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
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Submitted in Partial Fulfilment of the Requirements Thesis for the Degree of

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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

ACKNOWLEDGMENT

Bismillahirrahmanirrahim

First of all the researcher would like to say Alhamdulillah and all the praises to Allah SWT, thanks for all his blessing and everything that he has given all the strength, courage, opportunity, and patience to the researcher to complete her study and finish this thesis entitled "AN ANALYSIS OF POLITENESS STRATEGIES IN "AMERICA'S GOT TALENT" TALENT SHOW: PRAGMATICS APPROACH. Give all prayers, greeting and salutation always to our prophet Muhammad SAW, because he has guided us from the dark side to the light side.

The researcher realized this thesis is not perfect at all, but researcher hopes it can be useful for the readers in the future. This thesis would not be completed without helps, encourages and supports from the Lord and people around the researcher. The researcher would like to accept the critics and suggestions to make this thesis be better.

Furthermore, the researcher would like to express her gratitude to all the people involve both direct and directly to:

1. Mrs. Dr. Nur Elfi Husda, S.Kom., M.SI as Rector of Putera Batam University.
2. Dr. Hendri Herman,S.E.,M.Si as Dean of Faculty of Social Sciences and Humanities of Putera Batam University.
3. Mrs. Nurma Dhona Handayani, S.Pd,. M.Pd. as Head of English Department of Putera Batam University.
4. Mr. Emil Eka Putra, S.S.M.Hum. as academic lecturer for giving her motivation during her study.
5. Mr. Zia Hisni Mubarak, S.Pd., M.Pd. as thesis supervisor that giving her a lot of knowledge and ideas during my study.
6. All lecturers from English Department for giving their motivation and knowledge during her study at Putera Batam University.
7. All of lovely family mom and dad, sister and brother for giving supports and motivation during my study.

8. Support system number one Gilang Heryansyah for always give her support, motivation and cheer her up everyday. Thank you for always being there for her.
9. Do not forget for all her bestfriends who always supporting all the time: Astri Rahmadilla, Vivian Damayanti Sanjaya, Ully Sandra Liana Sari, Putri Kurnia Handayani, Rizka Rahmadani, Dhea Luthfiana Sari, Syakdiah Putri, Rianda Anggraini and Triyani Tami.

Finally, the researcher could say thanks for everything, may Allah gives the best of them.

Batam, 25th January 2021

(Debye Lailani Marthasari)

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