

**POLITENESS STRATEGIES IN THE TV TALK SHOW**  
***“TALK INDONESIA”***



**A Thesis**  
**Submitted in Partial Fulfillment of the Requirements**  
**for Master's Degree in Linguistics**

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**SEMARANG**  
**2015**

## **CERTIFICATION OF ORIGINALITY**

I hereby declare that this study is my own and that, to the best of my knowledge and belief, this study contains no material previously published or written by another or material which to a substantial extent has been accepted for the award of any other degree or diploma of a university or other institutes of higher learning, except where due acknowledgement is made in the text of the thesis.

Semarang, 23 juni 2015

Rizka Hayati

A THESIS

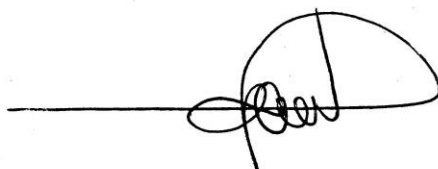
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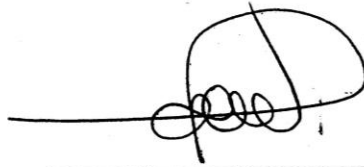
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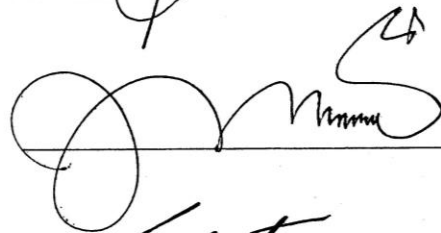
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## ACKNOWLEDGEMENTS

Praise to Allah, the Compassionate, the Merciful. Peace and blessing on the Messenger of Allah, Muhammad the prophet. I wish to express my gratitude to Allah for His blessing and inspiration leading me finish this study.

I also would like to express my fully thanks to:

1. Dr. Agus Subiyanto, M.A as the head of the post graduate program of linguistics at Diponegoro University Semarang.
2. Dr. Deli Nirmala, M.Hum as the secretary of the post graduate program of linguistics at Diponegoro University Semarang.
3. Drs. Ahmad Sofwan, Ph.D., my supervisor who has helped and motivated so much in finishing this thesis. I am grateful to his advice, supervision, crucial contribution and big support during the course of writing this thesis.
4. All lecturers of master program in linguistics at Diponegoro University Semarang who enlarge my knowledge for these several years.
5. My Husband, Pariman for his love and patience, help and support that he always gives it to me.
6. All of my family members for their loves, sympathies and supports so I could finish this final project.
7. My colleagues at Magister of Linguistics UNDIP, who have shared the happiness and sadness together, and those whose names I cannot mention personally. Thank you so much for your helps and supports.

Finally, I expect that this thesis would be useful for further study.

## TABLE OF CONTENTS

|                                                   |     |
|---------------------------------------------------|-----|
| COVER .....                                       | i   |
| PAGE OF TITLE.....                                | ii  |
| CERTIFICATION OF ORIGINALITY .....                | iii |
| APPROVAL .....                                    | iv  |
| VALIDATION.....                                   | v   |
| ACKNOWLEDGEMENTS .....                            | vi  |
| TABLE OF CONTENTS .....                           | vii |
| LIST OF TABLES.....                               | x   |
| LIST OF APPENDICES .....                          | xi  |
| ABSTRACT .....                                    | xii |
| CHAPTER I INTRODUCTION .....                      | 1   |
| 1.1 Background of the Study .....                 | 1   |
| 1.2 Problems Identification.....                  | 7   |
| 1.3 The Purposes of the Study... ..               | 7   |
| 1.4 Significance of the Study .....               | 8   |
| 1.5 Scope of the Study .....                      | 8   |
| 1.6 Definitions of Key terms .....                | 9   |
| 1.7 Organization of the Study... ..               | 10  |
| CHAPTER II REVIEW OF THE RELATED LITERATURE ..... | 12  |
| 2.1 Previous Studies .....                        | 12  |
| 2.2 Pragmatics.....                               | 14  |

|                                                                                         |     |
|-----------------------------------------------------------------------------------------|-----|
| 2.2.1 Politeness Concept.....                                                           | 16  |
| 2.2.2 The Concept of Face.....                                                          | 16  |
| 2.2.3 Face Threatening Acts.....                                                        | 21  |
| 2.2.4 Factors Influencing the Choice of Politeness Strategies.....                      | 22  |
| 2.2.5 The Realization of Politeness strategies.....                                     | 27  |
| CHAPTER III RESEARCH METHOD .....                                                       | 56  |
| 3.1 Research Design.....                                                                | 56  |
| 3.2 Research Data.....                                                                  | 58  |
| 3.3 Technique of Collecting Data.....                                                   | 59  |
| 3.4 Technique of Analyzing Data.....                                                    | 61  |
| CHAPTER IV FINDING AND DISCUSSION.....                                                  | 63  |
| 4.1 Data Findings.....                                                                  | 63  |
| 4.1.1 Kinds of Face Threatening Acts.....                                               | 64  |
| 4.1.2 Politeness Strategies .....                                                       | 76  |
| 4.1.2.1 Bald on Record .....                                                            | 78  |
| 4.1.2.2 Positive Politeness .....                                                       | 84  |
| 4.1.2.3 Negative Politeness .....                                                       | 108 |
| 4.1.3 The Effect of Sociological Variables in the Use of Politeness<br>Strategies ..... | 115 |
| 4.1.3.1 The Influence of Relative Power to The Use of Politeness<br>Strategies.....     | 115 |
| 4.1.3.2 The Effect of Social Distance to the Use of Politeness<br>Strategies.....       | 117 |

|                                                                                           |     |
|-------------------------------------------------------------------------------------------|-----|
| 4.1.3.3 The Effect of the Rank of Imposition to the Use of<br>Politeness strategies ..... | 118 |
| 4.2 Discussion.....                                                                       | 120 |
| CHAPTER V CONCLUSION AND SUGGESTIONS.....                                                 | 126 |
| 5.1 Conclusion .....                                                                      | 126 |
| 5.2 Suggestions .....                                                                     | 128 |
| REFERENCES.....                                                                           | 129 |
| APPENDIXES                                                                                |     |

## List of Tables

| Number<br>of<br>Tables | Title                                                                    | Page |
|------------------------|--------------------------------------------------------------------------|------|
| 1                      | The Distribution of Politeness Strategies Found in <i>Talk Indonesia</i> | 77   |
| 2                      | The Effect of Relative Power to the Use of Politeness Strategies         | 115  |
| 3                      | The Effect of Social Distance to the Use of Politeness Strategies        | 117  |

## **List of Appendixes**

Appendixes 1. Transcript of Guest A

Appendixes 2. Transcript of Guest B

Appendixes 3. Transcript of Guest C

## ABSTRACT

This study deals with the realization of politeness strategies in the TV talk show *Talk Indonesia*. The conversation in the talk show is delivered directly to the public, so it is important to make good and interesting conversation. One of the ways to make good communication is by using politeness strategies. The use of politeness strategies is to build communicative communication which appreciate and considerate the other's face. This study was conducted to find out the FTA, investigate the politeness strategies used by the host, and attempt to reveal the effect of sociological variables in the use of those strategies. This research used descriptive qualitative approach. To obtain the data, several talk shows were observed and chosen, then transcribed orthographically. In doing the analysis, the steps used were identifying the FTA, identifying the politeness strategy, classifying and explaining the politeness strategies based on the theory of Brown and Levinson (1987), then analyzing the sociological variables that influence the realization of politeness strategies. The politeness strategies used by the host were bald on record, positive politeness, and negative politeness. Basically, the host used bald on record when he wanted to make a maximum efficiency in conversation. Positive politeness was used to make rapport and show friendliness. Negative politeness was used when the host gave deference to his addressee, and also to soften his utterance when he asked about sensitive topics. The influence of relative power can be seen in the use of honorific title for addressee who had high relative power, the host did not use it for the addressee who had mid and low power. Next, social distance also influenced the realization of politeness strategies, the higher social distance, is the higher politeness strategies realized by the host. The effect of rank of imposition could be seen when the degree of difficulties in the situation occurred, for example when the host asked about sensitive topic, the higher rank of imposition, is the higher politeness strategies employed by the host.

*Key words: Face, FTA, Brown and Levinson Politeness Strategies (1987), Relative Power, Social Distance, Rank of Imposition, Talk Show*

# **CHAPTER I**

## **INTRODUCTION**

This chapter presents background of the study, problem identification, the purpose of the study, the significance of the study, scope of the study, research method, underlying theory, definitions of key terms, and organization of the study.

### **1.1 Background of the Study**

Language is one of the main points in our life. It is a tool that we use to communicate, interact, and cooperate with others. Language is also a system that helps humans express themselves, convey their message, information, and feeling. This understanding is in line with Kridalaksana (2001: 21) that states language is an arbitrary system which is used by community to cooperate, interact, and identify themselves. People use language as a tool of communication. Communication is the activity of conveying message or information from the speaker to the hearer, so it needs a sender, message or information, and a receiver. Thus, human communication concerns with giving ideas to others and getting exchange of understanding.

Having interaction and communication is a need in our daily life. People communicate to convey their meaning through conversation. In conversation, they need to maintain their utterances in order to get their purpose done or understood. However, not all can do good communication. Sometimes, people can potentially

threat other people's face. In order to reduce the effect of the face threat, people can choose to use politeness strategies. Thus, politeness is one of communication strategies that can be used to build good communication.

People need to concern about their politeness especially in their utterances. Politeness is about how to make an effective and communicative communication, how to influence and be aware of other people's condition, and how to be good friend. Thus, being polite means to be considerate conversational partner. This assumption is related with Wijana (2011) that states in interpersonal rhetoric people need to consider politeness. It means that the concepts of politeness are useful in interaction and it can help to manage the effective conversation, make rapport, and influence people.

Interaction and communication with other people cannot be avoided in our life. The use of politeness as communication strategies absolutely needed in every kind of communication. There are many kinds of communication such as face to face communication, group communication, and also public communication. However, the discussion of politeness does not only deal with face to face or group communication, but it is also important in public communication such as talk show. Talk show is a program where two or more people discuss various topics that is still happening in society (Tamalia, 2013). Moreover, Ramanwong (2009) said that communication in talk show is communication through media, it is a communication delivered directly to the public.

As a communication is delivered directly to the public, one needs to concern and pay attention to his or her choice of language since the public can directly hear, watch, and judge it. The viewers will be aware about the conversation. Thus, people belong to the communication in the talk show actually need to maintain their utterance.

Many factors can affect the success of talk show, such as theme, style, and also the conversation between the participants. Talk show takes conversation as its main part of the show, so the show has to make the conversation run well. The politeness strategies can be used as one of the communication strategies to make a good and interesting conversation. However, in a conversation, one can threat the other people's face by one's utterances. Thus, the host as the one who manages the show has important role in managing the conversation. He or she had to ask and respond question directly between the guests. Politeness strategies can be used to manage the conversation and avoid the face threat. The role of politeness strategy can be considered as an important factor to build a good show.

Talk show gives its viewers entertainment and information. As the entertainment, its aim is to give good performance so people can enjoy it. As a result, it can create social and emotional relationship with them, persuade and encourage the viewers to be the loyal viewers and make high rating show. As the information giver, it becomes the source of information and knowledge, so the show must have clear and interesting language. Therefore, since it is importance for the host to attract viewers'

attention, the host should employ many language techniques to achieve those aims. The host is expected to employ politeness strategies with much care in his show (Pishghadam and Navari, 2012).

However, the function of a talk show is not only to entertain or give information, but also to educate its viewers. Politeness strategies can also be used as language technique to educate people by becoming a good role model in communication. Moreover, besides those aims, the host's communication with his guests is also important. The host as the one who manages the show, in giving question and feedback for his guest, he also needs to consider and his politeness in order to maintain the rapport, appreciate, and give respect to them (Tamalia, 2013).

Thus, good conversation is one of the main important elements in talk show. It is needed because it affects the popularity of the talk show itself, also the host and the guests' public image. Therefore, since it is important for the host to attract viewers' attention and maintain social and emotional relationships with their customers, he/she are expected to employ politeness strategies with much care in his/her show.

The concepts of politeness itself are stated by many linguists, such as; Lakoff, (1972), Fraser (1978), Brown & Levinson's (1987), and Leech (1983). They offer politeness principles as the communication strategies. Leech (1983) said that the role of the Politeness Principle is to maintain the social equilibrium and the friendly relations which enable us to assume that our interlocutors are being cooperative in the first place.

Lakoff (1975) in Pishghadam and Navari (2012) states that politeness is developed to reduce friction in communication. Its purpose is to consider others' feelings, establish levels of mutual comfort, and promote rapport. It is the use of language in smooth communication. Politeness is an important factor in developing effective relationships with people, and any misuse of these strategies can hinder the effective communication, leading to individuals' dissatisfaction and indifference.

The concept of politeness from Brown & Levinson can also be used to make good communication. Moreover, it gives deep comprehension and clear concept about its strategies. It covers the concept of politeness strategies and its sub strategies such as positive and negative politeness. Based on this understanding, the writer uses Brown & Levinson politeness strategies as the theory for this research.

Brown & Levinson (1987) explain the concept of face, face threatening acts, the realization of the strategies, and also the sociological variables that influence the realization of those strategies. There are two kinds of face, positive and negative face. Positive face is face that concerns with self image of people who need that what they do, what they have, or what they believe to be acknowledged. While the negative face is face that concerns with the self image of people that wants to be appreciated as a way that the speaker let them be free in choosing what they want to do (Goffman 1967 in Rustono, 1999).

However, in conversation people can potentially create the threat for the face. The threat for positive face is called positive face threatening act, while the threat for

negative face is called negative face threatening acts. To minimize the face threat, one can use some redressive action such as positive and negative politeness.

In terms of positive politeness, being polite means to express solidarity and friendliness which might be felt as the denial to face-threatening for the addressee such as refusal, disagreement or criticism in order to avoid a potential conflict and hence to maintain harmony in interaction. In terms of negative politeness being polite means to choose the right words to express a respect (Wilamova, 2005).

Moreover, Brown and Levinson also explain the sociological variables that become the consideration in realizing those strategies. In selecting strategies to perform the face-threatening act, the speaker needs to consider the degree of face threat which can be assessed according to some variables. Those variables are social power (P) and social distance (D) and the imposition of the speech act (R) (Brown and Levinson:2009). These variables give influence in choosing which politeness strategies appropriate.

Related to this study, the talk show used in this analysis is *Talk Indonesia*. It is a weekly TV talk show, in English, and guided by Dalton Tanonaka, an international senior reporter. In bringing the show, the host takes a relaxed atmosphere in presenting three topics associated with the economy, politic, culture, personal experience, or other issues which are being hotly discussed in the society. *Talk Indonesia* presents different guest in every episode in which they give opinions and information on the topic being discussed. By having different guests for every

episode, it can reflect the different sociological background as one of the main points to be analyzed in this research.

Based on the background above, this study analyzes the politeness strategies used by the host of *Talk Indonesia* in interviewing his guests by analyzing the FTA occurred in the conversation, the politeness strategies used by the host, and the influence of sociological variables to the realization of the FTA.

## **1.2 Problems Identification**

The background of the study above reveals some problems identification. The problems are:

1. What kinds of face threatening acts occurred in the conversation between the host and his guests in *Talk Indonesia* TV talk show?
2. What politeness strategies are used in *Talk Indonesia* TV talk show?
3. How do the sociological variables influence the use of politeness strategies in the talk show?

## **1.3 The Purposes of the Study**

The purposes of this study are to find out the kinds of FTA occurred in the conversation in the talk show, to find out the politeness strategies used by the host in the talk show, and the third is to find out the influence of sociological variables to the use of politeness strategy.

#### **1.4 The Significance of the Study**

The significance of this study are:

a. Theoretical significance

This study is hoped to give understanding about politeness, especially the use of it in talk show. Moreover, this research is hoped to give comprehensive analysis about the face threatening acts, the use of politeness strategies, and also the influence of sociological variables to the use of those strategies.

b. Practical significance

This analysis can be used as the references for other researchers who want to analyze talk show from the perspective of politeness strategies. This analysis can be used also as a reference to other people in order to make good communication strategies especially in talk show.

#### **1.5 Scope of the Study**

This study analyzes politeness strategies in the TV Talk Show. The theory that is used is Brown and Levinson politeness theory (1987). It covers the concept of face, FTA, the realization of politeness strategies, and the influence of sociological variables in the realization of those strategies. Thus, the writer analyzed the FTA occurred in the conversation in the talk show, the politeness strategies used, and the effect of sociological variables to the use of politeness strategy.

The data of this research are the conversation between the host and his guest in *Talk Indonesia* TV Talk show. It consists of the utterances of the host and his guests. The host utterances were chosen to be analyzed because of the important role of the host in managing his show by asking and giving comment or feedback. The writer then analyzed the utterances in the perspective of politeness strategies by Brown and Levinson (1987). Moreover, the guests' utterances were also taken to be analyzed because sometimes they create face threatening acts against their own face. This research is descriptive qualitative research since it is used the data that comes from the phenomena happened in the society.

### **1.6 Definitions of Key Terms**

#### **1. Face**

Brown and Levinson (1987: 61) stated that face is something that is emotionally invested, and that can be lost, maintained, or enhanced, and must be constantly attended to in interaction. There are two kinds of face, positive and negative face.

#### **2. FTA**

The threatening for face is called face threatening acts (FTA).

#### **3. Politeness strategies**

There are five politeness strategies by Brown and Levinson (1987), namely bald on record, positive politeness, negative politeness, and off record

#### 4. Social distance

Brown and Levinson (1987) states that social distance refers to the degree of social familiarity of the two people

#### 5. Relative Power

Brown and Levinson (1987) states that relative power is the degree to which H can impose his own plans and face to S

#### 6. Rank of imposition

Brown and Levinson (1987: 77) defined imposition as a culturally and situationally defined ranking of impositions by the degree to which they are considered to interfere with an agent's wants of self-determination or approval (his negative- and positive-face wants).

### 1.7 Organization of the Study

This thesis is systematically divided into five chapters. In order to make this research easy to follow, the writer organizes it as follows:

**Chapter I: Introduction.** It includes background of study, which discussed about the fact, purpose of the study, scope of the study, research method, underlying theories, and the organization of writing.

**Chapter II: Review of the Literatures.** It discusses about previous studies, pragmatics, politeness, the concept of face, the sociological variables, and the politeness strategies.

**Chapter III: Research Method.** It includes data presentation that consists of research design, data source, technique of collecting data, instrument of collecting data, and technique of analyzing data.

**Chapter IV: Research Finding and Discussion.**

**Chapter V: Conclusion and Suggestion.** It contains conclusion and suggestion from the writer based on the previous discussion.

## **CHAPTER II**

### **REVIEW OF RELATED LITERATURE**

This chapter presents previous study and underlying theory related to the research topic. There are three studies about politeness in Talks Show which are related to this study. Underlying theory of this study consists of pragmatics, politeness strategies by Brown and Levinson, face, FTA, the realization of politeness strategies, sociological variables, and talk show.

#### **2.1 Previous Study**

The first study is entitled “*Oprah Winfrey: Politeness Strategies in Oprah Winfrey Show*” is written by Ramanwong (2009). This research examined the language used by Oprah Winfrey in her interviews based on the framework of politeness strategy focusing on the positive politeness strategy and negative politeness strategy. Qualitative methods and selective sampling were used in this paper. The results showed that positive politeness strategy was used more frequently than negative politeness strategy and the positive politeness strategy (+15) Give gift to H was used with all of her five guests. Moreover, there are eleven positive politeness strategies and three negative politeness strategies Oprah used.

Second, the study entitled, “*Politeness Strategies in John Grisham’s Novel ‘The Client’*” is written by Fitriana (2007). In this study, the researcher analyzed the utterances portraying the politeness strategies toward four politeness strategies,

namely bald on record, positive politeness, negative politeness, and off record strategies. The descriptive qualitative is used to conduct this research. The reason is to describe and to explain the politeness phenomena in the novel of “The Client” written by John Grisham. In addition, this study presents the data in the forms of words or utterances rather than numbers which rely very much on the rich narrative description. The result of the study shows that four strategies are applied by the portrayed characters in their dialogues. First, Bald on record strategy which is used in the situation in which S wants to achieve the maximum efficiency of his utterance. Second, Positive Politeness Strategy which is used in the condition in which S tries to minimize the distance between expressing friendliness and solid interest. Third, Negative Politeness Strategy which is used in the situation in which S has the main focus on assuming that he may be imposing and intruding on H’s space. The fourth is off Record Strategy which is used in the condition to take some pressures of the hearer.

There are some differences between those three previous studies with this study. For the first study, the analysis only focuses on positive and negative politeness, while this study examined all of the politeness strategies realized by the host. Moreover, the object of the study was Oprah’s utterances in interviewing her guest, while this study examined Dalton’s utterances as the host of *Talk Indonesia*. The second previous study took novel as the object of the study, while this study took a TV talk show as the object.

## **2.2 Pragmatics**

Pragmatics is a branch of linguistics which studies the role of context contributing to the meaning of utterance. There are many definitions of pragmatics stated by some experts. The first is definition from Yule (1996:1) that states “Pragmatics concerns with the study of meaning as communicated by a speaker (or writer) and interpreted by listener (or reader). This study involves the interpretation of what people mean in a particular context, and how the context influence what is said. This study also explores how listener can make inferences about what is said in order to arrive at an interpretation of the speakers intended meaning.

Another definition is stated by Horn and Ward (2006) “Pragmatics is the study of those context-dependent aspects of meaning which are systematically abstracted away from the construction of content or logical form”. Next definition is mentioned by Crystal (1985: 379), “Pragmatics is the study of language from the point of view of users, especially of the choices they make, the constraints they encounter in using language in social interaction and the effects their use of language has on other participants in the act of communication”.

Bublitz (2001 in Schauer, 2009:6) defined pragmatics as the study of communication principles to which people adhere when they interact rationally and efficiently in social contexts. Speakers/writers follow these principles to imply additional meaning to a sentence, and hearer/readers follow these principles to infer the possible meaning of an utterance out of all available options in a given context.

Pragmatics describes the linguistic forms, action patterns and strategies that are used to imply and interpret, which enable interlocutors to comprehend the intended, but not uttered meaning. Mey (2001: 6) defined pragmatics as the study of the use of language in human communication as determined by the conditions of society.

Pragmatics is a subfield of linguistics which studies the role of context contributing to the meaning of utterances. Cruse (2000 in Cummings, 2007: 2) said that pragmatics deals with information aspects that is conveyed through language which is not decoded conventionally that socially agreed in the linguistic form that is used, but it also appears naturally from and depends on the decoded meaning conventionally with its context.

From those definitions of pragmatics, it can be concluded that in general pragmatics is the study involving meaning and context in utterance in communication. It needs speaker or a writer in which their utterances will be interpreted by hearers or readers. This study discusses what speaker means and how context is abstracted from construction content and the logical form influence what is said. Pragmatics is about how the point of view of user in using language, it involves the choice they make, the limit they face in using language in the social context, and the effect of the language use to the other participants. Pragmatics deals with the study of principles in communication which people follow or use when they interact in social context. Pragmatics deals with language in communication and how the conditions of the society determine the choice of language.

### **2.2.1 Politeness Concept**

There are many politeness concepts are stated by many linguists such as Lakoff (1972), Fraser (1978), Brown & Levinson's (1987) and Leech (1983). Lakoff ( in Pishgadam and Navari: 2012) mentions politeness as a system of interpersonal relations designed to facilitate interaction by minimizing the potential conflict and confrontation inherent in all human interchange.

In this research, the writer chose Brown and Levinson (1987) politeness concept as a theory that is used in this research. The writer chose this theory because it offers a clear description of politeness strategies that anybody can directly apply it in real conversation or use it as a tool to analyze conversation. Moreover, the theory explains the strategies in a systematic way, and also shows the relation between language use and the social relationship between the speakers and the hearer. The relationship can be seen in the explanation about the effect of sociological variables to the choice of politeness strategies. Brown and Levinson (1987) are famous with the concept of positive and negative face. Politeness concept in Brown & Levinson covers the concept of face, politeness strategies, and the sociological variables that influence the realization of those strategies.

### **2.2.2 The Concept of Face**

Face is one of the concepts in politeness. It is said that we need to consider about other people's face to get polite conversation. Brown and Levinson (1987: 61)

stated that face is something that is emotionally invested, and that can be lost, maintained or enhanced, and must be constantly attended to in interaction. We can say that face as wants. Face is the needs of every one to be acknowledged, appreciated, and not bothered for doing what they want. Therefore, people's face has to be saved in order make them satisfied.

Brown and Levinson divided the concept of face into two, which are based on the two basic wants of every individual. The first is the basic wants to be approved by others (positive face), the second one is the basic wants that his/her actions and thoughts unimpeded by others, and it is called as negative face. Negative face is the basic claim to the hearer's territories, personal preserves, rights to non distraction, to be free from action and imposition, while positive face is the positively consistent self-image to be claimed by participants.

Positive face is the desire to show involvement with others; negative face is the desire not to offend others. These factors can be used to analyze the kind of rapport which exists in an interaction: for example, a speaker may choose to phrase something differently in order not to offend. Face helps to account for different types of interactive style for example, associated with the expression of distance, deference, or friendliness whose proposed universality is a topic of current research (Crystal, 2008: 184).

Moreover, negative face is face that concerns with the self image of people that wants to be appreciated as a way that the speaker lets them to be free in choosing

what they want to do, while positive face is face that concerns with self image of people that want what they have or done is appreciated and acknowledged (Goffman 1967 in Rustono, 1999).

In general, negative face is the want of everyone that his actions is not disturbed by others, and free from imposition, while positive face is the wants of every member to be appreciated.

### **2.2.3 Face Threatening Acts**

In conversation, people say what they want to say, and sometimes their acts or utterances threaten the other face. Other people's faces have to be saved in order to make them satisfied and reach the goal of conversation. However, in communication, people can potentially threat other people's face. The threatening for other face is called face threatening acts (FTA). The threat for positive face is called as positive face threatening acts, while the threat for negative face is called negative face threatening acts. Thus, to minimize the effect of FTA, one can take some redressive action by using politeness strategies. To maintain positive face they could use positive politeness, while to maintain negative face threatening act they can use negative politeness. Even it is just an optional that they also can choose to do the FTA by using Bald on record. Also, one can use the off record strategy to leave the hearer with fuzzy and vague meaning so they have to interpret the meaning by

themselves. For the last option, they can choose to use *not to do the FTA*, or just remain silent.

The choice of politeness strategies is affected by the circumstances and context around the conversation, the interlocutors, the relations between participants, etc. Those things cannot be separated from the analysis of Brown and Levinson theory.

#### 2.2.3.1 Kinds of Face Threatening Acts

Brown and Levinson (1987: 66-67) mention some acts that can threaten face. There are certain kinds of acts that can threaten face. It is the act that runs contrary to the face wants of the addressee or the speaker. Those acts are divided into two, those are the acts that threaten negative face, and the second is the acts that threaten positive face.

##### 2.2.3.1.1 Kinds of Acts that Threaten Addressee's Negative Face

Those acts that primarily threatened hearer's negative face want, by indicating that the speaker does not intend to avoid impeding hearer's freedom of action.

1. Acts that predict the future of the hearer
2. Order and request (S indicates that he wants H do something)
3. Suggestion, advice (S indicates that he thinks H should do some acts)
4. Reminding (s indicates that H should remember to do some acts)
5. Threats, warning, dares (S indicates that he will instigate sanction against H unless he does some acts)

6. Offers (S indicates that he wants to commit himself to do some acts for H)
7. Promises (S commits himself for a future acts for H's benefit)
8. Compliment (S indicates that he likes something of H's)
9. Expression of strong negative emotion toward H, such as hatred, anger, lust.

#### 2.2.3.1.2 Kinds of Acts that Threaten Addressee's Positive Face

Those acts that threaten the positive face wants by indicating that the speaker does not care about addressee's feeling, wants, or on the other word the speaker does not want what the hearer's want. Those acts are:

1. Expression of disapproval, criticism, contempt, ridicule, complaints and reprimand, accusation, insult.
2. Contradictions or disagreement, challenges.
3. Expression of violent emotions.
4. Irreverence, mention taboo topic.
5. Bringing bad news about H.
6. Raising of dangerously emotional topic
7. Blatant non cooperation in an activity
8. Use of address terms and other status-marked identification in initial encounters.

#### 2.2.3.1.3 Acts that Threaten Speaker's Negative Face

1. Expressing thanks (S accepts a debt, humbles his own face)
2. Acceptance of H's thanks or H's apology

3. Excuses (S indicates that he thinks he had good reason to do, or fail to do, and act which H has just criticized)
4. Acceptance of offers
5. Response to H's faux pas
6. Unwilling promise and offer

#### 2.2.3.1.4 Acts that Threaten Speaker's Positive Face

1. Apologies
2. Acceptance of a compliment
3. Breakdown of physical control over body, body leakage
4. Self humiliation, shuffling or cowering, acting stupid, self contradicting
5. Confession, admission of guilt or responsibility, for having done or not done an act
6. Emotion leakage; non control laughter and tears.

#### **2.2.4 Face Saving Acts**

Face saving acts is acts when the speaker says something that lessens the possible threat that comes from the interpretation of some action (Yule 1996: 61). To save the face, the speaker can focus on what face that he or she wants to satisfy. To save positive face, the speaker needs to use positive politeness. To save the hearer's negative face, the speaker needs to use negative politeness.

Positive-face saving acts Lessen the threat to the need to be accepted/liked/treated as member of same group A positive politeness strategy: expresses solidarity (stressing closeness between speaker and hearer). Negative-face saving acts Lessens the threat to the need to be independent/have freedom of action/not be imposed on A negative politeness strategy: expresses deference (stressing the hearer's right to freedom).

### **2.2.5 Factors Influencing the Choice of Politeness Strategies**

There are some factors that influence the choice of politeness strategies, the first is the intrinsic payoffs, the second is the relevant circumstances, and the third is the integration of assessment of payoffs and weighting of risk in the choice of strategies. Brown and Levinson (1987: 71-72) describe and explain the factors as follows:

#### **2.2.5.1 The Intrinsic Payoffs: A priori consideration**

Brown and Levinson give the complete list of payoffs associated with each of the strategies, derived on priory grounds.

1. By doing on record, a speaker can potentially get any of the following advantages: he can enlist public pressure against the addressee or in support himself, he can get credit from honesty for indicating that he trusts the addressee; he can get credit for outspokenness, avoiding the danger of being seen to be a manipulator, he can avoid the danger of being misunderstood; and

he can have the opportunity to pay back in face whatever he potentially takes away by the FTA.

2. By doing off record, a speaker can get advantage in the following ways: he can get credit for being tactful, non-coercive, he can less risk of his act entering the gossip biography” that others keep on him, and he can avoid responsibility for the potentially face-damaging interpretation. Furthermore, he can give (no-overtly) the addressee an opportunity to be seen to care for S (and thus he can test H`s feelings toward him).
3. By doing on record with positive politeness, a speaker can minimize the face threatening aspects of an act by assuring the addressee that S considers himself to be ‘of the same kind’, that he likes him and wants his wants.
4. By doing on record with negative politeness, a speaker can benefit in the following ways: he can pay respect and deference to the addressee in return for the FTA, and can thereby avoid incurring a future debt; he can maintain social distance, and avoid the threat ( or the potential face loss) of advancing familiarity towards the addressee, etc.
5. By not doing the FTA, the pay off for fifth strategic choice, is simply that S avoids offending H at all with this particular FTA, of course S also fails to achieve his desired communication

#### 2.2.5.2 The circumstances: sociological variables

According to Brown and Levinson there are three sociological variables that can influence the choice of politeness strategies (1987: 74), those are the social distance, relative power, and absolute ranking of impositions in the particular culture.

1. The social distance

Brown and Levinson (1987) mention social distance refers to the degree of social familiarity of the two people. It refers to the close relationship between interlocutors. Social distance is a symmetric relation, which means the level of social distance is in line with the level of politeness strategies. It can be based on an assessment of the frequency of interaction and the kinds of material or nonmaterial goods between speaker and hearer. One important thing in assessing social distance is based on stable social attributes. Thus, the example can be seen in the conversation between family members. Familiars usually are more casual each other. In low social distance relationship, the politeness strategies should be low. On the other hand, the higher relationship in social distance the higher politeness strategies should be employed. Social distance can consist of elements of feeling, or liking, or interactive closeness. Social distance is a function of similarity or differences between the participants often determined by the frequency with which they interact. Brown and Levinson (1987: 77) also state that the reflex of social closeness is the reciprocal giving and receiving positive politeness.

2. The relative power

The next variable is relative power. Brown and Levinson (1987) mention relative power is the degrees to which H can impose his own plans and face to S. Powers refer to the status, ranking, or social station. The reflex of great relative power differential is giving deference. It means that the influence of relative power to the realization of politeness strategies can be seen in the use of deference to the addressee. Relative power has asymmetric relation. If the power relation of the speaker is higher than the hearer, so the politeness strategies used by the speaker are expected to be low.

The example of relative power can be seen in the following examples. A man from a low caste in south India who approaches a Brahman in ritual services will give the Brahman great deference. On the other hand, when the Brahman comes to visit the low caste man as a government official, it will be the Brahman who treats the man with great deference or even servile attitude. Another example is a conversation between a college student with his Professor. The student that has low relative power will give deference to the professor; he could use negative politeness to maintain it. In the other hand, the professor can use bald on record in giving feedback for his students because he has higher relative power. However, Power can be institutional, as in the relationship between employee and employer, or individually determined within a specific relationship (Gray, 2009: 14).

Morand (2002) gave opinion about the participant with low and high relative power. Participants with low relative power are predicted to use greater amounts of politeness. On the other hand, the participant with high relative power is not restricted from using politeness.

Van Dijk (1989 in Gray, 2009: 20-21) stated some properties in evaluating relative power, those are:

- A and B must both be aware of the power differential between them.
- Relationships between groups, classes, or other social formations, and members of those groups.
- The ability for A to control B's actions, where A and B are individuals or groups.
- Power needs a basis, e.g. wealth, position, privileges, or membership in a majority group.
- Power may be domain specific, i.e., teacher - student in a school setting.

Gray (2009) said that gender and age are usually associated with power. Men are more powerful than women and elders are more privileged than youth. Fairclough (1992: 34) said that there are power relations between women and men, between ethnic groupings, between young and old. Furthermore, another opinion by Ogierman (2009: 28) Social power can also be seen as inherent in factors such as age and gender. Mc Mann, Dailey, Giles, and Ota (2005 in Gray, 2009) said that younger people are less powerful and

thus should be more polite. It means that the older people have higher relative power than the younger. Thus, gender, age, ranking, status can be the basic of deciding the degree of relative power between participants.

### 3. The absolute ranking (R) of impositions in the particular culture

Next variable is the absolute ranking of imposition in the particular culture. Brown and Levinson (1987: 77) defined imposition as a culturally and situationally defined ranking of impositions by the degree to which they are considered to interfere with an agent's wants of self-determination or approval (his negative and positive face wants). It refers to the degree of difficulties in the situation occur during the conversation. The rank of imposition is ranked according to the cost of the FTA. If the rank of the imposition is high, the speaker should employ high politeness strategies.

#### 2.2.5.3 The integration of assessment of payoffs and weighting of risk in choice of strategies.

The third is the relation between the first and the second factor. There are many general reason and social motivations for using various technique of politeness such as positive and negative politeness. Those techniques operate as a kind of social accelerator and social brake for decreasing or increasing social distance in relationship, relative power, and rank of imposition, regard or regardless of FTA.

### **2.2.6 The Realization of Politeness Strategies**

Brown and Levinson politeness strategies are strategies that developed in order to save the hearer's face. Face refers to the respect that an individual has for him or herself, and maintaining the 'self-esteem' in public or in private situation. Brown and Levinson divided their politeness strategies as the following, they are: Bald on Record, Positive Politeness, Negative Politeness, and off record.

Politeness strategies support people to keep other's face in interaction because all of people have face and they have desire to be appreciated or not to be disturbed. If another person does not cooperate or does interact well with them, they would be embarrassed and humiliated and losing their face. Therefore, politeness strategies are developed for the main purposes of dealing with the FTA's in order to save the hearer's face and usually it is used to avoid embarrassing the hearers or making them feel humiliated and uncomfortable.

Speakers can use many strategies to avoid and minimize the FTA to the hearers by using some politeness strategies based on Brown and Levinson's theory. Brown and Levinson (1978: 65) present four strategies to face "threatening face", Bald on Record, Negative Politeness, Positive Politeness, and Off-Record-indirect strategy.

In general, Brown & Levinson (1987) said that the prime reason for bald on record usage may be stated simply: in general, whenever S wants to do the FTA with maximum efficiency more than he wants to satisfy H's face, even to any degree, he

will choose the bald-on-record strategy. Positive face represents the want of every participant of conversation that his/her wants be desirable to at least some others. Meanwhile, the negative face represents the want of every participant of conversation that his/her actions are not disturbed by others. While off record is a communicative act is done off record if it is done in such a way that it is not possible to attribute only one clear communicative intention to the act. The more explanation about those strategies is as follows.

Strategies for doing FTA fall into two major cases, the first is Do the FTA, and the second is don't do the FTA. This research focuses on the politeness strategy that "Do the FTA", and this strategy itself is divided into two major kinds, namely on record and off record.

#### 2.2.6.1 On record

An actor goes on record in doing an act if it is clear to participants what communicative intention led the actor to do something. Brown and Levinson (1978: 68). On record itself is divided into two mechanism, those are without redressive action (baldly) and with redressive action.

##### 2.2.6.1.1 Without Redressive Action, baldly (Bald on record)

Bald on-Record strategy provides no effort of the speakers to minimize the impact of FTA. The speakers usually shock the hearers, embarrass, or make them feel uncomfortable. The prime reason for doing bald-on record is whenever S wants to do FTA with maximum efficiency more than he wants to satisfy H's face, even to any

degree, he will choose the bald-on-record strategy (Brown & Levinson, 1986: 95). However, this type of strategy is commonly found with people who know each other well, and comfortable in their environment such as close friend and family. There are two cases of bald on record strategies:

A. Cases of non-minimization of the face threat,

The examples for this case is someone talking in great urgency or desperation, found in talking with a noise channel, or when S want to satisfy H's face is small, either because S is powerful and does not fear of retaliation or non-cooperation. Sometimes it occurs in cases of doing the FTA is H's interest. Thus, doing the FTA, S conveys that he does care about H, so that no redress is required. Thus, sympathetic advice or warnings, comforting advice may similarly be non redress, granting permission for something that H has requested, the usage (of imperative for actions directly in H's interest) give rise to a host of cliché farewell formulae, as in the English 'advice' delivered to those departing on a trip

When maximum efficiency is very important, and this is mutually known to both S and H, no face redresses is necessary. In cases of great urgency or desperation, redress would actually decrease the communicated urgency. For examples:

- Help!
- Watch out! There's a snake!

Where S speaks as if maximum efficiency were very important, he provides metaphorical urgency for emphasis. Good examples of this are found in attention-getters used in conversation:

- Listen, I've got an idea
- hear me out.
- look, the point is this.

This metaphorical urgency perhaps explains why orders and entreaties (or begging), which have inverted assumptions about the relative status of S and H, both seems to occur in many languages with the same superficial syntax – namely, imperative.

Another motivation for bald-on –record (non-redressed) FTA is found in cases of channel noise, or where communication difficulties exert pressure to speak in maximum efficiency, for ex:

- When S is calling across a distance
- Talking on the phone with bad connection

Where the focus of interaction is task-oriented, face redress may be felt to be irrelevant, ex: lend me a hand here, give me the nails. Such task orientation probably accounts for the paradigmatic form of instructions and recipes. Ex: turn left, add three cups of sugar.

Another case is when S want to satisfy H's face is small, either because S is powerful and does not fear of retaliation or non-cooperation from H, example :

bring me sugar. The next case is because S wants to be rude, or doesn't care about maintaining face. A good example of socially acceptable rudeness comes in teasing or joking. Ex : when teasing the baby one may say : cry, get angry. Without risk of offending.

A third set of cases where is likely occurs where doing the FTA is primarily in H's interest. Then doing the FTA, S conveys that he does care about H (and therefore about H's positive face), so that no redress is required. Thus sympathetic advice or warnings may be baldly on record, comforting advice may similarly be non redress, granting permission for something that H has requested, the usage (of imperative for actions directly in H's interest) give rise to a host of cliché farewell formulae, as in the English 'advice' delivered to those departing on a trip. Ex.: take care of yourself, enjoy yourself.

#### B. Cases of FTA- oriented bald-on-record usage

The standard uses of bald on record, are usages where other demands override face concerns. Another use of bald on record is actually oriented to face. Three areas where one would employ this strategy is such pre-emptive invitations to occur invitations in all language are : (i) welcoming (or post-greetings), where S insists that H may impose on his negative face; (ii) farewells, where S insists that H may transgress on his positive face by taking his leave (iii) offers, where S insist that H may impose on S's negative face.

##### 2.2.5.1.2 With Redressive Action

By using redressive action, the politeness strategies are divided in two major strategies. Those are positive politeness and negative politeness.

#### 2.2.5.1.2.1 Positive Politeness

Brown and Levinson states that the positive politeness is approached-based, try to show that speaker wants what hearer's wants. This strategy states that they are "the same" in some ways, or that speaker like hearer in order to have hearer's positive face. Brown and Levinson (1987: 101) states that "Positive politeness is redress directed to the addressee's face, his perennial desire that his wants should be thought as desirable". Moreover, Cutting (2008: 46) states that "Positive politeness strategies aim to save positive face, by demonstrating closeness and solidarity, appealing to friendship, making other people feel good and emphasizing that S and H have a common goal". Next, "Positive politeness is solidarity oriented, it emphasizes shares attitude and values" (Holmes, 2001: 268). Yule (1996: 64) states that positive politeness leads the requester to appeal to a common goal, and even friendship. Thus, positive politeness used to maintain positive face by demonstrating solidarity, friendliness, friendship, and claiming common ground and S and H are cooperators.

The strategies in positive politeness involve three broad mechanisms, those are claim common ground, convey that S and H are cooperators, and fulfill H's want (for some x). From the three broad mechanisms, it is divided again into 15 strategies.

##### A. Claim common ground

The first mechanism of positive politeness strategies involves speaker that claiming common ground with hearer by indicating that speaker and hearer belong to the same set of people who share specific wants, goals, and values. There are three ways to make this claim, the first is: speaker may convey that some wants (goals, or desired objects) of hearer's is admirable or interesting for the speaker too, or the speaker may stress common membership in a group or category. Thus, emphasizing that both speaker and hearer belong to some set of persons who share some wants are employed in the following strategies.

1. Strategy 1: Notice, attend to H (his interest, wants, needs, goods).

Generally, this output suggests that S should take notice of aspects of H's condition (noticeable changes, remarkable possessions, anything which looks as though H would want S to notice and approve of it).

Examples used as FTA redress include, In English:

- Goodness, you cut your hair! By the way I come to borrow some flour.
- What a beautiful vase this is! Where did it come from.

2. Strategy 2: Exaggerate (interest, approval, sympathy with H).

This is often done with exaggerated intonation or stress, and other aspect of prosodic, as well as with intensifying modifiers.

Example:

- What a fantastic garden you have!
- Marvelous!

- Extraordinary!

The exaggerative or emphatic use of words or particle is another feature of this positive politeness output. For English, they include expression like “for sure, really, exactly, absolutely”.

### 3. Strategy 3: Intensify interest to H.

Another way for S to communicate to H that he shares some of his wants is to intensify the interest of his own (S's) contributions to the conversation, by “making a good story”. This may be done by using the ‘vivid present’, for example ‘pulls H right into the middle of the events being discussed, metaphorically at any rate, thereby increasing their intrinsic interest to him.

Sometimes this can involve switching back and forth between past and present tenses. The use of directly quoted speech rather than indirect reported speech is another feature of this strategy, as is the use of tag questions or expressions that draw H as a participant into the conversation.

The use of directly quoted speech rather than indirect reported speech is another feature of this strategy, as is the use of tag questions or expression that draw H as participant into the conversation, such as “you know?, see what I mean? Isn't it?”. Moreover, a related technique to exaggerate is to overstate, by expressing them dramatically.

### 4. Strategy 4: Use in-group identity marker

S may stress common membership in a group or category. This emphasizes that both S and H belong to some set of persons who share some wants. The positive-politeness strategy of this method is the use in group identity markers. However, the strategies included in this method are: in-group usages of address forms, of language or dialect of jargon or slang, and of ellipsis.

Address forms used to convey such in-group membership include generic names and terms of address, such as Mate, Pal, honey, dear, brother, sister, sweetheart, etc.

Next is the use in-group language or dialect includes the phenomenon of code-switching involves any switch from one language or dialect to another in communities where the linguistic repertoire includes two or more such codes.

Use of jargon or slang related to the use of an in-group language or dialect in the use of in-group terminology. By referring to an object with a slang term, S may evoke all the shared associations and attitudes that he and H both have toward that object. This then maybe used as FTA redress. For example: the use of brand.

“Got any Winston”

The use of Contraction and ellipsis. Because of the reliance on shared mutual knowledge to make ellipsis comprehensible, there is an inevitable association between the use of ellipsis and the existence of in-group shared knowledge. For example, in order for the utterance ‘nails’ to be interpretable, S and H must share some knowledge about the context that makes the utterance understandable. It

perhaps for this reason that the use of ellipsis and contractions associated with positive politeness, and therefore the presence of ellipsis may mark an utterance as being positively polite.

Examples: Mind if I smoke?

#### 5. Strategy 5: Seek agreement

Agreement can be stressed by seeking safe topic or by repeating part or all of what the preceding speaker has said in a conversation.

- Safe topics

Another characteristic way of claiming common ground with H is to seek in which it is possible to agree with him. The raising of ‘safe topics’ allows S to stress his agreement with H and therefore to satisfy H’s desire to be ‘right’, or to be corroborated in his opinions. The weather is a safe topic for virtually everyone, as is the beauty of gardens, the incompetence of bureaucracies. The more s knows about H, the more close to home will be the safe topics he can pursue with H

- Repetition

Agreement may also be stressed by repeating part or all of what the preceding speaker has said, in a conversation. In addition to demonstrating that one has heard correctly what was said (satisfying output 1: Notice, attend to H), repeating is used to stress emotional agreement with the utterance (or to stress interest and surprise).

A: John went to London this weekend!

B: To London.

Often such repeats go back and forth for several conversational turns; so that nuances of surprise, approval, or disapproval or simply emphatic assertion, also, the use of particle that function to indicate emphatic agreement, just as in English the addressee often utters ‘yes’, ‘uhuh’, ‘really’.

#### 6. Strategy 6: avoid disagreement

The ways to convey avoid disagreement are:

- Token agreement

It means that the desire to agree or appear to agree with H leads also to mechanism for pretending to agree. For example, the speaker responds to a preceding utterance with “*Yes, but.....*” rather than a direct “*No*” to appear the agreement or to hide the disagreement.

A parallel strategy is involved in the ‘rule of Contiguity’ (Sacks 1973) which states that answer should follow questions but are displaced to soften disagreement, as in the following:

A: Yuh coming down early?

B: well I got a lot of things to do. I don’t to do. I don’t know. It won’t be too early.

- Pseudo agreement

Another example of apparent or pseudo-agreement is found in English in the use of ‘then’ as a conclusory marker, an indication that the speaker is drawing a conclusion to a line of reasoning carried out cooperatively with the addressee. This may refer to a genuine prior agreement, for example:

Ex.: I'll meet you in front of the theatre just before 8.0, then.

Where 'then' points to a conclusion of an actual agreement between S and H. English 'so' works in a similar way :

Ex.: 'So when are you coming to see us?'

But 'then' and 'so' are often used where there is in fact no prior agreement; by pointing to 'a fake' prior agreement they call upon the cooperative agreement associations, as in: 'I'll be seeing you then'

- *White Lies*,

It is the positive politeness strategy used by the speaker to avoid disagreement, where S, when confronted with the necessity to state an opinion, wants to lie rather than damage H's positive face. In Tzetel one conventionally avoids a confrontations when refusing a request by lying, pretending there are reasons why one cannot comply.

Example: Oh I can't. the batteries are dead.

- Hedging opinions

Alternatively, S may choose to be vague about his own opinions, so as not to be seen to disagree. We have seen that one positive politeness output (strategy 2) leads S to exaggerate, and this is often manifested by choosing words at the extremes of the relevant value scale. Thus words like the following may abound in positively talk; marvelous, fantastic, ghastly, devastating, as well as intensifying modifier such as absolutely, completely, and the like. Now clearly choosing strategy 2 using such

extremes to characterize one's opinions is risky, in light of the desire to agree – that is, risky unless S is certain of H's opinion on the subject.

For this reason, one characteristic device in positive politeness is to hedge these extremes, so as to make one's own opinion safely vague. Normally hedges are a feature of negative politeness, and we discuss them below in more detail in that connection, but some hedges can have this positive – positive function as well, most notably (in English) : sort of, kind of, like, in a way. For example :

‘I really sort of (think, hope, wonder)...’

‘It's really beautiful, in a way.’

‘I don't know, like I think people have a right to their own opinions.’

‘Ah, the weather's bad like.’

These hedges may be used to soften FTAs of suggesting or criticizing or complaining. By blurring the speaker's intent:

‘You really should sort of try harder.’

‘You really are sort of loner, aren't you?’

The hedges in these sentences serve to avoid a precise communication of S's attitude. Perhaps this derives from the fact that these hedges also function as markers of metaphors, as in:

‘That knife sort of ‘chews’ bread.’

## 7. Strategy Presuppose/ raise/ assert common ground

- Gossip, small talk.

Positive politeness strategy 7 can be done by gossip or small talk. The value of S's spending time and effort on being with H, as a mark of friendship or interest in him, gives rise to the strategy of redressing an FTA by talking for a while about unrelated topics. S can thereby stress his general interest in H, and indicate that he has not come to see H simply to do the FTA, even though his intention to do it may be made obvious by his having brought a gift. This strategy for softening request – at least, requests for favours – is commonly used in Tenejapa. Or may be S gives rise to the strategy of redressing an FTA by talking a while about unrelated topics.

- point of view operations

- personal-center switch: S to H. this is when S speaks as if H were S or H's knowledge were equal to S knowledge. The others is by Time switch, Place switch, Avoidance of adjustment of reports to H's point of view, Presupposition manipulations, Presuppose knowledge of H's wants and attitudes, Presuppose H's values are the same as S's values, presuppose familiarity in S-H relationship, Presuppose H's knowledge

#### 8. Strategy 8: Joke

Joke is a basic positive-politeness technique used to minimize the FTA. Since jokes are based on mutual shared knowledge and values, jokes may be used to stress that shared background or those shared values. Ex : for putting H "at ease",

'Ok if I tackle those cookies now?

Jokes may be used as an exploitation of politeness strategies as well, in attempts to redefine the size of the FTA

#### B. Convey that S and H are cooperators

This is the second major class of positive-politeness strategies derived from the want to convey that the speaker and the addressee are cooperatively involved in the relevant activity, and they achieve goals in domain. The strategies that may be derived from this major class of positive politeness are:

##### 9. Strategy 9: Assert or presuppose S knowledge of and concern from H's wants.

One way of indicating that S and H are cooperators, and thus potentially to put pressure on H to cooperate with S, is to assert or imply knowledge of H's wants and willingness to fit one's own wants with them.

##### 10. Strategy 10: Offer and promise

Offer and promise can indicate that S and H are cooperators. Whatever H wants, S wants for him and will help to obtain. Offer and promise demonstrate S's good intentions in satisfying H's positive face wants.

##### 11. strategy 11: Be optimistic

The other side of the coin, the point of view flip that is associated with the cooperative strategy, is for S to assume that H wants S's wants for S and will help him. Optimistic expressions of FTAs are one outcome of this strategy (and constitute

perhaps the most dramatic difference between positive politeness and negative politeness ways of doing FTA).

12. Strategy 12: Include both S and H in the activity

By using an inclusive 'we' form, when s really means "you" or "me", he can call upon the cooperative assumption and thereby redress FTAs.

Example: Let's have a cookie, then.

13. Strategy 13: Give (or ask for) reasons

Another way of indicating that S and H are cooperators is by including H in the activity, for S to give reasons as to why he wants. In other words, giving reasons is a way of implying "I can help you" or "you can help me", and a way of assuming cooperation, a way of showing what help is needed.

14. Strategy 14: Assume or assert reciprocity

The existence of cooperation between S and H may also be claimed or urged by giving evidence of reciprocal rights or obligations obtaining between s and H, thus in effect, s may say, "I'll do X for you if you do Y for me".

C. Fulfill H's want for some X

Deciding to redress H's face directly by fulfilling some of H's wants. It is indicating that he (S) wants H's wants for H, in some particular respect.

15. Strategy 15: Giving gifts to H (goods, sympathy, understanding, cooperation).

S may satisfy H's positive-face wants by actually satisfying some of H's wants, such as giving goods, sympathy, understanding, cooperation)

#### 2.2.5.2.2 Negative Politeness

Brown and Levinson (1987: 129) states that "Negative politeness is redressive action addressed to the addressee's negative face: his want to have his freedom of action unhindered and his attention unimpeded". This strategy is said as the heart of respect behavior. Cutting (2008: 45) mentions negative politeness pays attention to negative face by demonstrating the distance between interlocutors and avoiding intruding on each other's territory. Negative politeness pays people respect and avoids intruding them. Negative politeness involves expressing oneself appropriately in terms of social distance and respecting status differences, (Holmes, 2001: 268). Negative politeness is derived from negative face. Negative politeness strategy main focus is on assuming that one may be imposing and intruding, in other words, speaker attempts to minimize the imposition on H or acknowledge H's negative face.

Negative politeness is associated primarily with directive speech acts and variation in the degree of imposition. Moreover, Negative face is the basic claim to territories, personal preserves, rights to non-distraction--i.e. to freedom of action and freedom from imposition, while positive face is the positive consistent self-image or 'personality' (crucially including the desire that this self-image be appreciated and approved of) claimed by interactants (Brown and Levinson 1987: 61).

This strategy assumes that there might be some social distance or awkwardness between speaker and hearer and it is likely to be used whenever a speaker wants to put a social brake on his interaction (Brown and Levinson, 1987). It is also impersonal and it can include expressions that refer to neither the speaker nor the hearer. Its language emphasizes the speaker's and the hearer's independence. For instance, "*There is going to be a party, if you can make it. It will be fun*", and not "*Come on, let's go to the party. We'll have fun*". (Yule, 1996) said that negative politeness is also known as respect politeness where every participant in the social process has the need not to be disturbed and to be free.

According to Brown and Levinson (1987: 130) there are some strategies that may be included in negative-politeness, they are:

A. Be direct

Formal politeness sometimes directs one to minimize the imposition by coming rapidly to the point, avoiding the further imposition of prolixity and obscurity.

1. Strategy 1: Be conventionally indirect

Indirect means not saying what really mean to soften the utterance. Indirect speech acts can be included in this strategy. The use of indirect request is the example of this strategy. "*I don't suppose I could possibly ask you for a cup of sugar, could I?*"

B. Don't presume/assume about H's wants

This type tries to avoid assuming that anything in FTA is desired or believed by H. It is stressed by hedging such assumptions in the form of word and phrase that modify the degree of predicate membership.

## 2. Strategy 2 : Question, hedge

In the literature, a 'hedge' is a particle, word or phrase that modifies the degree of membership of a predicate or noun phrase in a set. For instance, "*John is true friend*", "*I wonder if you could help me out!*"

## C. Don't coerce H

By avoiding coercing H's response means that S gives H the option not to do a certain act. By avoiding coercion of H means that S minimizes the threat by clarifying S view of the P, D and R values. It covers three strategies, those are:

## 3. Strategy 3: Be pessimistic

This strategy gives redress to H's negative face by explicitly expressing doubt that the conditions for the appropriateness of S speech act obtain, such as, "*Could you do X?*", "*could you jump over that five-foot fence?*".

## 4. Strategy 4: Minimize the imposition (Rx)

The strategy is used to minimize one's own action or goods to the addressee. For example, "*Could I borrow your pen just for a minute?*"

## 5. Strategy 5: Give deference

There are two sides to the coin in the realization of deference which has double side nature; the first is the raising of the other, and the second is lowering of

one self as clearly shown in honorific systems. By honorific, we can understand direct grammatical encoding of social status between participants or between participants and person or thing referred to in the communication event. For example, “*Excuse me, Sir, could you show me the way to the bank?*” or “*Excuse me, can you show me the way to the bank?*”

#### D. Communicate S want not to impinge on H

Indicate that S is aware and he takes account in his decision to communicate the FTA is one of the ways to satisfy H’s negative face. There are two basic ways to communicate the FTA, namely:

#### 6. Strategy 6: Apologize

By apologizing for doing an FTA, the speaker can indicate his reluctance to impinge on H’s negative face and thereby/therefore redress that impingement partially. It is one way to partially satisfy H’s negative face demand by indicating that S is aware of them and taking them into account in his decision to communicate the FTA. There are, at least, four ways to communicate regret or reluctant to do the FTA:

##### a. Admit the impingement

S can simply admit that he is impinging on H’s face, with expression like “*I hope this isn’t going to bother you too much*” or “*I’m sure you must be very busy, both.....*”, or “*I know this is a bore, but please listen to it once more*”.

##### b. Indicate reluctance

S can attempt to show that he is reluctant to impinge on H with the use of hedges or by the expression such as, *“I don’t want to bother you, but please tell her to call me tonight”*.

c. Give overwhelming reasons

S can claim that he has compelling reasons for doing the FTA, thereby it implies that normally he would not dream of impinging H’s negative face, such as, *“Can you possibly help me with this, because I simply can’t manage it”*.

d. Beg forgiveness

S may beg it is forgiveness by saying, for example, *“Excuse me, but...”* or *“I’m sorry to bother you...”*.

7. Strategy 7: Impersonalize S and H

It is one of negative-politeness strategies that avoid the use of the “I” and “you” pronouns. This strategy aims at making generalization of S and H. it is stressed by the use of performative verb, imperative, impersonal verb, passive voice, etc. For example, *“OK class, pay attention to this picture”*.

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

This strategy shows that S is forced by some circumstances in stating FTA based on social rule, regulation, or obligation. For instance, *“I’m sorry, but late comers can’t be seated till the next interval”*.

9. Strategy 9: Nominalize

The important thing in nominalizing the subject of the utterance is to make the utterance more formal. For example, “*I’m surprised that you failed to replay*”.

#### E. Redress others’ wants of H

This is the higher strategy of negative politeness that consists of offering partial compensation for the face threat in FTA. It shows that negative politeness attends to other wants can be derived (H’s desire for territorial integrity and self determination). It covers one strategies, namely:

##### 10. Strategy 10: Go on record as incurring a debt or as not indebting H

S can redress the FTA by explicitly claiming his indebtedness to H, by means of expression such as the following, for request, “*I’ll never be able to repay you if you...* ”, and “*It wouldn’t be any trouble; I have to go there right now anyway*”. Those are two kinds of politeness and the strategies that are included on positive politeness and negative politeness. However the use of negative politeness will employ speech politer than positive politeness, because as it is based on the scheme of possible strategies for doing FTA. However, the scheme is numbered based on the degree of politeness.

#### 2.2.5.2 Off record

An actor goes off record in doing A, then there is more than one unambiguously attributable intention so that the actor cannot be held to have committed himself to one particular event” as stated by Brown and Levinson (1978:

69). A communicative act is done off record if it is done in such a way that it is not possible to attribute only one clear communicative intention to the act. In other words, the actor leaves himself an “out” by providing himself with a number of defensible interpretations. Off record strategy has the main purpose of taking some pressures off of the hearer. In this case, the speaker performs an act in a vague manner that could be interpreted by the hearer as some other acts. Such an off record utterance usually uses indirect language that constructs more general utterance or actually different from what one mean. Therefore, the interpretation of the utterance greatly depends on the existence of contexts that frames up the utterance. Brown and Levinson (1987) have also explained some classes that lie on off record strategy they are as follows:

#### A. Invite Conversational Implicatures

If speaker does the FTA indirectly, he must give H some hopes that H picks up and interprets what S really means to say. In conversational implicature context is mostly needed to interpret the real meaning of off record utterances. This class covers some strategies, such as:

##### 1. Strategy 1, Give hints

If S says something that is not explicitly relevant, so he invites H to search for interpretation of the possible relevance, this considers as a violation of relevance maxim. Giving a hint means raising the issue of act A by stating reason for doing act A. For instance, “*This soup is a bit bland*” (means to pass the salt).

## 2. Give association clues

This strategy is provided by mentioning something associated with the act required of H, precedent in S-H's experience and mutual knowledge irrespective of their interactional experience. Euphemism for taboo topic is also derived from this kind of implicature. For example, " *Are you going to market tomorrow? There is a market tomorrow, I suppose*" (means to give him a ride to the market).

## 3. Presuppose

This strategy provides that the utterance might be almost relevant in context. For instance, "*I washed the car again today*", in this matter S presupposes that he has done it before, so he implicates a criticism by using *again* to make it relevant with the prior event. Leech classified the politeness principal into two categories, absolute and relative politeness. Absolute politeness refers to general norms that are conducted similarity by every language and relative politeness refers to the special norms conducted by certain speech community because it follows the dimension and standard of those communities, therefore relative politeness is highly varied. There are several rules in order to conduct politeness to run the speech or conversation well. Leech quoted by stated that linguistic politeness includes several rules as follow: Firstly, rule of attention that minimizes the limit and maximizes the profit of others. Secondly, rule of kindness that minimizes the profit of own and maximizes the profit of others. Thirdly, rule of respectfulness that minimizes the impoliteness of others

and maximizes the respect of others. The forth is rule of simplicity that minimizes the praise of own and maximizes the praise of others.

#### 4. Understate

Understatement is one way of generating implicatures by saying less than is required. Typical ways of constructing understatements are to choose a point on a scalar predicate that is well below the point that actually describes the state of affairs, or to hedge a higher point which will implicate the lower actual state of affair.

#### 5. Overstate

If S says more than is necessary, thus violating the quantity Maxim in another way, he may also convey implicatures. He may do this by the inverse of the understatement principles, that is by exaggerating or choosing the point of view on a scale which is higher than the actual state of affairs. Here, however, the implicatures often lie far beyond what is said. For example:

- there were million people in the coop tonight!

#### 6. Use tautologies

A third method of generating inferences by violations of the quantity maxim is to utter patent and necessary truths. By uttering tautologies, S encourages H to look for an informative interpretations of the non informative utterance. Example :

- War is war

- boys will be boys

#### 7. Use contradiction

By violating the quality maxim, S forces H to find some implicatures that preserve the quality assumption which is perhaps the most basic principle of language usage. Contradictions, as well as ironies, metaphors, and rhetorical questions considered in the following three sections, all involve violations of the quality maxim. By saying two things that contradict each other, S makes it appear that he cannot be telling the truth. This thus encourages H to look for interpretation that reconciles the two contradictory propositions, for example:

A : are you upset about that?

B : well, Yes and no

#### 8. Strategy 8, Be Ironic

By saying the opposite of what he means, again a violation of quality, S can indirectly convey his intended meaning, if there are clues that his intended meaning is being conveyed indirectly. Such clues may be prosodic, kinesics, or simple contextual. Ironic may be combined with understatement. Example:

- I think maybe John just might be a little bit of a genius.

#### 9. Use Metaphors

Metaphors are further category of quality violations, for metaphors are literally false. The use of metaphor is perhaps usually on record, but there is a possibility that exactly which of the connotations of the metaphor S intends may be off record. Example:

- Harry is a real fish, he swims like a fish.

#### 10. Use rhetorical questions

To ask a question with no intentions of obtaining an answer is to break a sincerity condition on questions, namely, that S wants H to provide him with the indicated information. This sincerity conditions straight forwardly follows from the injunction “be sincere”. Example:

- How was I to know...? (I wasn't)

#### B. Be vague or ambiguous

##### 11. Be ambiguous

Purposeful ambiguity may be achieved through metaphor, since it is not always clear exactly which of the connotations of a metaphor are intended to be invoked. Example:

- John's a pretty (sharp) cookie.

##### 12. Be vague

S may go off record with an FTA by being vague about who the object of the FTA is, or what the offence is. Example, in criticism:

- Perhaps someone did something naughty.

##### 13. Over generalize

Rule instantiation may leave the object of the FTA vaguely off record.

Example :

- The lawn has got to be mown.

Similarly for the use of proverbs although their implicatures may be conventionalized to the extent of being on record.

Example:

- a penny saved is penny earned.

#### 14. Displace H

S may go off record as to who the target for his FTA is, or he may pretend to address the FTA to someone whom it wouldn't threaten , and hope that the real target will see that the FTA is aimed at him.

F. Strategy 15, be incomplete, use ellipsis

By leaving an FTA half undone, S can leave the implicature “hanging in the air”, just as rhetorical question :

Example :

Well, I didn't see you...

## **CHAPTER III**

### **RESEARCH METHOD**

This chapter presents research method which consists of research design, research data, technique of collecting data, technique of analyzing data.

#### **3.1 Research Design**

Research designs are plans and the procedures for research that span the decisions from broad assumptions to detailed methods of data collection and analysis (Cresswell, 2008). Method is a particular way in doing something, so research method is a particular way in conducting research. Kind of method that is appropriate to be used in research is decided by referring to the research purpose generated from the problems being analyzed. This opinion is in line with Koentjaraningrat (1983: 7), that said research method is a method used to understand and achieve research purposes. Moreover, Sudaryanto (1993: 9) said that method is a kind of systematical steps and plan made to make research become orderly to achieve its main purposes.

The research method is designed based upon the problems analyzed and the main purpose of the research. The problem which is analyzed in this research is phenomena of politeness in TV talk show. Based on the problem analyzed, the purpose of this study is to describe and analyze how the politeness strategies used in TV talk show. Thus, this research is intended to describe, analyze, and interpret how

the politeness phenomena happened in talk show. The source of data is the conversation between the participants in the show, in the form of oral words or dialogue. Based on this understanding, the method used in this study is descriptive qualitative.

Qualitative research is research that presents the description of data in the form of written or oral words of people and behavior which can be observed (Moleong, 2001: 3). Moreover, qualitative research studies things in their natural settings, attempting to make sense of, or interpreting phenomena in terms of the meanings people bring to them (Denzin & Lincoln, 2005 in Cresswell, 2008). In this study, the writer analyzed the natural phenomena of politeness happened in talk show.

Meanwhile, the writer employed descriptive method in this research. Descriptive method is a kind of research method using technique of searching, collecting, classifying, analyzing the data, interpreting them and finally drawing the conclusion (Surakhmad, 1998). The descriptive research attempts to describe, explain, and interpret conditions of the present. The purpose of descriptive research is to examine a phenomenon that is occurring at a specific place(s) and time. Descriptive research is concerned with conditions, practices, structures, differences or relationships that exist, opinions held, processes that are going on or trends that are evident.

### 3.2 Research Data

Arikunto (1998: 114) states that the data source refers to subject from which the data are obtained. The data source of this research is *Talk Indonesia* TV talk show. All talk shows in *Talk Indonesia* are the population of this research. “Population is all cases, situations, or individuals who share one or more characteristics” (Nunan, 1992:23). To get a comprehensive and deep analysis, samples must be taken. Sample is a subset of individuals or cases from within a population. To decide which talk show that would be analyzed, purposive sampling was used to choose the samples.

Purposive sampling is the samples that are likely to be chosen in a deliberate manner (Yin, 2011:88). The reason in taking the samples was based on the sociological variables background that the guests had. The sociological variables in this analysis were based on relative power, social distance, and rank of imposition. Thus, the talk show which was chosen must reflect the different level of sociological background. The talk show must reflect different level of social distance, relative power, and rank of imposition.

The first talk show was *Talk Indonesia* with guest A. He was a governor. Since A was a governor, he had high relative power and social distance with the host. The second guest was B, a former TV news anchor and colleague of the host. Since B was the colleague of the host, she had mid relative power and closed social distance

to the host. The last was C. She was a young actress and singer. Since C was the youngest guest, so C had low relative power and mid social distance.

After getting the data source, the writer took the data. Data are something that is analyzed. It can be in the form of picture, words, sentences, phrases, graphs, etc. “Data” refers to a collection of organized information, usually the result of experience, observation, experiment. This may consist of numbers, words, or images, particularly as measurements or observations of a set of variables. (Yin, 2011: 130)

The data of this research are the conversation between the host and his guest in *Talk Indonesia* TV Talk show. It consists of the utterances of the host and his guests. The host utterances were chosen to be analyzed because the host is the interviewer, and as the interviewer he had to manage his show by asking and giving comment or feedback. The writer then analyzed the utterances in the perspective of politeness strategies by Brown and Levinson (1987). Moreover, the guests’ utterances were also taken to be analyzed because sometimes they create face threatening acts against themselves.

### **3.3 Method of Collecting Data**

The writer used four steps in collecting the data, those are observing, selecting, identifying, and the last is transcribing.

#### **a. Observing**

The basic step of collecting the data was observing several talk shows. This step was taken to get some options about talk shows that would be used in the analysis.

b. Selecting

After observing some talk shows, selecting step was conducted to decide which talk shows would be used. The selected talk shows were chosen by identifying the sociological background that the guests had. The sociological backgrounds are relative power, social distance, and rank of imposition. The selected talk show must reflect different level of the guests' sociological background.

c. Identifying

After the writer selected the talk shows, the writer identified the related data in the talk show by watching it. The data are in the form of host's and guests' utterances. The writer watched the talk shows thoroughly and repeatedly to understand and get the deep understanding of the whole content, and decide which data that would be taken and relevant with the analysis.

d. Transcribing

The last step in collecting the data was transcribing the relevant data. It was transcribed orthographically because this study is pragmatic research and it focused on the analysis of politeness strategy.

### **3.4 Method of Analyzing Data**

Once the data have been collected, the data analysis comes as the next step of method in this study. The analysis in this research used descriptive method because its aims are to describe and interpret the phenomena happen in society. Based on Miles and Huberman (1994: 10-11) the data analysis is divided in three concurrent flow of activities, those are data reduction, data display, and conclusion drawing/verification.

#### **a. Data reduction**

Data reduction refers to the process of selecting, focusing, simplifying, abstracting, and transforming the data that appear in transcription. Qualitative data can be reduced and transformed in many ways through selection, summary, paraphrase, and so on. From the data that has been obtained, the writers reduced the data by selecting important things and discarding the unused. The data were reduced based on the research problems and would be guided by the objective to be achieved. Thus, the data simplified and abstracted by selecting the utterances considered contain face threatening acts, politeness strategies, and reflect the influence of sociological variables.

The writer also gave code for the data to make the analysis easier. The coding was based on the guest code and the number of the utterance. The example of the coding was A10, which means it is the conversation with guest A, utterance in turn taking number 10.

b. Data Display

A display is an organized, compressed that permit conclusion drawing and action. The display includes many types of matrix, graphs, charts, and network. All are designed to assembly organized information into an immediately accessible compact form so that the analyst can see what is happening and either draw justified conclusion and move on to the next step of analysis. In this step, the writer tabulated, classified, and explained the FTA occurred and the politeness strategies used by the host based on the theory of Brown and Levinson (1987). Then, the writer analyzed the sociological variables that influence the realization of politeness strategies.

c. Drawing Conclusion

The last step of analysis in this study is drawing conclusion and suggestion. In this step, the writer drew the conclusion by making interpretation based on the analysis that had been conducted. The writer made interpretation about the FTA appeared in the host utterance, the politeness used, and also the sociological background that influenced. The last the writer made some suggestion for the other researchers who wants to conduct the same field of analysis based on the phenomena happened on the analysis.

## **CHAPTER IV**

### **FINDING AND DISCUSSION**

This chapter presents finding and discussion. The writer will present the data that were obtained from the transcription of the utterance of the host of talk Indonesia in interviewing his guests. The data analysis of this chapter is conducted to serve the research problems in chapter I then the data are analyzed based on the theories in chapter II.

#### **4.1. Finding**

This chapter presents the findings which were discussed based on the politeness theory by Brown and Levinson (1987). The data were obtained from three episodes of “Talk Indonesia” on Metro TV. The data are the utterances of the host and guests of Talk Indonesia.

After conducting the analysis, the writer found face threatening acts occurred in the conversation between the host and his guests. The face threatening acts found were face threatening acts that threatened both hearers’ and speakers’ negative and positive face. The face threatening acts which threatened the hearers’ face was delivered by the host. While face threatening acts that threatened the speakers’ face was delivered by the host and the guests.

To maintain the effect of the face threatening, however; face saving acts were also employed. Positive politeness can be used to save the positive face. While negative politeness can be used to satisfy negative face.

Some sociological variables also gave influence to the realization of the politeness strategies. The influence of relative power can be seen in the use of higher politeness strategies when the host spoke to his guest who had higher relative power than him. The influence of social distance can be seen in the use of high politeness strategies to the guests who had high social distance to him. The last was the influence of rank of imposition to the use of politeness strategies. When the rank of imposition was high, the host employed high politeness strategies to lessen the effect of the face threatening acts.

#### **4.1.1 Kinds of Face Threatening Acts**

The first step that the writer conducted in this analysis was identifying the face threatening acts which occurred in the conversation. The face threatening acts was divided into 2 categories, the first is the acts that threatened hearer's face, and the second was the acts that threatened speaker's face. Each category threatened both positive and negative face.

After analyzing the data, the writer found some acts which threatened both hearer and speaker's positive and negative face. Those acts are as follows:

1. Acts that threatened addressee's negative face: giving compliments, asking for personal information, giving suggestion or advice.
2. Acts that threatened addressee's positive face: using address terms and other status marked identifications in initial encounter, expressing disagreement, interrupting talk, expression of criticism, talking about taboo topics, and raising emotional or divisive topics,
3. Acts that threatened speaker's negative face: giving excuses, unwilling promise and offer.
4. Acts that threatened speaker's positive face: confession or admission of guilt or responsibility, self humiliation, acceptance of a compliment.

The examples of those acts are described as follows:

#### 4.1.1.1 Acts that Threaten Addressee's Negative Face

Acts that threaten addressee's negative face are acts that primarily threaten the addressees' or hearers' negative face want by indicating that the speaker did not intend to avoid impeding H's freedom of action. Those acts that found in this analysis were giving compliments, asking for personal information, giving suggestion or advice.

##### Example 1

(They talked about their favorite book. The host asked C to tell him about the last good book she had read)

*H : Ok, C, last good book. (C50).*

C : Ehh, last time it was, I think Stephen Hawkins “The Grand Design” and...

The host asked C to tell him about her favorite book. It was a request for personal information. It was an act that threatened C’s negative face. This threatened C’s negative face because the host imposed C to do something directly. It made C had to do something for the host; told him her favorite book.

#### Example 2

(The host asked B about her favorite high end restaurant)

The host : What is your favorite high end restaurant?

Guest B : Me is.. Big hasara in Thamrin. Because it’s a.. very good, I don’t usually like very Indian food because it ‘s very heavy and have very rich flavor, but it’s very nice, hhh, but I usually come back there because the atmosphere.

The host asked B to tell him her favorite high end restaurant. It was a request for personal information. It was an act that threatened B’s negative face. This threatened B’s negative face because the host imposed B to do something. B had to tell him her favorite high end restaurant. It made B had to do something for the host, told him her high end restaurant.

#### Example 3

(They discussed advertisement that C endorsed. The host gave comment to C because she did not take chicken nugget advertisement, but she took shampoo

advertisement. Then, the host gave comment on guest C hair. He said that her hair looked nice. He noticed guest C's interest, about her hair)

Host : So you don't eat chicken but you do shampoo, *very healthy. Yours looks so nice C111*

Guest C : Thank you very much, any comb actually, I show..

The host's utterance above could threaten C's negative face since the host gave compliment to C about her dancing. It was the expression of admiration which indicated that the host liked something of C's. From this utterance, it can be assumed that the host had reason to think that he may have to take action to protect the object of his desire toward C. Thus, it could make C was not free from imposition.

#### Example 4

(They talked about Jakarta. The host gave suggestion to A to ask an actress to join his program)

Guest A : It's it's... it's a way of life. We need to reeducate people, while we need Jakarta citizen must love got stronger as I said before. And have their sense of belonging to the city of Jakarta increase and then only suddenly we can ask them to improve the participation in the many aspects of life in Jakarta.

The host : *It is started small to have way out? Why don't you have icon like sexy campaign, I don't mean sexy sexy, but...speaking like Jupe. Jupe picking up trash with you, I don't wanna say ... you and Jupe (A90)*

The host's utterance above could threaten A's negative face. The host gave suggestion of what A should do for his job. By giving A suggestion, it made A had to do some acts in the future.

#### Example 5

(The host advised B to used her bag next time)

*The host : Do use it next time you..*

Guest B : Ok, I will, I will

*The host : We'll have lunch and you'll get and bring... B97*

The host gave advice to B to use her bag. It could threaten B's negative face. It indicated that the host thought that B ought to do an act, using her bag. By imposing B to do some acts in the future, it made B was not free from imposition.

#### 4.1.1.2 Acts that Threaten Addressee's Positive Face

Acts that threatened addressee's positive face can be considered as acts which indicates that speaker does not care about the addressee's feeling, wants, or in some important respect, he doesn't want H's want. The acts found in this analysis are using address terms and other status marked identifications in initial encounter, expressing disagreement, interrupting talk, expression of criticism, talking about taboo topics, raising emotional or divisive topics.

#### Example 1

(This was the beginning of the show, The host introduced his guest, B, by mentioning her job before. After he introduced her, the host made a joke about her

job right now in order to make acquaintance and show the close relative between them)

The host : And our guest house this week, *B, former TV news anchor, former colleague of mine, now running around things and doing around things.... all right, more to that lady, later* (B5)

The host's utterance could threaten B's positive face because he used address term and status marked identification in initial encounters. By using status marked identification, the host could potentially misidentify B in an embarrassing way, intentionally or accidentally. In this utterance, the host introduced B and gave comment on what she was doing at the time. The host made a joke, and it can be seen in the sentence "*B, former TV news anchor, former colleague of mine, now running around things and doing around things*". This could potentially misidentify B in an embarrassing way. Thus, the host's utterance potentially threatened B's positive face.

#### Example 2

(After hearing B's opinion, the host tried to make a conclusion and asked her again to support her argument and also give his opinion to give further conclusion about her)

H : *You.... Now B, you have been the target of the conservative, who saw you go from TV news anchor to magazine cover girl, you know.. in sexy poses, how do you answer critic to say that is porn?* (B30)

Guest B : Why, it's just their mind I think, it is just.. I have, well, I have  
boobs, everyone have boobs, every woman has boobs, what's wrong  
with mine?

They talked about sensitive topic for B. Since B has been the target of a conservative group that said her pose in a magazine as porn, it became a taboo topic to discuss. Thus, the utterance above could threaten B's positive face. By having discussion about it, it could make her feel uncomfortable and ashamed.

### Example 3

(A talked about one of his programs. It was waste bank. It was a program where people could bring their waste in that bank, and they would get credit for it. On the other hand, the host said that he did not know about the program and assumed that no one knew about it)

A : Without them is a good idea, we've been doing this already for years, you know, you may not notice that many of the Rukun Warga the neighborhood, the small neighborhood, they already have Bank Sampah, waste bank, where people bring all the household waste to the bank and register it, and they got a credit in return.

H : *Well, we don't know enough about that, see.. that's no one knows about it.*

(A73)

The host's utterance above showed the expression of disagreement. The expression of disagreement could threaten A's positive face because that expression

indicated that the host thought that A was wrong about the issue. The host doubted something valuable for A. Since positive face is want to be approved or appreciated, disagreement could potentially threaten the face.

#### Example 4

(They talked about some problems handled by the government. The first they talked about traffic, and A gave his answer about that. Then H asked him about the other problem such as food kitchen, homeless, shelter, etc)

P : One of the biggest issues I heard from my friend for example is motor cycle owner. Usually they go to buy and they think straight way automatically “I will go to my destination and faster if I go with motor cycle”. And then they had to go through ... exactly.

A : So that’s what happened. So what we trying to do is to offer them a better public transport, and move them by regulations into that public transport. So we’ll going..yeah we are going to impose the restriction, like a everybody has in Singapore, and that’s going to be a part of everyday life.

H : *Ok, what about food, homeless shelters, things that to make our city more be able to it less fortune, we don’t have those yet. (A106).*

A : We do provide them in the different way. All the fakir miskin is the responsibility of pemerintah, anyway, the government.

The host asked A about the government’s solution about food, homeless shelter, and said that people did not have it yet. By asking the problems, it potentially

threatened A's positive face as the leader of that government. Moreover, he also talked about the condition of lack of facilities. Those facilities were the government's job to provide. By saying they did not have those yet, it could threat A's face as one of the people who had responsibility for that. The host's utterance above shows the expression of criticism. It can be seen in the utterance "we don't have those yet". The expression of criticism could threaten the addressee A's positive face since positive face is a wants to be appreciated. The host criticized something that is valuable for A.

#### Example 5

(The host and B talked about expensive bag. B explained that she had 2 expensive bags, but she rarely used it because with her regular bag she could put that on the floor. It meant that she did not put her expensive bag on the floor. Then, the host gave comment that showed disagreement and criticism for her, saying that it's ok for expensive bag to be put on the floor)

B : I only have 2 and it is sitting on my closet barely used it because with my regular bag I can put it on the floor, I can put it everywhere, it's just..

P : Yes, of course that's just..

H : *Why, expensive bag on the floor, oh come on.. That's really for.. (B85)*

The utterance showed the host disagreement and criticism about B's opinion in treating her bag. The host's utterances above threatened B's positive face because H evaluated and gave criticism to B's behavior. The H's evaluation and criticism to B's behavior could be seen in the word "why, expensive bag on the floor". It reflected

the sense of criticism. Then it could also be seen in the utterance ‘oh come on...’ which reflected the sense of evaluation or disagreement. However, criticism and disagreement could threaten B’s positive face.

#### Example 6

A : So, Jakarta is celebrating 485 birthdays in June. So I wish Jakarta, happy birthday, let’s work together, harder together to make Jakarta world class city, and .. believe in number 1.

H : Number 1, We know what that means, Oke.. (A154)

The host’s utterance above could raise emotional topic. The examples of emotional or divisive topic are politics, race, religion, etc. The utterance above talked about politics. Moreover, they talked about the governor election where A was one of the candidates. By talking and commenting on emotional topic, it could threaten A’s positive face.

#### 4.1.1.3 Acts that Threaten Speaker’s Positive face

Acts that threatened speaker’s positive face can be said as acts which put the speaker in a condition in which he or she can become unappreciated by his/her addressee. The acts found in this analysis are confession or admission of guilt or responsibility, self humiliation, acceptance of a compliment.

#### Example 1

(They discussed about advertisement that C endorsed. The host gave comment that C did not take chicken advertisement, but she took shampoo advertisement. Then, the host gave comment on C's hair. He said that her hair looked nice. He noticed guest C's interest, about her hair)

Host : So you don't eat chicken but you do shampoo, very healthy. Yours looks so nice (C111)

Guest C : *Thank you very much, any comb actually, I show..* (C112)

C's utterance above could threaten his own positive face since she accepted compliment from the host. Thus, C might feel constraint to denigrate the object of H's prior compliment, or she may feel constraint to give H compliment in turn.

#### Example 2

(The host gave his answer as conclusion and support Guest B's answer)

The host : How many branded bags do you have?

Guest B : *I have none.*

The host : *Oh ok* (B111)

Guest B : *not planning to have one.*

The host asked B about how many bags that she had. B answered that she did not have it. B's answer could potentially threaten her own positive face because she explained that she did not have any expensive bag. She made herself lower by not having branded bags. It was the example of self humiliation. B humiliated herself for not having those bags.

### Example 3

H : That is the best thing.. Oke, all right, we'll take that. Now, governor, Let's get serious a lil bit, you are definitely the governor, as everyone know before you got the top job, you campaign on that, saying that you know how the government works, so let you lead the city, you have five years now as governor, have you been able to get things done faster because of your previous experience as you campaign on..

A : *Well, this is not an easy job to say, to do, and then the job is an easy task to clear up, very tough job, and I think all of those candidates are... and I think them all are seriously because I'm sure that we all want to make Jakarta place a better place to live in, so ahh.. yes gonna be very tough. But I'm sure we gotta fight it best people for Jakarta (A9)*

A's utterance above is a confession or admission of responsibility, for having done or not done the acts. A said his job was easy and some of his jobs were very tough. It could threaten his positive face. By confessing what he has done, it might raise some critical thinking from his interlocutor.

#### 4.1.1.4 Acts that Threaten Speaker's Negative face

Acts that threatened speaker's negative face which were found in this analysis are giving excuses, unwilling promise and offer. The examples of those acts are explained as follows:

#### Example 1

(The host asked A point of view about his job and the election)

P : Well, of course, here I am, I think, were definitely for one thing , I'm listening so far because I really just want to know your opinion, you know

sir.. because I think you know for the past.. here the place that's been happening you, and you have been there and we know we both we want to hear your point of view

A : *Yes yes for simple reason you know because I have a very busy schedule*

P : Yes, of course

A : *Well, I'm the only governor.... And the others are candidate governors so I have a very tight progress, I cannot all this catch up with that there in (A23)*

A's utterance above is the example of giving excuses. Giving excuses can be seen when A thought that he had good reason to do, or fail to do, and act which H has just criticized or asked. By giving excuses on what he's doing, this could threaten his own negative face.

#### **4.1.2 Politeness Strategies**

After analyzing the politeness strategies used by the host in interviewing his guests, the politeness strategies found are bald on record in the cases of non minimization of the face threat; positive politeness with strategies: 1,2, 3, 5, 6, 7, 8, 12, 14, 15, negative politeness with strategy 2, 5. The display of the data can be seen as follows:

**Table 1.** The Distribution of Politeness Strategies Found in *Talk Indonesia*

| No    | Politeness strategy | Strategy                                     | Addressee |    |    |
|-------|---------------------|----------------------------------------------|-----------|----|----|
|       |                     |                                              | A         | B  | C  |
| 1.    | Bald On Record      | Cases of Non Minimization of the face threat | 20        | 11 | 11 |
| 2.    | Positive Politeness | Strategy 1                                   | -         | -  | 5  |
|       |                     | Strategy 2                                   | -         | -  | -  |
|       |                     | Strategy 3                                   | 3         | -  | -  |
|       |                     | Strategy 5                                   | 4         | 3  | -  |
|       |                     | Strategy 6                                   | 4         | 2  | 3  |
|       |                     | Strategy 7                                   | 1         | -  | -  |
|       |                     | Strategy 8                                   | 2         | 2  | -  |
|       |                     | Strategy 12                                  | 3         | -  | -  |
|       |                     | Strategy 14                                  | 1         | -  | 1  |
|       |                     | Strategy 15                                  | 1         | -  | -  |
| 3.    | Negative Politeness | Strategy 2                                   | 6         | 6  | 5  |
|       |                     | Strategy 5                                   | 4         | 2  | 1  |
|       |                     |                                              |           |    |    |
| Total |                     |                                              | 49        | 26 | 26 |

From the table above, we can see the distribution of politeness strategies in TV talk show *Talk Indonesia*. Three kinds of politeness strategies were used for all his guests. The distribution of politeness strategies is different for each guest. This happened because each strategy has its own function. Bald on record is the strategy that is usually used to talk with people that the speakers already know, be familiar or acquainted with. Positive politeness is strategy that is used to express solidarity, while negative politeness is strategy that is usually used to express respect.

From the table above, it can be seen that the use of positive and negative politeness had greater amount than bald on record. This means the face saving acts which were employed by the host was bigger than face threatening acts. Face saving

acts can be done by using positive and negative politeness to satisfy positive and negative face.

The cases of face threatening acts usually occurred when the speaker used bald on record. Bald on record commonly creates face threatening acts because bald on record is a direct strategy, in which the speaker will speak directly and create action or expression that can threat the hearers' face. It uses no effort or politeness strategy to lessen the effect of the face threat.

#### 4.1.1.1 Bald on Record

Bald on record is explained in two major cases. The first is the cases of non minimization of the face threat, and the second is cases of FTA oriented on bald on record strategy. The first case usually happens when the maximum efficiency is very important, when S want to satisfy H's face is small either because S is powerful and does not fear of retaliation or non-cooperation from H, or when doing the FTA is primarily in H's interest. The second case is when the use of bald on record is oriented to bald on record usage. The examples of this case are welcoming and farewell.

In general the main reason for doing bald on record is when the speaker wants to speak and do the FTA in maximum efficiency more than he wants to satisfy the hearer's face, even to any degree, the speaker will choose to use bald on record. This strategy does not show the effort of the speaker to minimize the effect of doing FTA.

The case of bald on record found in this analysis was the case of non minimization of the face threat. As it may, it was covered by particular context such as the maximum efficiency is very important, or when S want to satisfy H's face is small either because S is powerful and does not fear of retaliation or non cooperation from the hearer, or the speaker wants to be rude, or doesn't care about maintaining face. This case means the speaker is less care about the effect of the FTA on his conversation. The examples of the bald on record usage found in this analysis are as follows.

#### Example 1

(A talked about one of his programs, it was waste bank. It was a program where people could bring their waste in that bank, and they would get credit for it. On the other hand, the host said that he did not know the program and assumed that no one knew it)

A : Without them is a good idea, we've been doing this already for years , you know, you may not notice that many of the Rukun Warga the neighborhood, the small neighborhood, they already have Bank Sampah, waste bank, where people bring all the household waste to the bank and register it, and they got a credit in return.

H : *Well, we don't know enough about that, see.. that's no one knows about it.*  
(A73).

Bald on record was used in the dialogue above. H used bald on record in the cases of non minimization of FTA. The utterance above was concluded as bald on record because the host showed the expression of disagreement. The host spoke directly and threatened the addressee's face by having disagreement on A's statement about the waste bank. The host's want to satisfy A was small because the host did not fear of retaliation or non cooperation from A since he was the host and A was his guest, so A had to answer his questions.

#### Example 2

(They talked about some problems handled by the government. The first they talked about traffic, and A gave his answer about that. Then H asked him about the other problem such as food kitchen, homeless, shelter, etc)

P : One of the biggest issues I heard from my friend for example is motor cycle owner. Usually they go to buy and they think straight way automatically "I will go to my destination and faster if I go with motor cycle". And then they had to go through ... exactly.

A : So that's what happened. So what we trying to do is to offer them a better public transport, and move them by regulations into that public transport. So we'll going..yeah we are going to impose the restriction, like a everybody has in Singapore, and that's going to be a part of everyday life.

*H : Ok, what about food kitchen, homeless shelters, things that to make our city more be able to it less fortune, we don't have those yet. (A106)*

A : We do provide them in the different way. All the fakir miskin is the responsibility of pemerintah, anyway, the government.

This utterance was considered as bald on record, the cases of non minimization of FTA. This was considered as bald on record because this utterance showed the expression of criticism. He asked A about the government's solution about food kitchen, homeless shelter, and said that people did not have it yet. By asking the problems, it potentially threatened A's face as the leader of that government. Moreover, he also talked about the condition of lack of facilities. Those facilities were the government's job to provide. By saying they did not have those yet, it could threat A's face as one of the people who had responsibility for that. The host did bald on record because his want to satisfy A was small because he did not fear of retaliation from A.

### Example 3

(The host and B talked about expensive bag. B explained that she had 2 expensive bags, but she rarely used it because with her regular bag she could put that on the floor. It meant that she did not put her expensive bag on the floor. Then, the host gave comment that showed disagreement and criticism for her, saying that it's ok for expensive bag to be put on the floor)

B : I only have 2 and it is sitting on my closet barely used it because with my regular bag I can put it on the floor, I can put it everywhere, it's just..

P : Yes, of course that's just..

H : *Why, expensive bag on the floor, oh come on.. That's really for.. (B85)*

The utterance above can be considered as bald on record, the cases where the host's want to satisfy B was small because he did not fear of retaliation from B. It showed expression of disagreement and criticism about B's opinion in treating her bag. The H's evaluation and criticism to B's behavior could be seen in the word "why, expensive bag on the floor". It reflected the sense of criticism. Then it could also be seen in the utterance 'oh come on...' which reflected the sense of evaluation or disagreement. However, criticism and disagreement could threaten B's positive face. H has done the FTA without redressive action, baldly.

#### Example 4

(They talked about their favorite low end restaurant. B explained that her favorite restaurant was a Balinese cuisine, it was cheap. The host asked about the hygiene of that food, asked whether it was clean or no)

B : The price is cheap is okay but.. it's Balinese cuisine

H : *It's hygienic? It's clean for.. (B151)*

B : Yes, it's clean, it's called warung, I mean..

The host's utterance above shows the expression of evaluation. It can indicate that the host had sense of contempt and insults. When B told him her favorite low end

restaurant, H asked about its hygiene. The utterance could threaten B's positive face because B could feel humiliated. This is considered as bald on record because this utterance showed that the host delivering his utterance using explicit question to ask about the hygiene of B's favorite low end restaurant. However, when someone talking about food and the other asked about its hygiene, it can be considered as less polite. Moreover, he did not use any strategy to soften his utterance.

#### Example 5

(They talked about their favorite book. The host asked C to tell him about the last good book she had read)

*H : Ok, C, last good book. (C50*

*C : Ehh, last time it was, I think Stephen Hawkins "The Grand Design" and..*

The host asked C to tell him her favorite book. The host imposed C to do something directly, that was to tell him about her favorite book. S has done the FTA without redressive action, baldly. H could actually ask C to tell him her favorite book by using indirect request which sounds more polite than the utterance above. He could use the complete question instead of only asking his addressee to tell him about the last good book that she had read. However, this happened because the host's want to satisfy C was small, so doing bald on record is his primary.

From those examples above, it can be seen that the host used this strategy for all of his guests. The utterance was delivered directly without using redressive action. His intention in satisfying his addressee's face was small because the host does not

fear of retaliation from his guests. Moreover, bald on record is a strategy which chooses maximum efficiency as in main part. Thus, bald on record was not only used because his want to satisfy his guests' face was small, but also to get maximum efficiency in his conversation, so he could create clear and communicative communication. Besides, the host used this strategy to make his question become clear and shows the outspokenness.

Bald on record is a strategy that is usually used when someone speaks with people with low relative power or low social distance, or the condition when the communication takes place takes low rank of imposition. Some of the conversation happened in this talk show used bald on record under this condition. Thus, it meant it was acceptable for the host to use bald on record. The example of the condition is when the host spoke to B or C who had mid and low relative power and social distance. However, the host also used bald on record when he spoke to A who had high relative power and social distance. It happened because the host's want to satisfy his guests' was small because he was powerful and does not fear of retaliation from his guests. As the host, he had power to manage and control his show by asking and giving feedback, and his guests had to answer and gave feedback to him also. Thus, to create a clear and communicative conversation, he chose to use bald on record.

#### 4.1.2.2 Positive Politeness

In having communication, one can potentially threaten other's face. To minimize the face threat, he or she can choose to use redressive action in his or her

utterance. The redressive action can also be called as face saving acts. It is the acts which lessen the effect of the face threat. Negative politeness was used to satisfy negative face, while positive politeness was used to satisfy positive face.

Positive politeness is strategy that is used to express solidarity. The major concept in positive politeness refers to the concept of positive face. Positive face is the concept of face that the speaker wants to be acknowledged, approved, given sympathy, understanding, etc. It shares or claim common background and convey that S and H are cooperators. The main reason in using positive politeness is to make the positive face of the hearer satisfied.

In this analysis, the host used this strategy for all his guests. Strategy 1 is about noticing or attending the hearer's interest. Strategy 1 was only found with C. The function of this strategy is to get acquaintance with C by noticing C's interest. C had low relative power, casual social distance, and also low rank of imposition based on age. However, she was still the host's guest that the host needed to maintain his relationship with her in his show. Thus, in order to make rapport, he used strategy 1.

The other strategies are strategy 3, intensifying interest to H. This strategy only found with A. Next is strategy 5, seeking agreement. This strategy was found to be used for A and B. Strategy 6, avoiding disagreement, was found to be used for all his guests. Next is strategy 7, presupposing knowledge, found with A. Strategy 8, making a joke, found with A and B. Next is strategy 12, include both S and H in the activity, found with A, strategy 14 assuming or asserting reciprocity, found with A

and C, and the last is strategy 15, giving gifts to H, found with A. Positive politeness strategies that used by The host for all his guest is strategy 6, avoid disagreement. The examples of the realization of those strategies are as follows.

#### A. Strategy 1, Notice Interest or Sympathy of the Hearer

Positive politeness strategy 1 is done by noticing the hearer's interest or sympathy. Positive politeness strategy 1 was only found in the conversation with C. In the conversation, it was found 4 utterances using strategy 1. Here are some of the examples.

##### Example 1

(The host gave comment about guest C's dancing, he told her that he liked to see her dancing and it was like high school musical (a musical movie))

Guest C : I'm fine to sell it, that and um...

Host : *I like when you go to dancing, it's kind look like a high school musical. I thought, it that I'm wrong? (C90)*

Guest C : Yeah it's right, it's right for some people it's fun

The host asked about the advertisement that C starred and used her music. The host used positive politeness strategy 1. This strategy states that S should notice H's condition, such as interest, wants, needs, goods, changes, remarkable possessions, or anything that H want S to notice and even approve it. To pay the FTA that he made, H then noticing interest to C's condition, that is her dancing. He said that he liked her

dancing. This strategy can be seen when the host commented on C's dancing. He told her that "he liked her dancing and it was like "A High School Musical". It showed that the host noticed C's interest, in this case was her dancing. By noticing condition of his guests, the host claimed common ground with her, and that could be used as a way to get rapport with her. In managing his show, it was important to make rapport with his guests so he could create an interesting show.

#### Example 2

(They discussed about advertisement that C endorsed. The host gave comment that C did not take chicken advertisement, but she took shampoo advertisement. Then, the host gave comment on guest C hair. He said that her hair looked nice. He noticed guest C's interest, about her hair)

Host : So you don't eat chicken but *you do shampoo, very healthy. Yours looks so nice C111*

Guest C : Thank you very much, any comb actually, I show..

They discussed advertisement that C endorsed. The host used positive politeness strategy 1. This strategy could be seen when the host noticed about addressee C's hair. He said that her hair looked nice. By noticing C's interest, it also showed his interest in her endorsement of shampoo. This strategy used to get rapport with C. Since C was younger than H, and also a young artist, this strategy could be used to get more acquaintance with her.

## B. Strategy 3, Intensify Interest to H

Positive politeness strategy 3 is the strategy which the speaker tried to intensify the hearer's interest. This strategy can be done by making a good story, vivid present about the real condition, or switching back from the past to present. This strategy can also be done by taking the hearers into the middle of the story or event being discussed by involving them as if they could see, hear, or feel it, so it can increase their interest to the speaker. Intensifying interest to hearer is another way for speaker to communicate to hearer that he wants to get closer relationship with them. In this research, the writer found 5 utterances of the host used strategy 3, 3 for Guest A, and 1 for Guest B.

Guest A

Example 1

(The host gave a vivid picture about the behavior of the people for Guest A and tried to get his interest more)

The host : Oke, oke, good short list. *Now, let me start with personal responsibility, very Simple thing. I was in Mc Donald , I was parking on the other night, look down , there was trash all over the lot. (A68)*

Guest A : It's .....(interrupt).

The host : *Yeah, Big Mac crappers, cops, and the trash been a few meters away, why can people just can simple walk over traffic, especially parents because kids do what their parents do. (A69)*

Guest A : It's it's... it's a way of life. We need to educate people, while we need Jakarta citizen must love got stronger as I said before. And have the sense of belonging to the city of Jakarta increase and then only suddenly we can ask them to improve the participation in the many aspects of life in Jakarta.

The host's utterance above could threaten A's positive face. To reduce the effect of the fta, the host used positive politeness strategy 3. It is another way for speaker to communicate to hearer that he shares some of his wants to intensify the interest to the conversation by making a good story. In this conversation, it was done by using vivid picture. His utterance here used switching back and forth between past and present tense when the host used vivid picture when he told his story. He tried to intensify interest of his guest about his story, so it could make A felt appreciated.

#### C. Strategy 5, Seek Agreement

Seek agreement is a way to get acquaintance and also claim common ground with the guest. Agreement can be stressed by seeking safe topic or by repeating part or all of what the preceding speaker has said in a conversation. The case of seeking

agreement that found in this analysis is the cases of repetition. Thus, the host repeated some of the guest utterances in order to get rapport and share sense of solidarities.

#### Example 1

(The host asked Guest A about his job as governor that he already campaigned on that, he asked about his experience and asked about it)

The host : And before we go that, I gotta ask you, you must note that raising the middle finger is not a positive site..

Sarah : No, that's.. is that gonna be the..

The host : No no.. it's clear.. this is the best... part of the moment.

Guest A. : ...We gonna do it, gotta

The host : *That is the best thing.. Oke, all right,. we'll take that.* Let's get serious a lil bit, you are definitely the governor, as everyone know before you got the top job, you campaign on that, saying that you know how the government works, so let you lead the city, you have five years now as governor, have you been able to get things done faster because of your previous experience of on you campaign on that (A7)

The host's utterance above could damage A's positive face because the host criticized what A has done. However, H used positive politeness strategies 5 to reduce the effect of the FTA. In this utterance H tried to give sympathy to the hearer and that is a way to seek agreement for the hearer. Moreover, the host used particle

“Ok”, “All right”, as an indicator that he agreed on what the speaker said and it also indicated that the host heard what the speaker said to him clearly. This strategy was used because H wanted to satisfy the hearer’s positive face.

#### Example 2

(The host inferred conclusion for A’s opinion, and asked about his list to make Jakarta world class)

Guest A. : I could manage like just musician of doing that, that’s true. Same  
but still need for improvisation.

The host : *That’s a good idea*

Guest A : And the end of day you have a beautiful music.

The host : *Beautiful music, Ok*, sir, your short list dreams to make Jakarta  
world class (A128)

A’s statement could potentially threaten his own positive face because he explained about his job. If the host did not appreciate what A had been said, it could threaten A’s positive face. H delivered his appreciation by using positive politeness strategy 5, seeking agreement. The host used repetition as strategy to seek agreement. Guest A said about beautiful music, and the host repeated by saying “that’s a good idea” and also “beautiful music”. Agreement can be stressed by repeating part or all of what the preceding speaker has said. Repeating is used to stress emotional agreement with utterance (or to stress interest or surprise). By repeating, the host appreciated what A has been said, and it could be used to seek emotional agreement.

Guest B

Example 1

(The host gave his answer as conclusion and support Guest B's answer)

The host : How many branded bags do you have?

Guest B : I have none.

The host : *Oh ok* (B111).

Guest B : Not planning to have one S

The host asked B about the bags that she had, then B answered that she did not have it. The host's question and B's answer could potentially threaten her own positive face because she explained that she did not have any expensive bag. However, B already answered which could threaten her face since she made herself lower by not having bag. Thus, to maintain the FTA, the host had to do redressive action. Thus, the host tried to give his empathy for her by using repetition, so he could reduce the effect of the FTA. H used positive politeness strategy 5. The positive politeness strategy 5 here is reflected in particle "Ok". "Ok" is a particle that reflects or indicates emphatic agreement. Whenever someone is telling a story, there has to be someone to take the respondent role and utter brief agreements after each sentence or two. Here, the host used particle 'ok' that function to indicate emphatic agreement and support B's opinion. B said that she had no expensive bag, and the host replied by particle "ok" which indicated that he appreciated B's answer and also showed that he has heard clearly.

## Example 2

(The host gave final conclusion by repeating B's favorite high end restaurant)

The host : What is your favourite high end restaurant?

Guest B : Me is.. Big hasara in Thamrin. Because it's a.. very good, I don't usually like very Indian food because it 's very heavy and have very rich flavor, but it's very nice, hhh, but I usually come back there because the atmosphere.

The host : (interrupt) I just..

Guest B : Just the food..

The host : *Big Hasara in Thamrin, Ok* B119.

B's statement could potentially threaten his own positive face because he explained about her favorite high end restaurant. It potentially threatened B's face if the host did not appreciate what B had been said. Thus, H had to give appreciation to B so he could reduce the effect of the FTA. H used positive politeness strategy 5. Here, the host used repetition and using particle to indicate his agreement. The first he said "Big Hasara in Thamrin". He repeated what B had explained to him, that is Big Hasara in Thamrin. Also, he added his agreement by using particle Ok that implied agreement. By giving sense of agreement, the host could get deeper relations with his guest, so he could manage his conversation better.

#### D. Strategy 6, Avoid Disagreement

Avoid disagreement is another way to get rapport with the guest and manage a good conversation in his show. To avoid disagreement, we can use token agreement, or pseudo agreement, that is using a conclusory marker “so” or “then”. Token agreement can be said as the desire to agree or appear to agree with hearer, or lead to mechanism for pretending to agree. For example, the speaker responds to a preceding utterance with “*Yes, but.....*” rather than a direct “*No*” to appear the agreement or to hide disagreement.

Guest A

##### Example 1

(Guest A just talked about Jakarta and its rank in the world. The host gave comment by supporting Guest A’s opinion by saying that was a super city, but then he asked whether the people felt about it too or no, and that would affect the election)

Guest A. : Well, not really, Jakarta is already been the tough place for everybody, and the... so yeah just let’s put Jakarta first into context. Jakarta is a tough largest city in terms of population, Jakarta is the seventeenth rank, number seventeenth city in the world, mega city, a big city in the world , cities in the world in terms of population and density, and Jakarta the eleventh mega city of the world , and then recently Jakarta was also in rank seventeen among 2000 megacities in the world by institution, Washington DC, for economic progress

and development based on 5.5 income increase percent, income increase 3.3 % employment generic thing activities reach every year, so, Jakarta is not just any city.

The host : *Yea, it's now be the super city in the world, but are the people feeling in? and that's they gonna vote as you know next month.*  
(A11)

Guest A. : That's right.

In the utterances above, the host asked A about the truth of A's statement. In this utterance, A's positive face has been threatened because H gave expression of contradictions or disagreement. However, to reduce the effect of the FTA, H did not directly said blatant no about A's statement. He performs the FTA with redressive action by using token agreement. This strategy was delivered by saying "yes.. but..". The host conveyed that A's ideas about Jakarta as the super city in the world was true, but after that the host asked whether the citizen felt it too. H tried to manifests approval or sympathy with hearer at first, then he asked his disagreement. In this case, the host said that something valuable for A has to be modified and, therefore, H's positive face is being threatened. However, since the FTA was performed with some redressive action, the host had been polite.

Guest B

Example 1

(After hearing B's opinion, the host tried to make a conclusion and asked her again to support her argument and also giving his opinion to give further conclusion about her)

Guest B : Why, it's just their mind I think, it is just.. I have, well, I have boobs, everyone have boobs, every woman has boobs, what's wrong with mine?

Sarah : You got boobs also The host..

Guest B : Man also got boobs, I mean come on.. ahh hahah.

The host : *So got the point is you're not try to do anything.. Except celebrate who you are, right?* B35

Guest B : Right, I'm a woman and everyone have the right to embrace theirs sexuality and what is wrong with that is I mean if we talked about morality for every person, (Sarah: (Interrupt) it's different) is different.

From the utterance above, it can be seen that H tried to ask the conclusion from B by using drawing fake conclusion. They talked about sensitive topics for B, so it could potentially threaten B's positive face because she could feel uncomfortable. It is a positive face threatening act. Moreover, to reduce the FTA, the host used redressive action by using pseudo agreement. This is a strategy that can be done by making some fake agreement where there is no prior agreement or conclusion. Pseudo agreement was expressed by a conclusory marker 'so', it indicates that the

speaker is drawing a conclusion to what the speaker has said. The host gave conclusion by conclusory marker 'so' as indication that he tried to draw conclusion about B's opinion. He made a conclusion about the attitude that B took to overcome and solving her problem. This could reduce the FTA and satisfy the hearer positive face.

Guest C

Example 1

Host : Really, it's just not a business decision that gonna make a lot of money

Guest C : For example like, for example chicken nugget company, he approaches me, but I don't really eat chicken, so, I like can't really represent the product. So it has to be true.

Host : *So you did not do it (C97)*

Guest C : Yeah.

They talked about the endorsement that C did not take. This topic was potentially to be quite sensitive for C. It could threaten C's positive face because she could felt unappreciated. However, to reduce the effect of the face threat, the host used redressive action by using pseudo agreement. Pseudo agreement is making some fake agreement where there is no prior agreement or conclusion. From the utterance above, it can be seen that the host made conclusion about what C had done by using a conclusory marker "so" to draw fake conclusion. Positive politeness strategy 6 is

avoiding disagreement using pseudo agreement. Pseudo agreement is expressed by a conclusory marker 'so'. It indicates that the speaker is drawing a conclusion to a line of reasoning carried out cooperatively with the addressee. The host gave conclusion by conclusory marker 'so' as indication that he tried to draw conclusion about C's opinion. He made a conclusion about the attitude that C took to overcome and solve her problem. This could reduce the FTA and satisfy the hearer positive face.

#### E. Positive Politeness strategy 7/ Presuppose / Raise common ground

Positive politeness strategy 7 that uses presuppose also found in this analysis. It could be in the form of make a gossip or small talk, Personal-center switch, time switch. The main point here is when speaker speaks as if the hearer is the speaker, and the hearer are considered to have the same knowledge with the speaker. The other is presupposing knowledge of H's wants and attitudes, presupposing H's values are the same as S's values, presupposing familiarity in S-H relationship, presupposing H's knowledge. The cases of presuppose that found here was presupposing of knowledge. The speaker considered that the hearer has the same knowledge with him. This strategy was found in the conversation with all of his guests.

Guest A

#### Example 1

(The host gave topic to be discussed. It was about smoking law)

The host : People have to care, people have to care. *Ya ok, smoking, Thursday was no tobacco day I think we knew that, I think we realize how many job are created here which is a tough balance. Smoking easily know, it's not ilegal like drugs but now other restaurant, mall, buses, public places is prohibited so why do many people still doing and how do we fix that. (A78)*

Guest A. : Yes, Jakarta this province is the first city in Indonesia throughout Indonesia that impose regulation in prohibiting...

The utterance above could potentially threaten A's positive face because H said the topic that maybe A did not know about it. It could potentially threaten A's positive face. Thus, to reduce the effect of the face threat the host used redressive action by using sub strategy sharing presupposes knowledge. The host considered that the hearer has the same knowledge about what he said, that was about tobacco day and all the thing about smoking. Then the host directly asked about how to fix that. By leading A to a conclusion that A was considered already knew about the topic, it could reduce the face threat. This kind of treatment led the hearer positive face to be appreciated that he is equal and also had the same knowledge with the speaker. For the host, this strategy can build rapport with A.

Guest B

Data 1

(The talked continue about play boy magazine. As they knew in their knowledge that playboy magazine had shut down because the radical said that it was porn. The host tried to give his opinion in about that, and gave a little conclusion)

The host : You.... Now *B*, *you have been the target of conservative, who saw you go from TV news anchor to magazine cover girl, you know.. in sexy poses, how do you answer critic to say that is porn?* B30

Guest B : Why, it's just their mind I think, it is just.. I have, well, I have boobs, everyone have boobs, every woman have boobs, what's wrong with mine?

Sarah : You got boobs also The host..

Guest B : Man also got boobs, I mean come on.. ahh hahah.

They talked about topic that sensitive for B. By talking about sensitive topic, it could damage B's positive face because B could feel unappreciated. To minimize the effect of the FTA, the host used sub strategy sharing presuppose knowledge. The host considered that the hearer has the same knowledge about what he said. The topic that they discussed was about B and her case which was considered as pornography. The host asked her about the way she overcame her problem. The host used sub strategy sharing presupposes knowledge. The host considered that B had the same knowledge about what he said. They still talked about pornography, then the host asked about Guest B's opinion about this.

#### F. Strategy 8, Joke

Joke has function to make the situation better and fun, this strategy is used to share common ground. Joke is a basic positive-politeness technique used to minimize the FTA. Since jokes are based on mutual shared knowledge and values, jokes may be used to stress that shared background or those shared values.

##### Example 1

(They talked about Jakarta. The host gave suggestion to A to ask an actress to join him)

Guest A : It's it's... it's a way of life. We need to reeducate people, while we need Jakarta citizen must love got stronger as I said before. And have their sense of belonging to the city of Jakarta increase and then only suddenly we can ask them to improve the participation in the many aspects of life in Jakarta.

The host : It is started small to have way out? (guest A : yes) Why don't you have icon like sexy campaign, I don't mean sexy sexy, but..speaking like Jupe. Jupe picking up trash with you, I don't wanna say ... you and Jupe (A90)

Guest A : Without them is a good idea, we've been doing this already for years , you know, you may not notice that many of the Rukun Warga the neighbourhood, the small neighbourhood, they already have Bank

Sampah, waste bank, where people bring all the household waste to the bank and register it, and they got a credit in return.

The host's utterance above could threaten A's positive face, because the host gave comment about A's job. The host tried to give his opinion and suggestion in the form of joke. He told that guest A could have an interesting campaign about waste by asking an actress to join. The aim of the host was to have a good rapport, and moreover he wanted to share his opinion and give his suggestion, so he chose to deliver his suggestion in the form of joke. By using joke as the basic of positive politeness, he could manage the relationship and did not threaten A's face.

Guest B

Example 1

(This was the beginning of the show, the host introduced his guest, B, by telling her job before. After he introduced her, the host made a joke about her job in order to make acquaintance and show the close relation between them)

The host : And our guest house this week, Guest B Della Concetta, former TV news anchor, former colleague of mine, *now running around things and doing around things*.... all right, more to that lady, later B5

The host's utterance above could threaten B's positive face because he gave comment on what she was doing at the time. From the utterance above, the host used positive politeness strategy 8, making joke, from the sentence "*now running around things and doing around things*". Making a joke can be said as a basic of positive

politeness. Jokes are based on mutual shared background knowledge and values, jokes may be used to stress that shared background or those shared values. Here the host said that B now doing many things and round things. Here the host tried to minimize that FTA to B in order to make her guest did not lose her positive face. However, this strategy is based on the understanding each other so the hearer can also understand the intention of the joke and didn't feel threat about this.

#### Example 2

(The host advised Guest B to used her bag next time)

The host : Do use it next time you

Guest B : Ok, I will, I will.

The host : *We'll have lunch and you'll get and bring...* B97

Making a joke can be said as a basic of positive politeness. Jokes are usually based on mutual understanding of knowledge and values. In attempts to redefine the size of the FTA, one can use joke. Here the host tried to suggest B to use her expensive bag, and he made it soften by making joke that three of them would have lunch together and they would bring their bag and have a date with their bag. Of course this joke was based on the mutual understanding from both of them so that the joke didn't threat B's face, in the other hand, it saved the hearer face.

#### G. Strategy 12, Involve S and H in the Activity

One of the ways to get acquaintance with the other people and also try to be polite is by mentioning speaker and hearer in the activity. By using an inclusive 'we' form, when s really means "you" or "me", one can avoid the threat for the face and be polite. Thus, he can share his wants with the hearer by saying "us" even though what he really means is he himself or only the hearer.

Guest A

##### Example 1

(The host asked A about his job as governor that he already campaigned on that. The host asked about his experience and asked about it)

The host : That is the best thing... Oke, all right, we'll take that. *Let's get serious a lil bit...* (A60), you are definitely the governor, as everyone know before you got the top job, you campaign on that, saying that you know how the government works, so let you lead the city, you have five years now as governor, have you been able to get things done faster because of your previous experience of on you campaign on that.

Guest A. : Well, this is not an easy joke to say that the job is an easy task. To clear up it's tough job, a very tough job, and I think all those candidates are heavy wage and I think them all are seriously because they got.. I'm sure that we all want to make Jakarta place a better

place to live in, so ahh.. yes gonna be very tough. But I'm sure we gotta fight it best people for Jakarta.

The host used strategy 12 by using an inclusive “we” form, when s really means “you” or “me”. He can call upon the cooperative assumptions and thereby redress FTAs. Noting that let's in English is an inclusive “we” form. Inclusive ‘we’ can be used to soften request as if pretending that H wants the object or action requested as well. In this utterance the host had request for his guest to get their conversation more serious theme, and he used inclusive ‘we’ to soften his request. By doing this, he could save the face of the hearer because his guest has higher relative power.

#### H. Strategy 13, Be Optimistic

The other side of the coin, the point of view flip that is associated with the cooperative strategy, is for S to assume that H wants S's wants for S and will help him. Optimistic expressions of FTAs are one outcome of this strategy (and constitute perhaps the most dramatic difference between positive politeness and negative politeness ways of doing FTA).

Guest A

#### Example 1

(The host gave conclusion about the traffic topic)

The host : *We are getting in largest, talk about personal responsibilities we can do it all.* A103

Sarah : One of the biggest issue I heard from my friend for example is motor cycle ... owner. Usually they go to buy and they go straight way automatically I will go to my destination and faster if I go with motor cycle. And then they had to go through ... exactly.

Guest A.: So that's what happens, so what we trying to do is to offer them a better public transport, and move them by regulations. Into that public transport, so will going (The host:...) yeah we are going to impose the restriction, like a everybody has in Singapore , and that's going to be a part of every days life.

The host utterances above could be considered as strategy 14, be optimistic. The host assumed that A wants his wants and will help him to obtain them. Here the host said "we can do it all" that showed optimistic in his conclusion.

#### I. Strategy 14, Assume or Assert Reciprocity

The existence of cooperation between S and H may also be claimed or urged by giving evidence of reciprocal rights or obligations obtaining between s and H, thus in effect, s may say, "I'll do X for you if you do Y for me".

Guest A

Example 1

(The host asked Guest A about his lists about Jakarta, but the host already gave his list first)

The host : *My list are the sidewalk, Oke what is first on your list?* A114 asked for personal info, negative.

Guest A : Yes, that's one of them anyway. I'm not going to go into detail, I, I'd like to see season of Jakarta gotta more passionate about it, love the city stronger. And then they can take part of many many activities that needs participation from the public. And then also you know, he have to have maturity to manage this city, because we have to share many many authorities with except the government for capital city. And also that we have more support from the center government, because this is the capital city anyway. And the..

Asking A about his list to make Jakarta a world class city could threaten A's positive face. By asking A about his opinion about something that could be said became his responsibility, so it could make A felt criticized. The host wanted to ask Guest A about his list to make Jakarta world class city, but before he asked, he told his guest about his list first. This strategy can be used to satisfy the positive face of the hearer. This reveals that speaker and hearer are cooperator.

#### J. Strategy 15, Give Sympathy

S may satisfy H's positive-face wants by actually satisfying some of H's wants, such as giving goods, sympathy, understanding, cooperation)

Guest A

(The host gave comment that he agreed and gave sympathy to him)

The Host : Oke oke, good short list. (A68) negative, compliment

In the utterance above, the host gave sympathy to A. it can be seen in the utterance “oke oke good short list” the host gave his appreciation to the hearer. He gave sympathy in order to satisfy the hearer wants to be appreciated.

#### 4.1.2.3 Negative politeness

Negative politeness is politeness strategy that is used to satisfy the negative face of the hearer. Negative face is face where the speaker wants the basic claim to territories, personal preserves, rights to non-distraction, freedom of action and freedom from imposition. The sub strategies that were used here were only sub strategy 2, and 5. Sub strategy 2 is using hedge, and the last is giving deference. It is said that negative politeness is politeness strategies which is used to give deference. Here the biggest number of the use of negative politeness was for A, the second was for B, and the last was for C. This phenomenon is in line with the theory that stated when one speaks to the other with higher relative power, so it is better for them to used negative politeness to give deference. Here, A was the highest, while Guest c was the lowest, but the host still made negative politeness to them as the term of giving deference. The examples of the analysis are as follows.

A. Strategy 2, Using Hedge

In the literature, a ‘hedge’ is a particle, word or phrase that modifies the degree of membership of a predicate or noun phrase in a set. The use of strategy 2, using hedge was to modify the utterances could threaten the hearer face.

Guest A

Example 1

(The host asked Guest A about his job as governor that he already campaigned on that, he asked about his experience and asked about it)

The host : That is the best thing.. Oke, all right, we’ll take that. Let’s get serious a lil bit, you are *definitely the governor*, as everyone know before you got the top job, you campaign on that, saying that you know how the government works, so let you lead the city, you have five years now as governor, have you been able to get things done faster because of your previous experience of on you campaign on that ... (A7)

Guest A. : Well, this is not an easy job to say that the job is an easy task. To clear up it’s tough job, a very tough job, and I think all those candidates are heavy wage and I think them all are seriously because they got.. I’m sure that we all want to make Jakarta place a better place to live in, so ahh.. yes gonna be very tough. But im sure we gotta fight it best people for Jakarta.

The host's utterance above using negative politeness, strategy 2, using hedge. A hedge is a particle, word, or phrase that modifies the degree of membership of a predicate or noun phrase in a set. There are many hedges that can qualify and be the indicator of the use of negative politeness. The hedges are "I'll just say" and "you know", or "I mean". This hedge is used to soften the FTA of conveying bad news or opinion. In this utterance the host said "definitely", that hedges are used to not assuming that H wants to cooperate.

#### Example 2

(The host gave conclusion to A's statement and also gave further topic to be discussed. They talked about the condition)

The host : So we are all citizen in Jakarta and they are been progress, *I wanna note some of this, I mean...* clean buses on the road, people are you, you know, people are expected more.

Guest A : Yeah, yes I, that's we going to prove soon, and you know talking about public health, talking about education, we still got .. to the best throughout the country, life is expected to got people is the most as high as people who living in California is going up, yes 77 years Old then more.

The host utterance above used negative politeness strategy 2, using hedge. As we know that hedge is a particle that modifies or explains the word, phrase or

sentences. In this utterance the host said “I mean...” . By using hedge “I mean” the host already modified the meaning of his utterances.

### Example 3

(The host repeated A’s statement to reinforce his statement)

Guest A. : Yes.. I think, I think. We wanna play in a leading role in this particular issue, law enforcement is difficult. ..

The host : Difficult.. as we know.. A82

Guest A. : We actually want to invite to you know all the other stakeholders to impose this regulation, I mean, play kind of policy in a way..

In this utterance, the host said “as we know..”. By using as we know the host already gave a boundary or modify his comment. The aim was to satisfy his guest negative face.

Guest B

### Example 1

(This talk show is divided into three parts, this was the first part. They talked about the task force that made by Cabinet member about pornography law. This topic in was interesting for Guest B because she ever engaged with a pornography problem. So, when the host asked her about this, it was based on the Guest B experienced. The host asked Guest B about her opinion in the new making task force about pornography)

The host : What is your reaction, Ahh B when you heard and get to know about this. *I mean.. will get to you this maybe.. Why this maybe particularly interest you*, but what do you.. Is it a crazy? B15

Guest B : It's stupid, it's silly, it's unnecessary because we fight the corruption. Corruption and pornography, which one is more important, which one is more dangerous.

Sarah : Right, right.

Guest B : For the people I mean we see that a lot of people don't have that, they are basic needs for educations, and we are fighting for pornography because of the verbal of that people.

The host utterance above could potentially threat B's face because he delivered something that quite sensitive for B, that was about B's experience related to pornography. To minimize the face threat, the host's utterance above using Negative politeness, strategy 2, using hedge. Brown & Levinson stated that in the literature, a hedge is a particle, word, or phrase that modifies the degree of membership of a predicate or noun phrase in a set.

#### B. Strategy 5, Give Deference

Talking about giving deference, there are two sides to the coin in the realization of deference, one in which S humbles and abases himself, and another where S raises H (pays him positive face of a particular kind, namely that which

satisfies H's wants to be treated as superior. In both cases, what is conveyed is that H had higher status than S. By conveying directly the perception of a high P differential, deference serves to defuse potential face threatening acts by indicating that the addressee's rights to relative immunity from imposition are recognized, and moreover that S is certainly not in a position to coerce H's compliance in any way. One kind of honorific is the use of plural pronouns to singular addressee. In general, honorifics derive from frozen outputs of politeness strategy, where this directly or indirectly conveys a status differential between speaker and addressee or referent.

Guest A

Example 1

(The host opened his show by introducing his guest, Guest A)

The host : *And guesthouse this week Guest A, the first directly elected governor of Jakarta now running for a second terms. Sir, Thank you very much for being here today.*

The host introduced his guest at the beginning of the show. The basic assumption of negative politeness can be seen in the use of giving deference. There are two ways in giving deference, the first is by making ourself lower, or taking the other become higher. Here, the host took his guests higher to make their negative face satisfied. The host gave deference to A by mentioning his job. The host gave deference by raising A's face of a particular kind, namely that which satisfies Guest

A's wants to be treated as superior or to be acknowledged. Moreover, the host also used 'Sir' which indicates that he respected A.

#### Example 2

Guest A. : My final resist .

The host : Yes sir A126.

To show the deference, the host used an address term, "sir". By using "sir" it indicates that the hearer is the person that had higher relative power. By giving deference to the hearer, it is satisfied the hearer face and his wants to be respected.

Guest B

#### Example 1

The host : *And our guest house this week, Guest B Della Concetta, former TV news anchor, former colleague of mine, now running around things and doing around things.... all right, more to that lady, later.* B5

The host introduced his guest at the beginning of the show. It is a way to reduce the effect of FTA if he did not introduce her. The basic assumption of negative politeness can be seen in the use of deference. The host give deference to his guest, Guest B by saying or mention her work in the past, it is a way to convey or give difference because he acknowledged what she did even in the past. The host gave deference by raising Guest B's positive face of a particular kind, namely that which satisfies Guest B's wants to be treated as superior or to be acknowledged. By saying that, the host appreciated Guest B's job, and it showed his deference for her.

#### 4.1.3 The Effect of Sociological Variables in the Use of Politeness Strategies

There are 3 sociological variables which give effect to the use of politeness strategies. Those are relative power, social distance, and rank of imposition. The explanation about the effect of these variables into the use of politeness strategies are as follows.

##### 4.1.3.4 The Influence of Relative Power to The Use of Politeness Strategies

It is known that the higher relative power of the people we talked with the higher politeness strategies we use. Otherwise, the lower relative power the lower politeness strategy is used. The basic of relative power is the status that someone has, age, gender, etc. In this analysis, the basic characteristic to define the relative power is the status and age. There are 3 guests in this analysis. They had different relative power. The first was A. He was a Governor, so he had higher relative power than the host. The second was B. She was a former news anchor and the colleague of the host, so she had equal relative power with the host. The last was C. She was a young actress and singer. She had lowest relative power with the host since she was the youngest. The host used all the politeness strategies for his addressees.

**Table 2.** The Effect of Relative Power to the Use of Politeness Strategies

| No. | Strategy            | A (High) | B (Mid) | C (low) |
|-----|---------------------|----------|---------|---------|
| 1.  | Bald on Record      | 20       | 11      | 11      |
| 2.  | Positive Politeness | 19       | 7       | 10      |
| 3.  | Negative Politeness | 10       | 8       | 6       |
|     | Total               | 49       | 26      | 26      |

Based on the consideration of relative power, so the host should use high politeness strategies such positive and negative politeness with A who had higher relative power than him. The host already used positive and negative politeness when he spoke to A, but he also used bald on record strategy. The number of positive and negative politeness was greater than bald on record which means the host still wanted to save A's face than threat it. By using positive politeness, the host delivered his friendliness as his way to make a good rapport with his addressee. By using negative politeness, the host showed his respect and deference.

For addressee B and C who had equal and lower relative power, the host used bald on record, positive politeness, and negative politeness. The host actually did not need to use high politeness strategy when he spoke to B and C, but he used it for them. However, he used it to make rapport and get cooperation from them.

Based on the explanation above, relative power did not give significance effect to the realization of politeness strategies. The host used high politeness strategy such as negative and positive politeness for all of his addressee. Moreover, he still used bald on record for addressee with high relative power.

The interesting finding in this analysis is the use of address term, which is the part of negative politeness strategy 5 giving deference. It revealed the influence of relative power to the choice of politeness strategies. The host used address term such as "sir" and "Governor" which indicated deference several times for addressee A.

However, he did not use it for B and C who had equal and lower relative power. Here are the examples of the use address term for A.

H : Yes, *Sir*

H : *Sir*, your short list to make Jakarta a world class city

H : Final words, *Governor*

The example above shows the use of address term “sir” and “governor”. Those address term belong to negative politeness strategy 5, giving deference. The function is to show deference and respect. Since A was governor, he had high relative power, and the use of address term was the way of the host respect him.

#### 4.1.3.5 The Effect of Social Distance to the Use of Politeness Strategies.

The basic characteristic used to determine the social distance is the closeness and familiarity between the speakers. In this analysis, A was a governor, so he had high social distance with the host. B was the former news anchor in the same TV station, so she had closed social distance with the host. C was a young actress and singer, so she had mid social distance with the host.

**Table 3.** The Effect of Social Distance to the Use of Politeness Strategies

| No. | Strategy            | A (High) | B (Closed) | C (Mid) |
|-----|---------------------|----------|------------|---------|
| 1.  | Bald on Record      | 20       | 11         | 11      |
| 2.  | Positive Politeness | 19       | 7          | 19      |
| 3.  | Negative Politeness | 10       | 8          | 6       |
|     | Total               | 49       | 26         | 26      |

It is said that the closer social distance, so the low politeness strategy will be used. As the table above shows, the distribution of strategies in categories of social

distance suggests that social distance did not give significance effect. This assumption is built based on the fact that the closest relationship between his 3 guests was with B. Thus, the host should use low politeness strategy such as bald on record strategy. Here, the host also used negative and positive politeness for her. Moreover, for A and C who had high and mid social distance the host also used bald on record, where the host actually should use positive and negative politeness.

#### 4.1.3.6 The Effect of the Rank of Imposition to the Use of Politeness strategies

Rank of imposition can be defined by how the situation or condition takes place in the conversation. Speaker needs to use high politeness strategies when the rank of imposition is high. High rank of imposition can occur when the speaker lack care about the hearer's positive face, for example when they talk about taboo, emotional, and divisive topics. That kind of topics can threaten the hearer's face. Thus, in order to reduce the effect of the face threat, the speaker needs to use high politeness strategies.

Conversation with high rank imposition was found in this analysis. For example is when the host talked about sensitive topic for B. B was the target of conservative group which delivered some protest for her pose in magazine, so it became a taboo topic for her. When they talked about it, the host used negative politeness to soften the face threat. This also happened when they talked about something that is sensitive for C. It was about her job. The host used positive politeness to soften the face threat. It means that the influence of rank of imposition

in this analysis had the same correlation with the theory which said that the higher rank of imposition, the higher politeness strategies used by the speaker.

#### Example

(After hearing B's opinion, the host tried to make a conclusion and asked her again to support her argument and also give his opinion to give further conclusion about her)

H : *You.... Now B, you have been the target of the conservative, who saw you go from TV news anchor to magazine cover girl, you know.. in sexy poses, how do you answer critic to say that is porn? (B30)*

Guest B : Why, it's just their mind I think, it is just.. I have, well, I have boobs, everyone have boobs, every woman has boobs, what's wrong with mine?

The host utterance above could potentially threat B's face because he delivered something that quite sensitive for B, that was about B's experience related to pornography. To minimize the face threat, the host used negative politeness, strategy 2, using hedge.

The conversation with high rank of imposition also found with A. they talked about topics that was quite sensitive for A. It was about his job. Discussing and delivering some critics for A's job could became a taboo topic for him, so the host was expected to use high politeness strategy. However, the host did not use high

politeness strategy. He used bald on record in his utterance. Based on the analysis, so rank of imposition did not gave significant effect to the use of politeness strategy.

## **4.2 Discussion**

There are many factors that affect good conversation. Every utterance from the speaker will give effect to the hearer. It could give good or bad effect. Thus, speaker needs to maintain what he or she said. The way to maintain his/her conversation is by using politeness strategies. By using politeness strategies, one can make the hearer or their conversation become comfortable.

Communication between host and guest on TV talk shows is important to be maintained because it affects both host's and the guests' public image. In order to maintain the communication, it is important for the host to maintain his/her show by maintaining his/her utterance, so the conversation can be done well and there no cases of embarrassing the guest or something else. The host could ask sensitive questions which cause the guest feel not satisfied, and it could create result such as conflict between the guest and host. Moreover, because if he done the FTA to the hearer or his/her guest, he/she would lose their relation or rapport so their communication can be broken. Therefore, the politeness theory could minimize the conflict and the effect of the FTA. However, the face threatening acts sometimes is unavoidable and it can occur in the conversation. The writer found some acts which threatened the hearer and speaker's positive and negative politeness. those acts are Those acts are giving

suggestion, asking for personal information, giving compliment, using address term and other status marked identification in initial encounters, expressing disagreement, expressing criticism, mentioning or talking about taboo or sensitive topics, expressing thanks, and accepting compliment. Then, to minimize the impact of those face threatening acts, the speakers or hearers need to use politeness strategies. To lessen the effect of the face threat, the speaker must notice the context and the hearer's condition and also use some redressive action or it is called as face saving acts. The face saving acts found in this analysis are positive and negative politeness.

The writer found three kinds of politeness strategy in this analysis, namely bald on record, positive politeness, negative politeness, and those were used with all his guests in this study. By using bald on record, it indicated that the host wanted to give the maximum efficiency in his conversation. By using positive politeness, It indicates that the host preferred to have a close relationship and harmony with his guests because the topics of the interviews were quite personal and sometimes they talked about sensitive things in their guest life. He also used negative politeness, and he used it when he wanted to give deference and also using hedge to modify his utterance.

Bald on record is a strategy that is usually used for people who have equal or low relative power and social distance. Moreover, it is also used when the rank of imposition happened in the talk was low. Some conversation happened under this condition which is in line with the theory stated. However, the writer also found some

conversation which was not in line with the theory stated. As mentioned above that bald on record is a strategy that can be used with people with low relative power, social distance, and rank of imposition. The case was bald on record was used for people with high relative power and social distance. The case happened because the host's want to satisfy the hearer's face was small and he did not fear of with non cooperation with his guests since he was the host of the show who had to manage the show. Moreover, this case also happened because the maximum efficiency was important. Since the conversation were taken from a TV talk show, so the conversation delivered in the talk show must be clear and efficient so the host can create a communicative conversation to make an interesting talk show. Thus, in order to make it communicative and interesting, bald on record strategy were used.

The other politeness strategy found in this analysis was positive politeness. Positive politeness is known as familiar and joking behavior. It was used to express solidarity and friendliness, also to show appreciation. The main focus was to make a good rapport with his guests. This strategy is used for people with high relative power and social distance. However, the host used this strategy for all of his guests who had different level of sociological variables. In this study, positive politeness is used in the condition in which the host tried to minimize the distance with his guests by expressing friendliness and solid interest. In a talk show, making rapport with his guests was important. The use of making rapport was not only to keep the guests'

public self image, but it can also used to get cooperation from his guests in answering and giving feedback.

The next politeness strategies found in this analysis are negative politeness. The basic of negative politeness is the wants be free from imposition. This strategy included using hedge and giving deference. The main focus was to minimize the imposition and give deference. Negative politeness is also a strategy that is usually used with people with high relative power and social distance. The host used this strategy for all of his guests with different sociological background level. The host used it when he wanted to minimize the FTA, for example when he asked about sensitive question. By asking sensitive topics, it may intrude the guest's space. Moreover, the host also used it to give deference. The function of this strategy is not to impose the guest's space and also show deference. By not imposing the hearer's face, the host could get cooperation from his guests.

The realization of politeness strategies can be influenced by the sociological factors. Those are relative power, social distance and rank of imposition. Relative power and social distance can be said gave some power to the realization of politeness strategies. The host used high relative power when he talked with A who had high relative power and social distance. Moreover, the host also used address term such 'sir' for A who had high relative power. The host also used 'lady' for B who had low relative power, but the host did not use it for C who had low relative power.

The relative power and social distance did not always give influence to the realization of this strategy. Sometimes with guest who had relative power and social distance, the host used low politeness strategy. This happened because the host wanted to make a communicative conversation so he chose to use bald on record. On the other hand, the host high politeness strategies such as negative and positive politeness with the guest who had low relative power and social distance. This case happened because the host wanted to make rapport in order to get good cooperation from his guests in answering and giving feedback.

The next sociological variable is rank of imposition. It related to the condition and situation that takes place when the conversation happened. High politeness strategies should be employed when the rank of imposition is high. The host used high politeness strategy when the rank of imposition is high. For example is when they talked about sensitive or taboo topic for B. The host used negative politeness to maintain the face threat that might appear. On the other hand, the host actually should use high politeness strategies for A when they talked about sensitive topic for him. However, the host use bald on record. This case happened because the host wanted to make clear and unambiguous conversation. Thus, the host chose to use bald on record. Moreover, the host's want to satisfy the hearer face was small because he did not fear of retaliation from his guest.

The three sociological variables did not give significant effect to the use of politeness strategy. Those sociological variables did not give significant effect

because the conversation which is analyzed was the conversation in a TV talk show. since it is a public communication, so it was already set up. The conversation was not natural. Moreover, the efficiency in time and doing the conversation affected the topics being discussed. It was also used to make communicative communication which was important things in talk show. Thus, based on that consideration, the sociological variables did not become big influence in delivering his utterance.

## CHAPTER V

### CONCLUSION AND SUGGESTION

This chapter presents the Conclusion and Suggestion

#### 5.1 Conclusion

After analyzing and discussing politeness strategies used by the host of *Talk Indonesia* in interviewing his guests, the writer draws some conclusions as follows:

1. Face threatening acts that found in this analysis were acts that threatened hearer's negative and positive face, and acts that threatened speaker's positive and negative face. Those acts are giving suggestion, asking for personal information, giving compliment, using address term and other status marked identification in initial encounters, expressing disagreement, expressing criticism, mentioning or talking about taboo or sensitive topics, expressing thanks, and accepting compliment.
2. Politeness strategies found in this analysis were bald on record, positive politeness, and negative Politeness. Bald on record was used in the situation in which S wants to achieve the maximum efficiency of this utterance rather than to satisfy the hearer's face. The case of bald on record found was the cases of non minimization of FTA. The use of bald on record is to deliver something in the most efficient way. The other function of this strategy is to avoid ambiguous meaning. This strategy was intended to get the

communicative conversation and shows the outspokenness. Positive politeness is known as familiar and joking behavior. It was used to express solidarity and friendliness, also to show appreciation. The main focus was to make a good rapport with his guests. The basic of negative politeness is the wants to be appreciated and be free from imposition. This strategy included using hedge and giving deference. The main focus was to minimize the imposition and give deference. The host used it when he wanted to minimize the FTA, for example when he asked about sensitive question.

3. The three sociological variables did not give significant effect to the use of politeness strategy. it did not gave significant effect because the efficiency in time and doing the conversation also affected the topics being discussed and it became the main consideration in realizing the politeness strategy. It was also used to make communicative communication which was important things in talk show.

## **5.2 Suggestion**

This study analyzed how the politeness strategies realized by the host of *Talk Indonesia* in interviewing his guests. It is hoped that this study can be used as the reference for the next researcher who wants to conduct the research in the same field. Next, since this research only discussed about the FTA, the realization of politeness strategies, and also the influence of sociological variables to the realization of

politeness strategies, the next researcher can expand the area of investigation, such as considering the kinds of speech acts, and broaden the object of the research, for example is taking the object from the utterance of people in daily communication.

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## Transcript of Interview with Guest A

**H : Host**

**A : Guest A**

**P : Partner**

**No.  
Data**

**Data**

- A1. H: Welcome to talk Indonesia where everyone stopped by a chat, I'm H. Here's this week TI hotlist. Capital Boz, 6 men running for Jakarta governor next month, who can get the job done. Public service, what can we private citizen do to help make our city more livable, and dreamless. What does Jakarta need to be a world class city. Here beside me every week is P. P, actress, activist, students of spirituality and the only one of this and.. They don't have too much that.
- A2. P : Ha, thank God
- A3. H : And guesthouse this week, A, the first directly elected governor of Jakarta. Now running for a second terms. Sir, Thank you very much for being here today. Hot topic number 1, capital boz, 6 men wanna run Indonesia's capital, also to fight legally and medically fit, as governor of Jakarta he will command on birocracy of.... Department of eighty thousand employees. The last election in 2007 was the first for us directly picked leader... previous governor chosen by the president or by city council. Now with Indonesia as the one of hottest countries to do business in, the next leader has a critical role, and governor, And before we go that I gotta ask you, you must note that raising the middle finger is not a positive site..
- A4. P : No, that's.. is that gonna be the..
- A5. H : No no.. it's clear them up.. he just cut in the moment
- A6. A : ...that's We gonna do it, gotta , this is the best..
- A7. H : That is the best thing.. Oke, all right, we'll take that. Now, governor, Let's get serious a lil bit, you are definitely the governor, as everyone know before you got the top job, you campaign on that, saying that you know how the government works, so let you lead the city, you have five years now as governor, have you been able to get things done faster because

of your previous experience as you campaign on..

- A8. A : Well, this is not an easy job to say to do and then the job is an easy task to clear up, very tough job, and I think all of those candidates are heavy wage and I think them all are seriously because I'm sure that we all want to make Jakarta place a better place to live in, so ahh.. yes gonna be very tough. But im sure we gotta fight it best people for Jakarta
- A9. H : But it was tougher then you are thought it would be, right? I mean...
- A10. A : Well, not really, Jakarta is always been the tough place for everybody, and the... yeah just let's put Jakarta first into context. Jakarta is a tough largest city in terms of population, Jakarta is the seventeenth rank, number seventeenth city in the world, mega city, a big city in the world , big cities in the world in terms of population and density, and Jakarta is the eleventh mega city of the world , and then recently Jakarta was also in rank seventeen out of 200 megacities in the world by brooking institution, Washington DC, for economic progress and development based on 5.5 income increase percent, income increase annually, and 3.3 % employment generating activist reach every year, so, Jakarta is not just any city, .....
- A11. H : Yea, it could be one of the super city of the world, but are the people feeling in? and that's how they gonna vote as you know next month
- A12. A : That's right
- A13. H : What's been the biggest obstacle to progress or getting thing is done?
- A14. A : Well, getting people to love Jakarta more, stronger, and getting people, getting Jakarta people to increase their sense of belonging, this is very tough doing.
- A15. H : Your government workers or citizens?
- A16. A : Citizen , because you know city is actually what it is. When need, plato the greek philosopher, Greek philosopher once said that you know.. a city world it is.. because the citizen of what they are. So, well..
- A17. H : (interrupt) people make the city..

A18 A : People make the city, I'm not talking about government employee only, but we need to encourage bout..

A19 H : (interrupt) everybody, and we are talking about that in the second segment... serious... P, you are the citizen of this fine city, I mean what do you feel, what do you see..

A20 P : Well, of course, hhm.. here I am I think, were definitely for one thing , I'm listening so far because I really just want to know your opinion, you know sir.. because I think you know for the past.. here the place that's been happening you, and you have been there and we know we both we want to hear your point of view

A21 A : Yes yes for simple reason you know because I have a very busy schedule

A22. P : Yes, of course

A23. A : Well, I'm the only governor.... And the others are candidate governors so I have a very tight progress, I cannot all this ketchup with that there in

A24. H : .....warning

A25. P : We just what I want to listening, I just wanna know..

A26. H : But P you out of run, you jump to the..

A27. P : I know.. I know.. and also with respect. But I think right now we.. I will say the few things that might make a problem to say hai I love living here in Jakarta, first thing because even it just last night

A28. A : You know what's coming.. macet I know macet..

A29. P : You know it all, you know it all.. traffic

A30. A : I know macet, but ....

A31. P : I think, Transportation, Etc

A32 A : Yes yes yes, but it's in being. Everything is in being, it's not going happen overnight, though I mean we all agree of

one it.

- A33. P : But I think what most people are in need to know is that because you've been in the.. Even though you have been in the position as governor you have been in the office since 1997 right? On my correct that, I don't want to be much..
- A34. A : even much earlier so..
- A35. P : ven much earlier, so right
- A36. A : Ya, but not in this office. Ok
- A37. P : Right, exactly, so, but I think the question is again with H what he said earlier if you being already in the office much longer since way back in the day you should or you know the blue..
- A38. H : Expectation are high
- A39. P : Expectation are high...
- A40. A : it is.. it is.. but everything takes time, you know.. like building in MRT, would it be happen in two years?
- A41. H : but if we are talking..
- A42. A : We started it already , I started it already,
- A43. H : you say it will happen in two or three years
- A44. A : now, it is going to happen to operate.. the first operation, the first train will operate in 2016,
- A45. H : Ok
- A46. P : Oh can you tell us perhaps the reason why it has taken this long because I think the structure for them, were already there..
- A47. A : No, no we, I have to start from scratch..

- A48 P : Even with the.. you know what
- A49. A : hat's even we destroy it
- A50. A :That's not the MRT, the MRT is ..
- A51 P : I think what people in the position, being that position..
- A52. H : ...being the position is big problem right?
- A53. A : Not .... Position, financing is the problem because.. big problem, big project like MRT should be funded, could not be founded not by a commercial law, or commercial money, so what we need is to look for a proper financing for this
- A54. H : And government step it, Japan government, some other governments?
- A55. A : We got a loan from the Japanese government. Yes it's thirty years plus ten years period, then a very low interest,
- A56. H : so it's on
- A57 A : it's on
- A58. H : So we are all citizen of Jakarta and there has been progress made in , I wanna note some of this, I mean there are buses, more buses, clean and new buses on the road, people argue, you know, "ok,I don't wanna take..
- A59. A : The people are expected more, Yeah, yes I, that's whar we are going to improve soon, and you know talking about public health, talking about education, what you got still in range the best throughout the country, life is expected to got people is the most as high as those people who living in California is going up, yes 77 years Old then more.
- A60. H : Oke, let's get specifically,what does it takes number one quality to be governor, let's start from short list, do he have to be from Jakarta?
- A61. A : No this, (H : No different not) but you have to really know Jakarta, that's basic number one, the person who is going to be the governor to be has to know Jakarta well, physically, geographically, economically.. and culturally.

- A62. H : So it doesn't have to be born here...
- A63. A : Yes
- A64. H : Oke, we got take a break here, talk indo will continue shortly, what can private citizen do to help our public services
- A65. H : Talk indo from Jakarta with P and guest house Governor A. Hot topic number 2. Public service, now it's easy place responsibility on a government leaders for what goes on in our city. We elect them, pay them, and trust them on spending the tax dollar. The 2011 Jakarta budget correctly governor was 30 triliun rupiah or equivalent with 3.8 billion dollars. But there is also personal responsibility thinks that we are citizen can do a help make our city more livable and a better place. And Before we go on to that I want to add that Short this I said, qualities to be the best Jakarta governor is once you said you said no Jakarta want... to others, quickly.
- A66. P : Management skill was definitely..
- A67. A : Yes I do agree with that.. and then the person has to need that the clear vision, a clear vision to make Jakarta a world class city. Not only that, strong city, civilian city, human, and livable.
- A68. H : Oke, oke, good short list. Now, let me start with personal responsibility, very Simple thing. I was in mc Donald , parking lot the other night, look down , there was trash all over the lot.
- A69. H : Yeah, Big Mac crappers, cops, and the trash been a few feet away, why can people just can simply walk over and trap it in , especially parents because kids do what their parents do.
- A70. A. : It's it's... it's a way of life. We need to reeducate people, while we need Jakarta citizen must love jakarta stronger as I said before. And have their sense of belonging to the city of Jakarta increase and then only suddenly we can ask them to improve the participation in the many aspects of life in Jakarta
- A71. H : It is started small to have way out? Why don't you have icon like sexy campaign, I don't mean sexy sexy but.. ..speaking like an artist. She picking up trash with you, I don't wanna say ...
- A72. A. : Without them that is a good idea, we've been doing this already for years , you know, you may not notice that many of the Rukun Warga the neighbourhood, the small neighbourhood, they already have Bank Sampah, waste bank,

where people bring all the household waste to the bank and register it, and they got a credit in return.

A73. H : Well, we don't know enough about that, see.. that's no one knows about it.

A74. A : They're paid, I mean, 700 and 800 neighbourhood are doing that already but we have more than 2000.... In Jakarta, the problem is how to replicate this into that level.

A75. H : So we should say from Individual, you gotta do it

A76. P : I think we've been saying on the show that... that you know it rather than just saying things in the government which never single one of us should take a part and actually say that this we have ownership over our land, over our place, and ..

A77. A : Yes

A78. H : People have to care, people have to care. Ya ok, smoking, Thursday was world no tobacco day I think we knew that, I realize how many job are created here which is a tough balance. Smoking is legal, it's not ilegal like drugs but now in restaurant, mall, buses, public places is prohibited so why do many people still doing and how do we fix that

A79. A : Yes, Jakarta this first province is the first city in Indonesia throughout Indonesia that impose regulation in prohibiting ...

A80. H : And many people comment you for that

A81. . : Yes.. I think, I think.. we wanna play in a leading role in this particular issue, law inforcement is difficult..

A82. H : Difficult.. as we know..

A83. A : We actually want to invite to you know all the other stakeholders to impose this regulation, I mean, play kind of policy in a way..

A84. H : Well, individual came my friend said last night he was at the restaurant, the guy next to him is smoking. He told,

sir it's no smoking, so what? what you gonna do? You gonna fight? No, you don't wanna fight

A85. A. : No no shop owner has to be responsible for that..

A86. H : You should find the shop..

A87. A. : Yes, we going to do just doing that. And we warning, we gave a warning sign to them. We warn them, but you know, it's still a long way to go

A88. P : So would be possible for every day citizen who see something like that happen to actually reporting it to the government say hai all the police

A89. A. : We have to...

A90. H : Citizen arrest

A91. A. : No no, but we will send the warning letter to.. to all that

A92. H : And next time you gonna get fight, ya, be tough, all right.

A93. P : Allright

A94. H : Umm, traffic. Obey personal yeah I know think if everybody one of ten driver obey traffic law in signals , traffic will move 50000

A95. A. : Though will be different

A96. H : Right? everybody start to get slow down in their.. .....their links after traffic hour but why, why can't that be done?

A97. P : One of the biggest problem I just have to mention again about the correlation or the significant whenever range, for example all the motorcycle stop under a brigde

A98. A. : Or wherever they want to or ilegal to stop.

- A99 P : What we think about providing maybe you know shelters or whatever for all of them to stop
- A100 . A. : Well they will choose the easiest way, that this toping in the middle of road, and .... Without you know, being that. So that's what happening. And we, here again I think law inforcement is the only way to go. We usually send law inforcement to rush him and to push him away from the street. Because, you know, otherwisw we gonna add the jam and the topping ....
- A101. H : and in regular day and not just in raining
- A102. P : And of course we can't talked about traffic without talked about infrastructure, we can't talk about traffic, without talking about rush again, can't talk about traffic without talking about the increase number of transportation, motor transportation of cars and..
- A103. H : We getting in largest, talk about personal responsibilities we can do it all.
- A104. P : One of the biggest issue I heard from my friend for example is motor cycle owner. Usually they go to buy and they think straight way automatically I will go to my destination and faster if I go with motor cycle. And then they had to go through ... exactly
- A105. A. : So that's what happen, so what we trying to do is to offer them a better public transport, and move them by regulations. Into that public transport, so will going (H: now it's bus) yeah we are going to impose the restriction, like a everybody has in Singapore , and that's going to be a part of every days life.
- A106. H : Oke, what about food kitchen, homeless shelters, things that to make our city mor be able to it lessfortune, we dont has those yet.
- A107 A. : We do provide them in the different way. All the fakir miskin is responsiblit of pemerintah, anyway, the government
- A108 H : Ok
- A109. P : And there actually interesting because they.. I famly in social workers and we have a few location where unfortunately it is still not being seen when I see this people because they don't have RT or RW. They don't have... birth

certificate. That's very difficult to even register them.

- A110. A. : Those to are particular cases, because if we would allow that we will go and run into violating the law, ya in one way. But we do care of them, but we cannot automatically, we usually put them in a different context and give them certain of identity. But, you know it start to be the same as the legal ah..
- A111. H : Should .... At city materials we can help more people. when Talk indo carries on, our dream list in making Jakarta a world class city.
- A112. H : We are glad you still watching talk indo. Hot topic number 3. Dream list. Every great city has something special. Tokyo has a shopping street... Mokisando, as Singapore Orchard road), Paris has the Soansilon say, New York has Broadway. Attraction of every other city which is they had to attrcta visitors and perhaps .. friends. Is now, Jakarta, we can't compare other capital because we are developing country with serious problem to be fixed, but let's start with one of those Simplest of infrastructure project, sidewalks, we need to be able go out and walk on foot so basic business can be done ... right governer.
- A113. A. : Yes, here again we need the strong law enforcement. Ya because you know we have like Thamrin and Sudirman, we set already a very broad addition to walk. But you know it's usually violated by other parties, and we need to strong law enforcement. But Let me come to the list, Ok?
- A114. H : My list are the sidewalk, Oke what is first on your list?
- A115. A. : Yes, that's one of them anyway. I'm not going to go into detail, I, I'd like to see season of Jakarta gotta more passionate about it, love the city stronger. And then they can take part of many many activities that needs participation from the public. And then also you know, I wish to have maturity to manage this city, because we have to share many many authorities with except the government for capital city. And I wish also that we have more support from the center government, because this is the capital city anyway. And the..
- A116. H : do you want have more power but ... more support
- A117. P : Support...
- A118. A. : Support ya both both both, you know, we can improve our infrastructure without the you know, without the.. it is

not necessary to be in terms of money, but give us access to.. for ....

- A119. H (interrupt) :... just to the president, come on P :....
- A120. P : If part of the problem actually for you to be able to move faster is it because of the
- A121. A. : birocracy.Not not not the central government
- A122. H : (inter) but you see your whole career in, there you know how it slow takes, right? (bald on record) (44)
- A123. A. : Yes, but it's not going easy to happen overnight anyway,
- A124. P : The couple... and you might
- A125. A. : My final resist
- A126. H : Yes sir
- A127. A. : I Wish I could manage this city like, you know jazz musician of doing that, that's true. Same but still face for improvisation. (That's a good idea: H) and the end the end of day you have a great music.
- A128. H : Beautiful music. Ok, P, your short list dreams to make Jakarta world class.
- A129. P : Only a short list? Ahh only a short list, I'm kidding you know I'm..
- A130. A. : You there is a law is.. a law..
- A131. P : It's only because I just went to Japan, our lovely Japan, and .. (H : my lovely Japan ) because your because u've been there so many times you grand your mother and also your mother. (H: grandparent) grandparents that living.. again but.. I think just because when I was there, it was, it was nearly like a dream come true where the public transportation is working really well, where people can walk anywhere, a little of the people can do walk anywhere which means I can eat more. And number three is you know something right and save if I mean Tokyo for example has forty five million population and yet it doesn't realize (H: Pass to work) it was working so well and you're right it is the mind seat of the people.

- A132. H : Ok, what is your shortlist to better..
- A133. P : Public transportation
- A134. A. : that's We gotta have it anyway, we gonna have it in Jakarta
- A135. H : I thought you gonna see like a world a proper stage for production, stage production, so proper world class theater, like Broadway has one.
- A136. A. : We actually have one, yeah.. (P interrupt : ...) which is the.. The Taman Ismail Marzuki is very..
- A137. H : I've been there at the very world class and do you have some actress
- A138. A. : I mean the new one
- A139. H : Have you been to this?
- A140. P : No I have not.
- A141. A. : They knew out, so let's check it out.
- A142. H : One more thing, well we do the show government actually. My last food qualities standard so you gotta enforce food quality standard in the street, be so people can eat that food.. I'm actually done it in five years.
- A143. P : Oh yeah?
- A144. H : Yeah the food like...
- A145. A. : We have some places like we can guarantee the quality, (H: I know but you should) I should invite you someday. (H: I'll go with govern, with P, hehe) all of you, both of you.
- A146. P : Can I add another one on waste management, I know the one who manage waste, waste manager,
- A147. H : Waste manager, ok. Ok, got to move on. Time to check out feedback. On twitter follower our has a lot to say. From Mei : we have to stand up together to make Indonesia a better country. Did we say that? zezzen tweet this. This disagree

that we should preserve more as a world heritage site. I was really serious.

A148. P : .... Well, I think

A149. H : Ok, oke. N yani said, this blue on you mister dt, my first conversation get every week. Well, I told you, the blue ...

A150. H : Allright2.. keep tweet and email me with mmm to talkindo to metro tv.com, or post a comment on a facebook page.

A151. H : Final words, governor.

A152. A. : So, Jakarta is celebrating 485 birthdays in June. So I wish Jakarta, happy birthday, let's work together, harder together to make Jakarta world class city, and .. believe in number

A153. H : number 1, We know what that means, Oke.. (51)

A154. H : P, final words,

A155. P : We.. I just reminded last Sunday at church, ..by one of pastor who came to speak definitely about our integrity, and.. the one you live like a legacy that we people will remember what you buy and worthwhile, and that's integrity you know what to do, instead of what you should do, instead what you wan to do when you are honest to your work and when you know that wherever you go people will get the same treatment and that is what respect, so live your life with integrity.

A156. H : My final worr.. Lady gaga, I thought she was supposed to be in concert in jakarta tonite, that it was cancelled because the security fear is not good. One thing our future artist was ... police about twice to coming in. and this will make conservative religious go ... even border, now they can protest as they want in the Filipina as south Korea, but the show when unsafely in those country, it should have gone on here. Yeah talking about that many rats.. thank you for P and governor, 'im H, see you next time.

## Transcript of Interview with Guest B

**H : Host**

**B : Guest B**

**P : Host's Partner**

| No. | Data                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
|-----|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| B1. | H : Welcome to talk Indonesia, your weekly fix of thrilling conversation, I like that                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
| B2  | P : I like that                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
| B3  | H : I'm H. Here is this week TI hot list. Smut patrol, The president sets up the high levels task force to beat Pornography, why? Bag ladies, what's behind the matters of 50.000 dollar designer purchase? And food fetish, We show up our short list of favorites, fancy and cheap. Here besides me every week, smiling brightly, but deadly serious, is Rahayu Saraswati. P, actress, and passionate anti human trafficking actress.                                                                                                                                                                                                                                                                                                                                                                                                                     |
| B4. | P : Thank you very much                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |
| B5  | H : And our guest house this week, B, former TV news anchor, former colleague of mine, now running around things and doing around things. Allright, more to that lady, later.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |
| B6. | H : Ehh.. hot topic number 1, smut patrol, first, it was Play Boy magazine editor... was recently certain done.... And last weekend four people arrested for recording a sexual... that they claim for personal use. All are most the victim of 2008 anti pornography law, which bench the possession, distribution, making pornographic materials. Now, President SBY has created anti porn task force made up of cabinet level members, its purpose on the world of government, quote, to curve and handle pornography. Now, already the critics are firing shots. The House Deputy speaker in the Jakarta Post is saying, the task force is unnecessary that there are more important problems to focus on. A fellow PDIP Deputy House speaker Puan Maharani, you know her said " quote " we don't need to add one more useless task force. What say we? |

- B7. P : Do we need to say anything else what it is being said already, I mean really
- B8 H : Well, where is your, take your position now, where is, what do you think
- B9. P : First of all, you know what, if it's already, it is a law, you know when we are talking about pornography law, it has been actually put in place in 2008, look, you wanna make sure that it's been done correctly, you want to implemented, and because we always criticize the government for not implementing the law, right? So in this case, ok, but how ever at this present time, it is just seem a lil bit more like.. are they just wasting money, you know.. Basically all this people who will be in task force..
- B10 H : I don't think it's wasting money because all this guys are already in the government and cabinet but raising high..
- B11 P : But they are going... (H) but they will be paid extra, when they actually join the task force, this is what...
- B12 B : People the test....
- B13 P : Yeah..
- B14 B : Well, money to me.. That's good, that's makes us a lot of task force
- B15 H : What is your reaction, Chantal when you heard and get to know about this. I mean.. will get to you this maybe. Why this maybe particularly interest you, but what do you.. Is it a crazy?
- B16 B : It's stupid, it's silly, it's unnecessary because we fight the corruption. Corruption and pornography, which one is more important, which one is more dangerous
- B17 P : Right, right
- B18 B : For the people I mean we see that a lot people don't have that, they are basic needs for educations, and health, we are fighting for pornography because of the verbal of that people.
- B19 P : You know why.. I just love that, but no, I mean the main problem is that this present time, there are other crushing more important problems to be solved like corruption and education..
- B20 H : (interrupt) ... They full rise increase up corruption you know, but actually you know what, I in the benefit of that, that say the goal is to make sure that smutty materials do not recharge children, you know there's a noble goal in all of this, but I'm not sure what the

goal is actually. Is it to prevent materials like that from teaching unintended autist.... or to regulate morality. (B: Yep) And that is what the problem might be here, if they try to say we gonna impose use every standard then it's not right.

B21 P : You just say exactly the key word H, morality..

B22. B : It's different for every people, for every community (interrupt)

B23 P : It's different for everybody.. That's the problem, is that, it's not.. if it were clear , what the task force is intended to do. Even when it is clear.. regulate ... (H : (interrupt) regulate pornography).. you know what, I wonder because they would have watched through certain things you know.. whether they goes into their hard drive you know..

B24 H : Interesting meeting they'll have.. hey but you know what, ladies, comes back to the definition of pornography, I mean that's what this whole issue and someone said, I don't know how to define porn but I know it when I see

B25 B : Ok

B26 H : Yeah, porn to me is sexual or violence acts, not just sexual, violence that involve for example children, animals, objects, it just start to brushing up, that more to mean

B27 P : You right, n you know, actually it's, you mention Pramono Anung earlier and he also mention about like, well based on whose morality standard are we doing this, you know

B28 H : (interrupt) but you know..

B29 P : You know you already set your standard you know what is actually pornography to you

B30 H : You.... Now B, you have been the target of conservative, who saw you go from TV news anchor to magazine cover girl, you know.. in sexy poses, how do you answer critic to say that is porn? 5

B31 B : Why, it's just their mind I think, it is just.. I have, well, I have boobs, everyone have boobs, every woman have boobs, what's wrong with mine?

B33 P : You got boobs also H..

B34 B : Man also got boobs, I mean come on.. ahh hahah

B34 P : I know I know what you mean,

B35 H : So the point is you are not trying to do anything.. Except celebrate who you are, right?

B36 B : Right, I'm a woman and everyone have the right to embrace theirs sexuality and what is wrong with that is I mean if we talked about morality for every person, (P: (Interrupt) it's different) is different.

B37 H : Playboy magazine got shut done because the radical said that this is porn, they were known as we talked about the porn, they were just woman is sexy clothing similar to the magazine impinged. So if you were back then it's been a story told (PP, s6, pseudo agreement)

B38 P : I think, I think

B39 B : It's just in time, back to then.. it was the in time of the law for pornography so it's just a mean of time..

B40 H : Deliberating the law..

B41. P : ...But I think a lot of problem as well as has to do with..do the fact that.. People are second tired of hypocrite, (B : right) Being the one who actually implementing the law.. And we are talking about.. You know, groups of people in the community are actually taking the law into their own hands saying what pornography is and what is not. That's one of guess like you know hey, the task force to this People or no, it needs to be clear, and who is actually... And what the standard are.

B42 H : And I think... President is trying to show this.. Considering delusioning of morality of our society, is this a standard, you know but I think a task force I think nothing to do with it. I think you better define the existing law and force those laws.

B43 P : Yes

B44 H : We talked about it not last.. Ok talk indo will continue shortly with, material girl it's any bag worth fifty dollars.

B45 H : This is talk indo with P and guest house Della Concetta

B46 H : hot topic number 2. Bag ladies.. The World Bank says 100 millions of Indonesian live on less than two dollars a day. .. average monthly wages one hundred thirteen dollars. But at the other hands millionaire are projected the triple in number to 2015 to 99

thousand according to Julius barel, in that group women with the desire and resources to make purchases like this, army's bag running as much as 50000 dollars, you know what (PP, s3, intensify interest to H) it's their money, they can buy what they want, but, but please explain to me ladies, what that makes a bag worth that much?

B47 B : I have no idea, I have no idea

B48 P : I am, I am speech less, I am speech less, I am.. hmm. You know what, I know those certain ladies who do own this certain bag and actually I'm shock when you told me that some of them cost 50000, (H : ) I thought 10000 was like way more.. 10000 was like the most and now you tell me 50000

B49 H : Some of them have six or nine

B50 B : Ya

B51 P : And you know what gets to me, is not the fact that they buy them, look, you can do whatever you want with your money it is your right and if you work hard, instead of your husband working on a good one, then go ahead, if you're own money no problem, but however the money can go to your children education, if the money can .., if you don't even give, half, even just half of twenty percents of your money to people who are in need then you have no right to complain about your situation or whatsoever.

B52 H : Maybe they do, whatever, maybe some of them do the charity,

B53 P : No No ....that's what I said If you don't, I know a lot of this people, I mean my parents are pretty well off, but we give so much to the community because we care for all this people that under our foundation.

B54 H : Ok Chantal, how many broken bags do you have?

B55 B : I have none

B56 H : Oh ok

B57 B: not planning to have one

B58 H : just..

B59 P : Neither of my planning because..

B60 H : (interrupt P) We got a friend live to get the next new bag right...

B61 B : Ya, I do, some of them. I have this story, two weeks ago, a friend of mine, she is a makeup artist and she said that this her client is having this army bag special edition that you have to be in a waiting list to get them, (H : aha) and when they go somewhere, and “watch out of my bag, put tissue underneath of my bags.... And one more, more important, when it’s raining, get an umbrella for my bag, not for me, that’s ridiculous. That was just..

B62 P : Ok, you know what, for me.. I’m not gonna lie I have some pretty nice bag, but I didn’t buy them, they were gifts from my parents so , ok I just put it out there.

B63 H : Blame your parents

B64 P : But it’s.. no no, I don’t blame them, I thank them. But, here’s the thing, there’s just get ridiculous when you put that... yes, sometimes a bag is an investment, this is what I need to talk

B65 H : you know, Let me say.

B66 P : Certain bag are investment but it just getting ridiculous when, when you see how people just you know , nobody else is about....

B67 B : Ohh.. just because the bag is worth it more than..

B68 P : Worth more than themselves ... yes I know you trying to say that

B69 H : Well, when they go to the restaurant they got two chairs, one for them and one for their bag

B70 P : Yes, no no you know what, five star restaurant , five star, three star restaurant is absolutely expected for the to be chairs or tools for their bag

B71 B : Ya..

B72 H : Getting back to the investment, let’s define a lil bit, you know designer bag other designer that is not very expensive... but for good reason, to me if it’s good quality, it’s gonna last you, longer than achieve , not couple or less expense, it is a good investment, and

people buy sometime because they want the quality.

- B73 P : Right, so this one I'm saying is that some people do understand what it is they getting, what it is they are buying, it just like buying gold, which is an investment, which is like buying jewelry or watches
- B74 H : (interrupt) but a purse is not an investment, you carry you junk around it
- B75 P : No no, but sometimes they actually buy them just to invest and then to resell
- B76 H : Resell? There is a resell market I hear...
- B78 P : it's huge anywhere, in Japan, in chine, it's huge, because they are certain people that they can actually take advantage off there
- B79 H : What this is say about society here, this obsession with brands, I see that it signify that some people need to quantify their meet.. being with material object, and feel more worthy if they had, material..
- B80 B : Right
- B81 P : Well, it's even more ridiculous when you see won't buy anything unless the brand all over the bag
- B82 H : you have only ..., B?
- B83 B : I only have 2 and it is sitting on my closet barely used it because with my regular bag I can put it on the floor, I can put it everywhere, it's just..
- B84 P : yes, of course that's just..
- B85 H : Why, expensive bag on the floor, oh come on... that's really for.
- B86 P : I'm really bad, I'm really bad, oke.. I have to say.. I got to say that my LV, I do put it anywhere, everywhere
- B87 H : But this suppose...

B88 P : Exactly, absolutely

B89 H : And up to that it suppose in good quality

B90. P : Absolutely.. good quality

B91 H : If you have it, show it, come on , you spend a lot of money to afford, right? We want another classify

B92 P : I wanna say this..

B93 B : ... Because I saw all this women are very proud of their bag and I wanna feel, ok what it is like to feel having one of those bags, and when I have it, it is just, it is just a bag.. It's just a bag..

B94 P : Well you talk to two not very materials girl, we are not materialistic women okay..

B95 H : Do use it next time you...

B96 B : Ok, I will, I will

B97 H : We'll have lunch and you'll get and bring ...

B98 P : I think I think

B99 H : I wanna table for six, three of us and three of our bags, I don't have a man purse, I don't have

B100 P : I was wondering..

B101 H : That is why I don't even like a... because I like to carry in my pocket

B102 P : How for your birthday next time I'll get you.

B103 H : A man bag? A man purse, no thank you, thank you.. not even for your charity.. the market for laundry grind is growing so that's why it's becoming more attention getter because a middle class is going so all the brand are polling it, you see more and more designer shop are opening on malls.. I don't know how it's important the demand but they coming because they see Indonesia as a potential market right?

- B104 P : Definitely, well my friend are actually work this brand, you know what, somehow the market is there, even though people say that you know, economy, everything, even during the crisis, we were shocked how there even more shops coming in, and people are out and spending, so, you know what, we can never tell how the markets doing a side from all this shops
- B105 H : I can see that both of you as brand ambassadors
- B106 B : For..
- B107 P : Anybody wants.. any
- B108 H : I can think of myself but we talked about it another time. Ok . when talk indo carries on, where to eat tonite, we offer our favourit. Next
- B109 H : We are glad you still watching talk indo, we are very glad, hot topic number three, food fetish. There are more than 1000 thousands restaurants in capital Jakarta including hotels, room in the..., the outside. So you have amazing choice of meal, of course not all good, so in the .... Public service we are happy to give you our favorite, high and low end dining spot. Start, let me start. High end for me is living room in samiyaken bali or your..... put your stuff in your personal touch experience. ... he serve pork to desert , I am a happy boy when I living those , after the dinner serve then in term of it too hot club, but you guys been here right, the three or four, yah... Chantal, your favourite high end?
- B110 B : I am a.. probably, Big Hasara, in Thamrin ,
- B111 H : Ok
- B112. B : It's an Indian cuisine so it's very nice, the kare and the a...
- B113 H (interrupt) : How can Indian be a.. I mean,(NP, s2, hedge) it seems it's pretty you know, usual the fare kare, roti, and there is high end because why? question, hedge. 19
- B114 B : The place.. and the spices, .. it's very good
- B115 H : Why is it your choice?
- B116 B : Because it's a.. very good, I don't usually like very Indian food because it 's very heavy and have very rich flavor, but it's

very nice, hhh, but I usually come back there because the atmosphere

B117 H : (interrupt) I just..

B118 B : Just the food..

B119 H : Big Hasara in Thamrin, Ok

B120 P : We, we.. know really good Indian restaurant which is queen..

B121 H : Ok, is that your choice now..

B122 P : No, no, im just saying for Indian

B123 H : That's a choice of many family, is..

B124 P : Many family, but Hasara will...

B125 H : P your high end?

B126 P : High end, oh god, I don't know which is high end, I just like all the food

B127 H : .... You have a date with your broken bag, table for two please, ok go on

B128 P : No no.. I'm just gonna saying my favorite restaurant, it's maybe not high end, ya that high end for some

B129 H : ... place

B130 P : well ahmm,

B131 H : how's perspective it respect

B132 P : Well my favorite food is always Korean BBQ or Japanese so I love hotel in continental net plaza it has all that which is Honzen, (dt interrupt : honzen,) which is for Japanese and.. the really2 amazing BBQ is the grilled although

- B133 H : It called the grilled
- B134 P : Yeah the grilled for Italian
- B135 H : How can Korean food be high end ... work
- B136 P : But that's just the bees I like it.. it's pretty high end for some people but you know what I'll just stick with it.
- B137 H : No, you usually high end .... Surrounding, the food is the food, I mean that should be of course be served in a good quality, but you know in the...
- B138 P : But.. you know in the .. if it's high end you know what, I think it's because you go to certain restaurant, abroad, you know, for myself and my family, we like to go to 3 star restaurant when we go abroad, but in Indonesia there so many already good food without being high end in the price range , that..
- B139 H : That should we go abroad, no, overseas think specially what we can allow thing to eat.
- B140 P : You mention in Bali, living room, there's another one which is it very2 good French restaurant however whether you call it high end or not, but because it's very earthy and home environment.
- B141 H : You know.... Tells actually have a lot you mention in the .... I like season I the grand high because it's simple, they steak, and salad, you can messed it up, but you gotta have a good quality. Ok let's go to bout your budget choice, mine is.. Yosinoya, not because, not because I am quit Japanese but I use eat it when I was working in Tokyo and it's a fastfood change everybody knows it here, there meatballs, they serve it very fast by the cheap of course, you know , in japan, women do not go there, it's a taft limit, there don't wanna be sit because there gonna be for college students or salary man try to avoid the last.
- B142 H : Here, people lying up for Yoshinawa, you know this ad, that's my favorite things
- B143 P : There's 2 restaurant that apparently in Japan and people won't go to but taste good but here ,...
- B144 H : ok, B your budget (bald on record) 22
- B145 B : Mine is a restaurant in Jalan Cibulan, it's in south Jakarta, behind STM Penerbangan. It's called Sapi Gila, Mad cow.

B146 H : the next time we got international serve.. (bald on record) 23

B147 B : Because its.. they serve the beef sate... because it's spicy , and spicy food make you mad probably

B148 P : Yes yes.. anything to do with gila or.. mad it means spicy. The price must be very cheap right?

B149 B : The price is cheap is okay but.. it's Balinese quisine

B150 H : It's hygienic? It's clean for.. (bald on record) 24

B151 B : Yes, it's clean it's called warung, I mean..

B152 H : Ya, take your chance... bald on record 25

B153 B : I'm fine I mean..

B154 P : ..It's decide

B155 H : But you are an Indonesian, right, I haven't yet go to rad side... it's otherwise,.. ya it's worry and not many Indonesian food, is the high.. Oke,

B156 P : But they are really nice small restaurant, it's too in Senopati area, it is fried duck, bebek goreng, bekgor, so King Bekgor

B157 H : Is a restaurant?

B158 P : It's a restaurant, small restaurant but it's open 24 hours

B159 H : You are kidding,

B160. P : And.. oh ... but you know what it usually fried duck is usually will be oily right, but this is one is dry, it's really2 good, and it has but not too much, so just one is enough. And it has.. you can have it with a.. red rice, you know..

B161 H : Ok now ... let's... time to check up our feed back,

Folks read this from Australia after four weeks

B162 H : Finally, final words, Chantal

B163 B : well, actually I have no idea what to say but.. as a women nowadays that we know that we can do anything, so if you are in trouble in your marriage , violence in your marriage go come out and seek for help, and I wanna thank you for my mom and dad because I never say hi to them on camera, hi mom, hi dad,

B164 H : Ok, final words P

B165 P : Just an addition then what she said about violence in relationship, there's a group that meets almost the every month or every weeks I'm not so sure, it's called lentera hati.

B166 B : Yup, I know

B167 P : So please go and check them out. For my own final words also please check out, just because the event coming out we have not one not two the... yours coming to speak at this event is [www.gathering.com](http://www.gathering.com) or wadah group of gathering

B168 H : ..... of march

B169 P : Yeah it's coming on bali and H coming as moderator later,

B170 H : Yes, I'll be there.

B171 P : Hmm, space only five left H, five left so..

B172 H : Oke so.. see... for me. My final words the government says a new law can make Indonesian like a ..... In my own name, previously before ... the law by making fortune, she's under name of wife, girlfriend, .... Last gonna be very risky yeah. It's about time, it's a good thing for the country, the law in proper investment as in country as Singapore and US. Company orders benefit and people like me can finally put down the ropes in the place we want to. That is talk indo for this week for P and B, I'm H, see you next week.

## Transcript of Interview with Guest C

**H : The host**

**C : Addressee C**

**P : Partner**

**No.  
Data.**

**Data**

- C1 H : Welcome to talk Indonesia where we dissect that people, searching for every week, here is TI hotlist, science fiction or fact, boosting book, celebrity endorsement convince you to buy, and here's this week are two stars, first my regular partner Rahayu Pwati, P, actress and ... parliament member, here beside me every week. Ok and former child artist and now very adult artist C Munaf, welcome. Hot topic number 1. Science fact or fiction, the ... at the us .... On July 21<sup>st</sup> was the reason best play in the... technology, now it's better to moon. Scientist up call animal the ... driving me even more crazy, .... Of human relations but that another story. If Indonesia has very small space for ..we no technology send a lot and we are more consumer than creators.. what's the problem here, it's start an education, right?
- C2. P : absolutely, well it sounds of .. we bring out the ipad sound if we if you have strong and hate relationship, it's not good
- C3. H : I mean... we use it for.. but but when im saying is Indonesia is far behind we suppose recreated an ipad. I don't know
- C4 P : well you the science for the number table, im gonna
- C5. H : why you should ..
- C6 C : maybe because of this article then ..
- C7. P : she might going to MIT because she ...
- C8. H : Indonesia first like Phd and astro technology or whatever...but anyway.. it goes back to the lack of education now.. on scientist, right?

- C9. C : yeah, I think so, and well it's really just my opinion I really just sophisticated, you know there were mine .. whether really is. Underdeveloped, they work field but.. if we look at well according to my personal experience when I was in school science not really popular subject ... was a ...
- C10. P : definitely wasn't same with me..
- C11. C : even me back then I got this interest in science after I finished high school.
- C12. P : so, after you finish high school, after you finish your schooling
- C13. C : yah, after I finish my high school and next three years I read books you know, additional reading, discussion, and
- C14. C14. P : ... I think it's more like independent study
- C15. C : yes
- C16. H : why was it more interesting more popular with students I think because we have..
- C17. C : Something in the curriculum
- C18. H : I think because you need the inspiration to achieve world models and it also celebrate people who study sciences
- C19. P : But that's the same. well, we have so many list, I've listed here of achievement I mean we .. mathematic
- C20. H : ... here?
- C21. P : mathematic Olympic, sorry, math Olympics to round models, the chemistry Olympic, .. and also physics, and five students winning it, the software competition, world software, they won the are manage competition so
- C22. H : ok, so knows about it so the media is fall for not publishing and aspect of our society
- C23. C : it's not popular topic
- C24. P: well, I don't know if the media yes Involve but I would like to see more the media bring out our heroes so to speak even when they are young especially this young one creating bigger boundaries for Indonesia to the step out into the world.

- C25. H : ok I said we have we have spaces very small always shock a rock two years ago there we go but we have vision or leader shape right now we gonna doing this. I want Indonesia in march, I want the Indonesia 200 million [peoples mean this people must be brilliant it then there's you can get someone with a great core, are they
- C26. P : yep
- C27. H : but,
- C28. P : I guess the matter is, I think Habibie mention this umm
- C29. H : former president former president who started the first airplane company, who's created in Indonesia, a better idea
- C30. P : he mention the problem of not being it enough work, you know space here, I don't know who's in charge on that, whether we have, we need business man who are interested in the scientific dollar
- C31. H : we push it,
- C32. P : here, promoted, push, and did it localize,
- C33. C : I'm actually telling that the basis research is my own.. this is guy whose name is Dr. Warsito Tarunu and he just come back to Indonesia to build his own company, to develop his own inventions actually, technology.. sorry I don't read it, *ictccapa*, thermography and except tangerang and I think it's some kind of topic kind in more world like scale so actually I really a big achievement
- C34. H : what would you say C to young people as far as science as a think to study not just experience to use it. What would you tell.
- C35. C : I would tell that it was really fun and umm there's so many thing you can learn and you can, like personally I develop mu own personal web, thinking to science and umm (sr:...like that) yeah especially for learn something new I try to find only the evidnets and find only the prove and I use the deduction. I set method, scientific method to as a where of thinking

- C36. P : I would just
- C37. H : we gonna site this move on. science to Indonesia, fiction or fact, C
- C38. C : what do you mean by
- C39. H: is it here or not, I said fiction.
- C40. C : I think it's getting here
- C41. P : it can be definitely fact we have the achievement, we have the fact.
- C42. H : This is Talk Indo from Jakarta, hot topic number 2. Boosting books, Now from the Qor'an to Harry Potter, books are sold, before internet, before tv, before radio, book are best educated and stimulated. It is estimated that the total number books ever published are 130 million in history. Indonesia has an estimation has 210 public libraries, but compare to the 16.000 in the US. My point, we don't read enough, we don't get much help from the government. Before we go there what is the last books you read?
- C43. C: You go first.
- C44. P : Ok, here's the things with me. I read about four books at the time sometimes. So..
- C45. C: I feel you
- C46. H : You read four, your..
- C47. P : I am a book worm, I am a book worm. The one I highly recommended was "For this I was born by Brian Huston", and another one is "Fresh Faith" by Jim Cambara.
- C48. H : It's a.. a fiction or non fiction, fiction?
- C49. P : Non fiction.
- C50. H : Ok, C, last good book.

- C51. C: Ehh, last time it was, I think Stephen Hawkins “The Grand Design” and..
- C52. P: You are a fan of Stephen Hawkins.
- C53. C: Ya I love him. And.. Richard Hawkins “The God Delusion” And.. what else.. “Michiokaku “Physic of the Impossible
- C54. H : Michiokaku is always the cablet that was commenting on astronomi and.. you guys are read aloud, try to mine now.
- C55. C: I read you know.. comic..
- C56. P: Yeah, here’s the thing. I don’t know about her but the reason why we read comic books just like you, is because probably so much pressure already in the world that stress themselves, you know what, if you don’t love read, reading, go and find the topic you can love.
- C57. H: It’s important because.. you know in the developing country books are cheaper than cable tv or internet. Let me ask me about my last book, that I reread, “Dreams from My Father”. I wanna go back after his precidency and looked back on his prime in Indonesia particularly and.. when you guys got to school, was reading emphasized because in my day, you got hit the rule if you not read the book , you got to read one book in a week , but now how many books in a month to catch you.
- C58. P: You got the question is... because I’m study abroad, reading was definitely a monthly assignmment. So, I mean how about it here.
- C59. C: I think in our generation we tweet more than we read books.
- C60. H : See what I’m telling you
- C61. C: Well reading book is another way to gain information right, you can also gain information from television, and from internet. But I think reading books you actively look for information, but When it comes to TV (H: It’s passive(pp, s5, agreement) 9 ) it’s been given to you so it is easier , so it’s for the easy option.
- C62. P: And I think almost, in one side it’s kind a good thing when there’s good stuff on tv, but on the other hand when you just believe everything you watching, I mean just because it handed to you by the media it just.

- C63. C : Hypocritical thinking.
- C64. P: I'm not going against the media , I'm stating at the media.
- C65. H: It's really doesn't matter which media you use because to me E-book and kind of newspaper, magazine are reading generally it help develop, for me it devolep to do what I love now doing, develop my mind.
- C66. P : Absolutely, absolutely. I mean just reading from your, from ... seems that show had a quite impact on you. Your love for science, I mean it's the same thing with any book, the book kind the books that you read, I think can make an impact on you. One of the seminar I intended with a very succesful business man from Australia, he actually said, all of us ask him, whats the key to your success, like how is it that you can keep on learning new things and he said that the brain is like a muscle and the one that you can train it, is by reading a book, and one of the most important book is biography.
- C67. H : I agree, I read biography all the time, especially sport zero. That's not about it that's ..
- C68. P: That's not about thing you can learn a lot..
- C69. H: A good book for me is like a fully develop romance you know, I'm like one nite Stand like harry potter or the transformers,
- C70. C: You know... I'm not.. harrry potter.
- C71. H: I mean about the mood , people I read the book and I saw the movie, come on , it a big diffrence.
- C72. P : This is the think, actually, ok we mention Harry Potter just to make a diferrence between reding the book and watching it . One of the argument I have with my sister was it I don't know... really translate and she said we gotta read the book first (H: really) because the book had that much more information for you to kind of understand
- C73. C: I mean... the book that can ....
- C74. P: aha
- C75. H: I just wanna see the movie and then
- C76. P : Hey we were going for your argumnent here H.

- C77. H: ok, for the young people watching I would say really read at least one book a month, read at least yeah, and one a week could be better, and one can so much further than it appears.
- C78. P : any kinds of book especially english book if you wanna learn english, it's one of the best way to learn english.
- C79. H : ya boosting books, top sale or no brainer
- C80. P : no brainer...
- C81. H : yaya, we .. because we got so much issue on that right
- C82. P : but, the type of book can make you love reading, we don't rude but .. so I grow up wih them
- C83. H : all right, still more on ... I don't know who that is but that's ok
- C84. H : we are glad you are still watching talk indo, hot topic number three, selling stars. Now it's a traditional form of advertising hire hot singe or actor and put them in the .. pushing the product from Sean Connery to Kylie Gorbachev, to C , start power works to increase product.. C, what are some other product you endorse, how did you make a decision on how you want to do.
- C85. C: I'm so shy .. for the shampoo is Clear , and Nature-E for vitamin E, skin, and..
- C86. H: A dozen, half dozen, or..
- C87. C : I can't run to comment
- C88. H : She wanna do it 12
- C89. C : I'm fine to sell it, that and um..
- C90. H : I like when you go to dance, it's kind look like A high school musical I though, is that I'm wrong?
- C91. C : yeah it's right, it's right for some people it's fun
- C92. P : how did you make the decision?

- C93. H : Ya, how did you?
- C94. C : well, it has to be, I have to be related to the products and I
- C95. H : really, it's just not a business decision that gonna make a lot of money.
- C96. C : for example like, for example chicken nugget company, he approaches me, but I don't really eat chicken, so, I like can't really represent the product. So it has to be true
- C97. H: So, you did not do it.
- C98. C : Ya, I did not do it.
- C99. P : Chicken company, I eat chicken, I love chicken,
- C100. H : for the one who.. yet, but as an consumer yes, I do know some adv celebrities, and that's why they do it, and in Japan it could make your product a national hits .... Celebrity don't you. But it's risky, it depends on the starts popularity, like Tiger woods, Luna maya
- C101. P: right, and I mean, look also twins, you know, with their got no product for the no advertisement as soon as Mary Kate Olsen were being treated for eating disorder.. and you have to pull it down, and (C : I don't know that) I mean you have to I think she's not getting enough that
- C102. H : but it's getting good part of your income, I mean doing endorsement, so it's a part of what you should do. There is criticism of those who has artist, saying that are they selling out, are they giving up their music and their invitation..
- C103. C : that's interesting, ok , well..
- C104. H : now you are only 21. The beetles, they are sixteen until they released their song and for commercial, so..
- C105. C : well people can judge whatever you wanna judge, but for me personally I choose the speakers, it is a good quantity... university, and it's not really you know, I'm presenting really good company, so it's not, it's not a big problem and also I don't really sell my music because when it comes to music as they truth to myself, it's a totally

different thing.

- C106. P : I think it's a very good example that we have because I know those so many of my celebrity friends, you know I mean leave come to me, I know kind of input, and a lot of them really doing it for just money. And you know and again we can vote that, you know because it really good commercial it makes a really good money you know.
- C107. H: and they have no choice sometimes because CD sells down, right? I mean you gotta do what you gotta do, wrinkle big parlement for rbt.
- C108. P : So I think it's an individual.. those decision and people should not probably judge the artist on what it is they represent or the product based on what it is ..
- C109. H: Come on up, does any endorsement of product?
- C110. C : not yet, at the moment, ok
- C111. H : So you don't eat chicken but you do shampoo. Very healthy. You're looks so nice
- C112. C : Thank you very much, any comb actually, I show..
- C113. H : I see your pose, C, make street on work.
- C114. C : I would see it
- C115. H : we love to get feedback from what we are talking
- C116. H : final words, C.
- C117. C : ask me first
- C118. H : you first, that way
- C119. C : since, I didn't get enough time to drop some really big name from Indonesia , right now they always seem to study science and some of them are really, ok I'm just gonna drop some me, Joni setiawan, he works at some much plans institutes astronomy in Germany and he is the head of the astronomy .. and he's work been there but he is the head and the group is responsible for many significance discoveries of planetary objects like one, and two is professor Natin

Tansu, he's .. physic, and he's only twenty five and he's already the head of the research and the Ohio university for metal organically composition based and Nanophatonic..

C120. H : That's final words and ... final words, P

C121. P : ok, ok that just wow that I can visit

C122. H : people are on their works

C123. P : ok, basically just wanna go back for books thing, a lot of people ask me how can you speak English well, and how was.. one of the way that I really learn my English is trough reading, love books, I mean read book that you can read , get your hands on whether or not It's in English, or in Indonesian, and if you would like comic books, read comics just anything that you can get to actually go to the next level and the next level so you can absorb more information to make you well rounded person

C124. H : all right, well said...and then this talk indo for this week..., see you next time.