

## **Politeness Strategies used in Bukan Empat Mata's Program**

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### **ABSTRACT**

*Finding out the politeness strategies used in the entertaining program on television "Buka Empat Mata's program" is the aim of this study. Entertaining people is one of the function of the language. This program involved some guest stars to entertain people. In order to get the purpose, being polite in entertaining is needed. The way to save the image (face) is called politeness strategies. Politeness strategies are different used by different people. Something can be polite for one person can be perceived as impolite to other. Thus, as human being is different, the ways of being polite is also different. This study applied descriptive qualitative method. The data are all the transcription of the utterances uttered by the participants in that program. The result show that there are only two types of politeness strategies used by the participants, namely bald on record startegy and positive politeness strategy. From these two types, positive politeness strategy is dominantly used by the prticipants. It is shown by the use of "Joke". Joking is used for many times to entertain the hearer. It can be concluded that the choice of the words is needed in communication. In this study, speakers were trying to entertain the hearers by joking.*

*Keywords : politeness, politeness strategies, entertaining*

## INTRODUCTION

### 1.1 The Background of the Study

Being social is faced human being as human can not live alone. It means, human has interaction one another. He needs other to interact. In interaction, as human being is different, the way to behave is also different. For the reason, conflict may occur easily. To avoid the conflict and to create harmonious relationship in every occasion, being polite is needed. Both in words and actions, people should keep politeness. As the result, conflict can be minimized.

Entertaining program on television is one of the place where human being can be easily seen to have an interaction one another. As one of the purpose of the language is to entertain people, this program is hoped to avoid the conflict. This program is formulated to entertain the listeners by the ways of the speakers. Finding the ways of some speakers in that program is the purpose of this study.

As nobody is perfect, this program can also create FTA (Face Threatening Acts) of the hearer. FTA (Face Threatening Acts) means the image (face) of the hearer, Brown and Levinson (1987). The politeness strategies used by the speaker are used to save the image of the hearer and to avoid the FTA.

Furthermore, Bayraktaroglu and Sifianou (2001) Furthermore, Bayraktaroglu and Sifianou (2001) stated that politeness is primarily conceptualized as a means of avoiding conflict in interaction. Politeness means showing concern for others. Being diplomatic means, you treat others with kindness and respect. Politeness is showing others you care about them, their feelings, and their needs. You can be polite in both your words and actions. You are polite when you say "please" and "thank you." It means that being polite is not only saying utterances politely but also doing something politely. Both words and actions are needed.

Similar to the finding in the EFL learners communication that has been studied by Senowarsito (2013). The study explores "*The EFL learners employed the positive politeness strategies as the dominantly used by students and teacher in the classroom. The choice of politeness strategies was affected by social distance, the age, the power and the limitation of the linguistic ability of the students. Students and teacher have shown the politeness in utterances*". It strengthens that the relationship between teacher and students in the class is maintained where students and teachers recognize each of them very well. The differences between students and teachers created different ways of using strategy of being polite.

In addition, politeness strategies used by Iranian EFL Learners proposed by Adel (2016) identified the EFL learners of Iranian that used positive politeness strategies as the dominantly used by students and teachers in communication.

Different result detected by Sembiring (2017) stated that students in the class are polite in utterances when they were responding opinion while in actions, they are not. The four types of politeness strategies by Brown and Levinson are used by students and the bald on record strategy is the dominantly used by them. It shows that we can be polite sometimes in words but not in our actions. Unfortunately, this result creates the FTA of the hearers (students and lecturer).

## **1.2 The Problems of the study**

Elaborated some explanation previously, the problems of this study are formulated as follows;

- 1) What type of politeness strategy are used by the participants in Bukan Empat mata's Program?
- 2) What type of politeness strategy is dominantly used by the participants in Bukan Empat mata's Program?

## **1.3 The Objective of the Study**

- 1) To elaborate the types of politeness strategies used by the participants in *Bukan Empat Mata's Program*?
- 2) To elaborate the dominant type of strategies used by the participants in *Bukan Empat Mata's Program*?

## REVIEW OF LITERATURE

### 2.1 Politeness

According to Brown and Levinson (1987) “politeness means acting so as to take account of the feelings of others and includes both with positive face (the wish to be approved) and negative face (the wish to be unimpeded, free from imposition of left alone”. It means, avoiding the conflict and creating the harmonious relationship are the main point of this theory. It tries to create the comfortable relationship both hearer and speaker. They strengthen that different language and cultures will apply different ways of being polite behaviour and utterances. In communication both of the face must be maintained in order to avoid the threat.

In cultures such as in Karonese and Toba Batak cultures, the face is maintained in a different way. Politeness for Karonese is a way to express the difference. Sembiring (2012) found that Karonese people show their respect by speaking indirectly in one of the traditional party “Cabur Bulung.” Furthermore, Ginting (2007) proposed the research entitled “*Kesantunan dalam Acara Perkawinan ‘Angantin Manuk’*”. She found that being polite in Karo language can be expressed through the use of pronouns, greetings, and indirect speech. The use of these elements in communication shows the relationship between the speaker and the listener.

For example, when speaking to someone who is very honored, Karonese tends to use indirect speech. Karonese never speaks because it is not a diplomatic strategy. Then by using pronouns such as “we” is very polite to use. The use of these elements in communication expresses how close the relationship they have. Different from the result detected by Sianturi (2012) that Toba Batak teenagers are speaking directly and to the point when they are communicating. This case is the way of their strategies of being polite. Saying something straight and to the end will make the hearer understand clearly rather than assuming something indirectly.

In addition, Cutting notes (2002), politeness does not refer to the social rules of behavior such as letting people go first through the door, or wiping your mouth on the serviette rather than on the back of your hand”. In this case, politeness becomes the main factor in selecting utterances or sentences appropriately in life of society. One definition of politeness strategy is related to manner and etiquette. Where politeness is defined as having or showing good manners, consideration for others, and or correct social behaviour. It is culturally defined phenomenon and what is considered polite in one culture can often be quite rude or simply strange in another

Similar to Meyerhoff, (2011) proposed the positive and negative face determine the use of being polite in social interaction. The way we communicate to someone we recognize well will be different from the ways to someone we don't recognize well. In word, for every person, we have different ways of being polite as we are different one another.

## 2.2 Politeness Strategies

Politeness strategy is a way to convey the utterances as polite as possible stated by Brown and Levinson (1987). Central to their theory is the notion of *face*. Thus, all participants are supposed to maintain two types of face during interaction: 'positive' face (paying attention to others' face needs) and 'negative' face (ensuring that the other is not imposed on). Thus, in the spirit of maintaining *face*, interactants are supposed to minimize Face Threatening Acts (FTAs) such as criticisms, disagreements and embarrassing during their interaction. Brown and Levinson also suggest that during these FTA moments, we commonly utilize an array of linguistic strategies, or 'politeness behaviours', in order to mitigate or defray interpersonal conflict.

According to Brown and Levinson (1987) politeness strategies can be realized into 25 politeness strategies which are classified into two categories, they are positive and negative politeness. Positive politeness strategy is a strategy of speaking which is used a kind of metaphorical extension of intimacy to imply common ground or sharing of wants to a limited extent even between strangers who perceive themselves: for the purpose of interaction. Negative Politeness Strategy is a kind of strategy where both hearer and speaker want be free. He/she has no obstacle. He needs a full intention without any rejection.

There are fifteen strategies of positive politeness by Brown and Levinson, such as: (1) Notice, attend to hearer (his interests, wants, needs, goods). The aspects of hearer's condition should be respected by the speaker. The aspects are the change of what the hearer's interest, needs and the things he/she wants. (2) Exaggerate (interest, approval, sympathy with hearer). This is often done with exaggerate intonation, stress, and other aspects of prosodic, as well as with intensifying modifiers. (3) Intensify, interest to hearer. Another way for speaker to communicate with hearer that speaker wants to intensify his/her interest to the conversation by 'making a good story'. The use of directly quoted speech rather than indirect reported speech is another feature of this strategy, as the use of tag questions or expressions that draw hearer as a participant into the conversation. (4) Use in-group identity markers. Speaker can implicitly claim the common ground with hearer that is carried by that definition of the group, including in group usages of address of address forms, of language or dialect, jargon, slang, and ellipsis. (5) Seek agreement. This strategy is identified by two ways. The ways are saving the topics and doing repetition. It tries to strengthen the agreement with the hearer and tries to satisfy the hearer. (6) Avoid disagreement. Speaker may do a white lie in order to hide disagreement, by doing this, speaker will not damage hearer's positive face. (7) Presuppose/ raise/ assert common ground. Speaker talks with hearer for awhile about unrelated topic to show that speaker is interested in hearer and indicate that speaker has not come to see hearer imply to do the FTA). This strategy is used for softening request. (8) Joke. Joke is another way in positive politeness strategies to save the face both hearer and speaker. It tries to minimize the threat between hearer and speaker. In word, the speaker tries to avoid the threat by having joke in communication. (9) Assert or presuppose speaker's knowledge of and concern for hearer's wants. It is used to imply knowledge of hearer's wants and willingness to fit one's own in with them. (10) Offer, promise. Offer and promises are the natural outcome of choosing this

strategy; even if they are false, they demonstrate speaker's good intentions in satisfying hearer's positive face wants. (11) Be optimistic. The speaker is very optimistic that the hearer will not mind to do the dishes that tonight. (12) Include both speaker and hearer in the activity. This strategy tries to include the hearer in conversation to save the image. For example, speaker tends to use "we" which refers to "me and you, or she/he in conversation. It is done to minimize the threat and the speaker feels respected. (13) Give (or ask for) reason. In this strategy, speaker gives reasons as to why s/he wants. Hearer is led to see the reasonableness of speaker's FTA (or so speaker hopes). (14) Assume or assert reciprocity. Speaker asks cooperate with him/her by giving evidence of reciprocal rights or obligations between speaker and hearer. Thus, speaker may say, "I'll do X if you do Y for me" or "I did X for you last week, so you do Y for me this week" (vise versa). (15) Give gifts to hearer (goods' sympathy, understanding, cooperation). May satisfy hearer's positive-face want (that speaker wants hearer's wants, to some degree) by actually satisfying some of hearer's wants by some actions like gift-giving not only tangible gift, but human-relations wants such as the wants to be liked, admired, cared about, understood, listened to, and so on.

While negative politeness consists of ten strategies, such as: (1) Be conventionally indirect. The speaker tries to be indirect so there can be no misinterpretation of what he means. In this case, the speaker uses understandable indirect speech acts. (2) Question hedge. It is used to modify the force of speech acts. (3) Be pessimistic. This strategy tries to save the face of the hearer by expressing doubt. It shows the appropriateness of the speaker's ways of speaking. It may be realized by doing indirect requests with assertions of felicity conditions which have had a negated probability operator inserted. Thus, t rejects indirectly. (4) Minimize the imposition. This strategy is used to minimize the coercion of the hearer. It shows the deference given by the speaker to hearer seriously. (5) Give deference. There are two sides to the coin in the realization of the deference: one in which speaker humbles and abases himself and another where speaker raises hearer (pays him positive face of a particular kind, namely that which satisfies hearer's want to be treated as superior). (6) Apologize. By apologizing for doing an FTA, the speaker can indicate his reluctance to impinge of H's negative face and thereby partially redress that impingement. (7) Impersonalize speaker and hearer. This strategy implies that speaker doesn't want to impinge on hearer's identity. Avoiding the pronoun "I and You" is as an identification of this strategy. It means that the speaker is not alone, and the hearer also, not alone. (8) State the FTA as a general rule. Speaker doesn't want to impinge but is merely forced to by circumstances. This strategy does not force the hearer to do something but is done by hearer by the circumstance. Circumstance for the hearer to do so. The circumstances are social rule, regulation or obligation. By the circumstances, speaker forces hearer to do indirectly. (9) Nominalize. It shows formality which is associated with the noun end of the continuum. (10) Go on record as incurring a debt, or as not indebteding hearer. Speaker can redress an FTA by explicitly claiming his indebtedness to hearer, or by disclaiming any indebtedness of hearer.

### **2.3. Bukan Empat Mata's Program**

*Bukan Empat Mata program* is a comedy program presented by *Tukul Arwana* on Trans 7. It is on Monday to Friday at 10 pm. There are three people who are involved as the presenters in *Bukan Empat Mata's Program*. This program was taken with entitled "*Bukan wanita biasa*". This program is presented by four guest stars. In making this analysis ran well, the writer took the example of *Tukul's* utterances in one segment from four segments done in this program. The first segment was taken to be analyzed. In this segment *Cinta Laura* was the guest star. All the segments can be seen in the appendix completely but in analyzing the speech acts the writer limited only one segment. The utterances were taken in order to find the types and the dominant type of politeness strategies.

## **RESEARCH METHOD**

### **3.1 Research Design**

This study applied qualitative research design. Its function is to describe the condition or the phenomena of the language.

### **3.2 The Data and Instrument of Data Collection**

The data are taken from the natural utterances which are produced by the speakers or participants in the program. This was based on the qualitative survey method in collecting data. The data were recorded in non-numerical form where the presentation recording will be transcribed.

### **3.3 The Subject of the Study**

The subjects of this study were the speakers in the program. They are Tukul Arwana, Vega, Cyntia, and Cinta Laura as the guest star.

### **3.4 Technique of Data Analysis**

The data analysis applied qualitative research is descriptive by Miles, Huberman and Saldana (2014). It takes some steps. The steps are data condensation, data display, and drawing and verifying conclusion.

#### Data Condensation

The reduction of the data helps to sharpen, sort, focus, discard, and organize the data in a way that allows for “final” conclusion to be drawn and verified. In this study, the data reduction is after selecting the utterances uttered by speakers in *Bukan Empat Mata's Program*.

#### Data Display

Data display is the second major activity which the researcher should go through, and this means taking the reduced data and displaying it in an organized, compressed way so that conclusions can be more easily drawn. After selecting the utterances then the data were displayed to be seen clearly.

#### Drawing and Verifying Conclusion

Drawing and Verifying Conclusion are the final analytical activity for the qualitative researcher. It is here that the researcher begins to decide what things mean. They do this by noting regularities, patterns (differences/similarities), explanations, possible configurations, causal flows, and propositions. After reduce the data and display them, there will be some conclusion. The conclusion got after do some analysis



## FINDINGS AND DISCUSSION

### 4.1 Finding

There are four speakers who are involved as the presenters in *Bukan Empat Mata's* Program. This program was taken entitled "*Bukan wanita biasa*". This program was presented by four guest stars. In making this analysis ran well, the writer took the example of Tukul's utterances in one segment from four segments done in this program. The first segment was taken to be analyzed. In this segment Cinta Laura was as the guest star. The utterances were taken in order to find the types of politeness strategies and the dominantly used in this program. The four types of politeness strategies stated by Brown and Levinson (1987) could be found in this study. There were only two types of politeness strategies used by the speakers in this program. They are bald on record strategy and positive politeness strategy. From these types, the positive politeness strategy is dominantly used by the speakers. The result can be seen clearly as following explanation;

#### BALD ON RECORD STRATEGY

The speaker in this program treat the hearers as his friends. There is no distance between them.

(1) *Tukul : Our theme tonight is "not ordinary woman"*.

It can be identified that speaker used Bald on record strategy. It is shown by the way of speaker which does not try to minimize the face. It shock the hearer by saying what the speaker's mean directly and to the point. this strategy refers to the closeness created by the speaker. Speaker felt that he was close to the hearer. No distance between them. thus, this strategy which spoke directly was formulated by speaker.

(2) *Tukul to partners : Oh your..what is the English of "semakin?"*

It can be identified that (1), (2) used Bald on record strategy, the first is faced to all the hearers of the program while the second is faced to the speaker's partner in that program. Both are using the similar types of politeness. It means the speaker treat the hearer in (1), (2) statements are in the similar position. No distance between them. The result of the research supported Yule (1996) stated politeness is an interaction of showing awareness of another person's face. Politeness can be accomplished in situations of social distance or closeness. Speaker in this research treat the hearers as his friends. He felt close to the audiences as hearers and his partner in the program. When the feeling of the speaker is close to the hearer, the speaker did not reluctant to treat the hearer.

#### POSITIVE POLITENESS STRATEGY

(3) *Tukul : Our guest star is a beautiful woman*

It can be identified that speaker used positive politeness strategy, i.e. Include both speaker and hearer in the activity. It is shown by "our", this expression indicates

that one speaker respected the hearers and included them in action. Guest star in this case, does not belong to the speaker's t herself/himself but belongs to all of them in program. For saving politeness, speaker included all the participants (hearers) in the conversation.

- (4) Tukul : *Happy Kartini day.....y.*  
Vega : *"dei...dei..bukan dai, dai"*

It can be identified that speaker used positive politeness strategy, i.e. Joke. Joke is indicating that the interlocutors are close enough. They mutually shared background knowledge and values. The code switching engaged by the speakers noted that both of the speakers in that program were joking. The speakers tried to minimize the hearer's positive face. They wanted to make the hearers feel comfortable and feel that they were close to each other.

- (5) Cinta : "How are you Daddy?"  
Tukul : "OMG Cinta Laura, what do you say, Dad?"

It can be identified that speaker uses politeness strategy, i.e., The Use in-Group Identity Markers, Brown and Levinson (1987). It is shown by group identity marker "Daddy." to call a father who was considered as a respectable person. Calling "Dad" for father indicates the speaker gave respect and felt close to the another speaker as well. This set of data suggests that the two parties have a good emotional relationship.

- (6) Cintia : *It's really sad*  
(7) Tukul : *Our guest star is a beautiful woman.*  
(8) Tukul : *"Thank you.*

The response of the student in this utterances uses Give gifts to the hearer (goods' sympathy, understanding, cooperation). This strategy satisfied hearer's positive-face want (that speaker wants hearer's wants, to some degree) by actually satisfying some of the hearer's wants by some actions like gift-giving not only tangible gift, but human-relations wants such as the desires to be liked, admired, cared about, understood, listened to, and so on. In this strategy, the speaker in (6) show the sympathy to the hearer, (7) and (8) show the appreciation to the hearer as everyone needs to be admired, the speaker in this statement appreciated the hearer. The speaker gave gift to the hearer.

No	Types of politeness strategy	Number	Percentage
1.	<i>Bald on record strategyh</i>	19	30,15%
<b>2.</b>	<b><i>Positive politeness strategy</i></b>	<b>44</b>	<b>69,85%</b>
3.	<i>Negative politeness strategy</i>	-	-
4	<i>Off record strategy</i>	-	-
<b>Total</b>		<b>63</b>	<b>100 %</b>

## **4.2 Discussion**

As the function of the language is to entertain, this result show us that language is used to entertain people. All of the utterances uttered by the speakers are full of humor. The speaker got closer to the hearers by catching the attention of the hearer's first. Catching the attention of the hearers was done by giving humor or joke. When the function of the language is to entertain people, it needs to choose words appropriately in order to get the purpose. In this result, speaker choosed joking by mixing the language for many times and doing some actions which created the happines to the hearers. Thus, the hearers and speakers in this program got laughing for most of the times. The enjoyed everthing spaken and done by the speakers. There two types of strategy of being polite used by speakers. They are bald on record and positive politeness strategy. These two types were used out of the four types stated by Brown and Levinson (1987). It show that the politeness is different one another as human being is different. This study support the theory.

Similar to Senowarsito (2013) and Adel (2016) that proposed the positive politeness strategy is dominantly used by teachers and students in the class, this study identified positive politeness strategy is also dominantly used by the speaker in this programm. The use of Joking is dominantly used by speaker to entertain the hearers.

In addition, language in speech act theory is seen as form of acting (Renkema, 1993). When we communicate with others, we produce an utterance as types of action. We can do many things with the language or word, such as making question, giving order, and making request and so on. On the other hand, one utterance may perform several simultaneously acts. Furthermore, Bayraktaroglu and Sifianou (2001) that stated being polite is both in words and actions. It does not enough to formulate the words but also to behave as polite as possible. This study detected that speakes are polite in their words and actions. All the uuterances delivered by speakers are polite to be listened and created some actions which are polite to be seen. It did not treat the FTA.

This study is detected different from the result stated by Sembiring (2017) where students are polite in the words but not in actions.

## **CONCLUSION**

The result of the research brings us to the end that the way of speakers communicate in the program of entertaining. From the four types of politeness strategies stated in this study, there are only two types of politeness strategies used by speaker to entertain the hearers in the program. They are bald on record strategy, and positive politeness strategy. From the two types of politeness strategies, positive politeness strategy is dominantly used by speakers. It is due to the speakers used joking to entertain people who watch the program. The purpose of this program is to entertain, for the reason, there must be some wyaas to get the purpose. Joking is one of them. by joking all the parties in the program were entertained by speakers. Thus the function of the language is caught in this program.

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