

Language Politeness on Mata Najwa's Talk Show with Covid-19 Theme: Sociopragmatics

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Abstract

This study aims to analyze language politeness on Mata Najwa's talk show with Covid-19 theme based on sociopragmatic studies. The theory in this study is the theory of Brown and Levinson. Brown and Levinson's theory has 2 politeness strategies, namely positive politeness strategies and negative politeness strategies. This study used descriptive qualitative method. The data used in this study are the sentences contained in the conversational interactions between the presenter and the resource person. The source of the research data is the conversational interaction between the presenter and the resource person. The data collection technique in this study was the researcher working on the data already in the video and then analyzing it. The result of the research is that not all politeness strategies are found in conversational interactions on the Mata Najwa's talk show. The result of the research is that using a group identity marker (positive politeness strategy) is more dominant than the question/fence strategy (negative politeness strategy).

Keywords

Language politeness; talk show;
Covid-19; sociopragmatics.



I. Introduction

Politeness is a very important aspect of language because it can facilitate interaction between individuals. In the world of sociolinguistics, politeness is a term related to 'politeness', 'respect', 'good attitude', or 'proper behavior' (Nurjamily 2015: 1). What is interesting is that politeness is the meeting point between language and social reality. Sailan (2014) in Nurjamily (2015: 2) states that the function of language as a communication tool, has a relationship with the community, culture and thoughts of its speakers, even with the world in general, so there is a connection between language, society, culture and the human mind. The use of politeness in language is not only determined by the choice of speech, but also by other aspects that also determine the level of politeness, such as age, social distance between the speaker and the speech partner, situation, time, place, and purpose of speech. Thus, in the use of language, it is necessary to pay attention to the context of language use.

According to Brown and Levinson (1987) politeness strategies are ways or efforts to minimize threats to someone's face. Politeness is being concerned with the 'face', both the speaker's face, and the face of the speech partner. 'Face' in this case, is not face in terms of physical appearance, but 'face' in terms of public image or 'self-respect' in the view of society. According to Brown and Levinson, every individual has two faces, namely a positive face and a negative face. Politeness in speaking is very important because it can create effective communication between speakers and speech partners (Cahyaningrum 2018: 4). Leech (1993: 166) reveals that there is a principle that functions to help the conversation run well because the participants will maintain social balance and friendly relations with each other, namely the principle of courtesy. Leech divides politeness into

six maxims, namely the maxim of wisdom, the maxim of generosity, the maxim of appreciation, the maxim of simplicity, the maxim of agreement, and the maxim of sympathy. According to Mardikantoro (2012) in Cahyani (2017: 45) the use of language and language habits in society is closely related to sociolinguistics and pragmatics. The two fields of science are interconnected with each other, and can even be said to be complementary.

The positive politeness strategies according to Brown and Levinson (1987) there are 15 strategies, namely: paying attention to the listener's likes, desires, and needs (strategy 1), exaggerating attention, approval, and sympathy for the listener (strategy 2), intensifying the listener's attention by dramatizing events or facts (strategy 3), using group identity markers: forms of greeting, dialect, jargon, or slang (strategy 4), seeking agreement with general topics or repeating part/whole speech (strategy 5), avoiding disagreements by pretending agree, false agreement, lie for good, fence words (strategy 6), show things that are considered to have in common through pleasantries and presuppositions (strategy 7), use jokes (strategy 8), express understanding of the listener's wishes (strategy 9), making offers, promises (strategy 10), showing optimism (strategy 11), involving speakers and listeners in activities (strategy 11) strategy 12), asking questions or asking for reasons (strategy 13), expressing reciprocal relationships (strategy 14), and giving gifts to listeners: sympathy, understanding, cooperation (strategy 15). According to Brown and Levinson (1987) negative politeness strategies, there are 10 strategies, namely: using indirect speech (strategy 1), asking questions, fencing (strategy 2), being pessimistic (strategy 3), minimizing pressure (strategy 4), paying respects (strategy 5), apologizing (strategy 6), using impersonal forms (strategy 7), declaring face-threatening acts as a general rule (strategy 8), nominalizing (strategy 9), and declaring oneself indebted (strategy 10).

Sociopragmatics is the study of sociolinguistics and pragmatics. Sociopragmatics has something in common with the term content accuracy, namely the extent to which certain communication functions, attitudes and ideas are considered appropriate in accordance with the prevailing situation. Pragmatics and sociolinguistics are two branches of linguistics that arise due to dissatisfaction with the handling of language that is too formal. This is because many experts are only form-oriented, without considering that these language units are actually present in context, both lingual contexts and extralingual contexts (Putrayasa 2014: 25-27).

Sociopragmatics will produce formulas or rules related to the use of language in all human activities in society. The concept of sociopragmatics begins with an understanding of sociolinguistics as a discipline that connects language with society and pragmatics as a discipline that studies the contextual meaning of speech or language (Yule 1996: 3).

The researcher argues that sociopragmatic studies are a combination of two disciplines, namely sociology and pragmatics. Sociopragmatic studies are very close to human social lives because they relate to how humans speak with their surrounding environment. Thus, the researcher uses a sociopragmatic approach as a study in this study to examine linguistic aspects and to produce a description of the use of language in society, especially the use of language used by speakers on the Mata Najwa talk show in interacting. In particular, this study focuses on the politeness of the speakers on the talk show Mata Najwa in interacting with a sociopragmatic perspective.

In an event, television dialogue program or talk show that is witnessed by many people, the concept of 'face' becomes the main factor. Both an event host and a resource person involved in the event used the opportunity to maintain or even improve their image in front of the people who witnessed it (Sumekar 2018: 46-47). In talk show activities, politeness in language between the host and resource persons is very important because the

event is witnessed by the wider community. Hosts and resource persons must provide a good image during interactions in front of the television screen so as not to cause negative perspectives from the community.

One of the television stations that broadcast talk shows is Trans 7 with the program Mata Najwa. Mata Najwa is a featured talk show program that was originally on the Metro Tv television station. However, over time, this program moved to the Trans 7 television station which aired every Wednesday at 20.00 WIB and became a featured talk show program (Tekkay 2017: 2). The talk show of Mata Najwa is a program hosted by a senior journalist, Najwa Shihab. This talk show program always presents hot and interesting topics with various competent and trusted sources (Tekkay 2017: 2). This talk show program also attracts the attention of many people because this program always thoroughly explores every problem, conflict, and thing that happens in the midst of society in the interaction between Najwa Shihab and his sources. The problems discussed in this study are language politeness and the context of the presence of the speakers of the Mata Najwa talk show in interacting with the Covid-19 theme based on sociopragmatic studies. In addition, the researcher also examined how politeness of the sources in interacting on the Mata Najwa talk show in responding to the Covid-19 case was. The topic regarding the Covid-19 case taken from the Mata Najwa program as research data is the topic Against Corona on Wednesday, March 4, 2020. Public figures should also pay more attention to this, especially when in front of the screen because the public is watching and paying attention them directly. Politeness in this study aims to make people better understand and be able to apply politeness well in daily interactions by paying attention to background, age, gender, ethnicity, and religion.

To support the process of implementing the research to be carried out, there are several studies that are relevant to this research. The research conducted by Raymonda (2016) was to analyze the sociopragmatics of speech acts in the community of online game players in Solo. This study uses the theory of Searle and Kreidler (1969). This research uses the listening method and the note-taking method. The purpose of this study is to discuss the pattern of speech acts in the community along with the specific terms used, especially in Solo. The results obtained in this study are the authors found that the percentage of the appearance of the types of speech acts and their dominant functions, differs from one research location to another. Each online game center in each sub-district has its own characteristics regarding the use of speech acts, both in type and function.

The purpose of this study is to describe the language politeness strategies used by resource persons on the Mata Najwa talk show in interacting with the theme of covid-19.

Various studies that examine language politeness are as follows: Raymonda (2016), Cahyani dan Rokhman (2017), Sumekar (2018), Habiburrahman (2018), Putri (2019), Nurjamily (2015), dan Helmita (2018). These studies use the theory of Searle and Kreidler, the theory of Brown and Levinson, and the theory of Leech. The thing that distinguishes this research from previous studies is that this study uses two theories and the topic under study is about covid-19.

II. Research Method

2.1. Data Collection

The data in this study are sentences contained in conversational interactions in the talk show of Mata Najwa which aired on Wednesday, March 4, 2020. The source of the data for this research is the interaction between the speakers and the presenters on the talk show.

The data collection technique in this study was the researcher working on the data already in the video and then analyzing it. This data collection was carried out by means of researchers paying attention, listening, recording and recording the politeness of the speakers' language on the Mata Najwa talk show program in interacting on the topic of Covid-19 both between one resource person and another resource person and between the resource person and Najwa Shihab as the program host. Mata Najwa talk show. The data were then identified and analyzed using language politeness studies and language politeness principles. The results are then analyzed whether there is the use of politeness in language and deviations from the principles of politeness in language, so that the level of politeness in the object of research can be known.

The research instrument in this study is a politeness strategy consisting of positive politeness strategies (SKP) and negative politeness strategies (SKN) and uses the six maxims of Leech's theory. Positive politeness strategy (SKP) is used to avoid positive face threats. Forms of using positive politeness strategies include paying special attention to the speech partner, exaggerating interest in the speech partner, using group identity markers, seeking approval by repeating part of the speech partner's speech, avoiding disagreement by pretending to agree, using similar circumstances with the speech partner, making jokes, offerings, trying to involve speech partners and speakers in a particular activity and being optimistic. While the negative politeness strategy (SKN) is used to avoid negative face threats. The use of this strategy was found to be done in a way that the speaker acknowledges, respects, and gives freedom of action to the speech partner (Kusumaswarah 2018: 146-147).

Data analysis is an effort made to classify, classify data. At this stage, efforts are made to group, equate the same data and distinguish data that are indeed different, and set aside in other groups similar but not the same data (Mahsun 2005: 253). Qualitative analysis focuses on indicating the meaning, description, clarification, and placement of data in their respective contexts and often describes them in words rather than numbers (Mahsun 2005: 257).

2.2. Method

The research method on language politeness in the Mata Najwa talk show is based on descriptive methods and the nature of the research is qualitative. According to Djajasudarma (1993: 10) qualitative research is a procedure that produces descriptive data in the form of written and spoken data in the language community. This descriptive method aims to make a systematic, factual, and accurate description of the data, properties, and relationships of the phenomena studied so that a scientific picture of the data will be obtained (Djajasudarma 1993: 8). According to Aminuddin (1990) in Ulvana (2017: 64), a qualitative descriptive approach is data that is analyzed and the results of the analysis are in the form of a description of the phenomenon, not in the form of numbers or coefficients about the relationship between variables. Descriptive qualitative method aims to describe complex social realities by describing, classifying, analyzing, and interpreting data according to their natural conditions. This research will look at the acquisition of research data, data collection, data analysis, and presentation of the results of data analysis.

The researcher uses a qualitative method with a descriptive approach, which aims to describe various situations and conditions or social phenomena based on accurate facts that occur in the midst of society to be used as objects of research. With its use, this method will describe the principles of language politeness used by speakers on the Mata Najwa talk show with the theme of Covid-19 in communicating, then explain the language politeness realized by speakers on the Mata Najwa talk show in communicating, and

analyze the context of the speakers' presence. on the talk show Mata Najwa which affects language politeness in communicating.

III. Result and Discussion

The data was obtained from the speakers' utterances on the Mata Najwa talk show program with the theme Covid-19 with the topic of Fighting Corona on Wednesday, March 4, 2020. Meanwhile, Najwa Shihab as the host of the talk show program, Anis Hidayah as 1th resource, Moeldoko as 2th resource, Nihayatul Wafiroh as 3th resource, dr. Lia Partakusuma as 4th resource, Agus Pambagio as 5th resource, and dr. Tri Yunis Miko Wahyono as 6th resource and there was a guest star in the talk show, namely Bima Yudistira. The speakers and the presenters discussed a topic regarding the entry of the corona virus (Covid-19) into Indonesia and how to anticipate it.

3.1 Positive politeness strategy

Positive politeness refers to the self-image of every person who wishes that what he does or what he believes can be recognized by others as a good thing, which should be appreciated, accepted, and so on. Here are some of the findings from 15 positive politeness strategies on the Mata Najwa talk show with the Covid-19 theme on Trans 7.

Strategy 1: pay attention to the listener's likes, wants, and needs

In this strategy, the speaker must pay attention to aspects, conditions, and everything in which the listener wants to be noticed and acknowledged by the speaker. In this study, this politeness strategy was not found.

Strategy 2: exaggerating attention, approval, and sympathy for the listener

This strategy is often done with exaggerated intonation, stress, and other aspects of prosodic. In this study, there are several data that use this politeness strategy, including the following.

Data 1

AH: "Sebenarnya, Senin siang itu, kami terkejut, ya, begitu, WLG di perumahan itu ribut, panik bahwa 2 warga kami dinyatakan positif..."

Data 2

AH: "Semuanya *shock*, pasien *shock*, kami *shock*, semuanya *shock*."

From the data (1) and (2) above, the speaker shows his sympathy with the words '*terkejut*' and '*shock*' based on what has been experienced.

Strategy 3: intensify the listener's attention by dramatizing events or facts

This strategy is often done by expressing some of their desires to strengthen their own interests so as to increase their intrinsic interest in them. In this study, there are several data that use this strategy, including:

Data 3

LP: "Tapi untuk rumah sakit besarnya itu 3. Jadi, yang sudah diumumkan adalah 1. Rumah Sakit Persahabatan, 2. Rumah Sakit Sulianti Saroso, dan yang ketiga adalah RSPAB. Itu adalah 3 rumah sakit pertama yang memang diminta untuk mengelola pasien untuk virus korona ini".

From data (3) above, the speaker draws attention by dramatizing the facts by mentioning several hospitals. This form of speech is a characteristic of positive conversation.

Data 4

NS: “....Jadi, dari 100 rumah sakit, Pak Mul, kami seharian berusaha menelfon, berhasil menelfon 30 rumah sakit, berhasil berbicara dengan Humas dan mendapatkan informasi di 4 rumah sakit. Rumah Sakit Fatmawati di Jakarta Selatan, Rumah Sakit Dr. M. Jamil di kota Padang, Rumah Sakit Sangla di Bali, Rumah Sakit Gunung Jati di Cirebon....”

From data (4) above, the speaker draws attention by dramatizing the facts by mentioning several hospitals. This form of speech is a characteristic of positive conversation.

Strategy 4: using group identity markers: greeting forms, dialects, jargons, or slang

This strategy is used by speakers implicitly to claim the same field as listeners who are conveyed through group definitions. In Indonesian, it is called Mr., Ma'am, Mas, Ms., Friend, Comrade, Dear, etc. The findings in this study are as follows.

Data 5

NS: “Saya ingin mulai dari Mbak Anis...”

In data (5) above, the speaker utters one greeting word '*Mbak*' which refers to the politeness element of the speaker's language as a form of appreciation for the listener.

Data 6

AH: “....Mestinya, saya berharap pemerintah, Pak Muldoko, di bawah koordinasi Bapak bisa meletakkan persoalan ini pada porsinya untuk pasien, untuk keluarga, untuk lingkungan terutama untuk pejabat-pejabat di lingkungan pemerintahan Indonesia tidak asal mengeluarkan *statement-statement* yang merugikan pasien dan di lingkungan kami, Pak”.

In data (6) above, the speaker utters one greeting word '*Pak*' which refers to the politeness element of the speaker's language as a form of appreciation for the listener.

Strategy 5: seek agreement with a general topic or repeat part/whole speech

Agreement can be emphasized by repeating part or all of what the speaker meant in a conversation. The results of research findings on this strategy are as follows.

Data 7

Md: “Kita, masyarakat kita cukup tenang”.

In data (7) above, the speaker repeats the speech. The speaker says '*kita*' repeatedly, which means that the speaker is still in the same topic of conversation.

Data 8

LP: “Ada, ada”.

In data (8) above, the speaker repeats the speech. The speaker says '*ada*' repeatedly, which means that the speaker is enthusiastic about repeating to seek agreement.

Strategy 6: avoiding disagreement by pretending to agree, pseudo-agreed, lying for the good, hedged words

This strategy indicates agreement with the listener and refers to a mechanism for pretending to agree. In the study, this politeness strategy was not found.

Strategy 7: showing things that are considered to have in common through pleasantries and presuppositions

This strategy is carried out to smooth the demand at least ask for willingness. The findings of this study can be seen as follows.

Data 9

AP: “Terkait rumah sakit itu kan hari ini heboh soal BPJS tidak mau membayar. Saya cek ke BPJS itu ternyata kalo sakit tetap ditanggung oleh BPJS”.

In data (9) above, the speaker convinces the listener and tries to find common ground with the listener. Speakers use the particle *'kan'*.

Strategy 8: use jokes

Jokes are a basic technique of positive politeness. The following are the results of research findings on this strategy.

Data 10

NS: “Kalo Pak Walikota datang akan diterima dengan tangan terbuka atau malah?”

In data (10) above, the speaker uses jokes as his speech strategy. Only this one utterance according to the author can be categorized as a joke strategy.

Strategy 9: express understanding of the listener's wishes

The only way to show that the speaker and listener are working together, and thus potentially putting pressure on the listener to cooperate with the speaker, is to judge or imply a knowledge of the listener's desires and a willingness to match one's wishes with theirs. The results of research on this strategy can be seen as follows.

Data 11

Md: “Ya, kita sudah melakukan sesuatu seperti bawang putih”.

In data (11) above, the speaker responds and has realized the listener's desire.

Data 12

LP: “Nah, kebetulan kami dari PERSI, saya dari Perhimpunan Rumah Sakit Indonesia belum berhasil untuk mendata seluruh rumah sakit tetapi setahu kami memang Kementerian Kesehatan mendata”.

In data (12) above, the speaker responds to the previous speech. The speaker seems to understand the listener's thoughts. The word *'nah'* is used at the beginning of a sentence which indicates that the speaker really understands the listener's wishes.

Strategy 10: make offers and promises

In this strategy, the speaker will give what the listener wants. The results of research findings on this strategy are as follows.

Data 13

Md: “Saya pikir ini nanti akan kita sikapi ya”.

In data (13) above, the speaker gives a promise to the listener. The word *'akan'* shows the word promise in the utterance.

Data 14

Md: “Akan saya pastikan negara bisa mengatasi. Jangan khawatir”.

In data (14) above, the speaker makes a promise to the listener. This can be proven by the word *'akan saya pastikan'* so that listeners don't have to worry.

Strategy 11: show optimism

The speaker assumes that the listener wants what the speaker wants and will help him to get it. Here are the results of the research.

Data 15

Md: “Saya setuju itu”

In data (15) above, the speaker responds to the previous speech briefly. The word *'setuju'* in the speech above means optimism which is part of language politeness.

Data 16

AH: “Tentu dong”

In data (16) above, the speaker responds to the previous speech briefly. The word '*tentu dong*' in the speech above means optimism which is part of language politeness.

Strategy 12: involve speakers and listeners in activities

By using an inclusive form of 'we' when the speaker means 'you' and 'I', he can assume a cooperation. The following are the results of the research found on this strategy.

Data 17

Md: "Kita tidak boleh lagi bertikai atas persoalan-persoalan yang tidak pada intinya".

Data 18

NS: "Kita nanti akan membahas dampak ekonominya".

The overall data above is part of the 12th positive politeness strategy, which involves involving speakers and listeners in an activity. The word '*kita*' in Indonesian is often used to refer to the meaning of speech which means '*kamu*' and '*saya*'.

Strategy 13: ask questions or ask for reasons

Another aspect that includes the listener in the activity is that the speaker gives reasons why he wants what he wants by including the listener. The results of this study can be seen as follows.

Data 19

NS: "Bagaimana kisahnya, Mbak?"

Data 20

NS: "Jadi, koordinasinya bagaimana ini?"

In all the data above, the speaker gives a question to ask for an answer or a reason from the listener. In each of these data there is a question word, namely 5W + 1H.

Strategy 14: express a reciprocal relationship

The existence of cooperation between speakers and listeners can also be claimed or forced by providing evidence of mutual rights or obligations contained between speakers and listeners. In this data, there are no politeness strategies that state the reciprocal relationship between speakers and listeners.

Strategy 15: give gifts to listeners: sympathy, understanding, and cooperation

The speaker can fulfill the listener's positive desires (the speaker wants to fulfill the listener's desires, to some degree) by fulfilling some of the listener's desires. In this data, there is no politeness strategy that states giving gifts to listeners.

3.2 Negative politeness strategies

Negative politeness refers to the self-image of any person who wants him to be appreciated by allowing him to be free to do his actions or letting him be free from having to do something. The following are the findings of this study in negative politeness strategies.

Strategy 1: use indirect speech

This strategy is a way out for two conflicting situations, namely the desire not to pressure the speaker on the one hand and the desire to state the message directly without rambling and clear meaning on the other. This strategy was not found in this study.

Strategy 2: question, fence

A fence is a particle, word, or phrase that modifies the degree of membership of a predicate or noun phrase in a sentence. The fence states that the membership is only partial and is only true for certain circumstances. The findings of this strategy can be seen as follows.

Data 21

NS: “Jadi, pasien bahkan sama terkejutnya dengan kita yang mendengarkan itu?”

In the data (21) above, the speaker uses the fenced word '*jadi*' indicating that the utterance put forward by the speaker is not entirely correct.

Data 22

NW: “Pak, ini sudah ada 2 orang, masa rapatnya baru tadi, Pak?”

In data (22) above, the speaker uses the fenced word '*masa*' which expresses disbelief.

Strategy 3: be pessimistic

In this negative politeness strategy can improve face threat by explicitly expressing doubts about whether the speaker's intended action can be fulfilled by the listener (Brown and Levinson 1987: 173). The following are the findings of this politeness strategy.

Data 23

NS: “Tetapi, Pemkot Depok melakukan itu dan juga tadi beberapa pernyataan yang juga yang akhirnya malah justru membawa yang negatif”.

Data 24

NS: “Mudah-mudahan ini tanda baik karena masyarakat berlomba-lomba mau mencoba menghubungi *hotline* ini”.

Data 25

AP: “Sekitar tanggal 14”.

In all the data above, the speaker uses pessimistic words where the speaker does not have certainty about his utterance. The words are '*tetapi*', '*mudah-mudahan*', and '*sekitar*'.

Strategy 4: minimize pressure

This strategy is a form of implementation of the fourth negative politeness mechanism, namely do not force. The results of the research findings can be seen as follows.

Data 26

AH: “Heemm, warga kami ada 133 KK jadi mungkin sekitar 500-an warga yang tinggal di sana”.

In data (26) above, the speaker uses the word '*mungkin*' which shows the uncertainty of the speaker's opinion and aims to minimize pressure on the listener.

Data 27

NS: “Jadi, memang terlihat sudah *prepare* begitu tetapi bagaimana kondisi rumah sakit-rumah sakit kita di daerah yang lain?”

In the data (27) above, the speaker uses the word '*memang*' which serves to convince the speech and also to minimize the pressure on the listener.

Strategy 5: pay respects

According to Brown and Levinson (1987: 178) the realization of paying respect to the listener is of two types whose relationship is similar to two sides of a coin. First, the speaker demeans and ignores himself in front of the listener; second, the speaker elevates

the listener's position which is the fulfillment of the desire of a positive human face, namely to be treated higher. The results of the research findings can be seen as follows.

Data 28

NS: “Saya ingin minta tanggapan, Mbak Nini. Silahkan”.

Data 29

NS: “Saya ingin minta tanggapan Mas Agus”.

In all the data above, the speaker lowers himself by using the word '*minta*', on the other hand, elevates the listener's position. This is a polite strategy that is very obvious in everyday speech.

Strategy 6: apologize

This strategy is an implementation of the fourth negative politeness mechanism, which is to communicate the speaker's desire not to pressure the listener. The strategy of apologizing is done by conveying the speaker's reluctance or his apology to the listener. In the Mata Najwa Talk Show program with the theme Covid-19, no data was found using this negative politeness strategy.

Strategy 7: use impersonal forms

In this strategy, impersonal forms are used, namely by not mentioning speakers and listeners. The strategy taken is to avoid using the words '*saya*' and '*kamu*', doubling the pronoun '*saya*' to '*kami*', replacing the word '*kamu*' with '*Pak*' or '*Bu*'. The findings in this study can be seen as follows.

Data 30

NS: “Dan semakin ke sini, semakin tenang atau malah semakin panik dengan berbagai hal yang terjadi?”

In data (30) above, the speaker avoids using the word '*kamu*' which is aimed at the listener. The actual sentence '*dan semakin ke sini, kamu semakin tenang atau malah semakin panik dengan berbagai hal yang terjadi?*'.

Data 31

Md: “Selama dia perjalanan dalam sekian hari itu kemana, itu harus muncul di situ”.

In the data (31) above, the speaker uses the word '*itu*' which should be '*perjalanan*'.

Strategy 8: declare face-threatening actions as a general rule

This strategy states that the face-threatening action taken is not something the speaker wants to do to the listener, but is something that is forced to be done for reasons of regulation or obligation. The following are the findings in this study.

Data 32

Md: “...Kita negara ini negara yang dikunjungi keluar masuk”.

In data (32) above, the speaker uses the word '*state*' as a form of coercion on the listener to obey the rules or is an obligation. This is not something the speaker wants the listener to do.

Strategy 9: nominalization

This strategy is done by changing certain words into nouns. As a consequence, it is not the predicate that is the attribute of the actor but the actor who is the attribute of the action. In the Mata Najwa Talk Show program with the theme Covid-19, no data was found using this negative politeness strategy.

Strategy 10: declare yourself indebted

In this strategy the point is that a speaker, when performing a face-threatening act, declares himself indebted to the listener and even adds to a pre-existing debt of gratitude (Brown and Levinson 1987: 209). In the Mata Najwa Talk Show program with the theme Covid-19, no data was found using this negative politeness strategy.

IV. Conclusion

Language politeness is reflected in the procedure for communicating through verbal signs or language procedures. Language procedures must be in accordance with the cultural elements that exist in the society in which they live and the use of a language in communication. Speak politely to create effective communication. The use of language that is polite, polite, systematic, orderly, clear, and straightforward reflects the personality of a virtuous speaker. Language politeness according to Brown and Levinson's theory is divided into 2 strategies, namely positive politeness strategies and negative politeness strategies. Positive politeness strategies consist of 15 strategies and negative politeness strategies consist of 10 strategies. The problems discussed in this study are language politeness and the context of the presence of the speakers of the talk show of Mata Najwa in interacting with the Covid-19 theme based on sociopragmatic studies. This is interesting to study because currently the Covid-19 case is very busy and much discussed in the community. Politeness in this study aims to make people better understand and be able to apply politeness well in daily interactions by paying attention to background, age, gender, ethnicity, and religion.

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