

## ABSTRACT

**Syahrul Fajar Reisyman, 1225030232. Politeness Strategies and Age Difference in Joe Rogan's JRE Podcast Episode Featuring Bernie Sanders.** An undergraduate Thesis, English Literature Department, Faculty of Adab and Humanities, UIN of Sunan Gunung Djati Bandung. Supervisors: 1. Yoga Sudarisman, M.A. 2. Dian Budiarti, M.A.

This study analyses the politeness strategies employed by Bernie Sanders and Joe Rogan in The Joe Rogan Experience #2431 and examines how age influences the speakers' choice of politeness strategies through the perspective of Communication Accommodation Theory (CAT). This study employed a qualitative descriptive method. The data is in the form of utterance that contain the use of politeness strategies collected from the podcast transcript and analyzed using Brown and Levinson's (1987) politeness theory and Giles et al.'s (1991) Communication Accommodation Theory. The findings reveal that all four politeness strategies were employed, with total data of 114, consisting of 28 bald on-record strategies, 47 positive politeness strategies, 26 negative politeness strategies, and 13 off-record strategies, with positive politeness emerging as the most dominant strategy. The frequent use of positive politeness indicates that both speakers consistently attempted to establish solidarity and maintain mutual understanding throughout the interaction. Additionally, the CAT analysis identified 80 instances of accommodation, consisting of 74 instances of convergence and 6 instances of divergence, demonstrating that convergence was considerably more dominant. The findings suggest that age differences played a significant role in shaping the speakers' choice of politeness strategies, primarily through communicative accommodation. Bernie Sanders, as the older speaker, frequently adapted his communication style to align with Joe Rogan's informal podcast environment through the use of casual language, humor, and everyday expressions.

**Keywords:** Politeness strategies, Communication Accommodation Theory, Joe Rogan, Bernie Sanders

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Penelitian ini menganalisis strategi kesantunan yang digunakan oleh Bernie Sanders dan Joe Rogan dalam *The Joe Rogan Experience* episode #2431 serta mengkaji bagaimana usia memengaruhi pemilihan strategi kesantunan para penutur melalui perspektif *Communication Accommodation Theory* (CAT). Penelitian ini menggunakan metode deskriptif kualitatif. Data penelitian berupa tuturan yang mengandung penggunaan strategi kesantunan yang dikumpulkan dari transkrip podcast dan dianalisis menggunakan teori kesantunan Brown dan Levinson (1987) serta *Communication Accommodation Theory* oleh Giles et al. (1991). Hasil penelitian menunjukkan bahwa keempat strategi kesantunan digunakan, dengan jumlah keseluruhan 114 data, yang terdiri atas 28 strategi *bald on-record*, 47 strategi *positive politeness*, 26 strategi *negative politeness*, dan 13 strategi *off-record*, dengan *positive politeness* sebagai strategi yang paling dominan. Tingginya penggunaan *positive politeness* menunjukkan bahwa kedua penutur secara konsisten berusaha membangun solidaritas dan mempertahankan pemahaman bersama selama interaksi berlangsung. Selain itu, analisis CAT mengidentifikasi 80 bentuk akomodasi, yang terdiri atas 74 bentuk konvergensi dan 6 bentuk divergensi, sehingga menunjukkan bahwa konvergensi jauh lebih dominan. Hasil penelitian menunjukkan bahwa perbedaan usia berperan penting dalam membentuk pilihan strategi kesantunan para penutur, terutama melalui proses akomodasi komunikatif. Bernie Sanders, sebagai penutur yang lebih tua, sering menyesuaikan gaya komunikasinya dengan lingkungan podcast Joe Rogan yang informal melalui penggunaan bahasa yang santai, humor, dan ungkapan sehari-hari.

**Kata kunci:** Strategi kesantunan, *Communication Accommodation Theory*, Joe Rogan, Bernie Sanders.