

Politeness Strategies in Sule's Podcast

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Abstract

This study aims to examine the kind of politeness strategies used by Sule in his podcats with Rizky Febian, and the reason factors influence for using the politeness strategies. This study belongs to descriptive qualitative research. The data were gained by transcribing the whole utterances realized during the podcast. Then, the data were eliminated and sorted. Only Sule and Rizky Febian utterances were analyzes, encoded, described, and displayed in a discussion. There are four politeness strategies used by Sule. They are bald on record politeness strategy, positive politeness strategy, negative politeness strategy, and off-record politeness strategy. However, Sule tends to use a positive politeness strategy in interviewing his guest. The positive politeness strategy realized in the podcast were focusing attention notice, attend to hearer, exaggerate, intensify interest to hearer, use in- group identity markers, seek agreement, avoid disagreement, joke, being optimistic, giving or asking for specific reasons, give gifts to the hearer. The reason of using each strategy is considering the responses he accepted from the guests, the intimacy factor, and weighing the risks of each strategy.

Keywords

politeness strategies; sule;
podcast



I. Introduction

One of phenomenon in communication is politeness which can be found in daily communication. Politeness is one of the studies in linguistics which theory it is pragmatics. Language is assigned the status of a sociocultural construct which is used strategically by rational language users in context, considering possible perlocutionary effects their utterances may trigger as regards negative and positive politeness (Brown and Levinson 1987 cited from (Bublitz, 2011). Politeness is the behaviour of someone social interact who shows concern to other people (Ryabova, 2015). Politeness as a human code for communication and social activities, as we know politeness is important for our social life where ever and whenever, example for a youtuber which must make the atmosphere excited in order to make their viewer to be excited to their content. Politeness level can be judged by words, expressions, and act.

In society there is politeness which is related in communication, but politeness strategy has a level to classified how polite what people say. There is no impoliteness in sociopragmatics, however, the politeness of communication is measured depend on a level of politeness in society. So, there are not definite concepts about politeness and ethics in a culture because every language reflects a different culture in communication (Yule cited from Nurhayati, 2014). communication can be through from any sources, not only in direct conversation or utterance. One of through in communication is social media. The problem in this research is the use of language on social media often does not pay attention to aspects of politeness in language.

Social media communication interactions such as YouTube are found in the use of language that shows immodesty, especially in commenting. In social media, individuals and groups interact with each other online through the internet network (Indriyani, 2020). With the internet, citizen media is able to disseminate information in the form of text, audio, video, photos, comments and analysis (Saragih, 2020). Impoliteness in commenting is manifested in various ways such as commentary sarcasm (Inderasari et al., 2018). Uploaders often do not pay attention to the content delivered when giving comments to the speech partner, it is not uncommon for these comments to hurt the feelings of the speech partner. Furthermore, the speaker in giving such impoliteness comments reaped the pros and cons of various parties. Speech can be said to be polite if the speaker does not violate the maxims of courtesy. Hestiyana (2018) revealed that polite or polite speech is reflected through a good understanding at the time of communication. In addition, politeness has a close relationship with prevailing social norms. This shows politeness not only related to the choice of language but also the norms prevailing in society. Amri (2019) Code mixing as mixing of two languages in more variations of the language the language situation that is unknowingly or intentionally in the mixing of languages which includes speech events use language appropriate to the context of speech, both formal and non-formal. Comments that are not polite in social media are realized through various ways including ridiculing, insulting, cornering and so on. Mocking is a form of immodesty in communication (Dyner, 2016). In addition to this, immodesty can also be realized by the use of profanity, taboo and harsh words (Maros & Rosli, 2017). The impoliteness of communication is not only limited to the things mentioned above but can develop if left without the practice of polite media.

II. Review of Literatures

2.1 Bald on Record

Bald on Record Strategy is a point concept. It means that the speaker tells or explicitly and directly what he/she wants towards the hearer. Bald on Record reveals that to get the maximum advantage in communication, people should consider the quality, quantity, relevance, and also manner. It means that people ought, to tell the truth, not to say something less or more than is required, be relevant to the topic discussed, and avoid ambiguity. It is the best way to avoid misunderstanding, yet it has the greatest risk of threatening the hearer's face. And in applying this strategy, someone can utilize its five sub-strategies. They are showing disagreement (criticism), giving suggestions/advice, requesting, warning; threatening, and using an imperative form.

2.2 Positive Politeness

Positive politeness is readers directed to the addressee's positive face, his perennial desire that his wants (or the action/acquisition values resulting from them) should be thought of as desirable". The FTA is performed utilizing strategies oriented towards the positive face threat to the hearer. The positive politeness shows that the speaker recognizes the hearer has a desire to be respected. It also confirms that the relationship is friendly and it expresses group reciprocity. This type of strategy is usually seen in groups of friends or where the people in the social situation know each other fairly well.

Here, the threat to face is relatively low. It usually tries to minimize the distance between them by expressing friendly statements and solid interest in the hearer's needs. (Bousfield, 2008: 57) said "Positive face refers to every individual's basic desire for their

public self-image that wants to be shown engagement, ratification, and appreciation from others the want to be wanted. (Brown and Levinson, 1987: 103-129) divided positive politeness strategy into 15 parts, they are:

- a. Notice, attend to hearer (his interest, wants, needs, goods)
- b. Exaggerate (interest, approval, sympathy, with hearer)
- c. Intensify interest to Hearer
- d. Use in-group Identity Markers
- e. Seek Agreement
- f. Avoid Disagreement
- g. Presuppose/raise/assert common ground
- h. Joke
- i. Assert or presuppose Speaker's knowledge of and concern for Hearer's Wants
- j. Offer, Promise
- k. Be Optimistic
- l. Include Both Speaker and Hearer in the Activity
- m. Give (or ask for) reasons
- n. Assume or displays similar actions
- o. Give gifts to H (goods, sympathy, understanding, cooperation)

2.3 Negative Politeness

The negative politeness also recognizes the hearer's face. However, it also admits that the speaker is in a way imposing on the hearer. This is the most common and linguistically diverse strategy. Negatively polite constructions contain negative face by demonstrating distance and wariness. A negative face represents the want of every action to get freedom from impingement (Bousfield, 2008: 57). Negative politeness is recessive action addressed to the addressee's negative face: his want to have his freedom of action unhindered and his attention unimpeded". Based on these explanations, it can be seen that a negative politeness strategy is an action to prevent or minimize the threats to the Hearer's negative face when the speaker wants something from the addressee so the addressee's freedom and the speaker's desire will be overwhelmed or distracted.

2.4 Off Record

The final politeness strategy outlined by Brown and Levinson is the indirect strategy. This strategy uses indirect language and removes the speaker from the potential to be imposing. According to Bousfield (2008: 58) "Off-record (indirect) takes some of the pressure off of the speaker. Its utterances are indirect uses of language which precise meaning has to be interpreted. The FTA performs off record, typically through the deployment of an indirect illocutionary act which has more than one interpretation and, thus, allows for plausible deniability on the part of the speaker if the intended recipient takes offence at the threat inherent in the utterance". Brown and Levinson divided Off record to 15 strategies.

III. Discussion

There are four types of politeness strategy, namely Bald on Record, Positive Politeness Strategy, Negative Politeness Strategy, and Off Record.

3.1 Bald on Record Strategy

Bald on record strategy is such the speakers do not need to use politeness as the speakers and the hearers have known each other like best friends, family members or

other relationship that they are comfortable in anything. There is almost no social distance between them. Therefore, in bald on record strategy, the speakers have less effort to avoid threatening face action. The speakers usually give requests, instructions, and alerts.

In Sule's interview with Rizky, there were two remarks as the host which were considered a bald on record strategy. He asked Rizky to use instructional sentences such as "if you're thirsty, drink first." Sule ordered Iki directly to drink if he was thirsty. Then Sule as the host gave suggestions to Sule directly such as "just watch more" he gave advice to Iki to be able to speak English fluently by watching a lot to increase vocabulary and speak English fluently. From Sule's statement, it can be seen that Iki and Sule have a closeness that makes them both comfortable in the conversation.

3.2 Positive Strategy

Positive politeness strategy is a strategy that is used among the interlocutors who have known each other and been being friends for a long time so that the speakers choose informal diction. Nevertheless, the positive politeness strategy is also used in the conversation with the people we do not know before, but we have purposes to get information from them. This strategy includes complimenting the hearers, telling jokes and other sentences that are uttered to avoid conflict and create intimacy.

Sule mostly uses a positive strategy when interviewing Rizky Febian. Sule gives a lot of attention and sympathy and interest in Rizky Febian's life. He used a politeness strategy by saying something to show his concern as the host, Sule also gave some optimistic statements to Rizky Febian. Sometimes he gives jokes to Rizky and he asks his guests whether they agree with him or not, there are several reasons why Sule's positive politeness strategy is used. First, Sule uses this strategy with Rizky because they are father and son, and both are in the entertainment and music world. Second, the use of strategy in this podcast, Sule wants to know more about Rizky's career why it has become as famous as it is now. he uses this strategy so that the relationship in their chat is not awkward.

The factors influence of Politeness Strategy in Sules's Podcast Video

Table of types of Politeness strategies found in Sule's Podcast

Point	Types of Politeness	Data	Code
A	Bald on Record	1. be requesting	A.BS.1.SL
		2. giving suggestions/advice	A.BS.2.SL
B	Positive Politeness	1. Notice, attend to hearer	B.PS.1.SL
			B.PS.2.SL
		2. Exaggerate approval, with hearer (interest, sympathy)	B.PS.3.SL
			B.PS.4.SL
			B.PS.5.SL
			B.PS.1.RF
		3. Intensify interest to hearer	B.PS.6.SL
			B.PS.7.SL

			B.PS.SL.8
		4. Use in-group identity markers	B.PS.9.SL
			B.PS.10.SL
			B.PS.2.RF
			B.PS.3.RF
			B.PS.4.RF
			B.PS.11.SL
		5. Seek agreement	B.PS.12.SL
			B.PS.13.SL
			B.PS.14.SL
			B.PS.5.RF
		6. Avoid disagreement	B.PS.6.RF
		7. Joke	B.PS.15.SL
			B.PS.16.SL
		8. Be optimistic	B.PS.17.SL
			B.PS.18.SL
			B.PS.19.SL
		9. Giving or asking for specific reasons	B.PS.20.SL
			B.PS.21.SL
			B.PS.22.SL
		10. Give gifts to hearer (good, sympathy, understanding, cooperation)	B.PS.23.SL
			B.PS.24.SL
			B.PS.25.SL
			B.PS.7.RF
			B.PS.26.SL
			B.PS.27.SL
			B.PS.28.SL
C.	Negative Politeness	1. Hedge	C.NS.1.RF
			C.NS.1.SL
			C.NS.2.RF
		2. Be pessimistic	C.NS.2.SL
			C.NS.3.RF
			C.NS.4.RF
			C.NS.5.RF
		3. Apologize	C.NS.6.RF
		4. Impersonalize S and H	C.NS.7.RF
			C.NS.3.SL
D.	Off Record Politeness	1. Presuppose	D.OR.1.RF
			D.OR.2.RF
		2. Use tautologies	D.OR.1.SL
		3. Use metaphor	D.OR.3.RF
		4. Be ambiguous	D.OR.4.RF
			D.OR.5.RF
		5. Be vague	D.OR.6.RF

3.3 Negative Politeness

Negative strategy is a politeness strategy that is used for having a conversation with distance, such as we never know before, or there was a gap caused by conflict among the speakers and the hearers. The speaker tends to use formal diction to avoid conflict. They sometimes prefer questioning to judging.

In a negative strategy, Rizky uses this strategy more for Sule. This strategy occurs because the host discusses the listener's area. Even though Sule here is Rizky's father, but in this podcast, they are still professional guest stars and presenters, so Sule considers the risk to be straightforward to give his point of view about Rizky Febian. Sule avoids assuming or judging his guests and he turns his guests into questions. So Sule uses a politeness strategy for Rizky Febian in this video podcast.

3.4 Off Record Strategy

This strategy uses indirect language and deprives the speaker of the potential to coerce the other person. In this strategy, Sule uses ambiguous sentences, becomes unclear, and presupposes such as "the fruit is not far from the tree." He likens his character to be not much different from Rizky. therefore this strategy is not used too much by Sule in his podcast with Rizky Febian. Use a positive politeness strategy in interviewing his guest. The positive politeness strategy realized in the podcast were focusing attention notice, attend to hearer, exaggerate, intensify interest to hearer, use in- group identity markers, seek agreement, avoid disagreement, joke, being optimistic, giving or asking for specific reasons, give gifts to the hearer. The reason of using each strategy is considering the responses he expected from the guests, the intimacy factor, and weighing the risks of each strategy.

IV. Conclusion

There are twelve different politeness strategies in Sule and Rizky Febian's interviews such as bald on strategy, then focusing attention on the opposite person, give more attention, give recognition or sympathy to opponents said, find an agreement, add or agree with the opinions of the interlocutors, being optimistic, giving or asking for a specific reason, offer assistance or promise, joke, asking questions or avoiding, being pessimistic, apologize, and state clearly that the actions of the interlocutor are very valuable to the speaker. In other words, if we classified the strategies mentioned above Sule's has a tendency to use a positive politeness strategy in interviewing his guests

Furthermore, three factors that influence Sule in using politeness strategies in interviewing his guests. First, Sule considers it a guest response. The guest's response is on how he expresses his idea or what he wants to ask. In addition, as a host, Sule must take care of the feelings of his guests, to maintain a positive face of his guests and avoid FTA. The reason for this is known to factor in advertising results. Second, the intimacy or circumstances between the host and the guest influence the host to choose what strategy to use. The circumstances recognized in the video are based on: Sule's authority or power as a well-known Presenter and is also known for his humor, familiarity with guests, and situational factors.

The last one is the integration of payoffs and circumstances and weighing the risks. As a host, he can weigh the risks of every politeness strategy he uses in leading an interview, and that shows in his interviews. He was more dominant in using a positive politeness strategy when he conducted an interview with Rizky Febian.

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