

CHAPTER I

INTRODUCTION

The researcher introduces her research to the reader in this chapter. This chapter includes the background of the research, statement of problems, research purposes, research significance, and definition of key terms.

1.1 Background of the Research

Language is a tool for communication in the form of a symbol system of sound produced by human speech utensils to each other (Rabiah, et al., 2018). The language forms from words that consist of words or a set of words. Without language, humans would not be able to communicate well, which is important in human life. Basically, language is used to understand something people have expressed or to convey a direct message from the speaker to the listener. This language is classified as a medium of communication. Creating communication is a relationship that connects meanings to each other. Because of that, language is very important for human life. To understand every communication made by humans, it is necessary to understand the meaning of the context of what is conveyed, like an utterance or writing.

The study of the meaning of context in utterance or writing is called pragmatics. Based on Hence (1993:42) pragmatics is the study of the conditions of human language uses as the context of society determines these. According to Yule (1996:6), linguistics is dominated by a tendency to describe formal language systems, which means lower systems in mathematics and logic that ignore the element of the language user. The study of the relationships between linguistic forms and the users of those forms is called pragmatics (Yule, 1996, p. 4). Pragmatics is based on Yule's statement and is also the only consideration of man as language use at the latest level of linguistics. Thus, while maintaining the focus on pragmatics, it is similar to semantics, where "meaning" is also addressed in pragmatics (Nurhidayat, 2021).

In communicating, a person uses language by expressing what is in their mind. However, to communicate itself, they must use good language to convey it. This aims to get a good impression from the listener. Thus, understanding the politeness strategy is important to make the listener accept what the speaker conveys. Before that, the running of a communication is seen from the context of what is contained in a conversation and is interpreted depending on how the interlocutor understands the context. Context is information outside the text or utterance that helps understand an event, statement, or idea. Parts of the discourse that can explain certain words or parts. To understand the context in an utterance is determined from that context based on what is contained in it. Therefore, to find out the meaning of the utterances that will be analyzed in this study, it is seen from the context first, then it can be determined using the politeness strategy to analyze.

According to Brown and Levinson (1987), politeness strategies are developed to save the “face” of the listener. The face refers to a person’s respect for themselves and maintains “self-esteem” in public or personal situations (Brown and Levinson, 1987). In this case, the speaker usually tries to avoid embarrassing other people or making them uncomfortable. Politeness can be done from afar or up close socially. In formal settings, the speaker must speak showing respect to the listeners more politely. The politeness strategies of Brown and Levinson (1987:68) could be divided into four: bald-on-record, positive politeness, negative politeness, and off-record politeness strategies. In politeness strategies itself, there are several sub-strategies of each kind. From each type of sub-strategy, the researcher uses positive politeness and its sub-strategies as a tool to analyze this study. Positive politeness is a subset of insincerity in which the speaker seems to be genuinely trying to improve their image, for example, to make up for an overly dramatic statement of approval or interest. These techniques include compliments, humor, and optimism.

In this study, the researcher chose podcasts as the object of her research. Podcasts are communications carried out through audio recordings that are listened to by the general public using portable audio devices such as headphones, earphones, and so on. The beginning of this podcast originated from radio, like

recordings that could provide information to listeners with just their voices (Rime et al., 2022). In the podcast, the speaker usually provides information, confides, or shares in various ways. Radio listeners have now decreased, and most people get information from audio and visuals based on the audio. Therefore, podcasts are now widely aired and can be listened to on several media such as YouTube, Spotify, etc. If listeners want to listen to and see the speaker of a podcast, it can be accessed on the YouTube channel. Unlike the case for listeners who only want to listen to audio only, it can be accessed on Spotify and other platforms.

Thus, the purpose of choosing podcasts on YouTube channels as the object of this research is to find out how audiovisuals are aired by observing the utterances of speakers who not only share experiences of what is asked but can pour out their hearts wholeheartedly from what can be seen from the expressions conveyed from the broadcast. This can be attributed to the nation of positive politeness that observes every good utterance to establish communication with the other person. As stated in the case of sociolinguistics, politeness theory argues for shifting the emphasis from convenience to the use of current linguistic forms, with the speaker's identity being the focus on the pattern of verbal interaction in social relations (Brown & Levinson, 1987, p. 2).

There are various kinds of language variations used in podcasts. This language variety is studied in sociolinguistics because it is related to the surrounding environment in language, be it formal, informal, and so on. In this case, the language variety itself has factors that result in language variety, including education factors, gender factors, occupational factors, community environment factors, and socio-economic factors (Dwikarismadir et al., 2022). With these factors, it can be seen that language acquisition in a podcast can create various language varieties. As is the case in the podcast that will be investigated in this study, namely the podcast entitled *The Muslim Money Experts Episode 3: Paul Pogba*, the researcher seeks to identify how the conversation is conducted between the interviewer and the interviewee. The problem that will be investigated in this study is how the way of speech in this podcast, which focuses on Paul Pogba, who

is a Muslim football player, in speaking and will be shown in this study, which is based on Brown and Levinson's (1987) theory about Politeness Strategy.

Based on the statement above, the researcher chose a podcast from Wahed's YouTube channel with the theme The Muslim Money Guys podcast. The podcast title is *The Muslim Money Experts Episode 3: Paul Pogba*. This podcast discusses the views of the Muslim football player, the Juventus club, and the French national team, Paul Pogba, on the economy of Islam and his views on Islam in his life. The researcher chose the podcast for the following reasons. First, this podcast discusses Islam. The researcher wants to know the Islamic views of a figure known to many people, such as Paul Pogba, which is rare to find foreign football players who are Muslims, especially Paul Pogba, who is of African descent. Second, Paul Pogba is a football player who adhered to Muslim from childhood in the sense that not from birth, because not all of his family are Muslim, which makes researcher wants to know the story behind it. Third, the most important reason is that the research found Paul Pogba's various applications of positive politeness strategies that will be analyzed and become a data source for this study. Therefore, politeness strategy, especially positive politeness strategies, are used as a tool to analyze the research that the researcher will conduct.

Several previous studies are related to this research and used as a benchmark. The first previous research is a journal article entitled *Positive Politeness Strategies Used in "H3 Podcast #7" Youtube Video A Pragmatic Study* by Pramaidana & Gunawan (2022). This research analyzed and investigated types of positive politeness and analyzed the reason why positive politeness was used in "H3 Podcast #7". The method used in this research is descriptive qualitative using the theory of Brown and Levinson (1987). The result of this research is the discovery of two kinds of positive politeness strategies: claiming common ground and conveying that S (speaker) and (H) hearer are cooperators. A common ground claim is the first type that assumes that S claims 'common ground' with H, suggesting that S and H are part of a set of people who share similar desires, including values and goals. From this common ground, there are three events to

make this claim: S can emphasize that some of H's desires (goals, or desired objects) are also interesting or admirable to S; or S can emphasize that both are members of the same group or category, thus forming 8 strategies in this type. As for conveying that S and H are cooperators when S and H cooperate in relevant activities, they share goals in a domain, so to show that they are cooperators, they must work together to improve H's potential face desires. This cooperation can be emphasized by showing S's knowledge and sensitivity to H's desires, either that S wants what H wants or H wants what H wants, thus there are 6 strategies in this type. Each of these two types, in the claim common ground, results in three strategies, which include strategy-1: noticing and attending to the hearer; strategy-2: exaggerating interest, approval, and sympathy with the hearer; and strategy-3: intensifying interest in the hearer. The strategies used relate to the convey that S and H are cooperators. There are three strategies too, including strategy-1: assert or presuppose S's knowledge of and concern for H's wants, strategy-2: offer, promise, and strategy-3: be optimistic. These results have a reason why strategy-1 of positive politeness most dominant is used in "H3 Podcast #7" where the speaker cares about the positive face of the listener, they tend to solidarity, emphasizing the speaker and hearer want the same thing and the same goal.

The second is a journal article entitled *Positive Politeness Strategies Employed by The Characters in Turning Red Movie* by Marfirah and Ambalegin (2023). This research uses Brown and Levinson's theory (1987) to find positive politeness strategies. The method used in this research is a descriptive qualitative method with data sources from the movie "Turning Red". This research produced 21 data of positive politeness performed by the characters in the movie. The strategies found from the 21 data are divided into several parts including. Strategy 10: Offer and promise, which is the most widely used. Strategy 2: Exaggerate. Strategy 4: Use in-group identity markers. Strategy 5: Seek agreement. Strategy 7: Presuppose. Strategy 9: Assert or presuppose speaker knowledge of and concern for hearer wants. Strategy 12: Include both speaker and hearer in the activity. Strategy 14: Assume or assert reciprocity. And Strategy 15: Give gift. Of the nine strategies, Strategy 10: Offer, promise, is a strategy that appears frequently. The characters in

the movie tend to keep a positive face for their listeners by making promises to fix the FTA. By doing this, the speaker can appease the listeners and fulfill their needs, interests, and desires so that they feel comfortable. In addition, the characters tend to use positive politeness to maintain the positive face of their listeners.

The third previous research is a journal article by Damayanti and Mubarak (2021) titled *Positive Politeness in "Oprah's 2020 Vision Tour": How Reasons and Factors Influenced the Choosing of Strategy*. This study aims to provide examples to prioritize the use of positive politeness when speaking in any situation, including in talk shows. This positive politeness greatly affects the attitudes and behaviors that a person does, which can reflect a person's character to be kind or not to other people. This research uses Brown and Levinson's (1987) theory and descriptive qualitative method to analyze the data found. The data used were taken from utterances in every conversation spoken by Oprah Winfrey with her guest Michelle Obama in Oprah's 2020 Vision Tour Talk Show. The results of this study found 8 strategies categorized as positive politeness: Exaggerate (interest, approval, sympathy with hearer), intensify interest to the hearer, seek agreement (to find and try to approval by the opponent said). Avoid disagreement, presuppose/raise/assert common ground, joke (make a joke), be optimistic, include both the speaker and the hearer in the activity, and give (or ask for) reason. In addition, this study found that speakers use certain positive politeness strategies due to rewards and situations. The circumstances found in this study are relative power and social distance. This study found that the speaker's purpose in uttering positive politeness determines why participants use certain positive politeness. The relationship between the speaker and the listener, background, and so on can influence the speaker in choosing positive politeness strategies to use in talk shows. Like Michelle Obama, who is the former first lady of America and has been interviewed by Oprah on her show, they are old friends. This shows that the social distance between the host and the guest is very close. However, Oprah uses her positive politeness because her questions often discuss Michelle as a writer or when she was in the white house.

The similarities between this research and the previous research mentioned above include. Firstly, it discusses the positive politeness strategy by mentioning the different sub-strategies. Secondly, the theory of Brown and Levinson (1987) and descriptive qualitative methods were used. The difference between this research and the previous studies above is that it has a different object and the research question of the research problem. In this study, the researcher not only focuses on the application of positive politeness strategies used in the object but also discusses the factors that influence this, which makes this study different from the two previous research. This research uses an object, namely a podcast from the Wahed YouTube channel with the theme The Muslim Money Guys podcast with the title *The Muslim Money Experts Episode 3: Paul Pogba*, in contrast to previous research that used talk shows, movies, and other podcasts that are not on the YouTube platform as the object of its research.

The statement above states that the researcher investigates the positive politeness strategies used by a Muslim football player, Paul Pogba's utterance, in *The Muslim Money Experts Podcast Episode 3* by using Brown and Levinson's theory of type of politeness strategies. So, the researcher conducts research titled "Positive Politeness Strategies Used by A Muslim Football Player Paul Pogba in *The Muslim Money Experts Podcast Episode 3*".

1.2 Statement of Problem

The podcast entitled *The Muslim Money Experts Episode 3: Paul Pogba*, an object of this research, will be analyzed based on politeness strategies as a tool for analysis. Therefore, based on the background above, the researcher focuses on positive politeness strategies used in the object of the research. To limit this problem, the researcher makes two questions to resolve this research. The research questions are:

1. How are positive politeness strategies applied by a Muslim football player, Paul Pogba, in *The Muslim Money Experts Podcast Episode 3*?

2. What are the factors influencing of positive politeness strategies used by a Muslim football player, Paul Pogba, in *The Muslim Money Experts* Podcast Episode 3?

1.3 Research Purposes

Following the statement of the problem above, this research aims to find the answer to the research questions. There are:

1. To find out how positive politeness strategies are applied by a Muslim football player, Paul Pogba, in *The Muslim Money Experts* Podcast Episode 3.
2. To explain the factors influencing of positive politeness strategies used by a Muslim football player, Paul Pogba, in *The Muslim Money Experts* Podcast Episode 3.

1.4 Research Significances

The researcher hopes that this research will be able to be theoretically and practically useful. The significances are:

1. Theoretically

This research is hoped to provide theoretical benefits to the research world that examines the same theory. It is also hoped that this research can give more information and more knowledge in pragmatics, especially those interested in studying politeness strategy, especially positive politeness strategies.

2. Practically

This research is expected to be useful for other researchers who study pragmatics research and can develop other perspectives regarding the application in the analysis of politeness strategy, especially positive politeness strategies, in the future.

1.5 Definition of Key Terms

Key terms are defined below to help readers better comprehend the terms used by the author in this study.

a. Pragmatics

Yule (1996:4) explains that pragmatic is the study of the relationship between linguistic forms and the users of those forms. In other words, the study of the meaning of the speaker expressed by the speaker and interpreted by the hearer to find the true intention that the speaker himself wants to convey, which is seen from the words or phrases in the utterance itself.

b. Politeness

Lakoff (1990:34), states that politeness is “a system of interpersonal relations designed to facilitate interaction by minimizing the potential for conflict and confrontation inherent in all human interchange”. Which means a way to maintain relationships with each other in interaction in minimizing the potential for conflict or confrontation that commonly occurs in humans.

c. Face

According to Goffman (1967) the face is an image of oneself defined by socially acceptable characteristics; it is an image that others may also share.

d. Politeness Strategy

Brown and Levinson (1987) put forward politeness strategies that someone can use to maintain their positive faces when speaking or interacting in social interaction.

e. Positive Politeness Strategies

According to Brown and Levinson (1987), Positive politeness is a strategy that is oriented towards the positive face of the listener to avoid the threat of FTA to maintain the face of the listener. In this strategy, speakers desire the

listeners' wishes by treating them as group members, friends, and people whose desires and characteristics are known and liked.

f. Podcast

Robinson (2009) states that the term “podcast” comes from two words: “pod” meaning “iPod,” which is the name of a popular MP3 player, and “broadcasting.” Podcasts are online audio or video files that can be downloaded to a computer and listened to on a computer or portable playback device that supports MP3 files.

