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An Analysis Of The Politeness Strategies Utilized By *Pesbukers* In Their Variety Show

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Abstract – This analysis took a realistic approach, concentrating on politeness techniques encountered in the *Pesbukers* Variety Show. This study aimed to look at various types of politeness strategies, decide which type was the most prevalent, and learn what factors influenced politeness strategies in *Pesbukers*' variety show. Since the data gathered from the journal, the research approach was descriptive qualitative research with content analysis. The researcher chooses episode 10, broadcasted on 15 May 2019, with a duration of 1 hour 12 minutes. The data was collected in several stages: familiarisation and organisation, coding and reduction, interpretation, and representation. The results revealed that in *Pesbukers* variety show, there were 37 politeness strategies: bald on-record 6 (16%), positive politeness 26 (70%), negative politeness 4 (11%), and off-record 1 (1%). (3 percent). Positive politeness was the most common form of politeness strategy in *Pesbukers*' variety show. Positive politeness from both the speaker and the listener leads to a social situation, good connections, and contact. Circumstances were a factor that affected *Pesbukers*' preference of politeness strategies. The relative power² (5%) and social distance³⁵ are two situations that deal with sociological variables (95 percent). Relative power (P) used a greater degree of politeness with others with higher power or authority. Social distance (D) as a combination of psychological factors such as social standing and age. In conclusion, with this research, we must be careful when we used a language to communicate with others so that the conversation becomes run well.

Key Word: pragmatics, politeness strategy, utterances, variety show

Abstrak - Analisis ini menggunakan pendekatan realistik, berkonsentrasi pada teknik kesantunan yang dijumpai dalam acara *Pesbukers*. Penelitian ini bertujuan untuk melihat berbagai jenis strategi kesantunan, menentukan jenis strategi kesantunan yang paling umum, dan mempelajari faktor-faktor apa saja yang mempengaruhi strategi kesantunan dalam acara *Pesbukers*. Karena data diperoleh dari jurnal, pendekatan penelitian yang digunakan adalah penelitian kualitatif deskriptif dengan analisis isi. Peneliti memilih episode 10 yang tayang pada tanggal 15 Mei 2019 dengan durasi 1 jam 12 menit. Pengumpulan data dilakukan dalam beberapa tahap: sosialisasi dan pengorganisasian, pengkodean dan reduksi, interpretasi, dan representasi. Hasil penelitian menunjukkan bahwa pada variety show *Pesbukers* terdapat 37 strategi kesantunan: botak on-record 6 (16%), kesantunan positif 26 (70%), kesantunan negatif 4 (11%), dan off-record 1 (1%). (3 persen). Kesantunan positif adalah bentuk paling umum dari strategi kesantunan dalam variety show *Pesbukers*. Kesantunan positif dari pembicara dan pendengar mengarah pada situasi sosial, koneksi yang baik, dan kontak. Keadaan merupakan faktor yang mempengaruhi preferensi strategi kesantunan *Pesbukers*. Kekuatan relatif² (5%) dan jarak sosial³⁵ adalah dua situasi yang berhubungan dengan variabel sosiologis (95 persen). Relative power (P) menggunakan tingkat kesantunan yang lebih tinggi dengan orang lain dengan kekuasaan atau otoritas yang lebih tinggi. Jarak sosial (D) sebagai kombinasi faktor psikologis seperti status sosial dan usia. Kesimpulannya, dengan penelitian ini kita harus berhati-hati saat menggunakan suatu bahasa untuk berkomunikasi dengan orang lain agar percakapan menjadi berjalan dengan baik.

Kata Kunci: pragmatik, strategi kesantunan, tuturan, acara

INTRODUCTION

A language is a tool of communication used by people to communicate and convey thoughts or ideas. In communication, there are speakers and listeners. According to (Pasaribu et al., 2020), language is a complex system of communication that

used human beings (D. Sinaga et al., 2020); (Hutabarat et al., 2020). By language, we can talk with other people about anything, such as give information, exchange knowledge, express emotion, ideas, beliefs, feelings, opinions, wishes, thanks, promises etc. (Herman, 2016). From the definitions above, it can conclude that a language is a

communication tool used by all people to communicate with others.

There are many languages globally, such as Mandarin, English, Portuguese, Dutch, Indonesian, French, Spanish, etc. Indonesian is a national language used by all people in Indonesia to communicate with others. People need to learn another language to make a social relationship with others in different places or countries. According to (Ivantara et al., 2020), English is a global language used as a communication device between nations of different languages (H. Sinaga et al., 2020). The status of English can understand from consideration of life, for instance, job requirements. Language capacity, both oral and written, is one of the qualifications (H. Sinaga et al., 2020). Pragmatics is a concept used in English to explain the intent of communication.

Pragmatics is the study of how a speaker communicates his or her senses and how a listener interprets them. According to (Pardede et al., 2019), The analysis of language users' ability to pair sentences in situations where they are important is known as pragmatics. (2015, Herman). It means that it has consequently more to do with analyzing what people meant by them. Study pragmatics is very interested because it teaches the meaning of utterances by the context between speaker and listener. By accepting the background or situation, the hearer can easily catch the speaker's intended meaning. It can be pragmatics is the association's learning amid language and context to interpret what the speaker wants. Pragmatics also has several parts: deixis, presupposition, cooperative principle, politeness, implicature, and speech act. This research discusses politeness.

As stated by (Yule 2010), as cited in (Pardede et al., 2019), politeness views consciousness and consideration of another individual's face. Face discusses the admiration that a man has for him or herself and sustaining that self-confidence in community or secretive. Face divided into cheerful face and negative face. A positive face needs each participant that needs require to, as several minimum others. Negative face is they need of each capable, mature fellow that his activities be unhindered through others.

Nevertheless, the contradictory sensation of politeness and impoliteness has developed more recurrent in community collaboration nowadays. Impoliteness, according to Culpeper (2010:3233), is a derogatory attitude toward particular behaviours occurring in specific contexts. It is maintained by perceptions, preferences, or beliefs about social organisation, especially how others mediate one person's or group's identities in interactions. A face-threatening act occurs when a speaker says

something that threatens another person's self-image expectations (FTA). To prevent humiliation or make the other person feel awkward, the people need politeness strategies to speak by looking at the hearer's condition to avoid face-threatening acts.

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Politeness techniques built to save the hearer's face, according to (Rahmawati et al., 2019). This is where the decency technique comes into play. Politeness mechanisms were developed to save the hearer's face. nial to be done so that others' and one's own self-images are valued and not lost. The four styles of politeness strategies are on-record politeness, negative politeness, positive politeness, and off-record politeness. One way to ask something explicitly to the other person is to ask bald on the record. Positive politeness is concerned with the person's cheerful face. Negative politeness is a form of communication in which the person's negative face is used to display respect, stress the importance of the other person's time, or convey concerns, and apologize for the imposition. Off-record one strategy to express something to the other person is not directly.

A variety of factors affect the use of the politeness technique. Brown and Levinson (1987) identified two factors that affect the decision to use politeness techniques by the speaker: Compensation and Situations. Priori factors cause the speaker to use a specific politeness tactic in exchange for some benefits. Circumstances is concerned with sociological variables such as proportional power (P), social distance (D), and imposition rank (R) (R). Relative power (P) is the tendency for people to be more respectful to others who have more power or control over them. Social distance (D) can be seen as the composite of psychological factors (status, age, sex, degree of intimacy, etc) (status, age, sex, degree of intimacy, etc). The degree of interruption defined in the FTA is dealt with by the rank of imposition (R).

In everyday life in specific group communities such as in house, class, and so on, it is a sign to think about any usage of language. Speaking can lead to every area in life, in works, education, competition, and many other things. Politeness is a way of language usage in social life to prove it. Politeness is an important feature of human behaviour. It refers to the overall mindset that people have in their daily lives. People need politeness to interact with others. Sometimes people disregard it, while it is the key to make good communication with others.

One of the phenomena in communication is politeness which can be founded in a variety of show. According to (Damayantii et al., 2012), a variety show is an entertainment program that consists of a mixture of several programs such as

drama, comedy, and music. One of the famous variety shows in the Indonesian television program is *Pesbukers* on ANTV. *Pesbukers* is very popular among people. It often makes the audience laugh. However, many audiences are criticizing this variety show because it always used impolite language to make jokes. Komisi Penyiaran Indonesia (KPI) at the <https://youtu.be/kTwevtgVEmA> said this program always used impolite language to make jokes. KPI gave the first warning to *Pesbukers* on 22 February 2018, the second warning on 12 September 2018. Television is one of the media communication most widely used by the community and has functions to provide information, educate, and entertain. This variety show is inappropriate to watch, especially for the children, because the language used in *Pesbukers* is not educational.

In this research, researchers choose episode 10 of *Pesbukers* broadcasted on 15 May 2019 as this research object. The researcher chooses episode 10 because Komisi Penyiaran Indonesia (KPI) and Majelis Ulama Indonesia (MUI) at the <https://youtu.be/dW0pGkPgnog> gave criticized about this variety show. This episode showed the scenes that should not be shown: when Raffi hug and kiss Zaskia's hand, who was not his wife, also used impolite language and physical violence to make jokes so that the audience also felt happy when watching this variety show.

Example:

Zaskia : Genta, lu gak sadar badan loe itu kayak truk gandeng.
(Genta, you do not realize your body like a truck)

When making a joke, the speaker used impolite language to insult the hearer. The example is off-record strategy 11: be ambiguous. The speaker makes purposeful ambiguity and lets the hearer guess what she meant. By saying, "*Genta, you do not realize your body like a truck*", it means Genta's body is fat.

In communication, people do some strategies in order to make their conversation goes right. The people will have difficulty creating good communication when she/he does not know the strategies of politeness. By knowing the politeness strategies in giving language is essential to lead good condition situation in communication. According to Watts, people use politeness strategies in non-hostile social communication to ensure smooth interaction and harmonious interpersonal relationships (Pardede et al., 2021). If anyone wishes to have a good conversation, they must be aware of politeness techniques in order to have a pleasant relationship with others. People must be able to develop effective politeness techniques in order to be considered polite.

Based on previous research from the thesis "Politeness Strategies of the English Subtitles of Request of Train to Busan Movie," the researcher conducted this analysis (Dzikriyah 2018). His research aims to explain the different styles of politeness techniques and to identify the most common ones used by Train's character in the Busan Movie. Dzikriyah analysed the data using descriptive qualitative methods. Brown and Levinson (1987) theories were used to classify the data. According to his findings, there are three forms of politeness techniques in the Train to Busan films: bald on-record (13), positive politeness (27), and negative politeness (28). (25). Positive politeness is the most common form of politeness technique employed by the main character in the Train to Busan film. The researcher has references for how to conduct research in order to evaluate politeness techniques from previous studies. However, knowing politeness techniques isn't enough. As a result, the researcher is interested in learning more about the variables that influence politeness techniques, such as payoff and circumstances.

Finally, to understand politeness strategies, the researcher is interested in conducting a research title, "**An analysis of the politeness strategies utilized by *Pesbukers* in their variety show**".

RESEARCH METHODOLOGY

1. Research Design

The researcher wants to examine and explain the types of politeness strategies and factors affecting the choice of politeness strategies used in *Pesbukers* variety shows, so this study is qualitative. Qualitative analysis, according to (Ary et al., 2010), aims to comprehend a phenomenon through concentrating on the entire picture rather than breaking it down into variables. Furthermore, (Keegan 2009) stated that qualitative explore questions such as what, why, and how much or how much it is primarily concerned with meaning rather than measuring.

According to the American Psychological Association, there are eight types of qualitative research: basic interpretative studies, case studies, document or content analysis, ethnography, grounded theory, historical studies, narrative inquiry, and phenomenological studies (Ary et al., 2010). The researchers used text or material analysis in this report. Document or content analysis, as described by (Ary et al., 2010), focuses on analysing and interpreting recorded material in order to learn about human conduct (Herman & Hasibuan, 2020). Public records, textbooks, emails, videos, tapes, diaries, themes, reports, and other documents can be

used.

2. Data Source of the Research

According to (Creswell 2014), the data source is subjects from which the data can obtain. The data in this research take from dialogue in Pesbukers variety show. The researcher chooses episode 10 of Pesbukers broadcasted on 15 May 2019 with a duration of 1 hour 12 minutes at the <https://youtu.be/bCSpcTb1qk>. The researcher chooses episode 10 because, in this episode, there are politeness strategies that support the data. Pesbukers is inappropriate to watch, especially for the children, because the language used in Pesbukers is not educational. Furthermore, the researcher wishes to examine the different types of politeness strategies, in Pesbukers' variety show, as well as the most common styles of politeness strategies and the factors that influence the choice of politeness strategies.

3. Instrument of the Research

Instruments are measuring instruments used to gather data from research subjects on a particular topic. This study's instrument is the researcher herself. According to Lincoln and Guba (1981) (VanderStoep & Johnston, 2009), humans are the best instrument for qualitative analysis. So, the researcher herself is the main instrument to collect, analyze, and conclude the data as it is not possible to use other research instruments. The aim of this study is to investigate the various types of politeness strategies used in Pesbukers' variety show, as well as the factors that influence the choice of politeness strategies, as well as some supporting resources such as a book, pen, computer, laptop, video, and so on.

4. Technique of Data Collection

According to (Creswell 2014), a documentary is a technique to collect the data based on documents can be transcripts, books, newspapers, magazines, and many more. The researchers gathered data from the transcript for this study.

The researchers use procedures to collect the data:

1. Searching video from YouTube.
2. Downloading the video from <https://youtu.be/uP8DbgWnE>.
3. Watching and listening to the video more than once.
4. Transcribing the utterances from the video.

5. Technique of Data Analysis

<http://ejournal.bsi.ac.id/ejurnal/index.php/wanastra/>

The technique of data analysis is the following process after the technique of data collection. According to (Ary et al., 2010), there are three stages in analyzing the data in qualitative research such as:

1. Familiarizing and Organizing

The first step in evaluating qualitative data is to familiarise yourself with it and arrange it so that it can be quickly retrieved. To begin, the researcher will familiarise himself or herself with the data by reading and rereading notes and transcripts, watching and reviewing videotapes, and repeatedly listening to audiotapes (Ary et al., 2010). Reduction and Coding.

After familiarising yourself with the data and organising it for easy retrieval, you can begin the coding and reducing process. This is the heart of qualitative research, and it entails defining categories and patterns, as well as refining them (Ary et al., 2010). The researchers define and categorise the various politeness strategies observed in the Pesbukers variety show, with the researcher coding the information.

Example:

Data no/T/Tops/Subtype

Notes:

- No: Number of Data
- T: Time
- Tops : Types of Politeness Strategies
- BR: Bald on-record
- PP: Positive Politeness
- NP: Negative Politeness
- OR: Off-record

2. Interpreting and Representing

Reflecting on the words and actions of the research participants and abstracting basic understandings from them is what interpretation entails. It's an inductive method in which you generalise based on the categories and patterns' relations and familiar aspects. During the s, you can establish theories that have developed. Bringing out the context, telling the storey, offering an explanation, and constructing plausible explanations are all part of interpretation (Ary et al., 2010). The researcher interpreting the meaning of the utterances used in Pesbukers variety show through describing and providing an explanation to the data and making conclusion the data to answer the researcher problem.

6. Technique of Data Verification

The importance of data in research cannot be overstated. The validity of data is required in order

to make the data accurate until it is analysed. According to (Creswell 2014), validity refers to the researcher's use of detailed protocols to verify the findings' accuracy. To increase the validity of the data, the researcher used triangulation. Modeling, as described by (D. Sinaga et al., 2020), triangulation is a technique for testing the validity of data that uses something other than that data for verified or comparison data. There are four forms of triangulation based on comparisons. There are four different kinds of triangulation:

1. Source of triangulation: contrasting findings with data from the interview, comparing what people say in public and in private, and comparing the results of the interviews with those of a famous family tourism informant. The similarity of views, ideas, and viewpoints would then be more proven reality unearthed from many sources based on the results of these comparisons.
2. Methods of triangulation: using data collection techniques to test the degree of confidence in innovation testing findings.
3. By enlisting the help of other analysts or researchers, you can double-check the data's reliability.
4. The problem of using more than one theory is discussed in the triangulation theory.

Based on the explanation above, triangulation is the way to check the validity of data and prove the validation. In this research, the researcher will apply a triangulation source to validate the data because

the researcher collects the data from different people in Pesbukers Variety Show and will be analyzed based on (Brown & Levinson, 1987) theory. The data in this research are conversation. The researchers read the conversation carefully from the transcript, then identify and analyze them correctly.

FINDING AND DISCUSSION

After analyzed the politeness strategies found in Pesbukers variety show, the researcher found that:

1. There were four politeness strategies found in Pesbukers variety show. They were: bald on-record (6), positive politeness (26), negative politeness (4), and off-record (1).
2. The data analyzed showed that the most used politeness strategies found in Pesbukers variety show were positive politeness. The speaker and hearer's positive politeness was to make an enjoyable situation, build good relation, good interaction between speaker and hearer, so the conversation becomes run well.

Based on the data, the researcher showed the percentage of politeness strategies in the table. The percentage of the contrast will be count as:

$$\frac{\text{Frequency}}{\text{Total}} \times 100$$

Table 1. Data Findings of Politeness Strategies

No.	Types of Politeness	Frequency	Percentage
1.	Bald on-record	6	16%
2.	Positive Politeness	26	70%
3.	Negative Politeness	4	11%
4.	Off-record	1	3%
	Total	37	100%

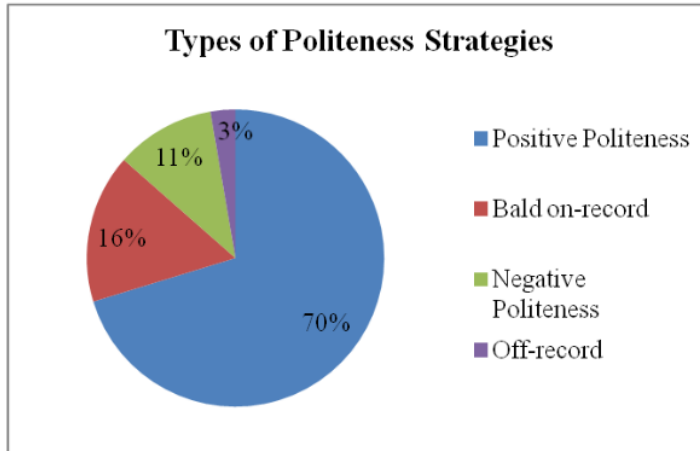


Chart 1. Percentages of Politeness Strategies Found in Pesbukes Variety Show

3. The factor that influenced the choice of politeness strategies found in Pesbukers variety show was circumstances. Circumstances that deal with sociological variables included the relative power 2 (5%) and social distance 35 (95%). Relative power (P) used greater degrees of politeness with others who have higher

power or authority. The psychological component of social distance (D) is a combination of psychological factors such as rank and age. Based on the data, the researcher showed the percentage of factors that influenced politeness strategies in the table.

Table 4.2 Factors Influenced the Choice of Politeness strategies

No.	Factors Influenced the Choice of Politeness Strategies	Frequency	Percentage
1.	Relative Power	2	5%
2.	Social Distance	35	95%
Total		37	100%

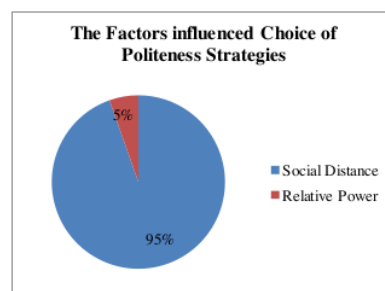


Chart 2. Percentage of Factors Influenced the Choice of Politeness Strategies Found in Pesbukes Variety Show

Discussions

This section presented the discussion of the research findings, as mentioned in the previous chapter. This research was descriptive qualitative with content analysis because the data took from the transcript. This study had three goals: to examine the different styles of politeness, to determine the most common form of politeness strategies, and to determine the factors that affected the politeness strategies used in Pesbukers' variety show. The researcher used Brown and Levinson (1987) theory to analyze the types of politeness strategies found in Pesbukers variety show and to know the factors that influenced the choice of politeness strategies found in Pesbukers variety show. From the research findings above, the researcher found there were 37 politeness strategies in Pesbukers variety show, such as bald on-record 6 (16%), positive politeness 26 (70%), negative politeness 4 (11%), and off-record 1 (3%). The most dominant type of politeness strategies found in Pesbukers variety show was positive politeness. The speaker and hearer's positive politeness in Pesbukers variety shows the made enjoyable situation, builds good relation, and good interaction between speaker and hearer, so the conversation becomes run well. The factor that influenced choice politeness strategies found in Pesbukers variety show was circumstances. Circumstances deal with sociological variables, including the relative power 2(5%) and social distance 37(95%). Relative power (P) used greater degrees of politeness with others who have higher power or authority. Social distance (D) saw as the composite of psychological factors such as status and age.

The results of a previous related study by (Pangestuti 2015) titled "Politeness Strategies used by Deddy Corbuzier in Interviewing Entertainer Non-Entertainer in Hitam Putih Talk Show" were similar, according to the findings of the study. He evaluated the politeness techniques contained in the data using descriptive qualitative methods, based on (Brown & Levinson, 1987) theory: bald on-record, positive politeness, negative politeness, and off-record. From his research findings, he showed the most dominant type of politeness strategies used by Deddy Corbuzier in interviewing entertainers and non-entertainers in Positive politeness was the theme of the Hitam Putih talk show. As he interviewed his guest, he expressed his friendship and unity. Despite meeting for the first time in the Hitam Putih talk show, he was unconcerned about other people's status. The difference between Pangestuti research and this research was the factor that influenced the choice of politeness strategies. Pangestuti found there were two main reasons for choosing the strategies, such as payoffs and circumstances. This

research only found was the circumstances in the data.

CONCLUSION

The researcher discovered 37 politeness in Pesbukers variety show based on the findings and discussions in the previous chapter. Brown and Levinson's (1987) theory of four politeness strategies were then extended to politeness strategies observed in Pesbukers variety shows. They were bald on the record 6 (16%), positive politeness 26 (70%), negative politeness 4 (11%), and off the record 1. (3 percent). The most dominant type of politeness strategies found in Pesbukers variety show was positive politeness. Most of the speaker and hearer in Pesbukers used positive politeness to make an enjoyable situation, build good relations, and have good interaction between speaker and hearer, so the conversation becomes run well.

Finally, the factor that influenced choice politeness strategies found in Pesbukers variety show was circumstances. Circumstances dealing with sociological variables include relative power 2 (5%) and social distance 35 (95%). For those who have more influence or authority, those with relative power used higher levels of politeness. Social distance is described as a combination of psychological factors such as age and rank.

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