

## ABSTRACT

**Tasrul Doni Wahdani. 1195030225. *Positive Politeness Strategies Used by Jay Shetty in Jay Shetty Podcast YouTube Channel*. An Undergraduate Thesis. English Literature Department, Faculty of Adab and Humanities, State Islamic University of Sunan Gunung Djati Bandung. Supervisors: 1. Dr. Pepi Siti Paturohmah, S.S., M.Pd.; 2. R. Myrna Nur Sakinah, M.Hum.**

This study aims to examine the positive politeness strategies that are often used to show similarity, familiarity and respect. This research discusses the positive politeness strategies used by Jay Shetty in the *Jay Shetty Podcast YouTube* channel. This research focuses on two problem formulations, namely: (1) the types of positive politeness strategies used by Jay Shetty to male and female guest stars in talk show videos on the *Jay Shetty Podcast YouTube* channel, (2) the factors that influence the choices of positive politeness strategies used by Jay Shetty in talk show videos on the *Jay Shetty Podcast YouTube* channel. The data from this study are analyzed using the theory proposed by Brown & Levinson (1987) who argue that there are 15 positive politeness strategies. The method used to analyze this research is a qualitative approach with the content analysis method, the data in this study are taken from Jay Shetty's interviews with his guest stars that have been transcribed. The results showed that from the six most popular talk show videos on the *Jay Shetty Podcast YouTube* channel, it was obtained that Jay Shetty similarly uses 12 out of 15 (80%) positive politeness strategies, which means that Jay Shetty is very good at showing positive politeness to male and female guest stars when he communicated in his talk show, with a total of 327 data found. Based on Jay Shetty's three videos of talk shows with male guest stars, a total of 178 data were found, and from Jay Shetty's three videos of talk shows with female guest stars, a total of 149 data were found. Based on the analysis, the positive politeness strategy of exaggerate (approval, interest, sympathy with H) is the most dominant strategy used by Jay Shetty with a total of 102 data. Jay Shetty uses this strategy to show exaggerated approval, interest and sympathy to his guest stars to make them feel satisfied. In addition, Jay Shetty applies these strategies by factoring in payoffs and circumstances: sociological variables.

**Keywords:** politeness, positive politeness strategies, talk show

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Penelitian ini bertujuan untuk meneliti tentang strategi kesantunan positif yang sering digunakan untuk menunjukkan persamaan, keakraban dan rasa hormat. Penelitian ini membahas strategi kesantunan positif yang digunakan oleh Jay Shetty di kanal YouTube *Jay Shetty Podcast*. Penelitian ini berfokus pada dua rumusan masalah, yaitu: (1) jenis-jenis strategi kesantunan positif yang digunakan oleh Jay Shetty kepada bintang tamu pria dan wanita dalam video talkshow di kanal YouTube *Jay Shetty Podcast*, (2) faktor-faktor yang mempengaruhi pemilihan strategi kesantunan positif yang digunakan oleh Jay Shetty dalam video talkshow di Kanal YouTube *Jay Shetty Podcast*. Data dari penelitian ini dianalisis menggunakan teori yang diusulkan oleh Brown & Levinson (1987) yang berpendapat bahwa ada 15 strategi kesantunan positif. Metode yang digunakan untuk menganalisis penelitian ini adalah pendekatan kualitatif dengan metode analisis konten, data dalam penelitian ini diambil dari interview Jay shetty dengan para bintang tamunya yang sudah ditranskripsikan. Hasil penelitian menemukan bahwa dari enam video talkshow terpopuler di kanal YouTube *Jay Shetty Podcast*, diperoleh bahwa Jay Shetty sama-sama menggunakan 12 dari 15 (80%) strategi kesantunan positif, yang berarti Jay Shetty sangat baik dalam menunjukkan kesantunan positif kepada bintang tamu pria dan wanita ketika ia berkomunikasi dalam talkshownya, dengan jumlah total data yang ditemukan sebanyak 327 data. Berdasarkan tiga video talkshow Jay Shetty dengan bintang tamu pria, ditemukan total 178 data, dan dari ketiga video talk show Jay Shetty dengan bintang tamu wanita, ditemukan total 149 data. Berdasarkan analisis, strategi kesantunan positif *exaggerate (approval, interest, sympathy with H)* merupakan strategi yang paling dominan digunakan Jay Shetty dengan jumlah data sebanyak 102 data. Jay Shetty menggunakan strategi ini untuk menunjukkan persetujuan, ketertarikan, dan simpati yang berlebihan kepada para bintang tamunya agar mereka merasa puas. Selain itu, Jay Shetty menerapkan strategi ini dengan memperhitungkan imbalan dan keadaan: variabel sosiologis.

**Kata Kunci:** kesantunan, strategi kesantunan positif, talk show.