

## ABSTRACT

**Anis Muflihah. 1205030037. Politeness Strategies by the Hosts of *Little Big Shots Season One: United States and United Kingdom*.** An undergraduate Thesis, English Literature Department, Faculty of Adab and Humanities, UIN of Sunan Gunung Djati Bandung. Supervisors: 1. Toneng Listiani, M.Hum. 2. R. Myrna Nur Sakinah, M.Hum.

Communication involving a generational gap demonstrates distinctive interactional characteristics that require attention to the use of politeness strategies. Pragmatics examines utterance meaning based on the context of language use, including politeness strategies in communication. This study aims to analyze the application of Brown and Levinson's Politeness Strategies theory in identifying the types of politeness strategies used by the hosts of *Little Big Shots Season One* in the United States and the United Kingdom, as well as the factors influencing the selection of these strategies. Brown and Levinson classify politeness strategies into four types: bald on record, positive politeness, negative politeness, and off record. This study employs a descriptive qualitative method. The data consist of the hosts' utterances that occur in interactions with child participants in selected episodes of *Little Big Shots Season One: United States and United Kingdom*. Data were collected through several procedures, including watching the program, transcribing relevant utterances, taking notes, classifying the data based on Brown and Levinson's politeness strategy framework, and analyzing the findings. The results indicate that positive politeness strategies are more dominant than the other strategies. The use of these strategies reflects the hosts' efforts to maintain the children's face and create a comfortable interactional atmosphere. The findings also show that the use of politeness strategies varies according to the influencing factors and the interactional context.

**Keywords:** *Face Threatening Acts (FTAs); Politeness Strategies; Little Big Shots*

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Komunikasi yang melibatkan kesenjangan generasi menunjukkan karakteristik interaksi yang berbeda sehingga memerlukan perhatian terhadap penggunaan strategi kesantunan. Pragmatik merupakan kajian yang mempelajari makna ujaran berdasarkan konteks penggunaan bahasa, termasuk strategi kesantunan dalam komunikasi. Penelitian ini bertujuan untuk menganalisis penerapan teori Strategi Kesantunan Brown dan Levinson dalam mengidentifikasi jenis strategi kesantunan yang digunakan oleh host program *Little Big Shots Season One* versi Amerika Serikat dan Inggris dan faktor apa yang mempengaruhi pemilihan strategi tersebut. Brown dan Levinson mengklasifikasikan strategi kesantunan ke dalam empat jenis, yaitu bald on record, positive politeness, negative politeness, dan off record. Penelitian ini menggunakan metode deskriptif kualitatif. Data penelitian berupa ujaran host yang muncul dalam interaksi dengan narasumber anak-anak pada beberapa episode terpilih *Little Big Shots Season One: United States and United Kingdom*. Pengumpulan data dilakukan melalui beberapa tahap, yaitu menonton program, mentranskripsi ujaran yang relevan, mencatat data, mengelompokkan ujaran berdasarkan klasifikasi strategi kesantunan Brown dan Levinson, serta menganalisis data yang diperoleh. Hasil penelitian menunjukkan bahwa strategi kesantunan positif lebih dominan dibandingkan strategi lainnya. Penggunaan strategi tersebut mencerminkan upaya host dalam menjaga *face* anak-anak dan menciptakan suasana interaksi yang nyaman. Temuan penelitian ini menunjukkan bahwa penggunaan strategi kesantunan bervariasi sesuai dengan faktor yang mempengaruhi dan konteks interaksi.

***Kata kunci:*** *Face Threatening Acts (FTAs); Politeness Strategies; Little Big Shots*