

CHAPTER I

INTRODUCTION

This chapter is divided into some sub chapters, they are background of the study, statement of problem, objectives of the study, significance of the study, conceptual framework, and previous study. The first section is the background of the study which explains the background information related to the issues in this study. The second section is the research questions, generated from the problems described in the background of this study. The third section is objectives of the study, which is part of the results that must be achieved in answering research questions. The fourth section is significance of the study, also known as benefit of the study. The fifth section is a conceptual framework, it is the researcher has perceptions of the aspects to be studied. The last section is pervious study, which is an explanation of previous research related to this study.

1.1 Background of The Study

Today, podcast become a new phenomenon in digital platform. Everyone can see and listens the process of communication in podcast. Podcasting is a known method of publishing audio and video programs via the Internet, allowing users to subscribe to a feed of files that usually come in MP3 format (Kreizter, 2007). Based on Tilley (2011) podcasts began to be known by the public around 2004, which is a kind of web-based radio that can be downloaded and listened by everyone. Podcasts became very popular for several reasons, such as easy creating, editing, publishing, and listening to listeners (Ducate & Lomicka, 2009). In this era, podcasts is very interesting for people, there are seven types of podcasts, those are: one-on one interview, solo comentarry, panel, nonfiction narrative story-telling, fictional story-telling, hybrid, and repurposed

content (Leonard, 2017). One of the famous podcast today is one-on-one interview. According to Meleong (2005), interview is essentially a structured conversation where one participant asks questions, and the other provides answers and the purposes is for get informations. According to Podcast Chart in 2020, *The Joe Rogan's Experience* is the most populer podcast in the world especially in America.

The Joe Rogan's Experience (JRE) launched in 2009. Cited from *Entertainment Close-Up* JRE is guided by an american comedian, Joe Rogan. He just needed a year to get list of top 100 podcast in I-tunes. *The Joe Rogan's Experience* podcast full of jokes and great momentum with the guest stars. Then in 2013, his podcast also available in Youtube namely *PowerfullJRE* with more than 7 millions subscribers. On 19 May 2020, Joe Rogan received a collaboration offer from Spotify worth in estimated \$100 million to launch his podcast on their platform (Steele, 2020).

The podcast of Joe Rogan is always listened by millions of people, one of his achievements is the podcast with Elon Musk which has been listened by more than 42 million listeners. His podcast with Elon Musk was published on September 7, 2019. The podcast has a great demand because both of them are extraordinary people who have a very different social background, Joe Rogan is a famous podcaster and Elon Musk is an idol of young millennials because of his background as the richest tech entrepreneur. The topic that Joe Rogan and Elon Musk discussed in episode 1169 had a very important influence on the development of technology and science. Both of them have the differences social background, Joe Rogan is an artist in enterteiment world. Meanwhile Elon Musk is a business man who have a lot of company. Hence, Joe Rogan and Elon Musk used the difference strategy in a process communicating.

In the procces of podcast there is a language that supported the process of communication by the podcaster and the guest. Devitt & Hanley (2006) explained that language is a message conveyed in the form of expression as a means of communication in certain situations in various activities. Social networking is the

greatest benefit that people get from communication with others (Stewart & Ruben, 2006). Thus, communication can make good social networking, or vice versa and it depends on the user of language. The use of language in communication can make people feel happy, sad, offended, praised, et cetera. In society, every word spoken gives affect to the hearer. Talking about communication and society is closely related to one of the linguistic subfields, namely sociolinguistics. Sociolinguistics is a branch of linguistics that studies about the connection between language and society and the way people use language in different social situations (Crossman, 2020). In social life, humans have their own rules for communicating with other people. They can speak harshly, politely, directly, indirectly and so on in conducting conversations. That is known as politeness, one of the subdisciplines in Sociolinguistics.

Yule (1996) argues that linguistic interaction is necessarily a social interaction. Linguistics and social interaction cannot be separated, because interaction requires language to support it. To make a conversation appropriate, the speaker should consider their position. There is one situation where a speaker is an employee and the hearer is a boss. The language used by the speaker usually tends to be formal and very polite. According to Holtgraves (2002), politeness allows people to perform many inter-personally sensitive actions in a non-threatening or less threatening manner. It means that everyone has to act according to the rules that apply in the conversation and avoid actions or words that are unpleasant to others. People usually consider the words in their utterance, it is because of seeing several factors from the hearer such as education level, age, gender, power, and many more (Septiyani, 2016). There is a situation when someone talks to their mothers and wants to make her be silent with the utterance "*Just shut up your mouth, Mom!*", it is impossible to use that sentence because it is rude and disrespectful. Otherwise, someone considers the better utterance, such as "*Mom, can you keep quiet for a moment*". Yule (1996) explained that politeness can make awareness about a person's face, it depends on social distance or the closeness between the speaker and the hearer. Therefore, the higher a difference in social status

between the speaker and the hearer, the language used must be more and polite and vice versa.

Brown and Levinson have a theory in their book *Politeness: Some Universals In Language Usage* (1987), there are four strategies in politeness. The politeness strategy consists of bald-on record strategy, positive politeness strategy, negative politeness strategy, and off-record strategy. The Utterance that appears in communication process has politeness strategy that use in it and have factors that influence speaker when apply it. Brown and Levinson (1987) explained about two factors that influence choices of politeness strategies, those are payoffs and sociological factors.

From the explanation above, the researcher decided to use *The Joe Rogan's Experience Podcast Episode 1169 with Elon Musk* as an object to examine the use of politeness strategy and the factors that influence in it based on to Brown and Levinson theory.

1.2 Statement of Problem

The use of politeness strategy by the two characters in the podcast is definitely different. Joe Rogan is a comedian, presenter, podcaster who has a social background in entertainment field. Meanwhile, the interlocutor is Elon Musk, who has a different social background from Joe Rogan, he is a business magnet and entrepreneur in the science and technology field. The two characters can use different strategies, including the factors that influence them in expressing their sentences. Related to the statement of problem, this study have two research questions related to politeness strategies, those are:

1. What kinds of politeness strategy are used by Joe Rogan and Elon Musk who have different social background in *The Joe Rogan's Experience Episode 1169 with Elon Musk*?
2. What factors that influence the choice of politeness strategy in *The Joe Rogan's Experience Episode 1169 with Elon Musk*?

1.3 Objectives of The Study

This study are conducted the order to find out:

1. The politeness strategy are used by Joe Rogan and Elon Musk who have different social background on *The Joe Rogan's Experience Episode 1169 with Elon Musk*.
2. The factors that influence the choice of politeness strategy on *The Joe Rogan's Experience Episode 1169 with Elon Musk*.

1.4 Significance of The Study

The results of this study are expected to provide theoretical and practical benefits for the reader, with the following explanation:

1. Theoretical Benefits

Theoretical benefits are benefits related to knowledge. In this case, it means about linguistics, which is expected to provide additional knowledge about Pragmatics analysis model with focus on research about politeness strategies.

2. Practical Benefits

The practical benefits of this research consist of three things:

- a. Benefits for the reader as a measure of their criticism in understanding and knowing every utterance that contain politeness strategies.
- b. Benefits for language learning, this research is expected to help students to learn linguistics more deeply, especially about Pragmatics fields.

- c. Benefits for future researchers, the researcher hoped that the results of this study can be used as a source of reference in research on Pragmatics, specifically about politeness strategy field.

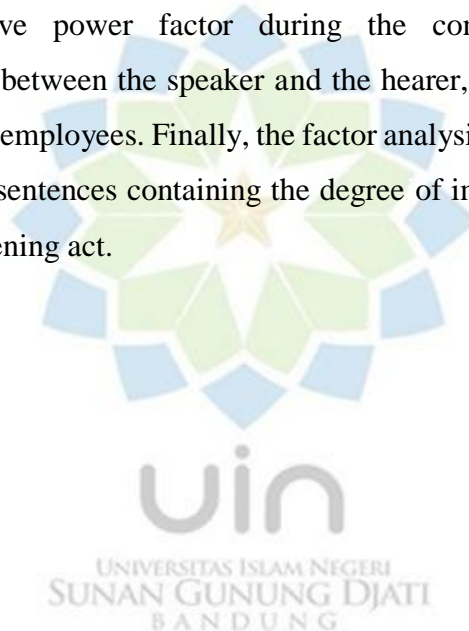
1.5 Conceptual Framework

Language and politeness cannot be separated from people's conversations. In Sociolinguistics field, it known as politeness strategy, which are usually chosen by speaker according to the situation and context. There is a case when someone consider to use a good words or phrases, when they talked to people who were older than them. Afterwards, speaker who used politeness strategy would be influenced by several factors of choosing the strategy. This research aims to analyze the strategy of politeness and the factors that influence the choice of it using the conversation from the podcast of *The Joe Rogan's Experience Episode 1169 with Elon Musk*. The researcher made elaborations about theories related to politeness, specifically the strategy of politeness and the factors influence to use the strategy of politeness. This research used the qualitative method in the form of document study (podcast).

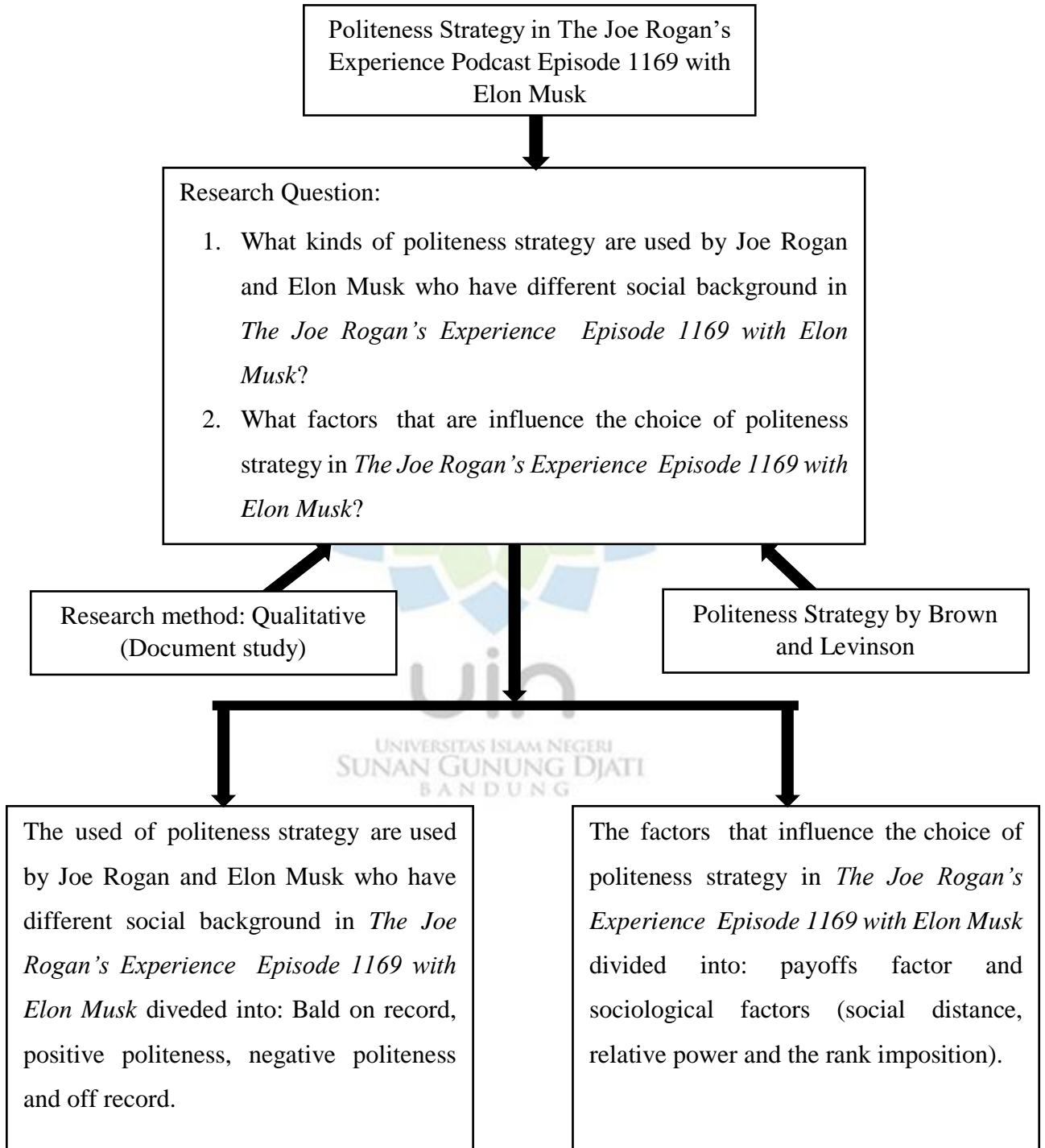
To answer the first question of this research, *What kinds of politeness strategy are used by Joe Rogan and Elon Musk who have different social background in The Joe Rogan's Experience Episode 1169 with Elon Musk?* the researcher decided to use a theory from Brown and Levinson (1957) about the four politeness strategies that are often used in conversation. This is because the theory is very relevant to the problems in this research. Four strategies according to Brown and Levinson (1987) consist of bald on record, positive politeness, negative politeness, and off-record.

Furthermore, to answer the second question, that is *What factors are influence the choice of politeness strategies in The Joe Rogan's Experience Episode 1169 with Elon Musk?*, the researcher used theory of Brown and Levinson about 'factors influencing the choice of strategies politeness ' (Brown & Levinson, 1987). There are two kinds of factors that influence the choice of politeness strategy when someone

speaks, those are payoffs and sociological factors. The speaker gets benefit from their utterance in conversation when using the politeness strategy, this is called by payoffs (payoffs of doing bald-on record strategy, positive politeness strategy, negative politeness strategy and off record strategy). Then, factor that influence the choice of using politeness strategy is sociological factors which are divided into three parts, those are the social distance, the relative power and the rank imposition of particular culture. The researcher analyzed the social distance where the speaker and the hearer have a symmetrical relationship, such as age, closeness, ethnicity and others. Meanwhile, the analysis on the relative power factor during the conversation contains an asymmetric relationship between the speaker and the hearer, such as the relationship between the boss and his employees. Finally, the factor analysis of the rank imposition, it would be analyzed in sentences containing the degree of imposition or interruption in stating the face threatening act.



Conceptual Framework



1.6 Previous Study

Talking about politeness, especially the strategies in it, some researchers have analyzed the subject with various objects. The first, a study was conducted by Septiyani (2016) with the title *The Use of Brown and Levinson's Politeness Strategies by The main Characters of Bride Wars Movie*. The researcher uses Brown and Levinson's theory as a reference for the study of the factors that influence the emergence of politeness in conversation and the politeness strategies used by the main characters in the *Bride Wars* movie, they are Olivia Lerner and Emma Allan. The results of the research is most frequently strategy that used by the main character is positives politeness strategy. The data from the politeness strategy then explained again about what the factors that influence the emergence of politeness, the analyze used the two factors approach raised by Brown and Levinson namely payoffs and sociological factors.

The second research that used as a reference is from Listy (2016) with title *An Analysis of Politeness Strategy Between EllenDeGeneres and Barrack Obama in The Elen Show*. The researcher only focus on three problem, first is kinds of politeness strategies used by Ellen as the host of *EllenDeGeneres Show* when communicate with the guest of the talk show which implied to save the speakers and interlocutors *face* from *Face Threatening Act* (FTA) caused by her speech. Second, kinds of politeness strategies used by the guest of the show, Mr. Barrack Obama when communicate with Ellen DeGeneres which implied to save the speaker's and interlocutor's *face* from *Face Threatening Act* (FTA) caused by his speech. The last is Know the factors influencing speaker to choose kinds of politeness strategies in the dialogue. In this research, Listy (2016) using the theory in pragmatic field.

The last previous study is *An Analysis of Politeness Strategies Employed by Lecturers in Speaking Class* written by Gemasih (2018) in the form of a thesis. The study uses qualitaive method with document analysis that focus on Sociolinguistics. In

this study the researcher focus on finding a politeness strategy conducted by the lecturer who teach speaking class and then examining the politeness strategies that are most frequently used by the lecturer. The researcher also use Brown and Levinson's (1987) theory to analyze each of the politeness strategies in their lecturer's conversation with students. The results of this study in the basic speaking class unit 1, the lecturer also employed three types of politeness strategy in teaching and learning process. There are 23 utterances of bald on record strategy, 16 utterances of positive politeness strategy (one utterance of notice and attend to h, 12 utterances of exaggerate and 2 utterances of be optimistic) and 3 utterances of negative politeness strategy (3 utterances of apologize).

The difference between the previous study is from the aspect of the object and the focus of the research. The object that used in this research used a podcast as the content or media for this research, meanwhile Septiyani (2016) used film as the object, Gemasih (2018) used learning class which consists of lecturers and students, and Listy (2016) used video show. Thus the second different is the research just focus on the social background between the speaker and the hearer of the podcast, this social background will effect the use of politeness strategy and the factors that influence the choice of the strategy.