

ABSTRACT

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This study was conducted by using descriptive qualitative method. It was concerned with the description of the data in the form of utterances produced by the participants in Ria Ricis' YouTube account. In conducting this research, the researcher (1) found out the types of politeness strategy in Ria Ricis' YouTube account. (2) described the realization types of politeness strategies in Ria Ricis' YouTube account. (3) explain the reason why the types of politeness strategies using in Ria Ricis' YouTube account. The data of this research was the transcription of the ten videos in Ria Ricis' Youtube account utterances, that was Indonesian.

In the application of the politeness strategies, Ria Ricis's Youtube account utterances mostly applied positive politeness strategy. The results showed that the most dominant type of politeness strategies is positive politeness strategy (48%). Consequitively the percentage of Bald On Record strategy was (29%). The percentage of Off Record strategy was (10%). The lowest percentage of politeness strategies is Negative Politeness with (11%). The reason why the types of politeness strategies using in Ria Ricis' YouTube account, instead of each politeness strategies has sub-strategies which explained those utterance contained politeness strategies and related to the subscriber and the viewers.

Keywords: politeness strategis, Ria Ricis, Youtube