

CHAPTER I

INTRODUCTION

1.1 The Background of the Study

Human and language is a unity that could not be separated. Language is one of the main points in our life. It is used for conveying the message from the speaker to the listener in communication. By the use of the language in daily communication, people have their own way to convey their intention to the listener. To say one intention, people can say it in different way of communication. Holmes (1992:4) stated that language provides a variety of ways of saying the same thing. It means that in expressing the same thing, someone can say it in different ways.

Regarded to Holme's statement above, there are some factors that can influence to the ways of speakers and listeners in speaking are called politeness. 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, because interaction and communication with others are unavoidable in our lives. It means that there are politeness strategies in people's conversation. The use of politeness as communication strategies absolutely needed in every kind of communication. Then, Yule (1996) stated that getting other's trust in conversation, showing up knowledge, avoiding a confrontation and a deep evaluation are the reasons as well to make people speak differently. Thus, language and politeness are two things that cannot be separated, it has close relationship in term of communication. Because in term of communication, when people want to communicate with others of course s/he uses a language and s/he has to consider the way they communicate, they have to consider the term of politeness in language.

In the study of language and politeness, there are many kinds of studies that have described and raised many issues on the different strategies in their way of speaking. The way to make the conversation good and interesting is known politeness strategies. Hence, Thomas (1983:92) proposes politeness is a part of pragmatics. An individual's linguistic consist of grammatical and pragmatic competence. According Yule (1996:112), the study of what speakers mean or "speakers meaning" called pragmatics. In line with this, the speaker meaning deals with the utterance in communication. Communication clearly depends on not only recognizing the meaning of words in an utterance but recognizing what speakers mean by their utterances. In other word, if we want to know the politeness of a speaker's utterances, we also have to study the meaning of the utterance. The principle of politeness is to make all the parties relaxed and comfortable with one another in common social situation and is further Brown and Levinson (1987) broken down into four strategies of politeness, namely Bald on Record, Positive Politeness, Negative Politeness, and Off Record Politeness Strategies.

The aim of investigating this study is to find out the types of politeness strategies usage and to find out their reason the way they do. Further, as Brown and Levinson (1987:74) consider a number of variables which might affect the politeness strategies, such as power, distance, and rank of imposition. It has been proven by Alice (2014) in her research found that positive and negative politeness strategies are mainly used by college teacher in EFL classroom, which shows the teacher of this research is highly aware of politeness and have high level of English proficiency. Whereas according to Holmes (1995), there are three dimension which have proved useful in analyzing linguistic politeness, namely "solidarity social dimension, the power dimension, and the formality dimension. Therefore, power, distance, and rank of imposition are important in determining politeness strategies.

Indeed, the phenomenon above is available in western culture. However, it could be that the same happening also occurs in Indonesia setting. The setting itself refers to a situation where the happening happens. It can be in many forms including in program of television. In terms of television program, there are many programs offered by television station to its watchers. One of these television programs is Mata Najwa Talk Show Program. It is broadcasted on Trans7.

Mata Najwa is a highly qualified and highly educated television talk show program at Trans7. This program always invites competent guests and has a smart host, named Najwa Shihab. This program provides a lot of dedication and also information about many important things and provides motivation for the people of Indonesia to keep the spirit face despite any difficult circumstances. Furthermore, by watching Mata Najwa Talk Show Program gives us inspiration to make our life better. This program also discusses many different topics such as politics, entertainment, economy, social, life relationship, education, and spiritual topic. Thus in this research, the researcher will investigate on three episodes such as, “Drama Orang Kedua”, “Korupsi di Indonesia”, and “Jadi Guru, Ya Harus Kreatif”.

Furthermore, this talk show always invites guests related to the topic to be discussed. Therefore, the speaker and listener discuss certain topic in each episode in order the viewer catches the information clearly. The speakers, however, used one of types of politeness strategies. The speakers are comfortable as required (used Bald on record strategy), relevant class of other (used positive politeness strategy), there is redressive action in saying something (used the negative politeness) and indirect way of saying something (used off record politeness strategy). This is due to some reason, for example, the information cannot be caught properly, intention to lie, and deliberately for jokes or humors.

In communicating with each other, guests (interviews) on talk shows often use the principle of politeness by giving a comfortable answer to what the interviewer asks on the

talk show. In line with this, the researcher will give the example of this phenomenon and choose the episode “Jadi Guru Harus Kreatif” (July 28, 2018). Then, in that talk show the guest used one of the types of politeness strategy namely Positive strategy. Thus, the example can be seen as follow:

Najwa : *Menjadi guru adalah sebuah profesi yang sangat mulia, memberikan ilmu pengetahuan kepada anak anak dan mendidik. Sebenarnya, mengajar dan mendidik adalah hal yang berbeda, bahkan mendidik adalah sesuatu hal yang sangat sulit sekali. Tetapi kenapa anda memilih menjadi seorang guru? Dan setahu saya penghasilan seorang guru tidaklah besar.*

(Being a teacher is a very noble profession, providing knowledge to children and educating. Actually, teaching and educating are different things, even educating is very difficult. But why did you choose to be a teacher? And as far as I know the income of a teacher is not big).

Guru : *Iya, kenapa saya memilih menjadi seorang guru?, saya fikir hidup cuma sekali, kemudian **kita** harus memberikan manfaat baik untuk diri **kita** sendiri maupun orang lain. cara yang paling mudah kalau menurut saya adalah menjadi guru. **kita** bisa bertemu dengan murid yang berbeda setiap hari atau setiap tahun **kita** bisa memberikan mereka inspirasi, apapun itu inspirasi yang baik tentunya untuk masa depan mereka. saya berfikir ini bisa investasi saya dunia dan akhirat. jadi itu yang membuat saya tetap menjadi guru.*

(Yes, why did I choose to be a teacher? I think life is only once, then we must provide benefits both for ourselves and others. The easiest way if I think is to be a teacher. we can meet different students every day or every year we can give them inspiration, whatever good inspiration is certainly for their future. I think this can be my investment in the world and the hereafter. so that's what keeps me from being a teacher).

The teacher's response in his words uses positive strategies because they build intimacy, solidarity, and friendship. In her words, Najwa asked about the reason and opinion of the teacher to be a teacher until now. The teacher responded with another sentence which gave an indirect answer to Najwa's question. The teacher's answer is to realize a politeness strategy that is positive and can occur because the teacher answers questions indirectly.

Based on the utterances from the interviewees above, it can be seen that the people interviewed in this study such as the episode "*jadi guru harus kreatif*" gave an indirect answer which was the interviewee using a positive politeness strategy because he might want to avoid unavoidable responsibility this action.

Another example in episode "*drama orang kedua*" on September, 10 2018 and the guest is Anis Baswedan. In this interview, the interviewer asks the interviewee (guest) about his last meeting with Pak Prabowo. It can be seen as follow:

Najwa : *Kapan terakhir kali Pak Anies berdiskusi dengan Pak Prabowo?*

(When was the last time Mr. Anies had a discussion with Mr. Prabowo?)

Anies : *Diskusinya sering terjadi ya. Cuma sekitar bulan puasa kita mulai berdiskusi ketika beliau pulang dari Mekkah pada waktu itu kemudian mulai berdiskusi dan ini banyak pihak yang ingin berdiskusi tidak dibayangkan seperti pertemuan pertama, kedua, dan ketiga. Tidka seperti rapat yang sudah di agendakan gitu.*

(The discussion often happens. Just around the fasting month, we started discussing when he returned from Mecca at that time and then began to discuss and this is a lot of parties who want to discuss not imagined like the first, second, and third meetings. Unlike a meeting that has been scheduled).

Based on the example above, we know Najwa in her utterance asked about the last meeting between Mr. Parbowo dan Mr. Anies. Anies responds with other sentences which gave indirect answer to Najwa Question. Anies answer is realized Off Record. Record strategy and it has occurred Anies since Anies answered the question indirect way. It is use to avoid the inescapable accountability, the responsibility for his action, and also it breaks the hope of the interviwer and audience to have the information.

Based on the utterances of the interviewees above, it can be seen the interviewees in this study such as episode "*jadi guru ya, harus kreatif*" gave the answer indirect way which is

teacher used positive politeness strategy because she tried to build intimacy, solidarity and friendship. The teacher's answer is to realize a politeness strategy that is positive and can occur because the teacher answered the question indirectly and also for the guest in episode "*drama orang kedua*" as the guest is Anies Baswedan. He responds the question of Najwa with other sentences which gave indirect answer. In answering the question, Anies used off record strategy and it has occurred since Anies answer the question indirect way. It is used to avoid inescapable accountability for his action, and also it breaks the hope of the interviewer and audience to have the information. Therefore, every guest has different reason in using the types of politeness strategies in three different episodes.

Thus, based on the phenomenon mentioned above, this study attempts to find out the use of politeness strategies by the people interviewed in three different episodes during the performance in Mata Najwa Talk Show Program on TRANS7.

1.2 The Problem of the Study

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

1. What types of politeness strategies are used in Mata Najwa TV Talk Show?
2. Why do they do it the way they do?

1.3 The Objectives of the Study

The objective of study can be described as follows:

1. to find out the types of politeness strategies used in Mata Najwa Talk Show Program on Trans7.
2. to investigate the reasons they do it the way they do.

1.4 The Scope of the Study

As stated in the previous explanation that politeness strategies can occur not only in daily communication but also in television talk show programs as well. And this study attempts to find out the usage of type of politeness strategies in three different episodes namely: Drama Orang Kedua, Korupsi di Indonesia and Jadi Guru, ya Harus Kreatif in Mata Najwa talk show program on Trans7 which shown by the interviewees. The aspect will be observed are the usage, and the reason of interviewees in using the types of politeness strategies during the talk show.

1.5 The Significance of the Study

The findings of the study have two general significances, theoretical and practical significances.

Theoretically, the findings of this research are useful for:

1. As a reference for students who are interested in learning pragmatics and are interested in conducting further research in politeness strategies.
2. Development studies on communication principle about communication comfortably which is known as politeness strategies.

Practically, the results of this research are useful for:

1. Enriching students' linguistic knowledge in the field of pragmatics especially in politeness strategies.
2. For speakers and listeners in daily communication. By adhering to politeness strategies, they have a comfortable situation in communication. Then, they can create good understanding in everyday communication.