POSITIVE POLITENESS STRATEGY USED IN "OPRAH'S 2020 VISION TOUR" TALK SHOW: PRAGMATICS APPROACH

THESIS

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ENGLISH DEPARTMENT

FACULTY OF SOCIAL SCIENCES AND HUMANITIES

PUTERA BATAM UNIVERSITY

2021

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Submitted in Partial Fulfillment of the Requirements for the Degree of Sarjana Sastra

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SURAT PERNYATAAN ORIGINALITAS

Yang bertanda tangan di bawah ini saya:

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Batam, 25 Januari 2021

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DECLARATION OF THE THESIS ORIGINALITY

I, Anda Damayanti NPM No. 171210014

Hereby declare that thesis entitled

POSITIVE POLITENESS STRATEGY USED IN "OPRAH'S 2020 VISION TOUR" TALK SHOW: PRAGMATICS APPROACH

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

Batam, January 25th, 2021

Anda Damayanti

171210014

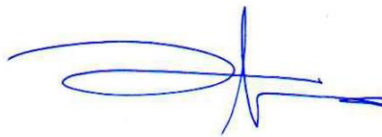# POSITIVE POLITENESS STRATEGY USED IN "OPRAH'S 2020 VISION TOUR" TALK SHOW: PRAGMATICS APPROACH

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By :
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The thesis has been examined on the date as indicated below

Batam, March 1st, 2021

Zia Hisni Mubarak, S.Pd., M.Pd.
Supervisor

ABSTRAK

Penelitian ini menganalisis tentang strategi kesantunan positif yang digunakan oleh Oprah Winfrey dan tamunya dalam acara Talk Show Oprah's Vision Tour 2020. Tujuan dari penelitian ini adalah memberikan contoh agar mengutamakan penggunaan kesantunan positif saat berbicara dalam situasi apapun, termasuk saat talk show. Berdasarkan teori kesopanan Brown dan Levinson, penelitian tersebut menyatakan bahwa Oprah Winfrey dan tamunya menggunakan strategi kesopanan positif ketika berbicara satu sama lain untuk menghindari face threatening. Data dalam penelitian ini diambil dari ungkapan-ungkapan dalam setiap percakapan yang diucapkan Oprah Winfrey dengan tamunya. Data percakapan ditranskripsikan menjadi data tertulis. Dan dianalisis secara kualitatif berdasarkan percakapan antara Oprah Winfrey dan tamunya di Talk Show 2020 Vision Tour Oprah. Strategi kesantunan positif bertujuan untuk meminimalisir jarak antara Oprah Winfrey dengan tamunya yang diharapkan dapat menciptakan rasa nyaman saat berbicara di acara talk show. Strategi kesantunan positif bertujuan untuk meminimalisir jarak antara Oprah Winfrey dengan tamunya yang diharapkan dapat menciptakan rasa nyaman saat berbicara di acara talk show. Ada 9 strategi yang ditemukan dalam data ini yang dikategorikan sebagai kesantunan positif: melebih-lebihkan, mengintensifkan minat kepada pendengar, mencari kesepakatan, menghindari perselisihan, tujuan / bangkit / menegaskan kesamaan, bercanda, optimis, melibatkan pembicara dan pendengar dalam aktivitas dan memberi (atau meminta) alasan. Penelitian ini juga menemukan bahwa imbalan dan keadaan menjadi faktor mengapa pembicara menggunakan strategi kesantunan positif tertentu. Keadaan yang ditemukan dalam penelitian ini adalah kekuasaan relatif dan jarak sosial.

Kata Kunci: Kesopanan, Kesopanan Positif, Percakapan, Talk Show

ABSTRACT

This research analyzed about the positive politeness strategy used by Oprah Winfrey and her guests in the Oprah's 2020 Vision Tour Talk Show. The aimed of this research is to give an example in order to prioritize using positive politeness when speaking in any situation, including during talk shows. Based on Brown and Levinson's politeness theory, the study stated that Oprah Winfrey and her guests used positive politeness strategies when talking each other to avoid face threatening. The data in this study were taken from the utterances in every conversation that Oprah Winfrey said with her guests. Conversation data is transcribed into written data. And analyzed qualitatively based on conversations between Oprah Winfrey and her guests in Oprah's 2020 Vision Tour Talk Show. The positive politeness strategy aims to minimize the distance between Oprah Winfrey and her guests which are expected to create a sense of comfort when talking on the talk show. There 9 strategies found in this data that categorized as positive politeness: exaggerate, intensify interest to the hearer, seek agreement, avoid disagreement, purpose/rise/assert common ground, jokes, be optimistic, include both the speaker and the hearer in the activity and give (or ask for) reason. This research also found that payoff and circumstances become factor why the speaker uses certain positive politeness strategy. Circumstances which are found in this research are relative power and social distance.

Key words: *Interlocutor, Oprah Winfrey, Positive politeness strategy, Talk Show*

MOTTO AND DEDICATION

MOTTO

Be strong and courageous; do not terrified or afraid at them. For it is the Lord
your God who goes with you. He will not fail you or abandon you.

Deuteronomy 31:6

DEDICATION

This thesis is proudly dedicated to myself, beloved father and mother, all of my
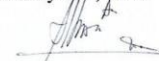family, friends and all lecturers at Putera Batam University

ACKNOWLEDGMENT

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CHAPTER I

INTRODUCTION

1.1. Background of the Research

It is a human nature of someone to be always want to keep their good persona and good self-image in a public. In linguistic there is term called 'face' that indicated public mental self portrait of an individual. Two aspects from 'face': positive and negative. Positive face that can be seen by this term is when person craved to be proved of, respected of so that their value in front of others is increasing. Meanwhile people tend to didn't want to feel small or excluded from the society, it is shown by a person's negative face when they want to be longing or needed for. Because of that, person using politeness utterance to achieve both of the faces. Either they don't want have a negative face or they maintain their positive face. Both of way, positive politeness takes a good amount of impact to maintaining either of the cases.

As indicated by Brown & Levinson (1987:65), there are several kinds of action that harm faces. When it comes with specific and common example, they usually have tendencies to avoid becomes specific. Both and speaker's own positive and negative spaces can be damaged when for example someone as a speaker admit that he has failed at his job and that someone offers help to his listeners.

Information delivery can be done using various media platform including television. Television considered as an entertainment medium that provides many

variations of entertainment including one of them is talk shows. Talk show itself features one or several people discussing a particular topic which led by a host. There is a special feature of a talk show that sets it apart from other television shows. According to Timberg and Eller (2010), a talk show centered on the host, conversation is experienced in its present form, spontaneous but highly structured, commodity pro   ducts, stirred in strict formulas and measurable segments of expensive network time, and designed for aerial topics that are appeal to as many audiences as possible.

There are many television shows besides talk shows which have greatly overturned politeness. Politeness in language, politeness in behavior, and politeness for the content to be broadcast. There are so many languages that are inappropriate to be pronounced as well as many impolite behaviors that are deliberately used in television shows. Television is an information media which watched by all ages, including minors. An example of the show that risqué is comedy television entertainment shows, in these shows it does confirm that jokes delivered with secures jokes, but many also sometimes tucked into obscene words that were not censored and still aired on purpose. Another example is in music shows. Many lyrics in the songs use rude words such as "bullshit, fuck you, bitch". From the existing phenomenon, the researcher conducted a positive politeness strategy research with the object of study is Oprah's talk show. This research aiming to replace impolite words with more polite words, with an example from Oprah Winfrey's conversation with her guests who put a very high priority on positive politeness when speaking.

Talk show that being used as a source of data in this research is Winfrey talk show hosted by Oprah Winfrey where she is a media owner in America itself, as well as an actress and producer. Oprah Winfrey has a serious character in hosting her talk show. Beside talk show by Oprah there are several talks how that have different concept, one of them is relaxed talk show namely The Ellen Show hosted by Ellen Degeneres. The genre of the talk show tends to be more relaxed and a lot of jokes are made. It is very different from the talk show led by Oprah Winfrey which tends to be more serious when discussing something so that it also affects the style of the conversation. In talk show hosted by Oprah Winfrey, there are more positive politeness applied by the speaker for both questioning and answering. The positive politeness strategy used both by the host and by the guest.

On the other hand, researcher looked at previous studies for make easier to discuss positive politeness strategy, the first research that deserves to be a reference was written by Ayu, Luh Putu & Putri (2013) with the research title "Analysis of Politeness Strategies Used in Oprah Winfrey's Talk Show With Ricky Martin As Guest Star". The purposes of this research are to find the type of politeness strategies often used by Oprah in Oprah Winfrey talk show with Ricky Martin as a guest by using theory from Brown and Levinson (1987). What distinguishes this research from the researcher's research is that this study analyzes all types of politeness strategies in talk show, while the researcher focusses only on utterances that employ positive politeness used by Oprah Winfrey and the guest in talk show.

The second journal worthy to be referenced is written by Dewi, Anjasmoro (2014). The tittle of this journal is "Politeness Strategies Performed by The Host of Kick Andy Show "Berprestasi Di Usia Muda" Episode". This study aims to determine the politeness strategy used and the potential for the use of politeness, which is very commonly studied, so to differentiate from this research the researcher will focus more on this research on one type of politeness strategy and the problem under study will also focus more on the type of politeness strategy used during the talk show.

From the above consideration, the researcher focuses on analyzing positive politeness strategies, the factors, and influences of the character using certain strategies as the main focus of this analysis which titled **Positive Politeness Strategy Used In 'Oprah's 2020 Vision Tour' Talk Show: Pragmatics Approach.**

1.2. Identification of Problems

Based on the background of the above research that has been explained, the importance of the problems associated with this background. The problems that arise are as follows:

1. The strategy of positive politeness expressed by Oprah Winfrey in Oprah Winfrey 2020 Vision Tour Talk Show

2. Conversational implicature to identify the meaning informed by the speaker in Oprah Winfrey's talk show

3. Factors that influence positive politeness strategies in talk show used by Oprah Winfrey.

1.3. Limitation of the Problems

In order to sharpen the research and the analysis, the researcher limits the research by giving focus on analysis of the positive politeness. This research will only focus on dialogue which contains positive politeness used in the TV talk show The Oprah Winfrey Show and the conversational implicature to identify the meaning informed by the speaker in Oprah Winfrey's talk show.

1.4. Formulation of the Problems

Based on the background and limitation of the research above, the problems proposed in this research are:

1. What strategies of positive politeness expressed by Oprah Winfrey and the guest in Oprah Winfrey 2020 Vision Tour Talk Show?

2. What are the factors and reasons which influenced the employ of positive politeness used by speaker in Oprah Winfrey's talk show?

1.5. Objective of the Research

This research aims to determine politeness in politeness strategies. Here's the objective of the problem:

1. To find the strategies of positive politeness expressed by Oprah Winfrey and the guest in Oprah Winfrey 2020 Vision Tour Talk Show.

2. To identify the factors and reasons which influenced the employ of positive politeness used by speaker in Oprah Winfrey's talk show.

1.6. Significance of the Problems

A. Theoretical significance

   This research is expected to provide information to linguistic research linked to positive politeness strategy

B. Practical significance

1. This research was intended so the community would better understand the positive politeness strategies.

2. This research is intended to provide knowledge about positive politeness strategies from all perspective.

3. For researcher who their field is in linguistics, especially regarding politeness, this research can be used as an additional information.

1.7. Definition of Key Terms

Talk Show: Conversation is a learning that occurs through conversation or interaction about subject matter that is used to make explicit knowledge. Conversations can be done at a number of different language levels (Pask, 1975).

Positive Politeness: Positive politeness is an attempt to minimize threats to the positive face of the listener. Positive politeness is used to make other people feel comfortable by getting to know one another. In addition, to avoid conflict (Brown and Levinson, 1987).

Interlocutor: Interlocutor seen in the linguistics, discourse analysis, and related fields, described as an individual associated in a discussion or discourse. Two or more people talking to each other are interlocutors talking each other. The terms discussion accomplice, listener, or recipient are

intermittently utilized reciprocally with interlocutor. Interlocutor by means is a person with whom a speaker converse; a conversational partner. (Thomas, 2012)

Oprah Winfrey: Oprah Gail Winfrey born January 29, 1954. She is an American talk show host, producer, author and also philanthropist. Her best known talk show: The Oprah Winfrey Show, and was the highest rated television program show and ran in national syndication for 25 years until 2011. According to Oprah Winfrey-Academy of Achievement. (August 24, 2018). Retrieved November 24, 2020, from https://achievement.org/achiever/oprah-winfrey/#biography

CHAPTER II

REVIEW OF RELATED LINGUISTICS AND THEORETICAL

FRAMEWORK

This chapter contains a few hypotheses and references, which are identified with the research. The researcher choose positive politeness strategy as the main focus of this study. Hence, Pragmatics approach is used as a method of analysis. The references identified with pragmatics are important to control the researcher to describe and to interpret the significance of data.

2.1.   Pragmatics Approach

Pragmatics is studies that explain how to use language in a communication. According to Leech in Purwanto & Soepriatmadji (2013) pragmatics can be described as the study of how speech has meaning in situation. It means that pragmatics is related to the meaning of speech, which means it depends on the situation. According to Yule (1996) to understand what is said from an interaction is that people have to do it. Several factors related to distance and social closeness. Several factors are determined before interacting and most are external factors. And it usually involves participants' status based on social values related to a number of things, such as age or power. Leech also gives definition of pragmatics which can be used to be defined as the study of how speech has meaning in situations. This means that pragmatics is related to the meaning of speech, which means depending on the situation in which speech occurs.

Based on explaination above, it very well may be reasoned that pragmatics is a study that examines a significance of language regarding the connection among language and context. That is the interaction between context and language become a fundamental study in pragmatics.

2.2. Context

A significant perspective in interpreting of an utterance meaning is called context. As indicated by Leech (1983), context manages applicable part of physical or social settings of an utterance. Context also can be pronounced as the background knowledge shared by the speaker and the listener in understanding their speech. Consequently, context has a lot to contribute in spoken and written. Its capacities to support the speaker and the listener or the author and the pursuer convey and comprehend the meaning of the utterance.

Therefore, Levinson brings up the significance of context, which included in pragmatic's definition, as a study of the ability of language users to match sentences with the appropriate context (Brown & Levinson, 1987) . It implies that the function of context in language is concentrated in pragmatics, it is important to focus to the context that is encompassing the event of the conversation.

In addition, Malinowski expresses his theory that there are two thoughts of context; situation and culture. Context in situation is content that is expressed in the situation. Context in culture is the social foundation or the set of experiences behind the participants. To comprehend the significance of any utterance, people must know and really understand the cultural background of the language. This

can include the participants involved in the speech, time, environment social, etc. (Halliday & Matthiessen, 2013).

From the assertion above, it very well may be inferred that speech context of linguistics research is a context in all actual angle or social foundation related with the discourse, time, social environment, political condition, and etc. Subsequently, context is a bunch of propositions depicting the beliefs, knowledge, duties, and etc. of the participants in a discourse to comprehend the importance of an utterance.

2.3. Politeness Strategies

According to Holtgraves (2010), politeness is a very sensitive interpersonal act carried out by someone in the form of a threat of acting politely or not. Many ways for someone to be polite with actions that is less than optimal. The strategy of politeness in daily life is very important. Because politeness strategies greatly influence the attitudes and behaviors carried out by someone. Attitudes and behaviors in politeness strategies are a reflection of a person's character to be good or not to others. As the next example that can reflect a good attitude is when someone knows how to arrange talks and be polite to others like someone older, coworkers, customers, bosses or whoever it is to be a good value for the character of someone who applies an example of strategy good politeness. Whereas an example of someone who is not good enough and who does not implement a politeness strategy cannot do the same thing as someone who applies a good politeness strategy, as an example of a good character for someone who applies a politeness strategy to them. So, a politeness strategy is a very important strategy to do as a basis for someone's attitude and behavior.

2.3.1. Kinds of Politeness Strategies

Brown & Levinson state that certain speech acts can damage or threaten the faces of others; as it is known as Face Threatening Acts (FTAs). As follows they sump up with four main types of politeness strategy for sake of reducing the FTAs, they are bald on record, negative politeness, positive politeness, and bald off record.

1. Bald on Recorded

    This strategy is surprising to others; it may even be embarrassing and make feel uncomfortable. And usually this strategy is generally found from people who know each other, maybe like close friends or family.

2. Positive Politeness

    Positive politeness usually occurs in social situations that people know one another quite well or not. Usually this strategy is used to minimize or reduce the distance between each other by showing a friendly attitude.

3. Negative Politeness

    The most important thing in using this strategy is to be able to assume that it is forcing listeners or disrupting their free time.

4. Bald off recorded

    This strategy is done with the aim of avoiding the burden on others

2.3.2. Implementation of the Politeness Strategy

As indicated by Brown & Levinson (1987), positive politeness strategy is situated toward the positive face of the listener, the positive self-image he affirms for himself and his enduring of longing what he needs (or the action/ acquisition/

values/ resulting from them) should be considered as desirable. Participants who have known each other genuinely well will not utilized positive politeness strategy utterances, however it is used as a sort of figurative expansion of intimacy to imply common ground, for certain reasons, positive politeness can be used not only for FTA reviews, but also generally as kind of social accelerator for the speakers in make use of it. From that gestures it can be shows that the speaker wants to become closer to the listener.

Positive politeness is categorized into 15 strategies, which are: notice, by paying attention to the listener or hearer (his interest, wants, needs, goods), exaggerate (interest, approval, sympathy given to the listener or hearer), intensify interest to the hearer, seek agreement, avoid disagreement, presuppose/rise/assert common ground, jokes, assert or presuppose speaker's knowledge and concern for the hearer's wants and willingness to conform to their own desires, offer, promise, be optimistic, include both the speaker and the hearer in the activity, give (or ask for) reason, assume or assert reciprocity, give gift to the listener (goods, sympathy, understanding, cooperation).

2.3.3. Face

Based on Brown & Levinson (1987) theory has two aspects of face, they are:

1. Positive Faces: Positive faces are more about someone's need to be accepted by others and treated as members to know that their desires are shared with others.

2.   Negative Face: Negative face refers to the need for someone not to be forced by others.

Brown & Levinson (1987) analyze politeness that in social relationships we must be aware of the awareness of our self-image to the public, self-confidence, and the people we are aiming for. They will assume that it is a cross-cultural universal characteristic that speakers must have to respect each other, in relation to selling their self-image and avoiding Face Threatening Acts.

2.3.4. Positive Politeness Strategy

There are 15 categories of positive politeness strategies based on the theory of Brown & Levinson (1987), the first is 'Notice' (notice is present to focus on interests, wants to the interlocutor or hearer), the second is 'Exaggerate' (to know interest, approval, sympathy by also paying more attention to the hearer), third is 'Intensify interest' (intensifying interest in the hearer), next 'Use in-group identity markers' (using identity markers in groups), fifth is 'Seek agreement' (to find and try to agree with the other person), 'Avoid disagreement', 'Presuppose/rise/assert common ground', 'Jokes' (make a joke or having fun), 'Assert or presuppose speaker's knowledge and concern for the hearer's wants and willingness to match one's own wants with them', 'Offer' (offering help), 'Be optimistic', Include both the speaker and the hearer in the activity', 'Give or ask for reason' (giving or asking reason), 'Assume or assert reciprocity' (assuming similar action, 'Give gift to the hearer' (goods, sympathy, understanding, cooperation).

2.3.5. Factors Influencing the Choice of Positive Politeness Strategy

The use of politeness strategy is influenced by several factors. According to Brown & Levinson (1987:71), two factors that influencing the choice of strategies are:

1.   The payoffs

Speaker which using the positive politeness strategy in their speaking or their utterance thinks that they can get any focal points or advantages. The speaker can limit the FTA by making sure the hearer thinks that he is likeable and wanted so that it fulfills what the hearer wants. Thus, the listener positive face is not threatened by the speaker since it tends to be seen as their common offers.

2.   Relevant Circumstances

The seriousness of an FTA is likewise impacted by the conditions, sociological factors, and also determined by level of politeness. Brown & Levinson (1987) proposed three dimensions to determine the level of politeness, they are relative power (P), social distance (D) and size of imposition (R).

a.   Relative Power

Power (P) is a general point that tends to be used as a higher level of politeness with individuals who has power over us than individuals who do not. It depends on the uneven connection between speaker and listener. These kinds of intensity are generally found in hierarchical settings, such as court, military, work environments.

b.   Social Distance

Social distance (D) can be viewed as the combination of real psychological factors (status, age, sex, level of intimacy, etc) that together decide the general level of respect in a particular speaking in situation. It depends on the symmetrical connection between the speaker and the listener.

c. Size of Imposition

Size of imposition (R) can be viewed from the relative status of a speech act with other speech act in a context.

2.4. Previous Study

There are some previous studies which analyzed about pragmatic especially in politeness study for these past years. One of them is journal entitled An Analysis of Seeking Agreement Strategies In The Crazy Rich Asian Movie by Afriana (2010). That research only focusses on one of the strategies which is called as Seeking Agreement. The method that the researcher has been using in this research is descriptive qualitative method which is explain by word, sentences or even phrases. The researcher uses observational method and non-participatory as a method in collecting the data. In analyzing the data, the researcher used the pragmatic identity method. The result findings show that there are 15 data found from the character's utterances that contain an agreement from the speaker and hearer.

A study which have correlation to this present research is by Mu (2015), from Shandong Vocational College of Foreign Affairs Translation, China. The tittle of this research is "The Application of Politeness Strategies in English and Chinese Movie Reviews". Data collection techniques in this study used

descriptive qualitative research, where researchers collected data from the writings of the film. This study aims to present differences about the positive and negative politeness strategies used between British and Chinese film reviewers. The researcher discusses the application of positive and negative politeness strategies. This study also tries to find possible causes for these differences.

Next research done by Purwanto & Soepriatmadji (2013), from Stikubank University, Semarang entitled "Politeness in Model Conversation In English Textbooks For Elementary Schools". The method used in this research is descriptive qualitative. The procedure used by the researcher is identifying, segmenting, the model conversation into "move", determining the degree of directness and FTA potentials in each move, quantifying the degree of directness and the types of employed in the textbooks. This case the matching of the politeness strategy criterion in the book is used for teaching facilities for students. Which aims to be feasible in the use of textbooks and create collaboration between those involved in the provision of books in schools.

Mahmud (2019), from English Department, Faculty of Language and Literature, Makassar State University, Parangtambung Campus, Dg Tata, Makassar, South Sulawesi, Indonesia. The tittle of this research is "The use of politeness strategies in the classroom context by English university students". The method used in this research is descriptive qualitative. The main source of data obtained by the researcher is an English language study program student at one of Makassar campuses who is presenting in a recorded class. From this study researcher found a discussion about the application of politeness strategies in an

English study based on Brown and Levinson's courtesy theory (1987). The research obtained from the training of students presenting in class is that students use greetings, thank you, addressing terms, and apologize. In the findings of this research not only can be used for students but it can also be input for teachers and students to improve effective classroom interactions in the classroom.

The next researcher by Ana Almunawaroh (2016), from English Study Program, Faculty of Teacher Training and Education, University of Pasir Pangarian. The tittle of this research is "Students Politeness in Communication to the Lecturer Via SMS at English Department". The method of this research is descriptive qualitative. The source of information for the data from this study is from SMS, which amounts to 11 SMS and is collected data, documentation of data, analyzing data, and conclusion. The researchers found that 4 of the 11 SMS made by students to lecturers used positive politeness strategies while the rest did not. Students who use negative politeness strategies are students who send messages to lecturers who do not provide clear and complete reasons for asking permission, do not even use -greetings when sending messages to lecturer. Because actually greetings include important things for formal communication to lecturers. This study aims to make students do positive politeness strategies in matters of communication, especially to lecturer in educational activities.

Sixth researcher by Sugini, Djatmika, & Maryadi (2016), English Department/Linguistics Postgraduate Program, Sebelas Maret University. The tittle of this research is "Politeness Strategies Performed by Teachers Effectively Assist Children with Autism in Their Learning Process". The data collected for

this study comes from teachers who assist the learning process of autistic children. From this research, each teacher who is different from different children has different ways, so that the chosen politeness strategy can be applied to assist them in conducting effective mentoring and learning processes for autistic children. And aims to show the politeness strategies carried out by teachers in types of modes, verbally and non-verbally for autistic children can be conveyed effectively. The condition of autism from each child is different, so each teacher must choose the type of politeness that is appropriate to the condition of the child so that it is easier to implement and follow. And all the teachers chose to record for their class when process studied. And clear and direct speech that encourages their self-esteem is a good support for the autistic child to do their jobs effectively.

Seventh researcher by Selfia & Marlina (2016), from English & Language Program of FBS State Padang University. The tittle of this research is "An Analysis Of Politeness Strategies Used By Deddy Corbuzier In Hitam Putih Talk Show". The method of this research is descriptive qualitative. Data collection was obtained from conversation at the Hitam Putih talk show. And this study aims to show what type of dominant politeness strategy used by Deddy Corbuzier in interviews on the talk show. The politeness strategies classified by Brown and Levinson: Bald on Record, Positive Politeness, Negative Politeness and Off Record. These results indicate that Deddy Corbuzier on the Hitam Putih talk show uses all types of politeness strategies with different presentations. And most of them used Positive Politeness with 58%. Other dominant politeness strategies used are Bald on Record (18%), Negative Politeness (15%) and Off Record (9%).

So, in conclusion, positive politeness strategy become the most used strategy by Deddy Corbuzier in the Hitam Putih talk show.

Eight researcher by Fitriah & Hidayat (2018), from State Islamic University of Jakarta, Indonesia and Sunan Ampel University of Surabaya, Indonesia. The tittle of this research is "Politeness: Cultural Dimensions of Linguistic Choice". In this study the data obtained from interactions conducted by an English teacher. And this research aims to summarize also comment on some important aspects of politeness. And can introduce politeness strategies in the target culture.

The ninth research is by Rosari (2016), from English Language Education Study Programme of Teacher Training and Education Faculty of Sanata Dharma University, Yogyakarta, Indonesia. The tittle of this research is "Politeness Strategies Applied by the Characters of The Great Debaters Movie". The data obtained in this study were collected from 167 pages of the transcript of the film The Great Debaters. This study aims to explore politeness strategies that used by the characters in that film. The results of this study also showed that the character in the film The Great Debates applied a type of politeness strategy, namely off-record, bald-on-record, positive politeness, and negative politeness. The character also expresses some that influence the politeness of the character in speaking, namely the style of language, registers and domains, and slang and solidarity but also shows the language and gender factors in the conversation.

Tenth research by I Gusti Ngurah Bagus Yoga, Ketut, & Made Hery (2018), from Ganesha Education University, Singaraja, Bali-Indonesia. The title of this study is "The Implications of Politeness Strategies Among Teachers and Students

in The Classroom". The method that used is descriptive qualitative. From this study the researcher received a source of information from teachers and students Bali's Nusa Dua School, that there are several implications of politeness strategies used by the teachers and students. These implications are interaction of efficient communication, respect behavior, cooperation in the teaching and learning process between teachers and students in order to fulfill efficient communication. In addition to improving relationships and reducing irregularities in the teaching and learning process.

Septian (2016), from State Surabaya University conducted a research entitled "Politeness Strategies Employed by The Main Character In AMC'S TV Series: The Walking Dead". Data collection methods in this study used descriptive qualitative as a method for analyzing data. The purpose of this study is to find out what strategies are used by the main character to the interlocutor in certain situations. And this study focuses on four types of politeness strategies used to verify all data, namely off-record, bald-on-record, positive strategies and negative. The results of this study show how the main characters use politeness strategies, also as social factors that influence the use of politeness strategies. This study found that in this film, the politeness strategy that is often used is positive politeness.
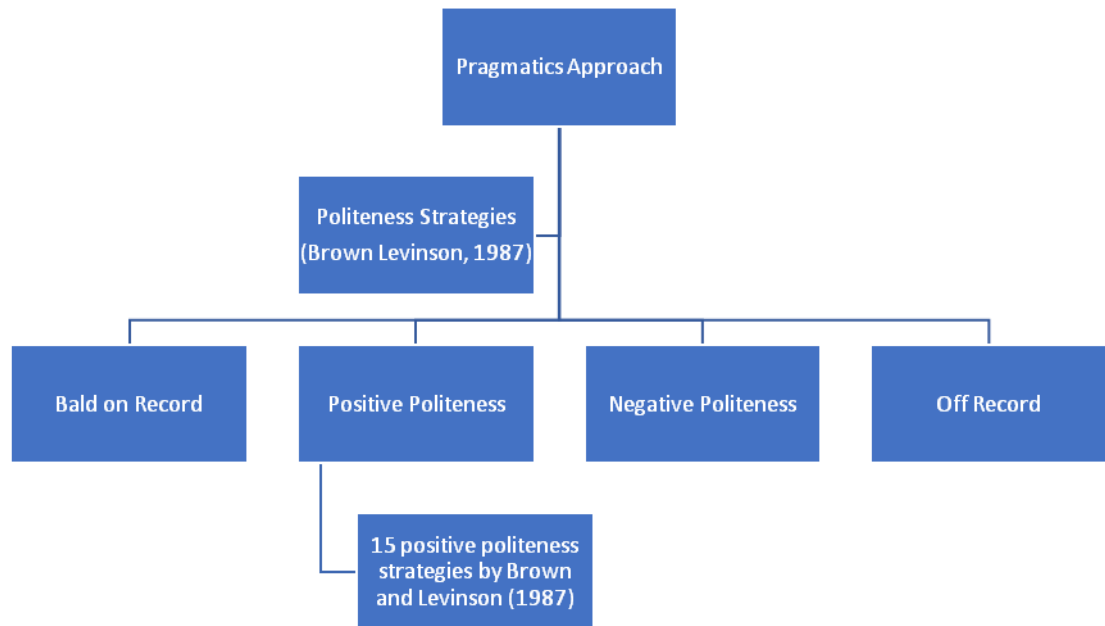
From all the researches above, it is proved that politeness is a study that people tend to be interest to analyzed because it is close to our daily life. Communication as a source of everything in our life makes politeness study becomes a crucial thing especially positive politeness. Researches above

employed a descriptive qualitative method like this research. The main difference is many previous researches focus on the general politeness strategies. Meanwhile, this research focuses on more specified politeness strategies which is positive politeness. Also, the difference from the previous study is the source of data. As the researcher mention above, Television Talk Show is the source of data for this research. It is because Talk Show is widely known and consumed by the audiences from various social circles, whether they are a professional or not, and adult or teenager, even minor. So that researcher found this research is interesting to be examined.

2.5. Theoretical Framework

In this research the use of positive politeness in conversations between the host and guests in television talk show The Oprah Winfrey Show is as the main data of this research. Researchers find phenomena related to pragmatic theory, based on pragmatic phenomena, researchers use theories from Brown and Levinson (1987), politeness strategies. There are 15 strategies of positive politeness in this theory which are seek agreement, avoid disagreement, presuppose / raise / assert common ground, joke, assert or presuppose the speaker's knowledge and concern for the hearer's wants, offer / promise, be optimistic, include both the speaker and hearer in the activity, give (or ask for) reasons, assume or assert reciprocity, give gifts to the hearer. The theoretical framework can be seen in Figure 2.3 as below.

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                        ┌─────────────────────┐
                        │ Pragmatics Approach │
                        └──────────┬──────────┘
                                   │
                    ┌──────────────┴────────────┐
                    │   Politeness Strategies    │
                    │  (Brown Levinson, 1987)    │
                    └──────────────┬────────────┘
           ┌──────────────┬────────┴────────┬──────────────┐
   ┌───────┴──────┐ ┌─────┴──────┐ ┌─────────┴────────┐ ┌───┴──────┐
   │ Bald on Record│ │ Positive   │ │ Negative         │ │ Off Record│
   │              │ │ Politeness │ │ Politeness       │ │          │
   └──────────────┘ └─────┬──────┘ └──────────────────┘ └──────────┘
                          │
                 ┌────────┴─────────┐
                 │ 15 positive      │
                 │ politeness       │
                 │ strategies by    │
                 │ Brown and        │
                 │ Levinson (1987)  │
                 └──────────────────┘
```

Pragmatics Approach

Politeness Strategies (Brown Levinson, 1987)

Bald on Record

Positive Politeness

Negative Politeness

Off Record

15 positive politeness strategies by Brown and Levinson (1987)

CHAPTER III

METHOD OF RESEARCH

In this chapter will discusses about research design, object of the researcher, method of collecting data, method of analyzing data and method of representing research result.

3.1. Research Design

Based on the explanation in the chapter II, the type of the research conducted by the researcher is a language study that focuses on the pragmatic field. In this research, the writer emphasized the analysis of the use of politeness strategies in conducting speech acts. Therefore, the method used in this research is a descriptive method using a qualitative approach. Qualitative descriptive is an analysis of data where the data obtained, through words, sentences or paragraphs in the text.

This research employed a descriptive qualitative approach in analyzing data. Researcher would collect data through conversations between the host and guest in talk show entitled The Oprah Winfrey Show episode with Michelle Obama as the guest which contained a positive politeness strategy. This study uses Brown and Levinson (1987) theory to describe positive politeness strategies using qualitative descriptive methods.

3.2. Object of the Research

Data refers to material used in several studies. The data of this research were the conversations which happen in the talk show entitled in the episode with

Michelle Obama is the guest of the talk show. While, the data source was the subject from which the data was obtained (Arikunto, 1986). The researcher used a talk show entitled The Oprah Winfrey Show as the source of data. The show was highly influential to not only audience in their home country but widely known across the world many of its themes have penetrated into the American pop-cultural consciousness. The talk show uses a variety of positive politeness strategy. The data in this study contain the expressions of positive politeness strategies uttered by the host and the guest which she interviewed.

3.3. Method of Data Collection

The method in collecting the data was observation method (Sudaryanto, 1993). The technique of this analysis used note taking technique. The researcher took following steps in conducting content analysis; watching the talk show, replaying the talk show many times in order to understand the entire story, picking and take a note the dialogues that contain the positive politeness strategy found in the talk show to make the process analysis easier. The data of this research is in the form of clauses and sentences. The researcher analyzed the positive politeness by dividing them into several strategies.

3.4. Method of Analysis Data

The method of this analysis data was pragmatics identity method. The data which are already collected then the specific steps that researcher should take in this research are as follows:

1. Researcher classified data in the form of clause or sentences of the utterances which contained positive politeness strategy in the dialogs of the talk show entitled The Oprah Winfrey Show.

2. After each of the data are collected, the researcher explained the use of positive politeness strategy in the talk show entitled The Oprah Winfrey Show and divided into each 15 strategies.

3. Then, researcher analyzed and interpreted each datum based on Brown and Levinson's theory which consists of 15 strategies: notice, exaggerate, intensify interest to the hearer, use in-group identity markers, seek agreement, avoid disagreement, presuppose / raise / assert common ground, jokes, assert or presuppose the speaker's knowledge and concern for the hearer's wants, offer, be optimistic, include both the speaker and hearer in the activity; give (or ask for) reasons, assume or assert reciprocity, give gifts to the hearer.

4. Researcher than analyzing the factors which influencing the speaker, in this research contains of the host and the guest, using a positive politeness strategy based on Brown and Levinson's politeness scale consisting of social distance, relative power and absolute imposition rank.

5. Lastly, researcher draws the conclusion from the data analysis and gives suggestions for the upcoming studies.

3.5. Method of Representing Research Result

In presenting the results of research, researcher uses informal method. The informal method is a method that uses words and sentences to explain data

analysis. According to (Sudaryanto, 1993), there are two kinds of method to presenting the data, formal and informal. Formal method is a presenting method by using diagram, chart, numbers and table. While informal method is using words and sentence to explain the analysis.