

**AN ANALYSIS OF POLITENESS STRATEGIES IN
“AMERICA’S GOT TALENT” TV SHOW:
PRAGMATICS APPROACH**

THESIS



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**ENGLISH DEPARTMENT
FACULTY OF SOCIAL SCIENCES AND HUMANITIES
PUTERA BATAM UNIVERSITY
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Submitted in Partial Fulfilment of the Requirements Thesis for the Degree of

Sarjana Sastra



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2021**

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AN ANALYSIS OF POLITENESS STRATEGIES IN “AMERICA’S GOT TALENT” TV SHOW: PRAGMATICS APPROACH

Is the real work of myself and I realize that the thesis has never been published in other media before, partially or entirely, in the name of mine or others.

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Debye Lailani Marthasari

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This thesis has been approved to be examined on the date as indicated below

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ABSTRAK

Penelitian ini merupakan penelitian deskriptif kualitatif untuk mengetahui strategi kesantunan dalam tayangan TV America's Got Talent. Penelitian ini menerapkan teori yang didasarkan pada Brown dan Levinson (1987) untuk membahas jenis dan strategi dalam tayangan TV America's Got Talent dan datanya diambil dari sumber tersebut. Objek penelitiannya adalah strategi kesantunan yang diucapkan oleh para juri dalam pertunjukan tersebut. Pengumpulan data dilakukan dengan metode observasi dan non-partisipasi berdasarkan teori Sudaryanto (2015). Dalam menganalisa data digunakan metode identitas pragmatik dan Teknik penyamaan kompetensi antara teori kesantunan yang dikemukakan oleh Brown dan Levinson (1987) diterapkan. Hasil penyajian data menggunakan metode informal. Oleh karena itu peneliti telah menemukan 30 data, ada bald on record ditemukan 3 data menunjukkan ketidaksetujuan, memberi saran ditemukan 3 data. Dalam kesantunan positif, ditemukan 1 data mengetahui, dan mendengar lawan bicara, 3 data berlebihan, 1 data intensifikasi minat pendengar. 1 data penggunaan dalam identitas kelompok, 1 data mencari kesepakatan, 2 data bercanda, 1 data meliputi aktivitas pembicara dan pendengar, 3 data alasan memberi dan meminta dan 1 data memberi hadiah kepada pendengar. Dalam kesantunan negatif ditemukan 1 data pemberlakuan meminimalkan dan 3 data memberi hormat, 1 data permintaan maaf. Off record ditemukan 1 data overstating, 3 data menggunakan metafora, dan 1 data menggunakan retetorical question.

Kata Kunci : Pragmatik, tingkat kesopanan, tipe kesopanan

ABSTRACT

This research is a qualitative descriptive study to find out the politeness strategies in “America’s Got Talent” Tv show. This research applied the theory based on Brown and Levinson (1987) to discuss the types and the strategies in “America’s Got Talent” Tv show and the data was taken from this source. The object of the research is politeness strategies uttered by the judges in that show. The data were collected by using the observation method, and it is non-participation based on Sudaryanto (2015). In analyzing the data was applied pragmatics identity method and competence in equalizing technique between the theory of politeness strategies proposed by Brown and Levinson (1987) applied. The result of presenting the data used the informal method. Therefore, the researcher has found 30 data there are bald on record the strategies were found 3 data of showing disagreement, give advice and suggestion were found 3 data. In positive politeness, was found 1 data of notice, and attend to hearer, 3 data of exaggerate, 1 data of intensify interest to hearer. 1 data of using in group identity, 1 data of seek agreement, 2 data of joking, 1 data include both speaker and hearer activity, 3 data of give and asking for reasons and 1 data of give gifts to hearer. In negative politeness was found 1 data of minimize the imposition and 3 data of give deference, 1 data of apologize. Off record was found 1 data of overstating, 3 data of use metaphor, and 1 data of use rhetorical question.

Keywords : Pragmatics, politeness strategies, types of politeness

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(Debye Lailani Marthasari)

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CHAPTER I

AN ANALYSIS OF POLITENESS STRATEGIES “AMERICA’S GOT TALENT” TV SHOW: PRAGMATICS APPROACH

1.1. Background of the study

In our daily life, people can communicate or express what they want from others and response to other. In addition, when people make conversation to the interlocutor it is importance on linguistic structures, politeness and face concept are important for some communities to give the understanding between the speaker and interlocutor and make the comfortable by doing the conversation. Politeness phenomenon appears in daily life conversation, such as in casual communication, texts, television show and others.

Politeness strategies have been chosen in order to get a conversation go smoothly and run well. Choyimah (2015) explained that in general politeness could be defined as linguistics attitude, which can make an addressee feel at ease. People might not always pay attention to politeness but often see a rudeness or inconsiderate attitude. Brown and Levinson (1987) stated that to recognize what people are doing in verbal exchange (e.g. requesting, offering, criticizing, complaining, etc) not so much, by what they overtly claim to do as in the fine linguistic of utterances. It means that if the speaker wants to make a conversation going well, the speaker must be polite and make the interlocutor feel comfortable. In the other words, politeness strategies concern to think about the interlocutor’s

feeling and by being polite means that the speaker should make interlocutor comfortable. Being polite is awareness of saying something and respecting the other feelings.

Being polite is to ensure relationship to run well in social communication the speaker obligated to use politeness strategies. The strategies are used for both oral and written forms of communication. One form of communication is criticism. Criticize someone is a verbal conversation that often makes people misunderstand. Criticize others has their own way of doing things, so that the person who criticized does not feel offended. Giving criticism to someone properly can encourage someone to be better and not feel bad.

According to Brown and Levinson (1987) the politeness strategies has four types of strategies such as bald on record, positive politeness, negative politeness and off record. Speaker kindly showed appreciation and familiarity with the hearer. Furthermore, the function of each types of the politeness strategies. Bald on record used for friendship or family. Positive politeness used to express intimacy with friends or another people. Furthermore, negative politeness concerns about respect behavior. So that negative politeness used to ask or reveal the other person is not busy or not bothered by the questions that the speaker gave. The last is off record is the most polite strategies because the speaker used indirect sentences and very soft words expression.

Moreover, there are strategies of each types of the strategies. The first is bald on record there are showing disagreement, giving suggestion/advice requesting,

warning/threatening, and using imperative form. Positive politeness there are notice, and attend to Hearer, exaggerate, intensify interest to Hearer, using in group identity, seek agreement, avoid agreement, presuppose/raise/ assert common ground, joking, asserting the speaker's concern for the hearer's wants, offer and promise, be optimistic, include both speaker and hearer's activity, give and asking for reasons, assume reciprocity, give gifts to hearer. Negative politeness there are conventionally indirect, hedge, be pessimistic, minimize the degree of imposition, give deference, apologize, impersonalize speaker and hearer state the FTA as general rule, nominalize, go on record as incurring a debt or as not indebting hearer. The last is Off record there are give hints, give association clues, presuppose, understate, overstate, use tautologies, use contradictions, be ironic, use metaphor, use rhetorical questions, be ambiguous, be vague, over generalize, displace hearer, use ellipsis.

The application of politeness strategies occur when the speaker became aware of saving the interlocutor's feeling is important. It would be rude if the speaker immediately gave an order, for instance, to someone with whom has social distancing relationship to the speaker or (to a stranger).

Example:

Student : Let's discuss about the new topic.

Instructor : **"Discuss the new topic", you mean?** (Karimnia, 2018)

From the example above, the instructor tried to convey politely the message that the student was making a mistake, by simply repeating the student's mistake

(emphasized by “you mean?”). This style of politely correcting errors could preserve the student’s desire to be well treated in front of his/her classmates.

Another example:

Bella : **Would you mind just pointing me toward Mr. Varner's class?**

Eric : You've missed a lot of the semester, but I can hook you up - tutor, cliff notes, and medical excuse. (Setiawan, Artawa & Widiastuti, 2016)

From the dialogue above, the data taken from the Twilight movie, it was seen that Bella applied minimize the imposition to express her sentences, from her sentence it can be noticed that Bella tried to pay Eric as hearer deference, the word “Just” delimits the extent of the FTA.

The one of example from the phenomena found in America’s Got Talent:

The situation happened when the contestant is feeling anxious when he came to the stage. Howie greeted *hello at first*, but Howie saw the contestant take a breath first without answered the greeting given by Howie.

Howie : **Take a deep breath take it all in** and tell me your name.

Con : My name is Eric Chen. (America’s Got Talent, 2019)

Howie noticed it and he used this strategy to tell the contestant to take a deep breath to reduce his anxious. It was seen in the first utterance that when Howie said *take a deep breath take it all in*. It was seen how politeness strategies make interlocutor to feel more spirit. So, it was classified as **notice, and attend to the Hearer in Positive politeness strategy. Notice, and attend to the hearer** used when the speaker notices the interlocutor feeling.

In our daily conversation, based on Brown and Levinson (1987) there are many ways to say something that would to say and express the nice words to other people, by saying “Would you help me to show the direction?” used to express intimacy with a group of friends. However, when facing a stranger or an adult the speaker must said “I’m terribly sorry to disturb you” or “Excuse me”. Different social situations obligated the speaker to adjust the words by placing the right words in different groups of people and occasion.

The politeness strategies phenomenon found in every country with different levels of politeness including Indonesia. Thank you is used to appreciate if someone helps and thank them. However, in Indonesia thank you often used for rejection.

There are some related studies. The study was made by Murni Mahmud (2019) she analyzed her study used a descriptive qualitative research technique to explore the phenomenon of politeness in EFL classroom interaction. Her research aim to examine the politeness strategies of English students at the university in Makassar. The research of politeness strategies in the classroom context by English students, this research investigated about English students used were different type of expression to encode the student’s politeness in class. Expression in form greetings, thank you, cope with terms, apologies and fillers.

Furthermore, there was study was made by Ardi, Nababan, Djatmika, & Santoso (2018) This research aim by examined the translation of politeness strategies of directive acts that been used by four characters in the novel entitled Deception Point by Dan Brown’s and it had two Indonesian translation versions.

The result of their study was a shift in the translation of politeness strategies in directive acts in two translation versions of Deception Point caused by choices of the techniques. Positive politeness strategies was the dominant in both translation versions. The present research was different with the previous researches, while the subject of this research the types and the strategies of politeness strategies uttered by the judges in America's Got Talent. Another reason because of the interested to make a study pragmatic analysis of politeness strategies, because being polite is important in daily life to save the attitude of the speaker and save others feeling for not being hurt and feel uncomfortable.

The researcher has some reason to analyze politeness strategies through America's Got Talent (often called as AGT), the televised American talent show competition that very famous among this day and is created by Simon Cowell, also part of the global Got Talent franchise among the world. The first reason is the show presents politeness used by the judges. Besides, it represents by people in real life and in the social situation. The second reason is that politeness strategies used to minimize and avoid the rudeness to critic the contestant by saving the contestant's feeling and be respected. The third reason, the researcher will be choose to explain kind of politeness strategies in America's Got Talent because the aim of this study was to enhance the reader's knowledge, so the result of the study could be easy to understood by the reader.

1.2. Identification of the problems

The researcher found some problems in the show that can be identify.

1. The function of each type in politeness strategies.
2. The types of politeness strategies uttered by the judges in America's Got Talent.
3. The politeness strategies uttered by the judges in America's Got Talent.

1.3. Limitation of the problems

1. The types of politeness strategies uttered by the judges in America's Got Talent.
2. The politeness strategies uttered by the judges in America's Got Talent.

1.4. Formulation of the Problem

From the background above, the researcher formulates main problems to be answer as stated in following:

1. What are the types of politeness strategies uttered by the judges in America's Got Talent?
2. What are politeness strategies uttered by the judges in America's Got Talent?

1.5. Objectives of the Study

Based on the formulation of the problem, the objectives of the research as the following:

1. To find out the types of politeness strategies uttered by the judges in America's Got Talent.
2. To find out the strategies of politeness uttered by the judges in America's Got Talent.

1.6. Significance of The Research

1.6.1. Theoretical Significance

Theoretically, this study has some purposes. First, this research is expected to give further information to the readers of the types of politeness strategies that uttered by the judges in America's Got Talent. Second, this study is expected to enlarge a knowledge, and how to use politeness strategies, from this study can make an experience to apply it in daily life. The concept as well as in the application of materials research, especially concerning a knowledge of the politeness. The last, this research become a comparison of another research in the future.

1.6.2. Practical Significance

Partially, this research is expected to be useful for the following parties. First, this research can enrich the students of English department and literature's knowledge in language field, especially in politeness strategies uttered by the judges and the reasons of researcher chose America's Got Talent for the research.

1.7. Definition of Key Terms

Pragmatics : Pragmatics is the study of language use, that is the study of relation between language and context, which is the basic of understanding the meaning of language. Levinson (1983)

Types of politeness : The classification of the politeness strategies. Brown and Levinson (1987)

Politeness Strategies : Politeness strategies is concerns to think about the interlocutor's feeling and by being polite means that the speaker should make interlocutor feels comfortable. Brown and Levinson (1987)

CHAPTER II

REVIEW OF RELATED LITERATURE AND THEORETICAL FRAMEWORK

2.1. Pragmatics

Based on Yule (1996), pragmatics interested in the analysis of meaning as expressed via a speaker and understood via a listener. It can be concluded that pragmatics is the study between the speaker and interlocutor, the speaker expresses what he/she says and the interlocutor understand it. Pragmatics is the study of situations in the use of human language that could be determined through the context of society. In addition, Leech (1983) explained that pragmatics is the study of meanings in relation to speech situation. From the explanations above, it could be said that pragmatics is a branch of linguistics that studies about the relationship between context outside language and speech. Levinson (1983) stated that pragmatics is the study of language use, that is the study of relation between language and context, which is the basic of understanding the meaning of language. Therefore, it can be concluded that pragmatics is a study about relationship between languages, meanings, and situations. The focus of pragmatics is on the meaning of the words or sentences. This research applied pragmatics approach because this study needs the context.

2.1.1. Face

The idea of “face” introduced by Erving Goffman as a sociologist. Erving Goffman (1955) stated that face is the positive public image that speaker seek to establish in social interactions. The face in the context of politeness strategies explained the desire of someone in a society to protect the face from the harms through social disturbances. There are two types of politeness strategies because there are different faces to distinguish. The forms are categorized into positive and negative face.

2.1.2. Face Threatening Act (FTA)

FTA (Face Threatening Act) is a politeness strategy the act of threatening someone wrong or unpleasant word and act. Politeness strategies used to respect others and our self to save self-image. People may not say in good ways sometimes, it may hurt the interlocutor feeling. According to Yule (1996) face threatening act is an act, which challenges the face wants of an interlocutor. The threatened could be from the speaker or the interlocutor.

2.1.2.1. Politeness Strategies

According to Yule (2010) politeness can be defined as showing awareness and consideration of another person’s face. It can be said that politeness used for communication and how to deal with someone in certain social situations. Brown and Levinson (1987) stated that everyone has self-public image, which deals to emotional and social sense of self and expects everyone else to recognize. It can be

concluded that, how someone talks to other people whether intimacy or stranger, other people will be fascinated how someone speaks well to them.

Politeness is very important for the speaker of language, every nation and culture has a different level of politeness, but most of it is the same, at a conversation, level of politeness also based on the value other than the taken action. Usually, older people, stranger and someone respected that should get a politeness, if with relatives of the same age or friends, it would still be able to act as they are without formal words and does not apply to people who is more mature than the speaker.

Based on the explanation above, it can be concluded that politeness strategy is one of communication strategy that focused on the interlocutor's face by minimizing the conflict or misunderstanding by saying good words and being polite. According to Brown and Levinson (1987), there are four strategies to maintain the psychology state: Bald on record, positive politeness, negative politeness, and off record.

a. Bald on Record

In bald on record strategy, the speaker is doing nothing to reduce the threats to the hearer's face and will probably surprise the characters to whom the speaker talking to, embarrassed them, or lead them to experience a little bit uncomfortable. Nevertheless, this kind of strategy used by the individuals who recognize each difference very well, and comfortable in their social environment, close friends and family usually determine this kind of strategy.

Yule (1996) explained that the speaker perhaps uses this strategy because had an assumption that in certain situation has a power to control someone else's act. It means that the speaker that has a higher position and power than the interlocutor can use this strategy. However, this strategy usually found in interactions between close friends or family, because it will freely express what speaker wants to convey without worrying about the interlocutor's face. Bald on record can be a little uncomfortable and embarrassing. There are five strategies in bald on record, as below and the example from Brown and Levinson (1987)

1) Showing disagreement

e.g., "I totally disagree"

2) Giving suggestion/advice

e.g., How about/

it's better for you

3) Requesting

e.g., Would you mind...?/

Do you think...?)

4) Warning/threatening

e.g., Don't do that/

if you do that again

5) Using imperative form

e.g., Think/

Be nice to your parents

b. Positive Politeness

Based on Brown and Levinson (1978), positive politeness deals to satisfy hearer's positive face. The positive strategy usually found in a group of friends, the same age and the intimacy in social situation that know well in each other. Yule (1996) explained that positive politeness strategy intends a supplicant to draw general purpose and even friendship. It can be conclude that positive politeness used to express intimacy with friends or with the social group that respected. The use of positive politeness can be seen from the intimacy and how close the speaker to interlocutor. It can be concluded that, by using positive politeness the speaker can recognize the hearer that desire to be respected. Based on Brown and Levinson there are fifteen strategies of positive politeness, as a section below:

1) Notice, and attend to Hearer

This strategy suggests to the speaker should pay attention to hearer's condition. Brown and Levinson (1987)

2) Exaggerate

The speaker can use this strategy to define the hearer's feelings, which include interest, approval and sympathy. Brown and Levinson (1987)

3) Intensify interest to Hearer

The speaker want to increase the hearer's interest by making a contribution of the conversation and make a good story. Brown and Levinson (1987)

4) Using in group identity

The speaker could show the intimacy with the hearer by using address form or jargon and slang. Brown and Levinson (1987)

5) Seek agreement

Allow the speaker and hearer to agree with the hearer statement. Brown and Levinson (1987)

6) Avoid agreement

The speaker can hide their disagreement and makes the hearer good to save the hearer's face. Brown and Levinson (1987)

7) Presuppose/raise/ assert common ground

The strategy can be used to share same interest or opinion between the speaker and hearer. Brown and Levinson (1987)

8) Joking

The speaker can show a solidarity to the hearer to make relieve a situation by making a joke. Brown and Levinson (1987)

9) Asserting the speaker's concern for the hearer's wants.

The speaker gave a concern to the hearer of declaring what hearer's want or willingness. Brown and Levinson (1987)

10) Offer and promise

The speaker can help what hearer's want by offering something or help and promise that the speaker can do it. Brown and Levinson (1987)

11) Be optimistic

The speaker being optimistic, by assuming that the hearer wants what the speaker wants for themselves and the hearer will help the speaker get it. Brown and Levinson (1987)

12) Include both speaker and hearer's activity

Speaker can use "we" in the conversation it showed speaker and hearer are in the same situation. Brown and Levinson (1987)

13) Give and asking for reasons

The speaker and hearer gave and asking for reasons of something what or why speaker and hearer wants. Brown and Levinson (1987)

14) Assume reciprocity

There is a reciprocal relationship between the speaker and the hearer and cooperation between two of them. Brown and Levinson (1987)

15) Give gifts to hearer

Speaker can make a contribution of a good story to make the hearer feels good. Brown and Levinson (1987)

c. Negative Politeness

According to Brown and Levinson (1978), negative politeness deals to satisfy hearer's negative face. Based on Brown and Levinson (1987) the avoidance of imposition on the hearer and can be considered as is the desire to remain autonomous using distancing styles like using modal verbs or hesitation, apologizing for imposition, asking questions or asking permission to ask a question. So that negative politeness used to ask or reveal the other person is not busy or not bothered by the questions that the speaker give. The main purpose of negative strategies is if the speaker does not disturb the interlocutor. According to Brown and Levinson there are some strategies in negative politeness:

1) Be conventionally indirect

e.g., using *indirect speech acts*.

2) Hedge

e.g., asking questions *such as Could you do this for me?*

3) Be pessimistic

e.g., by saying '*This probably won't be necessary but ...*

- 4) Minimize the degree of imposition
e.g., by saying '*I just wanted to ask if you could ...*
- 5) Give deference
e.g., by the use of *certain address forms*
- 6) Apologize
e.g., by indicating *reluctance or begging forgiveness*
- 7) Impersonalize speaker and hearer
e.g., by the use of the plural '*you*' vs '*I*'
- 8) State the FTA as general rule
e.g., by using '*request*' as a noun rather than '*want*' as a verb
- 9) Nominalize
e.g., your performing well on the examinations was impressive to us
- 10) Go on record as incurring a debt or as not indebting hearer
e.g., "I'll never be able to repay you if.."

d. Off-Record

Based on 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 act. This strategy is one of the most politeness strategies that speaker can use, because this strategy used indirect sentences to express something to other person. This strategy usually used on people just met. It can be concluded that this strategy is the most polite strategy because the

speaker used indirect sentences and very soft words expression to speak to the interlocutor. There are fifteen strategies by Brown and Levinson:

- 1) Give hints
- 2) Give association clues
- 3) Presuppose
- 4) Understate
- 5) Overstate
- 6) Use tautologies
- 7) Use contradictions
- 8) Be ironic
- 9) Use metaphor
- 10) Use rhetorical questions
- 11) Be ambiguous
- 12) Be vague
- 13) Over generalize
- 14) Displace hearer
- 15) Use ellipsis

2.2. Previous studies

In this study, the researcher reviewed the studies that have been done related to the concept of politeness strategies. The researcher used the studies as guidance to finish the thesis. There are many researchers have been investigated the studies about politeness strategies. The first research been done by Fitriah and Hidayat

(2018). The title is Politeness: cultural dimensions of linguistic choice. This study was about commenting on some particular aspects of Coulmas' article. The aim in their research is to introduce the politeness strategies in the target culture to the students. The results of this research was expected the students could minimize the misunderstood in communicating to people from other cultures.

Sugini, Djatmika, and Maryadi (2016) the politeness strategies performed by teachers to effectively assist children with autism in their process. This research investigated the politeness strategies of supporting the teachers by doing the jobs effectively at autism centre in Surakarta. This research performed by different female teachers with different students, and the data were collected from four learning processes. The bald on record strategy dominated the exploitation, following by positive and negative strategy, the off record strategy was not chosen by the teachers in the class.

The application of politeness strategies in English and Chinese Movie was made by Yuting Mu (2015) This research showed the differences of positive and negative strategies used between English and Chinese movie reviewers. The researcher selected five famous movies and ten corresponding movie reviews, five reviews each English and Chinese. Another study was made by Eshghinejad and Moini (2016) the study was about Politeness strategies used in text messaging: pragmatic competence in an asymmetrical power relation of teacher–student. The study was to describe the strategies between the teacher and the student whether there was any significant differences between male and female EFL. The result in this study there was no significant differences in the use positive and negative

strategies between both of the group's text messages. Therefore, the research of the study deny their hypothesis.

Furthermore, the study of politeness strategies was made by Jansen and Janssen (2010) the study was about the effects of positive politeness strategies in business letters. The study aim the effects of added and combined positive strategies to letters refuted claims to policy-holders. This study had two results of two experiments: one of the experiments have a positive effect on the evaluation of the letter, while the other two strategies have no effect at all.

e. Theoretical Framework

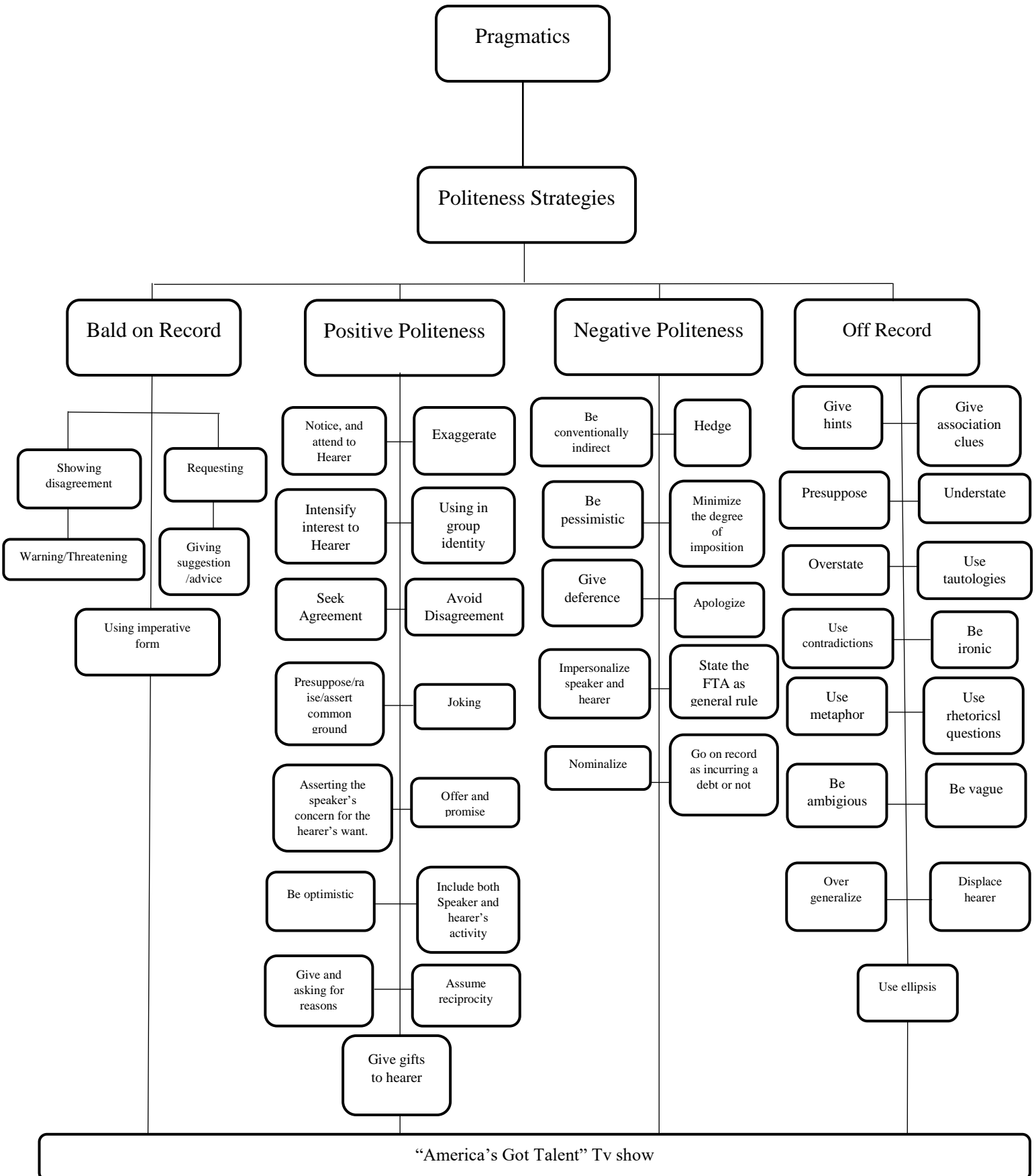


Figure 2.1 Theoretical Framework

CHAPTER III

RESEARCH METHODOLOGY

3.1. Research Design

Litosseliti (2010) explained there are three types of research design, qualitative, quantitative and mix method. This research used a qualitative descriptive. According to Cresswell (1994) a qualitative study defined as an inquiry process of understanding a social or human problem, based on building a complex, holistic picture, formed with words, reporting detailed views of informants, and conducted in a natural setting.

Additionally, this research applied Brown and Levinson theory to find out the types and the politeness strategies as the primary theory, found in America's Got Talent.

3.2. Object of the Research

The object of the research was politeness strategies focused on the judges utterances in America's Got Talent. The data were taken from America's Got Talent. The researcher chosen several videos to listen and discuss the sentences that expressed the politeness strategies. This data were taken from week 1 to week 7 in 2019 uttered by 6 judges they are Simon Cowell, Howie Mandel, Julianne Hough, MEL B, Gabrielle Union, Heidi Klum. The data sources were collecting from the platform site www.youtube.com.

3.3. Method of Collecting Data

The data were collected by using the observational method by Sudaryanto (2015). Observational method is collecting by observing the data. The researcher used non-participatory data collecting technique because the researcher did not involve in the conversation during the show. From collecting, the data must be relevant with the phenomenon of the research. The data in this research obtained by discussing the data in America's Got Talent uttered by the judges.

3.4. Method of Analyzing Data

Sudaryanto (2015) stated that they were analyzed by using the pragmatic identity method, where the data were compared with the theory in order to find the similarities to the theory. After the data were collected, every research needs the data to solve the problem. In this research, the data found were identified and categorized the types based on the politeness strategy theory proposed by Brown and Levinson (1987).

There were several steps to discuss the data. The bold data were identified to discover the politeness strategies based on Brown and Levinson (1987). Sudaryanto (2015) the pragmatic competence in equalizing is a technique to equalize between the theory of politeness strategies proposed by Brown and Levinson (1987) theory. To solve the problem, one data could answer the two questions of formulation research.

3.5. Method of Presenting the Analysis Result

In presenting the data, Sudaryanto (2015) stated that there were some ways to present the result analysis. This research used the informal method proposed by Sudaryanto (2015) It means that the process of presenting the data by using words.