

CHAPTER I

INTRODUCTION

In this chapter, the researcher provides the information regarding background of the research, statement of the problem of the research, objectives of the research, significance of the research, and definition of the key terms

1.1 Research Background

As social being, people need to keep connected with other people. One of ways to be connected with other people is by communicating. Communication is an activity of giving and receiving information between a person and another by means of language. Moreover, Spencer states that communication is not only a matter of transmitting information, but also a matter of maintaining social relationships (Spencer-Oatey, 2008, p. 1). Thus, there is a certain aspect of communication that people need to consider. The aspect is politeness.

In Pragmatics, politeness is a communicative behavior of people in social interaction. Watts states that politeness is a behavior defined by sociocultural norms and intended to maintain a harmonious interpersonal relationship between people during social interaction (Watts, 2003). Further, Politeness is language usage associated with smooth communication.

According to Marhakamah and Sabardila (2009), Politeness in language usage is a speaker's way of making his speech partners not feel pressured, cornered, or offended, when they communicate (in Saputry, 2016). Further, Leech (1983) states that the goal of politeness principle is to reduce disrespect and an uncomfortable feeling between a speaker and hearer when a conversation takes place. In other words, politeness is a strategy to create comfort for a hearer when communicating.

Politeness is highly associated with the concept of face, a person public self-image, which is associated with the notion of losing face or feeling of embarrassment or humiliation and further, the concept of face is treated as wants of every person and is divided into two types, namely positive face and negative face. Politeness in communication is a speaker's action to protect hearer's face from various threats. According to Scollon and Scollon (2001) as cited in Wardaugh and Fuller (2015), Any form of communication with another has a risk to threat faces - both their own and the other person's face. The threat to a person's face is called face-threatening acts (FTA). The FTA is acts that oppose the face wants or desire of a hearer and speaker (Brown & Levinson, 1987, p. 65). This action is generally carried out by someone through his utterances and has an impact on the emergence of feelings of discomfort, embarrassment, humiliation, and offense that are felt by a hearer.

To protect face from various threats, Brown and Levinson proposed four politeness strategies that can be used by speaker, namely bald-on record, positive politeness, negative politeness, and off-record. However, this research only focuses

on positive politeness. Positive politeness strategy is a strategy oriented to hearer's positive face. This politeness strategy highlights solidarity and closeness between a speaker and a hearer during the process of communication. Further, this strategy helps speaker building his/her interpersonal relationship with hearer. Thus, it is commonly used with a person in which a speaker has not close relationship or a person in which speaker know him quite well.

In the application of politeness strategies, there are some factors that influence the strategy that will be chosen by a speaker. Brown and Levinson explained that the factors are social distance between a speaker and hearer, power, and the ranking of imposition of an utterance. Social distance is the degree of familiarity or how close the relationship between a speaker and a hearer. Power refers to how someone can impose the hearer without losing the face and power can be a status, age, gender, occupation and education. Meanwhile, ranking of imposition is how much an utterance can interfere hearer's negative face and positive face. For instance, the closer the social distance between speaker and hearer, the less polite the strategy that will be used and vice versa.

In addition, culture can also affect a person's politeness. According to Seken, the way we show politeness is also influenced by the cultural values that we adhere to, which may differ from people from other cultures (Seken, 2011). In other words, the way we show politeness will reflect the culture we adhere to. For example, in Korean culture, person's power has a very important role in communication since politeness is seen as deference in its culture. Therefore, a speaker must consider the status, age, occupation of other people in communicating. So, for example,

communication between individuals who have different ages will be different from those of the same age because they tend to use formal language in an effort to show respect.

Related to politeness in communication, talk show is a program where politeness is applied. Politeness in talk show is necessary as an effort of a host to maintain the comfort of a guest star by protecting the face for the sake of smooth communication and harmonious interpersonal relationship between a host and a guest star. However, a guest star must also do the same thing a host does. Therefore, the researcher is interested in examining the politeness strategies that exist in a talk shows. A talk show is a television or radio program featuring one or more guests, usually famous people, discussing a topic and being guided by a host. Invited guests are usually those who are experts or experienced in the topic being discussed. A common feature or unwritten rule of talk shows is that they should be based on "fresh talk", that is, talk that is spontaneous.

K-pop Daebak Show is a talk show produced by Dive Studio. This talk show mostly invites guests from Korean entertainment industry and discusses topics regarding the entertainment industry, such as music and media's greatest hits, the people behind it, and also the entertainment industry itself. Further, K-pop Daebak Show features Eric Nam, an American singer, songwriter, a television personality based in South Korea who was born in 1988, as a host. This talk show is available on YouTube, Spotify and Apple Podcast.

In this research, the researcher was intrigued to choose this program as the object of the research, especially in an episode with Young-K of Day6 on Dive studio's Youtube channel with the title "*Catching Up: Young K (DAY6) (FULL EPISODE) / KPDB EP. 60*". Young-K, born in 1993, is a member, a bassist, vocalist, and rapper of South Korean rock band Day6 which made its debut in 2015 under JYP Entertainment. This episode was chosen for several reasons. First, Eric Nam is known as a host that always makes his guest star comfortable during the talk show and he always shows solidarity and closeness during the show. Thus, it indicates that Eric uses politeness strategies, especially positive politeness and as a result, it leads to smooth communication and at the same time, it maintains and accelerates their interpersonal relationship. Second, Young-K as a guest star has a gap in age with Eric as a host. Young-K should perform his utterances with the most polite strategy. However, the researcher found that Young-K uses positive politeness.

In conducting this research, the researcher was inspired by several previous researches and these previous research will be used as guidances to analyze positive politeness in the object chosen. The first previous research about politeness strategies was from Setiana (2021) entitled *Positive Politeness Strategies Used by NIKI and Zach in Zach Sang Show's Interview*. This research aimed at describing the type of positive politeness strategies used by Niki and Zach. Furthermore, it aimed at describing the influencing factor of positive politeness strategies used. The finding showed that Niki uses 12 out of 15 Positive Politeness strategies. While, Zach uses 11 out of 15 Positive Politeness Strategies. Furthermore, the factors influencing the use of these strategies are payoffs and circumstances by considering

maintaining the hearer's positive face and showing no power inequality that led to the comfortability of both speaker and hearer.

The second research was *Politeness Strategies in Zach Sang Show: Avril Lavigne Talks Head Above Water, Sk8er Boi, Billie Eilish & Upcoming Tour* by Pratiwi (2022). The purpose of this research was to explain types of politeness strategies used by Avril Lavigne and Zach. Furthermore, this research was intrigued in explaining the influencing factors of the use of politeness strategies. From the findings, it could be concluded that positive politeness mostly used by Avril and Zach. They do this by giving approval to the other person's speech, giving praise, overreacting, and intensifying the interlocutor's interest with the aim of building an intimate relationship between both parties. Then, on record positive payoffs become dominant factor in doing politeness strategy.

The last research was a research entitled *A Pragmatic Analysis of Politeness Strategies Reflected in Nanny McPhee Movie* by Mifta Hasmi (2013). This research aimed to analyze the type of politeness strategies used by the main characters in Nanny McPhee and how it is realized. The finding showed that four type of politeness strategies are used and positive politeness is dominant type used by them since the interaction happened in a group of people who are close to each other. Then, claiming common ground is the way they realized politeness strategies and it indicates that they belong to the same group.

Although this research was inspired by these previous researches, this research has differences. The differences are mainly in the main focus and the object of research. This research's main focus is on Brown and Levinson's positive

politeness strategies used by Eric Nam and Young-K (Day6) in KPDB Ep. 60. Further, it focuses on the factor influencing the choice of positive politeness strategies. Therefore, the title of this research is *Positive Politeness Strategies Applied by Eric Nam and Young-K Of Day6 In K-Pop Daebak Show*.

1.2 Statement of Problem

Politeness is a crucial aspect of communication that needs to be applied in any form of communication, such as talk-show. Politeness in talk show is necessary as an effort of both participants, a host and a guest, to maintain the comfort of each others by protecting the face for the sake of smooth communication and harmonious interpersonal relationship between both participants. In this research, the researcher is interested in finding out the politeness strategies applied in K-pop Daebak Show in an episode with Young-K of Day6 entitled “*Catching Up: Young K (DAY6) (FULL EPISODE) | KPDB EP. 60*” and the factor influenced the strategy chosen. However, this research only focuses on positive politeness strategy. Therefore, the researcher formulated these following questions:

1. What types of positive politeness strategies are applied by Eric Nam and Young-K of Day6 in K-Pop Daebak Show?
2. What are factors that influence positive politeness strategies applied by Eric Nam and Young-K of Day6 in K-Pop Daebak Show?

1.3 Research Purposes

Based on the research questions above, this research has purposes as follows:

1. To find out types of positive politeness strategies applied by Eric Nam and Young-K of Day6.
2. To find out the factors of positive politeness strategies applied by Eric Nam and Young-K of Day6.

1.4 Research Significance

The researcher hopes that this research is significant both theoretically and practically. Theoretically, this research is expected to enrich and enlarge the study in the linguistics field, especially in politeness strategies. Practically, this research is expected can be used for English learners to comprehend politeness strategies to get a better understanding of it. This research is also expected to be an empirical source for the next researcher that is interested in politeness strategies, especially positive politeness strategies

1.5 Definition of Key Terms

In this research, there are some key terms used. To clarify the key terms, the researcher provides some definition.

1. Pragmatics.

A study that studies the ability of users of language to pair the sentence with context in order to make it appropriate (Levinson, 1983).

2. Politeness

A Strategy for conflict avoidance. It is an effort of avoiding conflict and establishing and maintaining a good and harmonious relationship.

3. Face

A person's public self-image. Face is something that can be lost, preserved, and strengthened in interaction. Brown and Levinson perceive face as fundamental wants or desires of individual and furthermore, face is divided into two types, namely positive face and negative face.

4. Face-Threatening Acts

Utterances that opposed the face wants.

5. Politeness Strategies

A strategy for mitigating the face-threatening acts (FTA)

6. Positive Politeness strategies.

Positive face-oriented strategy. Positive politeness strategies highlight solidarity, closeness and friendship. These strategies denote the speaker's intention to get close to hearer.