

CHAPTER I

INTRODUCTION

1.1 The Background of the Study

Language is used for conveying the message from the speaker to the listener in communication. 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 way of speakers and listeners in speaking is called politeness. Furthermore, social distance, power, and ranking of imposition that influence to the politeness strategy of someone speak in the conversation (Brown and Levinson, 1987). 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. Another factor relating to differences in communicative styles is gender, based on the idea that men and women are different in their language. One of the differences is that women are said to be more polite than men. According to Speer (2002:347), women have a higher tendency than men to apply politeness strategies in their speech such as the use of more compliments, more apologies, and more thanks. Hobbs (2003:243) notes that when talking with same sex peers, women will use

many positive politeness strategies. On the other hand, men in similar circumstances do not show this tendency.

Thus, language and politeness are two unseparated things, 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 numerous studies that have described and raised many issues on the different strategies in their way of speaking. The way of people to make communication comfortably is known politeness strategies. Hence, Thomas (1983: 92) proposes politeness is a part of pragmatics. An individual's linguistic competence consist of grammatical competence and pragmatic competence. According to 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 utterances but recognizing what speakers mean by their utterances. In other word, if we want to know the politeness of a speaker's utterance, 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 of their reasons they 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 Peng (2012) in her research found that positive and negative politeness strategies are mainly used by college teachers in EFL classrooms, 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 dimensions which have proved useful in analysing 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 Indonesian 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 the television station to its watchers. One of these television programs is Kick Andy Talk Show Program. It is broadcasted in Metro TV.

Kick Andy is a television talk show program on Metro TV that is highly qualified and very educational. This program always has the invited guests who are competent, informant, and has a smart host, named Andy F. Noya. This event gives a lot of dedications and also information about many important things and provide motivation for the Indonesian people to keep the spirit face despite any difficult circumstances. Furthermore, by watching Kick Andy Talk Show Program

give us inspiration in order our life will be better. Then this program is a unique one because at the end of each episode the host (Andy F. Noya) gives the free book to all audiences in accordance to the topic discussion itself and give souvenir to the guest that present in that show. 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, "*Basuki Tjahaya Purnama*", "*Korupsi di Indonesia*", and "*Jadi Guru, ya Harus kreatif*".

In this Talk Show which has three elements, such as the host (interviewer), the guest (interviewee), audience, and raise certain topic to discuss each other, where all those elements involved in the discussion during the program. Further, this talk show always invite the guest that related to the topic will be discussed. Therefore, the speaker and listener discuss certain topic in each episode in order the audience catch the information clearly.

Both of the speakers and listeners, however, used one of the types of politeness strategies. The speakers and listeners 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 reasons, for example, the information cannot be caught properly, intention to lie, and deliberately for jokes or humors.

In communicating each other, the guest (interviewees) in talk show often use the principle politeness by giving comfortable answer to what interviewer

asks in talk show. In line with this, the researcher will give the example of this phenomenon and choose the Episode “*Basuki Tjahaya Purnama or Ahok*” (Agust. 29, 2014). Then, in that talk show the guest used one of the type of politeness strategy namely off record strategy. Thus, the example can be seen as follow:

Andy : Sesuatu yang baru, memang di rapat-rapat internal, anda kemudian unggah di youtube, itu bisa semua orang melihat termasuk ketika anda memarah-marahi anak buah anda, atau bawahan anda, awalnya keren tapi ada sebagian orang sudah merasa bahwa apakah ini bukan hal yang salah, kenapa begitu? Karena orang yang anda marah-marahin itu walaupun di kantor adalah bawahan anda, dia kan punya istri, punya anak, punya keluarga, apakah itu tidak mempermalukan keluarga mereka juga, apakah itu sudah anda pikirkan?. (U36)

(Something new, in internal meetings, then you upload on youtube, it can everyone see included when you blow up your employee, or your official, initially cool but there are some people already feel that it is not wrong thing , why is it? Because the person you are angry-mad, even though in the office is your official, he's got a wife, have children, have a family, if it does not embarrass their families as well, have you been thought it?)

Ahok : Jadi saya baru 10 hari kira-kira jadi WAGUB, ada demo buruh menuntut kenaikan gaji, upah. Ada itu 2.500 orang, janjinya pak Jokowi, pak Jokowi kan hadapi bukan saya sebetulnya. Jadi beliau minta saya untuk temui 30 orang saja. Saya keluar aja, saya bilang dari luar halo-halo ayo masuk-masuk, gitu kan. “Hey tapi pilihan rakyat”, sini dong. Gimana ni saya pikir, orang gitu banyak. Terus kata pengawal kalau bapak lewati batasnya brimob, kita gak bisa ikut lagi pak. Saya ditengah-tengah, mundur kena maju kena ni. Masak saya lari dari belakang, lucu juga kan?.(U37)

(So I had 10 days roughly vice-governor, there is a demo of workers demanding higher wages, wages. There were 2,500 people, promise Mr. Jokowi, Mr. Jokowi will face it, it is not me actually. So he asked me to meet 30 people. I went out, I said from the outside” hello let's come in, right”. "Hey, but the choice of the people", came in here!. How about it, I think. There are many people. Then, guard man said if you passed Brimob limit, we can not participate again. I was in the middle, if forward hit, hit rewind.impossible I ran from behind, it was funny, right?).

The responses of Ahok in his utterances uses off-record strategy. Andy in his utterance asks about the reason and opinion of Ahok about the youtube video about his angry to his employee in the meeting. Ahok responds with other sentences which give indirect answer to Andy's question. Ahok's answer is realize off-record strategy and it can occur since Ahok answered the question indirect way. It is used to avoid the inescapable accountability, the responsibility for his action. And also it breaks the hope the interviewer and audiences to have the information.

Another example in Episode "*Jadi Guru, ya Harus Kreatif*" on May, 09, 2014, and the guest is Sarah Suaib Hanafi (SS). In this interview, the interviewer ask the interviewee (guest) about his profession. It can be seen as follow:

Andy : Ok. Kalau guru formal itu sudah berapa lama?(U10)

(Ok. How long have you been a formal teacher?)

SS : Kalau guru formal saya mengajar sejak tahun 98.(U11)

(if a formal teacher, I have been taught since 98 years).

Andy : Ooo, sejak tahun 98. Tidak pernah keluar atau tidak mau melamar pekerjaan lain?(U12)

(Oooo, since 98 years. Never go out or do not want to apply for other jobs?)

SS : Pingin jadi artis sih, tapi gak ada yang mau ngontrak.(U13)

(I want to be an Artist, but nobody to contract me.

Based on the example above, we know that Sarah's answer applied positive politeness strategy. Andy in his utterance asks about her career or her profession. Sarah Suaib responds with sentence "*mau jadi artis sih, tapi gak ada yang mau*

kontrak”.And it can occur since Sarah Suaib want to make Joke or Humor. It breaks the hope the interviewer and audiences to have clear answer.

Based on the utterances of the interviewees above, it can be seen the interviewees in this study such as episode ‘*Basuki Tjahaya Purnama*’ give the answer indirect way which is Basuki uses off record since he may wants to avoid the inescapable accountability, the responsibility for his action . And also for the guest in ‘*Episode Jadi Guru, ya harus kreatif*’as the guest is Sarah Suaib Hanafi’s answer the question of Andy F. Noya by joking. Sarah Suaib in this conversation uses positive politeness strategy since she wants to make joke or humor. This makes the listener not take it seriously when the speaker does an FTA. Therefore, every guests have different reasons in using the types of politeness strategies in three different Episodes.

Thus, based on the phenomena mentioned above, this study tries to find out the usage of the types of politeness strategies by the interviewees in three different episodes during the show in Kick Andy talk Show Program on Metro TV.

1.2 The Problems of the Study

In relation to the background of the study, the problems of the study was formulated in the following questions:

1. What types of politeness strategies are used by the interviewees in Kick Andy Talk Show Program on Metro TV?
2. Why do they do it the way they do?

1.3 The Objectives of the Study

The objectives of the study can be described as follows:

1. To find out the types of politeness strategies used by the interviewees in Kick Andy Talk Show Program on Metro TV.
2. To investigate the reasons of 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 the talk show program on television as well. And this study attempts to find out the usage the types of politeness strategies in three different episodes namely; *Ahok; Mr. Governor, Korupsi di Indonesia, and Jadi Guru, Ya Harus Kreatif*, in Kick Andy Talk Show Program on Metro TV which shown by the interviewees. The aspects will be observed are the usage, and the reasons 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 the university students who are interested in studying pragmatics and interested in conducting any 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. The enrichment of Linguistics knowledge of the university students in the field of Pragmatics especially in politeness strategies.
2. For speakers and listeners in daily communication. By obeying politeness strategies, they have a comfortable situation in communication. Then, they can create good understanding in daily communication.