

ABSTRACT

Fitriana Khaerunnisa. 1175030113. Politeness Strategies Used by Barack Obama, Jimmy Kimmel, and Joyce Taylor on Jimmy Kimmel's "President Obama is Scared of Sasha and Roast Donald Trump". An Undergraduate Thesis, English Literature, Faculty of Adab and Humanities, State Islamic University of Sunan Gunung Djati Bandung. Supervisors: 1. Tenny Sudjatnika, M.Ag. 2. Erlan Aditya Ardiansyah, S.S., M.Hum.

Lack of human awareness of the importance of using politeness strategies in the communication process can affect both good and bad views. By using the theory of Brown & Levinson (1987), the researcher analyzed the types and purposes of using politeness strategies in every utterance of Barack Obama, Jimmy Kimmel, and Joyce Taylor on the Jimmy Kimmel Live! program. This study uses a qualitative approach with a descriptive analysis approach that focuses on politeness strategies. The results show: First, from 91 speech data between Barack Obama, Jimmy Kimmel and Joyce Taylor, there are several policies, including 80 positive politeness strategies, 6 negative politeness strategies, 3 bald on-record strategies and 2 off-record strategies. From 80 positive politeness strategy data, there were 13 occurrences of notice, 6 occurrences of exaggerates, 13 occurrences of intensified interest, 13 occurrences of seeking agreement, 1 occurrence of presupposing, 18 occurrences of jokes, 1 occurrence of assert S's knowledge of concern for H's wants, 1 occurrence of offer or promise, 4 occurrences of being optimistic, 4 occurrences of asking for a reason, 3 occurrences of giving a gift to H (sympathy, understanding, cooperation), and 3 occurrences of fulfilling hearer's desire. While the negative politeness strategy has only 2 occurrences of question and hedge, 3 occurrences of being pessimistic and 1 occurrence of apologies. As for the off-record strategy, there are 2 occurrences of being ambiguous. And 3 occurrences of bald on-record strategy. Second, the politeness strategy used by Barack Obama, Jimmy Kimmel, and Joyce Taylor aims to provide a comfortable atmosphere between the speaker and the listener and both can get a good view of the audience. The politics of the conversation gained the sympathy of the audience and supporters from both Barack Obama's side as the former president and Joe Biden who is currently president and increased views of Barack Obama and Jimmy Kimmel as hosts.

Keywords: *pragmatics, politeness, conversation, politeness purposes*

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Kurangnya kesadaran manusia atas pentingnya penggunaan strategi kesantunan pada proses komunikasi dapat berefek pada pandangan baik dan buruk. Dengan menggunakan teori Brown & Levinson (1987), peneliti menganalisis jenis serta tujuan penggunaan strategi kesantunan pada setiap tuturan dari Barack Obama, Jimmy Kimmel, serta Joyce Taylor pada acara Jimmy Kimmel Live!. Penelitian ini menggunakan metode kualitatif dengan pendekatan deskriptif analisis yang berfokus kepada strategi kesantunan. Hasil penelitian menunjukkan: Pertama, dari 91 data tuturan antara Barack Obama, Jimmy Kimmel dan Joyce Taylor, terdapat beberapa politnes antara lain 80 kali positive politeness strategy, 6 kali negative politeness strategy, 3 kali bald on-record strategy dan 2 kali off-record strategy. Dari 80 data positive politeness strategy terdapat 13 kali notice, 6 kali exaggerate, 13 kali intensify interest, 13 kali seek agreement, 1 kali presuppose, 18 kali joke, 1 kali assert S's knowledge of concern for H's wants, 1 kali offer or promise, 4 kali be optimistic, 4 kali ask for reason, 13 kali give gift to H (sympathy, understanding, cooperation), 3 kali full fill hearer desire. Sedangkan negative politeness strategy hanya terdapat 2 kali question and hedge, 3 kali be pessimistic dan 1 kali apologize. Adapun off-record strategy terdapat 2 kali be ambiguous dan 3 kali bald on-record. Kedua, strategi kesantunan yang digunakan oleh Barack Obama, Jimmy Kimmel, dan Joyce Taylor bertujuan untuk memberikan suasana antara pembicara dan pendengar terasa nyaman serta keduanya dapat memperoleh pandangan baik dari para penonton. Konsekuensi politik dari percakapan tersebut memperoleh simpati penonton dan pendukung baik dari pihak Barack Obama sebagai mantan president maupun Joe Biden yang sedang menjabat sebagai presiden dan bertambah baiknya pandangan terhadap Barack Obama dan Jimmy Kimmel sebagai host.

Kata Kunci: *pragmatik, kesopanan, percakapan, tujuan kesopanan*