mean an old leader.”</p> |
| Data 8 | Intensify interest to H positive politenes s | Positive Face | <p><i>“Gak usah diperkenalkan. Orang se-Indonesia ya tahu. Orang penting dan bakal jadi orang penting.”</i></p> <p>“He no longer has to be introduced. Everybody in Indonesia knows him. He is and will be an important person.”</p> |
| Data 9 | Presuppo sition positive politenes s | Negative Face | <p><i>“Semua rakyat itu mengawasi. Jangan sampai nanti ada anggota kabinet dipanggil KPK karena korupsi. Gak boleh. Gitu ya, Mas?”</i></p> <p>“All of Indonesian people keep an eye on government. Do not let any member of the cabinet be called by KPK because of corruption. Don't be like that. Am I right, Bro?)”</p> |

Data 7

Politeness: *Dengarkan ya, Pak Anies! Pemimpin baru itu artinya bukan pemimpin lama.* (Listen to me, Mr. Anies! A new leader does not mean an old leader.)

The context of the situation in this episode, Sentilun said that statement to respond an explanation from Anies. At first, Anies said that a leader must be a solution for a problem not a part of the problem itself. Hence, the leader can work without any burden.

The first sentence of S meant that S wanted to be listened by H. That first phrase was an example of **bald on record**. It includes a case of non-minimization of the face threatening. S really ignored H's negative face. S imposed a bald request to H so S disturbed the hearer's freedom to do something freely. The speaker forced the hearer to listen to the speaker because the speaker wanted to deliver his thought in responding the hearer's statement. In that utterance, people might think it was only a joke, but the writer analyzed that the utterance contained a social criticism toward the former president, and a warning for the new elected president.

Based on the factors influencing the choice of strategy, the writer found a high social distance between S and H (D+). The high distance is determined by the different social status between S and H; S was an ordinary man working as a servant whereas H was a spokesman of Jokowi-JK (new elected president and vice president). According this distance, S should use positive politeness but in

fact S preferred bald on record. It was not commonly used but S and H were in a talk show so that they both must follow the rules to deliver message to audience. Even though there was a distance between S and H, S had power to use any kind of strategy (P+). The power of the speaker was higher because S had more power in that place as the host than the hearer, who was being there as the guest even though H had a higher social status than S (P+). The absolute rank of S' statement can be stated as a heavy demand because the speaker's request to be listened by the hearer whom actually the speaker did not have a close relationship (R-).

Data 8

Politeness: *Gak usah diperkenalkan. Orang se-Indonesia ya tahu. Orang penting dan bakal jadi orang penting.* (He no longer has to be introduced. Everybody in Indonesia knows him. He is and will be personage.)

Sentilun was coming in the room in which *Ndoro* and Chacha were there. Chacha was an artist and came there as a guest. Sentilun came in not alone but with Anies Baswedan. Sentilun came in while saying that they had a special guest. Then Sentilun said to *Ndoro* that their special guest's name is Anies Baswedan. The statement above was said by Sentilun after *Ndoro* let his special guest to have a seat.

S uses **strategy 3 – intensify interest to H**. This strategy belongs to **positive politeness strategy**. S wanted to intensify his interest to the hearer. S threatened positive of the hearer because H needed to be introduced even though H was popular. S limited audience to know who the hearer was. S seemed very happy to have a guest like the hearer. The writer indicated that S must be really

interested in the figure of H. According to that, S wanted to build a closer relationship between S and H because positive politeness strategy is destined to build a positive and intimate relationship.

Based on the factors influencing the choice of strategy, the writer found a high social distance between S and H (D+). S was a servant whereas H was a spokesman of Jokowi-JK (new elected president and vice president). The power of the speaker was higher because S had more power in that place as the host than the hearer, who was being there as the guest even though H had a higher social status than S (P+). The absolute rank of S' statement is not a heavy imposition to H (R-). S was not a close friend and did not have a close relationship. However, based on the speech act's relative position, the hearer was not imposed by S because S delivered his adulation over the hearer and did not impose the hearer at all.

Data 9

Politeness: *Semua rakyat itu mengawasi. Jangan sampai nanti ada anggota kabinet dipanggil KPK karena korupsi. Gak boleh. Gitu ya, Mas? (All of Indonesian people keep an eye on government. Do not let any member of the cabinet is called by KPK because of corruption. Don't be like that. Am I right, Bro?)*

Sentilun said these sentences directly pointed to Anies Baswedan. The conversation, when Sentilun gave those utterances, was about corruption. In Indonesia nowadays, corruption is one of the main problems in the government. In the past, many cabinet ministers were under arrest because of corruption.

S uses **strategy 7 – presupposition of positive politeness strategy**. S delivered his thought concerning with the future cabinet that would be formed soon. At first, S showed his presupposition then he presupposed that H would agree to his presupposition. S threatened negative face of H because S wanted H to agree with the speaker's statement. The speaker hoped that the hearer had the same thought as the speaker's thought. The speaker included a social criticism into his utterances; it was a warning to the new elected president to be careful to form the cabinet.

There are some social variables influencing the choice of politeness strategy in this case. The first is social distance; there was a distance between the speaker and the hearer (D+). The different social status between them made the distance. The second is the relative power of the speaker was higher than the hearer because the hearer was only a guest at that time (P+). The third one is a rank of imposition; the speaker did not have a close relationship with the hearer so that the speaker should not force the hearer to think like the speaker thought (R+).

4.2.4 Interaction between Sentilun and *Ndoro*

Interaction between Sentilun and *Ndoro* happened in all episodes, but the writer only took the interaction between them in the second and forth episode. The title of the second episode is “*Main di Kantor Wagub DKI Basuki Tjahaja Purnama*”. This episode took place in the office of vice governor of DKI Jakarta. In this episode, Sentilun became a guest of Ahok. Ahok was a vice governor of DKI Jakarta at that time.

The fourth episode entitles “*Hukum dan Keadilan Harus Ditegakkan*”. This episode talked about law and justice in Indonesia that must be enforced. Sentilun and *Ndoro* were the hosts of this talk show. They both were the main hosts. In this talk show, *Ndoro* played a role as Sentilun’s boss so that Sentilun was a servant of *Ndoro*.

They are three interesting utterances containing politeness strategy used by Sentilun in conducting communication with his boss.

Table 4.5 Interaction between Sentilun and *Ndoro*

| Data | Strategy | FTA | Utterance |
|---------|-------------------------|---------------|---|
| Data 10 | Bald on record | Positive Face | <p>“<i>Saya ini sudah imun, sudah terbiasa dimarahin Ndoro. Jadi kalau dimarahin Pak Ahok santai aja.</i>”</p> <p>“I’m accustomed to be scolded by <i>Ndoro</i>. I will be okay if Ahok scolds me too.”</p> |
| Data 11 | Exaggerate | Positive Face | <p>“<i>Wah, senang akhirnya majikanku punya kantor bagus.</i>”</p> <p>“Wow, I’m very happy. Finally my boss has a marvelous office”</p> |
| Data 12 | Presuppose – Off record | Positive Face | <p>“<i>Gimana coba kalau misal saya lebih cocok jadi presiden.</i>”</p> <p>“How is it if I am more suitable to become a governor than <i>Ndoro</i>?”</p> |
| Data 13 | Bald on record | Positive Face | <p>“Oh. <i>Seperti majikanku menunda membayar</i></p> |

| | | | |
|---------|---|------------------|--|
| | record | Face | <i>gaji.</i> ” “Oh! It is like my boss, he often postpones paying my salary.” |
| Data 14 | Joke - positive politeness | Positive Face | “ <i>Lebih cepat, lebih baik. Ibu-ibu gak suka.</i> ” “The sooner, the better. Mothers do not like” |
| Data 15 | Include S and H in the activity - positive politeness | Positive Face | “ <i>Tapi begini loh, Ndoro, sebagai rakyat apa boleh buat, kita semua ini, harus terus mendesak mengingatkan Pak Jokowi soal kasus-kasus HAM ini.</i> ” “But here is the point, <i>Ndoro</i> , as Indonesian people, we all must urge and remind Mr. Jokowi about human rights cases.” |

Data 10

Politeness: *Saya ini sudah imun, sudah terbiasa dimarahin Ndoro. Jadi kalau dimarahin Pak Ahok santai aja.* (I’m accustomed to be scolded by *Ndoro*. I will be okay if Ahok scolds me too.)

The context of the situation of Sentilun’s utterance was when *Ndoro* said to Sentilun to be careful about Ahok’s personality. When *Ndoro* warned Sentilun, Ahok was not yet in the room together with them. Then Sentilun replied to *Ndoro*’s warning by those sentences.

S uses **alerting** of **bald on record** which is a case of FTA-oriented bald-on-record-usage when S gave alert to the speaker that S was ready to face another grumpy man. The implication could be seen clearly in the speaker's answer. He baldly ignored and threatened H's positive face to be admired or liked. S was quite brave to show and deliver his feeling about the hearer's behavior toward S. S did not want to minimize the threatening to the face of H.

Based on the factors influencing the choice of strategy, the writer found that there was a social distance between S and H (D+). S was a servant or assistant of H. The power of H was higher than the speaker (P-). H had more power than S because H played a role as the boss in which the place took place. The absolute rank of S' statement has not a heavy demand to H (R-). S and H have close relationship because the speaker and the hearer had known each other for a long time.

Data 11

Politeness: *Wah, senang akhirnya majikanku punya kantor bagus.* (Wow, I'm very happy. Finally my boss has a marvelous office)

Sentilun and Ndoro visited Ahok's office. Sentilun was very surprised while Sentilun looked at the room and its equipment. At first, Sentilun did not know whose room that both Sentilun and *Ndoro* visited. Sentilun thought that that room was *Ndoro*'s new office. Sentilun complimented and said his adulation to his boss new office.

S uses **strategy 2 – exaggerate politeness strategy**. S congratulated H of H's new marvelous office. S threatened H's positive face which the hearer wanted to be admired. In this utterance, S actually said that H's old office was bad.

Based on the factors influencing the choice of strategy, the writer found that there is a social distance between S and H (D+). The speaker played a role as an assistant of the hearer so the hearer was the boss of S. The power of H was higher than S (P-). The hearer had more power than S because H played a role as the boss in which the place took place. The absolute rank of S' statement has not a heavy imposition to H (R-). The speaker's statement can be said as a compliment so that it did not impose the hearer.

Data 12

Politeness: *Gimana coba kalau misal saya lebih cocok jadi presiden.*
(How is it if I quite worth become a governor?)

Ahok suddenly asked *Ndoro* and *Sentilun* how if someday they became a governor. This question came up because Ahok was asked many questions by them and Ahok thought that it was his turn to ask them back. Then this question was used by *Sentilun* to compare himself with his boss.

S uses **strategy 3 – presuppose of doing FTA off record**. He presupposed that he was quite worth to be a governor than his boss. This strategy is used to lesser the FTA toward the positive face of the hearer because the speaker did not want to take a responsibility of doing FTA. The speaker delivered his intent using a third clue which was an as-if-question that forced the hearer to search for the relevant reason why the speaker said that.

Based on the factors influencing the choice of strategy, the writer found that there is a social distance between S and H (D+). The hearer was boss of the speaker; it was why there was a distance. The power of H was higher than the speaker (P-). H had more power than S because H played a role as the boss in which the place took place. The absolute rank of S' statement has not a heavy imposition to H (R-). S and H have a close relationship even though the relationship was between boss and assistant so that the speaker's utterance would not have a heavy demand to the addressee.

Data 13

Politeness: Oh. *Seperti majikanku menunda membayar gaji.* (Oh! It is like my boss, he often postpones paying my salary.)

The context of this utterance was when Arief, who was a guest, criticized Jokowi as the president of Indonesia who did not yet solve some problematic cases of human rights (HAM). Then Mucle, who was also a guest, supported Arief's statement, Mucle said that the habit of every human was to delay something, such as postponing pregnancy or postponing giving salary. Then Sentilun uttered that sentence directly to his boss.

S uses **warning of bald on record**. This is a case of FTA-oriented bald-on-record-usage because S did not minimize FTA toward H. S surely threatened H's positive face. S gave an implication using his utterance. Actually he tried to criticize H that it was not good to postpone something, especially to postpone the speaker's salary. This statement also criticized the president of Indonesia not to

postpone any urgent cases to be solved, especially the case of human rights in Indonesia.

Based on the factors influencing the choice of strategy, the writer found that there is a social distance between S and H (D+). The social status between the speaker and the hearer, who were boss and assistant, was the distance. The power of H was higher than the speaker (P-). H had more power than S because H played a role as the boss in which the place took place. The absolute rank of S' statement had not a heavy imposition to H (R-). Based on speech act's relative position, Sentilun was in power to criticize the hearer according to the relation between them that as boss and assistant.

Data 14

Politeness: *Lebih cepat, lebih baik. Ibu-ibu gak suka.* (The sooner, the better. Mothers do not like)

These utterances were said by Sentilun in responding *Ndoro's* statement. *Ndoro* said that HAM must not be postponed, as our vice president's slogan which was the sooner, the better. Then Sentilun replied his boss statement using those utterances.

S uses **strategy 8 – joke positive politeness**. S responded H's statement using a joke. S had a closer and a better relationship with H. S appreciated H's positive face. This joke of the speaker could be understood by the hearer because the hearer replied S using a supporting explanation to avoid an ambiguity or to make a clear implication using common joke because they had a same shared knowledge as husband and man.

Based on the factors influencing the choice of strategy, the writer found that there is a social distance between S and H (D+). The relationship between S and H was classified into the social distance. The hearer had not more power to act freely than the hearer (P-). H had more power than S because H played a role as the boss in which the place took place. The absolute rank of S' statement has not a heavy imposition to H (R-). S and H had close relationship so that it did not matter for them to kidding each other.

Data 15

Politeness: "*Tapi begini loh, Ndoro, sebagai rakyat apa boleh buat, kita semua ini, harus terus mendesak mengingatkan Pak Jokowi soal kasus-kasus HAM ini.*" (But here is the point, *Ndoro*, as Indonesian people, we all must urge and remind Mr. Jokowi about human rights cases)

Sentilun and *Ndoro* had conversation concerning human right problems in Indonesia. At first, the guest of this episode said that president Indonesia delayed many cases about human right then he compared delaying human right problems with delaying pregnant woman to give a birth which was impossible to be delayed. Suddenly, Sentilun said his thought pointed to *Ndoro*.

S includes both S and H in the activity; this strategy is **strategy 12 of positive politeness**. S threatened the positive face of H because S immediately changed his words to establish a good relationship without asking permission. S included S and H in his statement to show their same feeling toward their new elected president. S changed his statement because at first he only did not want to

generalize people's feeling, especially H then suddenly the speaker included the hearer to be in the same feeling with the speaker.

Based on the factors influencing the choice of strategy, the writer found that there is a social distance between S and H (D+). The different distance between S and H was determined by their status that were boss and assistant. There was unequal power between S and H (P-). H had more power than S because H played a role as the boss where it took place. The absolute rank of S' statement had not a heavy imposition to H (R-). The speaker only delivered his thought about that case to the addressee.

4.2.5 Interaction between Sentilun and Akbar

Interaction between Sentilun and Akbar happened in the first and fifth episode. The first episode entitled "*Moratorium Mini Market dan Pengelolaan Fasilitas Kebudayaan*". Akbar was a comedian. He played a role as a peddler. This episode was not the first meeting of Sentilun and Akbar. Sentilun has known Akbar before Akbar became a street peddler.

The title of the fifth episode was "*Dagelan Politik di DPR*". This episode talked about political farce in the House of Representatives. Sentilun and Akbar were friends. Sentilun was a host, along with *Ndoro*, but Akbar was Sentilun's friend. Akbar came from the same village where Sentilun also came from. Akbar came to Jakarta in order to looking for a new job as a maid.

There are several utterances containing politeness strategy used by Sentilun in conducting communication with Akbar in first and fifth episodes.

Table 4.6 Interaction between Sentilun and Akbar

| Data | Strategy | FTA | Utterance |
|---------|--|------------------|--|
| Data 16 | Use tautologies – Off record | Positive Face | “ <i>Waduh, goblok, goblok e.</i> ” “A fool is a fool” |
| Data 17 | Be ironic – Off record | Positive Face | “Ah! <i>Eh, Ndoro. Ini Ndoro orang sukses.</i> ” “Ah! Oops, <i>Ndoro</i> . Here is a successful man.” |
| Data 18 | Joke - Positive politeness | Positive Face | “ <i>Nah, itu tahu sopan santun meskipun dari kampung, potongan ayam kampung.</i> ” “That’s the point. You know manners even though you came from a village and looked like a kampong chicken.” |
| Data 19 | Be pessimistic - Negative politeness | Positive Face | “ <i>Apa buktinya kamu cerdas?</i> ” “Is there any supporting reason that you are smart?” |
| Data 20 | Be ironic - Off record | Positive Face | “ <i>Kamu SMA ikut cerdas cermat tingkat SD? Hebat!</i> ” “When you were at Senior High School, you participated in a quiz for elementary student! It’s amazing!” |

Data 16

Politeness: *Waduh, goblok, goblok e.*

(A fool is a fool)

Akbar came to Sentilun who was alone in a room at that time. Sentilun was confused looking at Akbar working as a peddler because previously Akbar told Sentilun that he wanted to go to college. In fact, Akbar was a peddler. Sentilun asked some reasons why Akbar preferred being a peddler to being at college. Then Akbar said that he wanted to success in his way without being highly educated. Akbar thought that he finally got some keys of a successful peddler. Akbar said that a successful peddler was the one who sold more cigarettes than candies. Then Sentilun used that utterance to response Akbar's keys of success.

S uses **strategy 6 - tautologies of doing FTA off record**. This strategy was used because S wanted to prevent himself from doing FTA toward H's positive face. There were two possible intentions in this utterance. The first was that S wanted to say that the hearer was really a fool because he knew the wrong key of success. The second one was that S wanted to say that the fool was other peddlers who had that key of success. S let H interpret the utterance by himself. Hence, S did not have to take a responsibility of the speaker's utterance.

There are social variables influencing the choice of strategy. The first, relative power between S and H was different because S has more power in that room and that talk show than H (P+). The second, social distance between S and H is equal because S and H know each other and their status according to their job was same (D-). The third, absolute rank of imposition in this utterance does not

have any heavy demand to the hearer; S just wanted to know without any intention behind (R-).

Data 17

Politeness: Ah! *Eh*, Ndoro. *Ini* Ndoro *orang sukses*.

(Ah! Oops, Ndoro. Here is a successful man)

Sentilun and Akbar were in the room earlier than Ndoro. Sentilun and Akbar talked Akbar's occupation and keys to becoming successful in Akbar's version when Ndoro came in. Sentilun used this statement to introduce Akbar to his boss.

S uses **strategy 8 – be ironic of doing FTA off record**. S wanted to prevent himself from doing FTA. S did not want to take a responsibility of threatening H's positive face to be appreciated. S chose to make his sentence having more than one clear intention so that it all depended on H to interpret it. The first possible intention was S really said that H was a successful man but the second intention was that H was not a successful man. According the writer's point of view, the second intention is more acceptable because S saw H as a peddler. S was very shocked when S listened to H's thought. H called himself a successful man without being highly educated at college and with being a street vendor who sold candies, cigarettes, and so on. This intention was supported by *Ndoro's* answer which was "why is a street vendor here?". Hence, the speaker's statement meant that H was definitely not a successful man.

Based on the factors influencing the choice of strategy, the writer found a low distance between S and H (D-). It is determined by the different social status

between S and H; S and H know each other and have equal social status as ordinary people having the same job as maid. The power of S was higher than the hearer (P-). S had more power in that place as the host, whereas H's power was only as the guest. The absolute rank of S' statement had not a heavy demand to H (R-). It was based on the relative position between S and H in which S knew the hearer before this meeting held.

Data 18

Politeness: *Nah, itu tahu sopan santun meskipun dari kampung, potongan ayam kampung.* (That's the point. You know manners even though you came from a village and looked like a kampong chicken.)

Sentilun came in the room where Ndoro was there. Sentilun did not come alone, but he came with his friend, Akbar. Before Akbar entered the room, he took off his shoes. It made Ndoro surprised looking at what Akbar did. Ndoro asked Akbar why Akbar took off his shoes before entering the room, Akbar said that it was because the room was clean and tidy. Sentilun used the sentence above responding Akbar's answer.

The speaker used **strategy 8 – joke of positive politeness strategy**. The speaker used this strategy because the speaker thought that the hearer had a same shared background or same shared knowledge. S and H had a close relationship so that it did not threat the face of the hearer. S made H at ease because S appreciated the positive face of the hearer to be liked. This statement contained a criticism toward people who live in town but sometimes their behavior is like hick.

Based on the factors influencing the choice of strategy, the writer found a low distance between S and H (D-). It is determined by the social status between S and H; S and H were close friends and had equal social status as ordinary people working as servant. The power of S was higher than the hearer (P-). S had more power in that place as the host. The absolute rank of S' statement had not a heavy imposition to H (R-). It is based on the relative position between S and H that was close friends.

Data 19

Politeness: *Apa buktinya kamu cerdas?*

(Is there any supporting reason that you are smart?)

At first, Sentilun introduced Akbar to his boss to get permission for letting Akbar becoming his assistant. Then Ngoro asked Akbar to introduce his self. When Akbar introduced his self, he said that he was smart even though he was ugly. Suddenly Sentilun responded Akbar because Sentilun was unsure when Akbar said himself smart.

The speaker uses **strategy 3 – be pessimistic of negative politeness strategy**. This strategy was destined to give a redress toward H's positive face to be appreciated. This strategy could be seen from how the speaker expressed his doubt toward the hearer. Although the speaker and the hearer had an intimate relationship, the speaker did not sure that the hearer was really smart. The speaker was pessimistic that his friend, who came from the same village and had the same background, could be a smart person.

Based on the factors influencing the choice of strategy, the equal social status between S and H made low distance (D-); S and H were close friends and had equal social status working as servant. The power of S was higher than the hearer (P-). S was the host, whereas H's power was the guest. The absolute rank of S' statement had not a heavy demand to H even though S underestimated H (R-). The speaker was brave to be pessimistic to H because S thought that they had the same shared knowledge and S knew everything about the hearer's life.

Data 20

Politeness: *Kamu SMA ikut cerdas cermat tingkat SD? Hebat!* (When you were at Senior High School, you participated in a quiz for elementary student! It's amazing!)

Akbar introduced his self a smart person. Ngoro was unsure of what Akbar said. Ngoro wanted Akbar to give him supporting fact. Then Akbar said that when he was at high school, he joined a quiz for elementary level. He won that quiz. Sentilun and Ngoro who listened to Akbar were really shocked so that Sentilun reacted to Akbar's statement using the utterances above.

The speaker uses **strategy 8 – be ironic** of **doing FTA off record**. The speaker said the opposite of his intent toward the hearer. The real meaning of the speaker's utterances cannot be seen directly. People can finally know the real meaning by looking at the context of the utterances. The speaker's intent of his utterances was that the hearer was not smart but very stupid. The speaker ignored and threatened the positive face of the hearer who wanted to be appreciated.

Based on the factors influencing the choice of strategy, the equal social status between S and H caused less distance (D-); S and H were close friends and had equal social status according to their job as servant. The power of S was higher than the hearer (P-). As the host of the talk show, S owned more power than his guests. The absolute rank of S' statement had not a heavy demand to H even though S laughed in the hearer face (R-).

CHAPTER 5

CONCLUSION

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

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

assistant. The rank of imposition used by Sentilun was aimed to deliver his thought and criticism toward the hearers and others.

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