

An Analysis Of Politeness Strategies Used In *Boy William Talk Show* With Hailee Stainfeld

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Abstract

Politeness strategies are the techniques uses to make utterances in a polite manner. Politeness strategies can be observed in movie and talk show. This study aims to describe the types of politeness strategies in Boy William's Talk show with Hailee Stainfeld. Theory that uses to describe an analysis of politeness strategies is Brown and Levinson theory (1987). The result of this study there are four politeness strategies that are classified by Brown and Levinson, they are Bald on Record, Positive Politeness, Negative Politeness and Off Record.

Keywords: boy William, politeness strategies, talks how

Abstrak

Strategi kesopanan adalah tehnik yang digunakan untuk membuat ucapan dengan cara yang sopan. Strategi kesopanan dapat diaamati dalam film dan talkshow. Tulisan ini bertujuan untuk mendeksripsikan jenis-jenis strategi kesopanan dalam Talkshow Boy William bersama Hailee stainfeld. Teori yang digunakan untuk menjelaskan analisis strategi kesopanan adalah teori Brown dan Levinson (1987). Hasil penelitian ini terdapat empat strategi kesopanan yang diklasifikasikan oleh Brown and Levinson, yaitu Bald on Record, Positive Politeness, Negative Politeness dan Off Record.

Kata kunci: boy William, politeness strategies, talkshow

INTRODUCTION

To meet their own requirements, every human on earth must connect with one another. There will be at least two persons involved in achieving the purpose of communication: the speaker and the hearer. Through their words, persons in communication express their objectives and learn about the needs of others. People can succeed in their goals by communicating their intentions. On the other hand, people might position themselves to respond in a particular way by being aware of others' needs.

According to yule (1996:3) pragmatics is concerned with the study of meaning as communicated by a speaker (or writer) and interpreted by a listener (or reader. It has, consequently, more to do with the analysis of what people mean by their utterances than what the words or phrases in those utterances might mean by themselves.

According to yule (1996:60) politeness, in an interaction, can then defined as the means employed to show awareness of another person's face. In the thesis a pragmatic analysis of politeness strategies and politeness principles in *Uptown Girl* by Qoldina Novia (Noviani, 2014) shows that the phenomenon of politeness happens in movie. In the thesis show how politeness is implemented in society in the movie *uptown girls*. The phenomenon of politeness occurs not only in movie but also in Talk show.

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Journal of Social, Culture, and Language

Vol 1 No 1 pp 88-92

In this modern era, there are lots of social media that are developing in society, one of which is YouTube. YouTube is a key international platform for socially-enabled media diffusion. According to public statistics, more than 48 hours of video content is uploaded every minute and 3 billion views are generated every day (Wattenhofer et al., 2012)

One of the most popular content videos on YouTube is talk shows. According to Hillard (2000), in journal *Broadcast Talk: The Talk Strategies* (Chin, 2004). Talk shows (or talk programmes) whether meant for radio or television, include the element of talk, ie, there is a host or hostess who dominates the talk show, and it presumes the presence of guests.

In this study the writer uses a descriptive qualitative method. This study aims to describe the types of politeness strategies in Boy William's Talk show with Hailee Stainfeld. The study uses theory of politeness strategies by Brown and Levinson theory (1987).

METHOD

The purpose of this study is to find out the types of politeness strategies used by hosted and guessed in Boy William's Talk show. This study used descriptive method qualitative which is a problem-solving by way of preparing, collecting data, and analysing of the data.

- The Source of Data and Data

The source of data is the object where the writer can get the data. The source data of this study was taken from Breakout Net's Youtube. And the data of this study were taken from utterance between the hosted and guessed.

- Data Collection
 - Choose the theory that will be used
 - Look for the Talk Show related to the theory
 - Watch the Talk Show
 - Start to analyze the Talk Show
 - Take notes to collect the data that will be used and discuss in the data.
- Data Analysis
 - Overview the problem
 - Identify the problem
 - Write a theory that accounts for the theory and evidence
 - Write a conclusion based on your research and analysis.

FINDING AND DISCUSSION

In communication, politeness is an important aspect in the life of creating better communication between speaker and opponents said. Politeness strategies help people to minimize FTA. According to Brown and Levinson (1987) in journal *An Analysis of Politeness Strategies Used by Deddy Corbuzier in Hitam Putih Talk Show* (Selfia & Marlina, 2016) is an act that inherently damages the face of the addressee or the speaker by acting opposition to the wants and desires of the other. Face threatening act can threaten other's face by look, an expression or some non-verbal communication. According to Brown and Levinson (1987) there are types of politeness strategies:

No	Data	Types
1.	I'm sitting with one of the uprising biggest stars in the world right now.	Positive Politeness
2.	When your name pretty much blew up and my country at least and then ever since then that's it your career just	Positive Politeness
3.	You know your singles are doing so well	Positive Politeness

<https://journal.trunojoyo.ac.id/jscl>

Journal of Social, Culture, and Language

Vol 1 No 1 pp 88-92

4.	All right think that happens I get commissioned	Bald on Record
5.	Before though no no girl that looks like you don't have the ear space	Negative Politeness
6.	Do you Follow me	Off-Record

- Discussion

As the data mentioned above, according to Brown and Levinson (1987) there are four types of politeness strategies. To make clear the understanding about them, the interpreting of the data :

1. Positive Politeness

Positive Politeness is oriented to satisfy hearer's positive face. It means that speaker kindly shows his appreciation, approval, interest and solidarity, also familiarity with hearer.

Data 1-3:

Boy William: we are backstage the net Indonesia's Choice Awards I'm sitting with one of the uprising biggest stars in the world right now.

Based on the data above, Boy William's words is classified into positive politeness for show his appreciation. Having these words:

"I'm sitting with one of the uprising biggest stars in the world right now." (BREAKOUT NET, 2018: 0:08)

Means that Boy William as a host shows his appreciation to Haile Stainfeld.

Boy William: all introduced to you when you were in pitch perfect - right that's when your name pretty much blew up and my country at least and then ever since then that's it your career just

Hailee Stainfeld: Ohh thank you

Based on the data above, Boy William's words is classified into positive politeness for show his appreciation. Having these words:

"when your name pretty much blew up and my country at least and then ever since then that's it your career just " (BREAKOUT NET, 2018: 0:33)

means that Boy William as a host shows his appreciation for the succes of her film and career.

Boy William: you know your singles are doing so well

Haile Stainfeld : thank you.

Based on the data above, Boy William's words is classified into positive politeness for show his appreciation. Having these words:

"you know your singles are doing so well" (BREAKOUT NET, 2018: 2:13)

means that Boy William as a host shows his appreciation for her singles.

2. Bald on Record

Bald on record strategy do not attempt to minimize the threat to the hearer's face. This strategy is most often utilized by the speakers who closely know their audience. By using bald on record strategy there is a direct possibility that the audience will be shocked or embarrassed by the strategy. In addition, According to Ramezanzadeh (an analysis Deddy Corbuzer), by using this strategy speaker can directly address the other as means of your needs

Data 4:

Boy William: all right think that happens I get commissioned

Based on the data above, Boy William's words is classified into bald on record for little or no desire to maintain someone's face sub-strategy. Having this word:

"all right think that happens I get commissioned" (BREAKOUT NET, 2018: 2:45)

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Journal of Social, Culture, and Language

Vol 1 No 1 pp 88-92

means that Boy William as host has little or no desire to minimize guest star's face. It also means mean Boy does not care if the guest star feels embraces or shock to her boy's question

3. Negative Politeness

Negative Politeness is a kind of politeness which deals with satisfying hearer's negative face. It concerns with respect behavior. In conducting this strategy, speaker would like to emphasize hearer's relative power. All of the strategies' outputs are useful for keeping the social distance.

Data 5:

Boy William: before though no no girl that looks like you don't have the ear space

Based on the data above, Boy William's word is classified into negative politeness for be conventionally indirect sub-strategy. Having these words:

"girl that looks like you don't have the ear space" (BREAKOUT NET, 2018: 3:48)

means Boy as host conventionally indirect in asking the guest stars. While his direct point is why a beautiful girl like her does not have ear space.

4. Off-Record

Off Record is simply described as indirect strategy. Thus, if a speaker wants to do an FTA, but wants to avoid the responsibility for doing it, he can do off-record and leave it up the addressee to decide how to interpret it.

Data 6:

Boy William: Instagram, do you follow me?

For give hint sub-strategy. Having this question:

"did you follow me?" (BREAKOUT NET, 2018 : 4:07)

means that Boy as host gives hint to the guest star. He knows that the guest star does not follow him in Instagram but he ask her. It also means that he let her to follow his Instagram but he does not tell it directly.

CONCLUSION

After analyzing the data, there are four types of politeness strategies in Boy William's Talk Show with Hailee Steinfeld they are Bold of Record, positive politeness, negative politeness and off-record. The writer found 6 data of this study. From those four types politeness strategy, positive politeness strategy places the highest position as the dominant strategy used than other strategy of The Talk Show. By using positive politeness strategy, boy William wants to give his appreciation to Hailee steinfeld.

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Journal of Social, Culture, and Language

Vol 1 No 1 pp 88-92

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