

## ABSTRACT

**Linda Alfionita. 1195030128. *Politeness Strategies Used in Daebak Show with Eric Nam*. Undergraduate Thesis, English Literature Department, Adab and Humanities Faculty, State Islamic University Sunan Gunung Djati Bandung, 2023. Supervisor: 1. Deni Suswanto, M.Pd., 2. Dian Budiarti, S.Pd., M.A.**

Humans are known as social beings, a term that highlighting their natural inclination and need for social interaction and engagement with others. To maintain a good relationship and a proper way of communication, politeness strategy comes to provide a framework for understanding how people use politeness strategies in communication to maintain social harmony and demonstrate respect for others. This research analyzes the type of politeness strategy used by Eric Nam and his guest on the Daebak Show, which carries two objectives: 1. To identify the types of politeness strategies employed in the Daebak Show with Eric Nam's selected interview and 2. To investigate the factors that affect the choices of politeness strategies used in the Daebak Show with Eric Nam's selected interview. In the process of analyzing the types of strategies and the factors that affect the choices of politeness strategies employed in the Daebak Show with Eric Nam's selected interview, the researcher applies the theory of politeness strategy by Brown & Levinson (1987). Moreover, this research also conducted a qualitative method. The result of the analysis showed that 107 data of politeness strategies were found, combining the four out of five types of politeness strategy, including: bald on record, positive politeness, negative politeness, and off-record, with positive politeness being the most used strategy. Further, the factors that influence the application of politeness strategy found were the payoff and circumstance, along with sociological variables.

**Keywords:** *Politeness, Brown and Levinson, Eric Nam, Felix and Bang Chan*