CHAPTER I
INTRODUCTION

This chapter is a general explanation of this research. This includes research background, statement of problem, research purpose, research significance, definition of key terms and organization of writing.

1.1 Research Background

Nowadays, a lot of videos are uploaded on YouTube with a variety of genres, for example is talk show. Talk show is one of YouTube program formats that presents a conversation or discussion between a group of participants about a certain topic. However, talk show is not always guided by a host. One example of a talk show that is not guided by a host is a panel discussion. A panel discussion program is a type of talk show that is not guided by the host, so that participants are talking to each other. A panel discussion program in a talk show is an event segment where several participants or experts are invited to discuss certain topics in depth which is broadcasted on the media platform. Participants in talk shows usually consist of individuals who have deepened the participants knowledge or have relevant experience related to the issue being discussed. Talk show can be presented in a formal or informal style. In video talk shows, participants must be polite to create a comfortable atmosphere with the interlocutor.

Positive atmosphere will happen when the condition of conversation implements politeness. In the context of pragmatics, politeness is a communicative action that reflects individual behavior when interacting in society. According to Leech (1983), politeness is a way of speaking that can make other people feel accepted and not offended. Politeness is related to language attitudes and ethics because this is related to the way a person views themselves, the person they are talking to, and communication (Irwansyah, 2020). However, politeness is not only

in conversational or verbal form. According to Ady (2014), politeness has been examined through the analysis of everyday spoken interactions and written texts.

A speaker will be considered impolite if the speaker violates the applicable rules. The politeness principle which relates to the right or wrong element of a person's attitude in using politeness can be seen with an indicator called a rules. According to Lakoff (1973) in Sudjirman (2016), that certain rules are needed when determining what is considered polite and impolite. There are three rules, namely and stating the level of politeness (1) don't impose as formal politeness, for example when someone says "I'm sorry to bothers you, but...", (2) give options as informal politeness, for example "Would you mind to close the door?", (3) make a feel good-be friendly as personal politeness, for example "Hey! The clothes you wore today are very nice!".

In politeness, there is the concept of someone maintaining a "face" to interact. In the context of "face", this does not mean "physical", but rather the image of a person in social interaction. According to Yule (2017), "face" is the most important concept in the context of politeness because our face is a reflection of ourselves when talking to other people. Moreover, according to Brown and Levinson (1987), politeness strategy is circulating on the concept of the face, namely the image everyone wants to have. This face has two kinds: a negative face (aperson's desire to maintain self-esteem from the interlocutors of his speech) and a positive face (the desire to be appreciated by the interlocutor).

Futhermore, face in the context of communication is considered vulnerable and needs attention because communicative actions called Face-Threatening Act (hereinafter FTA) can be considered a threat by the interlocutor. FTA can be overcome using the politeness strategy. Yule (1996) states that FTA is an action by a speaker that represents a threat to other people's expectations about self-image. In daily social interaction, people generally behave as if people self-image or people want their face (self-image) respected by the interlocutor. It

is related to Leech (1983), when communicating, people must be careful in managing FTA so as not to damage the image of themselves or their interlocutors.

Besides that, to avoid potential conflicts in communication when facing an FTA requires politeness strategies to maintain the quality of positive social relations. Politeness strategies are a way to reduce actions that threaten the image or feelings of the interlocutor in communication, especially when giving instructions or requests (Ardi et al., 2016).

In this research, the researcher intends to discuss one type of politeness strategies, namely positive politeness strategies by Brown and Levinson (1987) in a talk show. Positive politeness in the context of language politeness refers to efforts made to maintain and safe person's "positive face" in social interactions. A "positive face" is a person's positive self-image, some people desire to be appreciated, accepted, and considered important by interlocutors. Positive politeness is a person's way of saving a positive self-image by emphasizing that the desire or action that the interlocutor takes is something that is appreciated.

In understanding the deeper importance of positive politeness strategies according to Brown and Levinson (1987), previous research has provided valuable insights by identifying and analyzing various related aspects. The first previous research related to this research was conducted by Kamlasi (2017) with title "The Positive Politeness in Conversations Performed by the Students of English Study Program of Timor University". This research aims to analyze positive politeness in student conversations.The research method is descriptive qualitative with 26 students as subjects. Data was collected from conversation transcripts, then analyzed. The results show greetings make 27.27% of the total address terms. The thanking is 22%. The apology makes 15%; the intimacy and praising are 10%.The congratulation address is 9% and the lowest is obedience, 7.14% of the total address terms. In the second category; the question is the highest percentage which is 40%. The request is 22%, and then disagreement is 14%. The suggestion makes 11% and the rejection makes 8%.

The second, previous study was conducted by Alamanda (2020), with tittle "Positive Politeness Strategies Used by the Judges in Masterchef Australia: Season 11". This research focuses on analyzing positive politeness strategies used by the judges in masterchef australia season: 11. This research used the theory presented by Brown and Levinson (1987). For the data analysis process, this research uses a qualitative descriptive method, while for the data collection process, the observation method is used. This research also analyzed the reason used positive politeness by the judges by two main reasons: payoffs and relevant circumstances factor.

The third study that the researcher has been read was "Positive Politeness Strategies Used By Jimmy Fallon In The Tonight Show's YouTube Channel" by (Azmi, 2022). This research focuses on positive politeness, especially in Jimmy Fallon's interviews with guest stars on The Tonight Show. This research aims to answer two questions: (1) What are the types of positive politeness strategies used by Jimmy Fallon and guest stars in The Tonight Show's interviews? And (2) What factors are influencing the choice of positive politeness strategies applied by Jimmy Fallon and guest stars in The Tonight Show's interviews? This research uses positive politeness analysis based on the theory of Brown and Levinson (1987). The method used is a qualitative approach with descriptive analysis. From 112 data, 14 of 15 types of positive politeness strategies were found.

From all that has been described above, the researcher is also interested in analyzing and developing positive politeness used in talk show. However, the researcher is interested in studying a different object of the *Taylor Swift & Martin McDonagh [Directors on Directors]* YouTube video on the Variety channel. Variety is the world's most authoritative and trusted entertainment news source. Variety has 1.6 million subscribers with more than 5 thousand uploaded videos on its channel. As the leading publication covering film, television, theater and technology with a global perspective, Variety is essential reading by every entertainment capital of more than 84 countries.

The reason the researher chose this object is because the talk show video has a unique concept. The concept in the talk show uses a panel discussion type. Therefore, panel discussion is a type of talk show is where participants or practitioners in a field discuss certain topics in front of an audience without the host to guided. Besides that, another reason the researcher chose this video is because Taylor Swift and Martin McDonagh are public figures who will potentially use polite language to respect the people are talking to. Taylor Swift is an American singer, songwriter, director and actress who has 273 million followers on Instagram. Taylor Swift is very well known for making a major contribution to the music industry and has recorded various achievements during her career in the music world. Meanwhile, Martin McDonagh is a famous screenwriter, director and playwright from Ireland. Martin is known for his work in theater and film. In the course of his career, Martin has received many awards as a writer director and playwright.

In this case, public figures have the potential to use positive politeness in communicating. This happens when the public figure has a big influence in society or has an important role in popular culture, such as Taylor Swift and Martin McDonagh. Therefore, according to Wardhaugh (2006) politeness is influenced and determined by social habits. Thus, this object has problems related to positive politeness strategies. Analysis of positive politeness strategies is important for readers because it helps to understand the message conveyed in a particular communication or text. Therefore, readers can interpret the communication context well, avoid misunderstandings, and appreciate the nuances in social interactions. Thus, researcher will analyze what the types of positive politeness strategies used and what are the factors that contribute to the choice of positive politeness strategies used by Taylor Swift and Martin McDonagh in Variety talk show.

1.2 Statement of Problems

The researcher applies a qualitative data analysis approach in this research. This approach is the method chosen by the researcher to find and summarize data with the aim of gaining a deeper understanding of the data and to describe it with the help of theory. As a data analysis tool, the researcher chose the conversation analysis method. Based on statement above, this research is formulated into two following questions:

a. What are the positive politeness strategies are used by Taylor Swift and Martin McDonagh in Variety talk show?

b. What are the factors that contribute to the choice of positive politeness strategies used by Taylor Swift and Martin McDonagh in Variety talk show?

1.3 Research Purpose

The purpose of this research is to answer the following research questions above:

a. To analyzed what are the positive politeness strategies used by Taylor Swift and Martin McDonagh in Variety talk show

b. To find out what the factors that contribute to the choice of positive politeness strategies used by Taylor Swift and Martin McDonagh in Variety talk show?

1.4 Research Significances

This research has important significance because it analyzes positive politeness utterances, which is an important step in understanding the good social context during interaction. The significance of this research can be categorized into two main aspects: theoretical and practical.

a. **Theoretically,** the finding of this research is expected to increase knowledge about positive politeness strategies used by Tylor Swift and Martin McDonagh interaction.

b. **Practically,** this research are expected to be employed in helping readers to

analyze positive politeness strategy. It is also hoped that this study can be an empirical source for the next researchers and readers who are concerned about positive politeness. The researcher also expects that this research will be further developed by those who are interested in linguistic studies, especially in positive politeness.

1.5 Definition of Key Terms

This section is presented to provide general definitions of key terms that will help understand the conceptual basis of this research.

a. **Pragmatics:** According to Leech (1983), pragmatics can be defined as the study of how utterances have meaning in situations.

b. **Politeness:** Politeness as interaction can be defined as a way to show awareness of people's faces that can be used in social situations environments (Yule, 1996).

c. **Face:** According to Yule (1996), face includes a person's self-image that reflects the emotional and social aspects that the interlocutor is expected to value.

d. **Politeness strategy:** According to Brown and Levinson (1987), politeness strategies are methods used to avoid the risk of threatening one's self-image (face) and to prevent conversations that could make the listener feel uncomfortable.

e. **Positive politeness strategy:** Brown and Levinson (1987) states that positive politeness is a way of building positive relationships by respecting the interlocutor's wishes.

f. **Talk show:** Talk show is a type of mass media program in which there are participants who discuss certain topics guided by the host (Miftakhul & Baehaqie, 2021). Talk shows can have a variety of formats, such as interviews with celebrities, and panel discussions with experts.

1.6 Organization of Writing

This research is divided into five chapters, those are:

a. Chapter I

This chapter explains the introduction to the research by explaining the research background, statement of problem, research purpose, research significance, definition of key terms and organization of writing.

b. Chapter II

This chapter discusses the theoretical foundations. That is explaining the theories used in this research, including pragmatics theory, politeness, face theory, and Brown and Levinson's politeness strategy theory.

c. Chapter III

This chapter presents the methodology used in this research. That is includes research design, source of data, technique of collecting data, and technique of analyzing data.

d. Chapter IV

This chapter is an explanation and discussion of finding of data. This chapter includes analysis of data found regarding positive politeness strategies using the theories and methods discussed in the previous chapter

e. Chapter V

This chapter contains conclusions and suggestions for further research so that future research can be even better.