An Analysis Of Politeness Strategy
In Soimah Talkshow In TRANS TV

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Abstract

Language has a social function as a tool to make connection between human beings. Without language, it seems impossible for people to interact with others in their daily life because language can express people’s feeling, willing, opinion, (Chaer and Agustina, 1995: 19). In short, language is the oral symbols that represent meaning as they are related to real life situation and experience. The writer is interested in study Soimah Talkshow Program (STS) Programs, because the program entertained and used effective language. It motivates the writer to know whether all the jokes used in STS using politeness. The objective of the research is to identify the types of politeness strategies used in STS. The data are the dialog of transcription of the STS. In analyzing the data The writers using Descriptive qualitative. The types of politeness found in the theory by Brown and Levinson namely Positive Politeness, Negative Politeness, bald on Record Strategy and off Record Strategy was found in (STS) in Trans TV. There are four types of Politeness that is used in STS. They are Positive Politeness, Negative Politeness, and Bald on Record Strategy and off record Strategy. There are (41, 3%) positive Politeness, (26, 0%) negative Politeness, (17, 3%) bald on Record Strategy, (15, 2%) off record Strategy used in Soimah STS. Positive Politeness is the most widely used in STS.

Keywords : politeness strategies, Positive Politeness, Negative Politeness

1. Introduction

Politeness is very important in conversation. It is regarded as a universal phenomenon in language use. It is not refers to the social rules of behavior such as letting people to go first through the door, or wiping mouth on the serviette rather than on the back of hand. In this case politeness strategy becomes important in selecting utterance of sentence in life society.

Nowadays TV media is an electronic media is watched by many people to get information and entertainment. Today’s TV show increasingly widespread, many TV shows that do not educate viewers and termed as impolite. Politeness is the characteristic of Indonesian culture, so one should pick cleverly and filtering quality of impressions to consume a TV program.

In a talkshow usually, guests consist of a group of people who are learned or who have great experience in relation to whatever issue is being discussed on the show for that episode. Other times, a single guest discusses their work or area of expertise with a host or co-hosts. A call-in show takes live phone call from callers listening at home, in their cars, etc. Sometimes, guests are already seated but are often introduced and enter from backstage. STS programs in Trans TV program is hosted by Miss Soimah and assisted by Miss Deswita, Mr.Caesar and MrYadi. The show itself is divided into several sessions including the opening session, topic explanation session, question sessions, and polling session.

Related to the topic, STS applied politeness strategy in asking question and responding question directly between Soimah and all her guests star. The writer considers it is important to analyze what are influencing of politeness strategy used in STS.
The writer is interested in study STS Programs, because the program entertained. It motivates the writer to know whether all the jokes used in STS using politeness. The writer understands those utterances in Soimah Talk Show STS. The objective of the research is to identify the types of politeness strategies are used in Soimah Talk Show (STS) and to find out the most dominant politeness strategy found in STS. The writer will limit the scope of the politeness strategy found in STS and the discussion is emphasized on the use of politeness strategies, which is based on Brown and Levinson’s theory classified the strategies into bald on record, positive politeness, negative politeness, and off record. By writing this research report writers hope this research would enrich the student’s knowledge on Pragmatics, give additional information for other researcher who wanted to conduct further research on related field.

Thoetical Review

1) Politeness

Holmes (1995) denotes that ease pleasure other by anticipating their wants and studiously whatever might give them pain. While WorldNet Dictionary (1992:297) defines as the act of showing regard for other a courteous manner that accept social usage.

Politeness is the expression of the speaker’s intention to mitigate face threats carried by certain by certain face threatening act toward another (Mill, 2003:6). Being polite therefore consists of attempting to save for another. Politeness theory states that some speech acts threaten others face needs.

In everyday conversation, there are ways to go about getting the thing we want. When we are in a group, we can say to our friends “shut up” However, when we are surrounded by a group of adults at a formal function, in which our parents are attending, we must say “I’m sorry”, I’m not able to hear the speaker outside room”. In different social situation, it is obligated to adjust our use of words to fit the occasion. It would seem socially unacceptable if the phrases above were reversed.

A speaker is tempted to show that he or she has a good personality. One of the strategies is to speak gently and politely. No one wants to be regarded as an ignorant person. Everyone wants to be respected as he or she is. The respect that is required is called the positive face of the speaker and the self identify is called negative face.

Everyone has a face or a public image that must be maintained. A bad language can be related to the personality of the speaker. A polite speaker is usually respected because he/she wants to respect the listener. There is a mutual relationship in politeness. If the speaker is polite, the listener will be respond in the same way. That is why politeness is called as a social norm which must be applied in private or public situation to maintain the relationship with the other and be respected by other.

2) Face and Politeness

As a social person, human being always needs to have a communication with others. It is impossible for them to get a comfortable life without communicating and cooperating with others. Every people need to communicate with others in order to cooperate and get along with them. And to interrelate and to communicate with others, human beings use language as a means of communication.

Sapir as quoted by Alwasilah (1985: 94) states that human beings do not live in the objective world of social activity as ordinary understood, but are very much at the particular language which has become the medium of expression for their society.

Virtually, verbal communication or language is used by human being as a medium to exchange a few words with others. They apply it to keep a good relationship with their friends, families, and the society around them. The existence of human beings cannot be separated from the society. It means that they are not able to live alone. In this case, the interrelationship is needed. Although human beings admit
that language can be used to do any communication functions, they agree to take a general assumption that the function of language is to communicate information. (Wahab, 1998: 128-129). In the other hand, Lyon (in Brown and Yule, 1983) states that communication is primarily matter of speaker’s seeking either to inform a hearer of something or to enjoy in some action upon him. But, language is not simply as a medium of informational transformation. More, it has a great role in establishing and maintaining the relationship to the other people. People have to see to whom we are speaking, because it may be some expressions are considered rude. Chaika (1982: 2) says:

Human beings use language to reveal or conceal our personal identity, our character, and our background, often wholly unconscious that we are doing so. Almost all of our contact with family and friends, much of our contact with the strangers, involves speaking. And much of that speaking is strongly governed by rules, rules that dictate not only we should say, but also how we say.

According to Chaika (1996: 34), nevertheless, since the politeness indicates formality, therefore the social distance, their reaction was perhaps to be expected. One’s family interprets intimacy as a sign of affection and belonging. And then also mentions that where language can be used to say anything, Style is confined to massages about social status, moods, and desired degree of Intimacy between speakers.

Politeness is a word which requires people to face problematical operation in using any language. It is difficult to learn because it involves understanding all the implied aspect of language. Not just the language itself but also the social and cultural values of the community where the language grows, because language cannot be separated with the community who use it. Moreover, using language must be appropriate with the social context of the speaker. The important characteristic of the social context is the context of the person spoken to. And it also involves particular the role relationships and relative status of the participants in a discourse. The speech between strangers or individuals of unequal rank (due to status in an organization, age, social class, education, or some other factors), for example, is likely to be less relaxed and more formal than that between colleagues. Moreover the speech will reconcile whenever it happens between individuals with the same or alike level.

In daily conversation, people can identify the real condition where the interaction between alike or different level of social stratification happens. Knowing realizing the social distance better can help people create the interaction goes well. When we are with a group of friends, for instance, we can say to them, "Go get me that plate!", or "Shut-up!" However, when we are surrounded by a group of adults at a formal function, in which our parents are attending, we must say, "Could you please pass me that plate, if you don’t mind?" and "I'm sorry, I don't mean to interrupt, but I am not able to hear the speaker in the front of the room." In different social situations, we are obligated to adjust our use of words to fit the occasion. It would seem socially unacceptable if the phrases above were reversed.

Smooth communication is also realized through the speaker’s choice of expressions to confirm to the expected and prescribed norms of speech appropriate to the contextual situation in individual speech communities. Leech in Subiyanto (2001: 01) defines politeness as a form of behavior which is aimed at the establishment, and maintenance of comity, the ability of participant in a socio-communicative interaction to engage in the interaction in an atmosphere of relative harmony.

According to Grundy (2000: 145-146), politeness phenomena also extend the notion of indexical, because every utterance is uniquely designed for its audience. Seen as the exercise of language choice to create a context intended to match the addressee’s notion of how he or she should be addressed, politeness phenomena is a paradigm example of pragmatic usage. Among the aspects of context that particularly determinate the language choice in the domain of politeness are the power
distance relationship of the interact and the extent to which a speaker imposes on or requires something of their addressee.

In case of communication, however, everyone wants to be understood and not to be disturbed by others; moreover, he or she does not want to lose his face while communicating. Losing face means the notions of being embarrassed, humiliated, or disappointed. That is why face is something that is emotionally invested, maintained, enhanced, and constantly attended in an interaction.

According to Brown and Levinson (1987:157), politeness strategies are developed in order to save the hearers' "face." Face refers to the respect that an individual has for him or herself, and maintaining that "self-esteem" in public or in private situations. Usually you try to avoid embarrassing the other person, or making them feel uncomfortable. Face Threatening Acts (FTA's) are acts that break on the hearers' need to maintain his/herself admiration, and be respected.

Politeness strategies are developed for the main purpose of dealing with these FTA's. Interaction, such cooperation is based on the mutual weakness of face. Generally, every participant of the interaction will try to maintain each other's face, because everyone's face depends on everyone else being maintained. Instead, the aspect of face can be told as basic requirements, which every participant knows the desires of every other member's interest to partially satisfy.

In Goffman’s opinion, every participant in the social process has the need to be appreciated by others and the need to be free and not interfered with. He calls the need to be appreciated as positive face and the need not to be disturbed as negative face (Renkema, 1993: 13). Face can be divided into two components. Brown and Levinson (in Goody, 1996: 67) say that one could subsequently distinguish between two types of face requirements; positive face and negative face. Positive face refers to the desire to be appreciated as a social person. Negative face refers to the desire to see one’s action unimpeded by others. Negative is familiar as the formal politeness. But positive face and its derivatives forms positive politeness are less obvious. The reduction of a person’s public self-image or personality to a want that one’s wants be desirable to at least some others can be justified in this way. The most noticeable and important aspect of a person’s personality in interaction is what the personality requires and needs of other interaction that include the desire to be understood, like or admired.

**Politeness Strategies**

The tendency to use positive politeness form, emphasizing closeness between speaker and hearer, can be seen as a solidarity strategy. This may be the principal operating strategy among a whole group or it may be an option used by an individual speaker on a particular occasion. Linguistically, such a strategy will include personal information, use of nickname, sometimes even abusive terms (particularly among males), and shared dialect or slang expression. Frequently, solidarity strategy will be marked via inclusive terms such as ‘we’ and ‘let’s’, as in party invitation in.

Ex. Come on, let’s go to the party. Everyone will be there.

We’ll have fun.

The tendency to use negative politeness forms, emphasizing the hearer’s right to freedom, can be seen as a deference strategy. It can be the typical strategy of a whole group or just an option used on a particular occasion. A deference strategy is involved in what is called ‘formal politeness. It is impersonal, as if nothing is shared, and can include expressions that refer to neither the speaker nor the hearer (for example, ‘Customers may not smoke here, sir’). The language associated with a deference strategy emphasizes the speaker’s and the hearer’s independence, marked via an absence of personal claims, as in an alternative version the party invitation.

Ex. There’s going to be a party, if you make

It will be fun.

According to Brown and Levinson (1987:162), politeness strategies are developed in order to save the hearers ‘”face”. Face refers to the respect that an, individual has for him or herself, and
maintaining that ‘self esteem’ in public or in private situations. Usually we try to avoid embarrassing the other person, or making the other people feel uncomfortable. Face Threatening Acts (FTA’s) are acts that infringe on the hearer’s need to maintain his/herself esteem, and be respected. Politeness strategies are developed for the main purpose of dealing with these FTA’s. In Goffman’s opinion, every participant in the social process has the need to be appreciated by others and the need to be free and not to be disturbed. He calls the need to be appreciated as a ‘positive face’ and the need to be free or not to be disturbed is called as ‘negative face’. Positive face represents the want of every participant of conversation that his/her wants be desirable to at least some others. Meanwhile, the negative face represents the want of every participant of conversation that his/her actions are not disturbed by others (Goody, 1996). Further, Goffman classifies the face work that is aimed positive face is called ‘solidarity politeness’ and face work that deals with negative face is known as ‘negative politeness. In contrast, politeness supports the people to keep other’s face in interaction. Because all of people have face and also ‘face wants’, that they have desire and expectation, thus others who surround them in interaction will help them to verify and maintain their public fascination. If another person does not cooperate with them, they would be embarrassed and humiliated or ‘losing face’.

**Bald on-record Strategy**

Bald on-Record strategy provides no effort by the speakers to minimize the impact of the FTA’s. The speakers usually shock the hearers, embarrass them, or make them feel a bit uncomfortable. The prime reason for bald-on record is whenever S wants to do the FTA with maximum efficiency more than he wants to satisfy H’s face. However, this type of strategy is commonly found with people who know each other very well, and very comfortable in their environment such as close and family.

Brown and Levinson outline that bald on record strategy do not attempt to minimize the threat to the hearer’s face. This strategy is most often utilized by speakers who closely know their audience. With the bald on record strategy, there is a direct possibility that the audience will be shocked or embarrassed by strategies such as family or close friends. Brown and Levinson outline various cases, in which one might use the bald on-record strategy, including:

1. **Instances in which threat minimizing does not occur**
   - Great urgency or desperation
     Watch out!
   - Speaking as if great efficiency is necessary
     Hear me out:..
   - Task-oriented
     Pass me the hammer.
   - Little or no desire to maintain someone's face
     Don't forget to clean the blinds!
   - Doing the face-threatening act is in the interest of the hearer
     Your headlights are on!

2. **Instances in which the threat is minimized implicitly**
   - Welcomes
     Come in.
   - Offers
     Leave it, I’ll clean up later.
   - Eat!

5) **Positive Politeness Strategy**
Brown and Levinson (1987: 101) states that strategy attempt to minimize the threat to the hearer’s positive face. This strategy is most commonly used in situations where the audience knows each other fairly well. Quite often hedging and attempts to avoid conflict are used. Seeks to establish a positive relationship between parties, respect a person’s need to be liked and understood. Direct speech acts, swearing and flouting Grice’s maxim: can be considered aspects of positive politeness because: they show awareness that the relationship is strong enough to cope with what would normally be considered impolite (in the popular understanding of the term).’’ They articulate an awareness of the other person’s values which fulfils the person’s desire to be accepted.”

Moreover, Holmes suggests that positive politeness emphasizes shared attitudes and values. For instance, when the boss asks to his employee, who is subordinate people, to use first name (FN) to him, this is a positive politeness, expressing solidarity and minimizing status difference. Besides that, the positive politeness is a face saving acts which is concerned with the person’s positive face which tends to show the solidarity, emphasize that both speakers and hearer want the same thing, and they have a common goal (Yule, 1996: 62). However, positive politeness is face work that is aimed at positive face.

According to Brown and Levinson, there are fifteen sub-strategies that are used in positive politeness strategies:

1. **Notice; attend to Hearer (his interest, wants, need, good):** You look sad. Can I do anything?
2. **Exaggerate (interest approval, sympathy with Hearer):** ‘‘you are a fantastic cook, the lunch was great!’’
   “How absolutely marvelous/ extraordinary!”
3. **Intensify interest to Hearer:** ‘‘I come into his room, and what do you think I see? – a huge mess all over the place and right in the middle, a naked….”
4. **Use in-group identifies markers:** “Heh, mate, can you lend me a dollar’’?
   “Honey, can you give me the beer?”
   “Hey brother, what’s going on?”
5. **Seek agreement:** “I hate these politicians, they know nothing about the small citizen, they earn….”
   “She had an accident last week ‘Oh my God, an accident!”
6. **Avoid disagreement:** ‘‘Yes, it’s rather long; not short certainly’’.
   “Have you got friends? I have friends’’
7. **Presuppose/raise/assert common ground:** “Isn’t it a beautiful day?”
   And she says to Jim, ‘‘I love you!, and he says… “How are you?”
8. **Jokes:** Wow, that’s a whopper!
9. **Assert or presuppose Speaker’s Knowledge of and concern for Hearer’s wants:** “Look, I know you want me to be good in mathematics, so shouldn’t I do my homework now.” (instead of cleaning my room)
10. **Offers, promise:** “I’ll try to get it next week!”
    “I’ll wash the dishes later!”
11. **Be optimistic:** “You’ll lend me your apartment-key for the weekend, I hope.”
12. **Include both Speaker and Hearer in the activity:**
    “Let’s have break! Let’s have a kitkat!”
    “Let’s go, girls!”
    “We will shut the door, ma’am. The wind is coming in.”
13. **Give (or ask for) Reasons:** “Why don’t we go shopping or to the cinema?”
    “Why not lend me your jacket for the weekend?”
14. **Assume or assent reciprocity:**
    “Yesterday I have washed the dishes, so today it’s your turn”
15. **Give gifts to Hearer:** good, sympathy, understanding, cooperation.

**Negative Politeness Strategy**

Brown and Levinson (1987:129) state negative politeness which presumes that the speaker will be imposing on the listener. The potential for awkwardness or embarrassment is greater than in bald on strategies and positive politeness strategies. Negative face is the desire to remain autonomous. Thus, a request without consideration of the listener’s negative face might be uncomfortable; “I need $5? ‘ is awkward if five dollars is outside the listener’s wants to maintain their autonomy, adds an out for the listener like “I know you’ve been Linda strapped for cash, but could I borrow $5?” the listener is more likely to give them that money because the request showed a respect for their ability to maintain autonomy.

Negative politeness strategy which similar to positive politeness in that we recognize that they want to be respected; however we also assume that we are in some way imposing on them. i.e. say “I’m sorry to bother you but, I just wanted to ask if I could use one of these pens?” making a request less infringing, such as if you don’t mind ‘ or if it isn’t much trouble ‘ respects a person’s right to acts freely. In others words deference. There is a greater use of indirect speech acts.

Negative politeness is also known as respect politeness where every participant in the social process has the need not to be disturbed and to be free. In Holmes’ opinion (1992:297), negative politeness pays people respect and avoids intruding on them. However, Brown and Levinson (Goody, 1996:134) said that negative politeness is repressive action addressed to the addressee’s negative face; his want to have his freedom of action unhindered and his attention unimpeded.

Brown and Levinson states some of the sub-strategies of negative politeness are:
1. **Be conventionally indirect:** “Can you please shut the door? “
2. **Question, hedge:** “Mary is a true friend. “
3. **Be pessimistic:** “You couldn’t give me a cigarette, could you? “
4. **Minimize imposition:** “I just want to ask if I can borrow a single sheet of paper. “
5. **Give difference:** “We look forward very much to see you again. “
6. **Apologize:** “I’m sorry; it’s a lot to ask, but can you lend me a thousand dollars? “
7. **Impersonalize:** “We cannot help you”
8. **State FTA as general rule:** “We don’t sit on tables, we sit on chairs, “
9. **Nominative:** “Your performing well on the examinations was impressive to us. “
10. **Go on record as incurring debt, or as not indebting:** “I could easily do this for you-

It can be concluded that main focus for using strategy is to assume that you may to be imposing on the hearer, and intruding on their space. Therefore, these automatically assume that there might be some social distance or awkwardness in the situation.

**Off-Record Strategies**

According to Brown and Levinson (1987) a communicative act is done off record if it is done in such a way that it is not possible to attribute only one clear communicative intention to the acts. Thus, if a speaker wants to do an FTA, but wants to avoid the responsibility for doing it, he can do it off record and leave it up the addressee to decide how you interpret it.

Brown and Levinson outline this strategies uses indirect language and removes the speaker the speaker from the potential to being imposing, some sub strategies of off record are:
1. **Give hints:** “This soup is a bit bland”
2. **Give association clues:** “Are you going to market tomorrow? There is a market tomorrow, I suppose”
3. **Presuppose:** “I washed the car again today”,
4. **Understate:** “It’s not half bad” (means that S thinks it’s surprisingly good).
5. **Overstate:** "I tried to call a hundred times, but there was never any answer"
6. **Tautologies:** "If I won’t give it, I won’t’’.
7. **Contradictions:** "Well, Jim is here and he is not here’’.
8. **Be ironic:** "He’s a real genius”
9. **Use metaphoric:** "John is a real fish”
10. **Use rhetorical questions:** “How many times do I have to tell you”
11. **Be ambiguous:** “Jean is a hot cheek”
12. **Be vague:** “Perhaps someone did something naughty”
13. **Over generalize:** “Mature people sometimes help do the dishes”
14. **Displace Hearer:** “Oh God, I forget that I have run out of cash”
15. **Be incomplete, use ellipsis:** “Oh mom, a headache

Soimah talk show (STS)

Soimah talks show (STS) is a talk show (talk show) hosted by Indonesia Soimah on Trans TV. This event began airing in January 2012. Each show conveys a certain theme interspersed with jokes. Airing every Monday to Friday at 15.15 pm, themed talk show funny, STS deliver a different treat in daylight with famous guest stars. Soimah talk show will investigate and share information to the audience in the audience in the studio and at home.

2. **The Research Method**

Arikunto (1993:8) states that the research methods are method used by researchers to collecting the data research. So the method is step by step research conducted by researchers to obtain research data. Accordingly, this study used a descriptive method qualitative which is a problem-solving by way of preparing, collecting data and analyzing of data. The purpose of this research is to find out the types of politeness strategies used by hosted and guessed in STS in Trans TV. The research method will be descriptive qualitative research.

Qualitative research is a method of inquiry employed in many different academic disciplines, traditionally in the social scientists, but also in market research and further context.

**The Source of Data**

Data are the most important in this research. The source of the data is the object where the writer can get the data. The data of this research is utterance between the hosted and guessed. The data are taken from YouTube and watching in STS.

**The Technique of Collecting Data**

Data are very important in this research. The researcher transcribes the conversation among speaker and listener. The technique for collecting the data will be done as the following steps:
1. **Watching and listening STS in Television**
2. **Recording the dialog**
3. **Transcribing the conversation of STS**
4. **Underlining the politeness strategy words.**
5. **To identify the politeness strategies**
6. **To classify the politeness strategies**
7. **Interpreting.**
8. **Conclude the analysis**
9. **Finding out the most dominantly politeness strategy.”**
3. Data Analysis

The data are analyzed using the theory of politeness theory by Brown and Levinson (1987). To identify the types of politeness strategy used in conversation of the talk show, the writer follows the procedures of analyzing data as have been proposed in previous chapter. After identifying the conversations in YouTube and watching of the talk show. The writer found

There writer found 46 conversations between Olga and Soimah in utterances from scene I until scene V. They are:

1) Scene I

1. Soimah : Yadi, Yadi, dimana loe? (Where are you?)
   The utterance that found in sentence a Positive Politeness, because the word “dimana loe” is use by Soimah indicates usingmarkersthatshow identityorgroupby using theformgreeting, languageordialectgroup, jargon, slangandellipsis.

2. Yadi : Iya Ndoro, maaf ada apa ndoro ? (Yes, what happen?)
   The utterance that found in the sentence is Negative Politeness, because the word “maaf, ada apa ndoro” is use Yadi indicates an apology.

3. Soimah : Siapa bintang tamu hari ini? (Who is the guest?)
   The utterances that found in sentence is a Positive Politeness, because the word “siapa bintang tamu hari ini” indicates increase of an interest to regard the speaker.

4. Yadi : dia artis terkenal (he is a famous artist)
   The utterance that found in conversation is a categorized as a Positive Politeness, because the word “dia artis terkenal” indicates paying attention to the speaker with regard interests, desires, behavior, needsand stuff the speaker and clarify give difference.

5. Soimah : bisa anda tunjukkan sama saya artis terkenal itu? Tidak ada artis lain yang terkenal seperti saya (can you show me who is he, Isn’t there famous artist like me)
   The utterance that found in the conversation is a categorized as a Negative Politeness, because the word “bisa anda tunjukkan sama saya artis terkenal itu” it means that most typical form used in a question containing a modal verb.

6. Yadi : Jangan sombong Ndoro, banyak artis terkenal di Indonesia tapi tidak sombong seperti kamu. (don’t be arrogant, many artist in Indonesia but they are not arrogant like you)
   The utterance that found in sentences is a categorized as a Positive Politeness, because the word “jangan sombong Ndoro, banyak artis terkenal di Indonesia tapi tidak sombong seperti kamu” is uses by speaker contains presuppose or assert the perception that the speaker understands his desire.

7. Soimah : siapa artis kampong itu yang ngakunya artis papan atasnya? (Don’t talk too much, who was the village artist to confess, he was a famous artist?)
   The utterance that found in the sentence is categorized as a Bold on record strategy, because the word “siapa artis kampong itu yang ngakunya artis papan atasnya” can be classified into direct utterance. In this case, speaker may be imposing and intruding on hearer’s space. Speaker attempts to minimize the imposition on hearer or acknowledge hearer’s negative face.

8. Yadi : Mari kita sambut Olga, Chand dan Tarra (please welcome to Olga, Chand, and Tarra)
   The utterance that found in the sentence is a categorized Positive Politeness, because the word “Mari kita sambut bintang tamu saya” includes both speaker and hearer in the activity. This strategy involves the speaker and the hearer.
9. Soimah : Selamat sore buat bintang tamu saya, bagaimana keadaan kalian Olga, Chand, Tarra?
(Good afternoon for my all guests, how are you)

The utterance “bagaimana keadaan kalian Olga, Chand, dan Tarra” is a categorized as a Positive Politeness. Here, speaker provides effort to minimize the distance between the speaker and the hearer by expressing friendliness and solid interest in the hearer’s need to be respected. In this utterance speaker also call the hearer with their nick name. It means that there is no distance between them or difference social level. So, the hearer feels comfortable with the condition.

10. Olga & Friends : Alhamdulilah, sehat (we are good)

The utterances that found in sentence is a categorized as a Positive Politeness, because the word is uses by speaker indicates that notice: attend to hearer. It means that, this output suggest that he should take notice of aspect of Soimah’s condition (anything which looks as though Soimah would want his to notice and approve it) other aspect of this sentence is that he should notice and indicates that host from the talk show not embarrassed by it.

Scene II
1) Soimah : Maaf sebelumnya, kenapa anda lebih memilih atau tertarik dengan karakter waria (I’m sorry before, why are you interested with the characteristic of a sissy?)

The utterance “maaf sebelumnya, kenapa anda lebih memilih atau tertarik dengan karakter waria” is a kind of Negative Politeness by giving or asking a reason. Here, the function of giving or asking a reason is to find out whether the speaker will get the positive response or not from the hearer. Besides that, the speaker tries to minimize threat Hearer in order to achieve his final goal

3). Olga : karenakarakter ini lah yang membuat saya terkenal seperti sekarang. (Because this character makes me famous artist right now)

The utterance “Karena karakter ini lah yang membuat saya terkenal seperti sekarang” is a categorized as an off record strategy by using going ahead reaction. It means that there is a possibility that hearer will answer the speaker’s question, so it becomes a signal to continue proposing the reason.

4). Soimah : Apakah tidak ada gaya lain? (Isn’t there other choice of your character?)

The utterances that found in sentence are a categorized as a Negative Politeness, because the word “apakah tidak ada gaya lain” indicates be pessimistic.

5) Olga : Berapa kali saya harus katakan kepada loe? (How many times do I have to tell you?)

The utterance that found in sentence is a categorized as a off record strategy, because the word “berapa kali saya harus katakan kepada anda” is used for asking question with no intention of obtaining an answer is to break sincerity condition on question namely, that Soimahas speaker wants Olga as hearer to provide her with the indicated information which said by Soimah in sentence.

6). Soimah : boleh saya terima panggilan telepone masuk? (may I pick up the telephone?)

The utterance that found in sentence is a categorized as a Negative Politeness, because the word is use by Soimah indicates minimized imposition to the hearer.

7). Olga : maaf, Siapa yang nelpon itu? (Who is calling, please?)

The utterance that found in sentence is a categorized as a Negative Politeness, because the word “maaf, siapa yang nelpon itu” contains that direct request. In this matter, Olga’s tries to put pressure
on Soimah to do certain action by using “please”, the utterance use cooperative assumption in redressing FTA that includes both S and H in the activity.

8) Soimah : *Apa yang anda lakukan disini?* (What are you doing this?)

This utterance that found in sentence is a categorized as an off record strategy, because the word “apa yang anda lakukan disini” by using pre-sequence. Pre-sequence is used to find out whether the speaker will get a positive response from the hearer or not by using pre-sequence, it I possible for the speaker to minimize thread to word his hearer in order to achieve his final goal.

9). Olga : *bolehkah saya mencicipi kue ini sedikit saja?* (May I taste this cake?)

The utterance that found in sentence is a categorized as a Negative Politeness, because the word “bolehkah saya mencicipi kue saat ini sedikit saja” is use Olga indicates minimize imposition to the hearer.

10)Soimah : *Apa kegiatan anda setelah ini Olga?* (What is your activity after this?)

The context of the talk show is: Soimah as the host, she is also an artist and she knows the interlocutor (Olga), Yadi as a Co host, his character in conversation just opening the programs Olga is the film star as a guest at the talk show. The talk show was held at the Trans TV station- Jakarta Indonesia. The following writer show the example of classification of Politeness analysis

**Classification of Politeness**

The following table described the types of politeness found in STS. P categorized as a Positive, N categorized as a Negative, BR categorized as a Bald on record and OR categorized as a Off record.

<table>
<thead>
<tr>
<th>No</th>
<th>Indonesian</th>
<th>English</th>
<th>Types Of POLITENESS</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Soimah : Yadi, Yadi, <em>dimana loe?</em></td>
<td>Soimah : where are you?</td>
<td>P</td>
</tr>
<tr>
<td>3</td>
<td>Soimah : <em>Siapabintangtamuhartiini?</em></td>
<td>Soimah : who is the guest today?</td>
<td>P</td>
</tr>
<tr>
<td>4</td>
<td>Yadi : dia artis terkenal.</td>
<td>Yadi : he is a famous actor?</td>
<td>P</td>
</tr>
<tr>
<td>5</td>
<td>Soimah : <em>bisaandatunjukkanamasaayartisterkenalitu</em> Tidakadaartislain yang terkenalsepertisaya.</td>
<td>Soimah : can you show me who is he, Isn’t there famous artist like me?</td>
<td>P</td>
</tr>
<tr>
<td>6</td>
<td>Yadi : <em>Jangan sombong Ndoro, banyak artis terkenal di Indonesia tapi tidak sombong seperti kamu.</em></td>
<td>Soimah : don’t be arrogant, many artist in Indonesia but they are not arrogant like you</td>
<td>P</td>
</tr>
<tr>
<td>7</td>
<td>Soimah : <em>siapa artiskampong itu yang ngakurnya artis papan atasnya?</em></td>
<td>Soimah : Don’t talk too much, who was the village artist to confess, he was a famous artist?</td>
<td>P</td>
</tr>
<tr>
<td>8</td>
<td>Yadi : <em>Mari kitasambut Olga, Chand dan Tarra.</em></td>
<td>Soimah : <em>please welcome to Olga, Chand, and Tarra.</em></td>
<td>P</td>
</tr>
</tbody>
</table>
Soimah: Selamat sore buat bintang tamu saya, bagaimanakeadaan kalian Olga, Chand, Tarra?

Olga: alhamdullilah, kami sehat. Soimah: we are fine.

Findings

After analyzing the data, the writer found some, finding as follow:

1. There are four types of Politeness that is used in STS. They are Positive Politeness, Negative Politeness, and Bald on Record Strategy and off record Strategy.
2. There are (41, 3%) positive Politeness used in Soimah STS.
3. There are (26, 0%) negative Politeness used in STS.
4. There are (17, 3%) bald on Record Strategy used in STS.
5. There are (15, 2%) off record Strategy used in STS.
6. Positive Politeness is the most widely used in STS.

Conclusions and Suggestions

After analyzing the data, the writer would like to draw some conclusion, as follows:

1. The types of politeness found in the theory by Brown and Levinson namely Positive Politeness, Negative Politeness, bald on Record Strategy and off Record Strategy was found in Soimah Talk Show (STS) in Trans TV.
2. Politeness is one of important factors in one's socialization and it is used to maintain the social value of the community, including conversation.
3. There are four types of politeness that is used in STS.
4. There are 18 Positive Politeness are in STS.
5. There are 10 Negative Politeness in STS.
6. There are 8 Bald on Record strategy in STS.
7. There are 7 off Record strategy in STS.

Positive Politeness is the most widely used in STS

After finishing the writer’s analysis about the types of politeness that are found in conversation in Soimah Talk Show (STS), the writer would like to give some suggestion as follow:

1. The writer hoped that the readers would be more motivated to increase their knowledge about politeness expression that could be study in many events or occasion.
2. The writer suggested that the readers want to applied politeness in their life to get successful in making interaction or doing communication with other people.
3. Studying politeness is important, because by knowing about politeness, one will learn when and what to say on the right context of situation

References


