



## The Politeness Strategies Used by The Participants of “Topic of Discussion Youtube Channel

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### Abstract

Politeness strategies is an important aspect of communication. By applying politeness strategies, it shows that the speaker respects the hearer. This research aimed to find out the types of politeness strategies used by the participant of “the topic of discussion YouTube channel” based on the theory proposed by Brown and Levinson (1978). Now days, politeness we can find in programs or television. There are a lot of programs on television ranging from music shows, soap operas to talk variety shows. It can be in many forms including in a program on television and a podcast on a YouTube channels but in this podcast the viewers can get many information and knowledge about relationship between the speaker and the hearer to polite communication. The type of this research is qualitative research. In this research, the researchers used the documentation and a table as the instrument. The technique of data analysis was; First identification the types of politeness strategy; second, classification, analyzing, and categorizing classification last, making a conclusion and suggestion. The result of the study showed that there were four strategies used by the participant of the podcast, namely bald on record strategy, positive politeness strategy, negative politeness strategy, and off record strategy. In conclusion, positive politeness was the most often strategy. The positive politeness strategy shows closeness, friendliness, and solidarity between the participants. This research can be useful for future researcher who is interested about politeness strategies.

**Keywords:** *Politeness, Politeness Strategies, Positive Politeness Strategy, Negative Politeness Strategy,*

## Introduction

Politeness is one of the important aspects of communication. Brown and Levinson (1987) said that politeness is a way of behaving well by taking into account the feelings of people being addressed. Politeness is a form of social interaction, a form that is mediate between individuals and society. In this case, the courtesy is not only for one group of people, but also for all people in all conditions and situations, who use language as a tool to communicate in everyday conversation make a good social interaction between them. Courtesy can define as a means used to show awareness of other people's faces. In this sense, politeness can achieve at situations of social distance.

The specific study about language is called linguistics. There are many kinds of linguistics, one of them is pragmatics. Pragmatics is usually associated with the use of language in context (Widya, 2017). In teaching and learning English, it is clearly stated in the language function in Theory. Learning pragmatic is considered important in daily conversation. It may be because pragmatics is closely related to human's interaction. In human interaction, everyone tries to understand the meaning of the words uttered by a speech partner and relates it to the context of the situation. According to Puri & Baskara (2019) Pragmatics is a branch of linguistics that focuses on the meaning of speech. It can reduce the risk of misunderstanding that occurs among the speech participants.

Politeness also involves the use of language when communicating through oral or written. It is about the attitude that affects a human in their life. Politeness to investigate as it is used by people in their social interactions and in specific contexts, knowing what to say, how to say, and how to be with other people. Now days, politeness we can find in programs or television. There are a lot of programs on television ranging from music shows, soap operas to talk variety shows. It can be in many forms including in a program on television and a podcast on a YouTube channels.

The researcher believes that this study can be beneficial for English language learners to understand more about the use of the English language in society according to the context. The researcher wants to know what strategies are used by the participant of "Topic of Discussion" YouTube channel, at this event to make their listeners interested and comfortable during a question and answer session, how the speaker's way to apply politeness strategies.

There was 1 research question in this research 1) What types of politeness strategies used by the participants of "the topic of discussion YouTube channel: Roles & Exception in a relationship Ft.HigaFit". The aimed of this research are to find out the types of politeness strategies used by the participants of "the topic of discussion". using politeness strategy. The explanation above is the reason for the researchers to analyze politeness strategy as proposed by Brown and Levinson (1987) namely Bald-on Record, Positive Politeness, Negative Politeness, and Off Record.

### **Research Methodology**

This research used a qualitative research. Qualitative research is described, in which the researchers analyzes the data in forms of words, sentences, discourses, or others about politeness strategies in the topic of discussion YouTube channel entitled "Roles & Exception in a Relationship Ft.HigaFit. The instrument of the research was documentation and a table. The researchers watches the video of the podcast. The video can be the function to see the context. The table as a tool to analyze types of politeness strategies used by the participant of "topic of discussion YouTube channel". The researchers classifies and identification types of politeness strategies from the documentation based on the transcript.

The data take from the episodes the topic of discussion YouTube Channel. The data are in form of words, phrase, and sentences taken from the podcast. They are also in form of description and identification of utterances in the conversation among the participants that used kinds of politeness strategies based on Brown and Levinson theory.

Collecting the data is the significant step of this study. In collecting the data the researchers did need a lot instruments, because the researchers did her without involving students as the object of the study, the researchers just needed the utterances that have transcript from the data. The technique of gathering the data applied in this study is by using several steps: First, the researchers collects the data by searching on the YouTube channel of "Topic of Discussion"; second, the researchers watching the video several times for getting a deep understanding of the topic that was discussed in a podcast; third, the researchers make transcript of the conversation; forth, The researchers read the transcript many times until the

researchers understand it well about the topic discussed; the last, the researchers identify and classify that is the type of utterances of the participant of the podcast.

In this research, the first step, the researchers makes some notes on the pages that might contain the required data (utterances, sentences, and lines containing politeness strategies). The notes were in the form of underlining or bracketing the sentence or utterance in the utterances. The next step, the researchers classifying and analyzing the utterances which were included politeness strategies of request proposed by Brown and Levinson's theory. The last step makes a conclusion and suggestion. The researchers gave a conclusion from the results of the research that was done.

## Result and Discussion

### Result

The researchers present the results of the research briefly, while in this section, and gives deep explanations of the results.

**Table 1**

*The Results of Bald On Record*

SUB-STRATEGY	UTTERANCE	INTERPRETATION
Maximum efficiency	Ali: But she knows she's gonna feel the pressure, but you got to understand she's in she's looking to you for guidance right he's looking at you. KJ Wright: <b>Look at her bad.</b>	KJ Wright used bald on record in this utterance. In doing the FTA, he does need face redress because he emphasized the efficiency in giving comment. It will be efficient because it causes a direct effect to the hearer. Here he chooses bald on record because he wants to speak maximum efficiency, he wants his utterance

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accepted directly  
without appearing  
ambiguous meaning.  
From the utterance the  
speaker give a  
direction directly to the  
hearer without an  
additional word that  
would soften the  
direction.

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Based on table 1 above, the researchers found one of the kinds bald on record. First, on table 1 the example of sub-strategy is maximum efficiency (utterance 537-541, appendix 1) and metaphorical urgency for emphasis (utterance 39 – 42). The utterance shows bald on record with a direct way of saying things, without any minimization to the imposition, in a direct, and clear. The results are drawn in appendix 3.

## **Table 2**

### *The Results of Positive Politeness Strategy*

SUB-STRATEGY	UTTERANCE	INTERPRETATION
Exaggerating interest, approval, and sympathy with the hearer	Ali: What's going on viewers and listeners out there welcome to topic of discussion. Starring Halle the guru KJ all day Mike Morgan, and today we got a special guest Pilates instructor Fitness phenomenon founder Higa fit Alexsteiger.	This situation when the woman feels proud to have been invited to the podcast, she show the positive face to the hosts by agreeing and interest to discuss this topic and she thanked him.

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Michael: Hey guys,  
**thank lam honor to  
my first guess.**

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Based on table 2, the researchers found some the kind positive politeness strategy. For example: sub-strategy exaggerating interest, approval, and sympathy with the hearer (utterance 1-5) show how the speaker gave her solidarity to the hearer. The results are drawn in appendix 4.

### Table 3

#### *The Results of Negative Politeness Strategy*

SUB-STRATEGY	UTTERANCE	INTERPRETATION
Be conventionally indirect	<p>Michael: Let's go back!</p> <p>Ali: Let's just say you're in the very beginning you don't got no money.</p> <p>Mike: Right!</p> <p>Ali: He just he's trying to get into something, like say he just started a t-shirt company he got no money but he got some dreams,</p> <p>Michael: <b>Can I say something?</b></p>	<p>That strategy uses indirect requests. In this strategy, the messages from the speaker do not tell directly, but the meaning of the messages will be understood by the hearer. From this utterance, the speaker said "Can I say something?" it can be seen as conventionally indirect, because the speaker used modal "can". Michael indirectly asks to hear her utterance.</p>

Based on table 3 above, that are one of negative politeness strategies found in this podcast. The example of negative politeness in be conventionally indirect

(utterance 157-169) shows inquire into the hearer's ability or willingness to comply and used modal "can" to indirect question. The results are drawn in appendix 5.

**Table 4**

*The Results of "Of Record" Politeness Strategy*

SUB-STRATEGY	UTTERANCE	INTERPRETATION
Use contradictions	Michael: I mean we would just have to figure out time to spend to each other, like gurus have to plan that time for it yeah. Ali : Okay because if a gaga <b>I believe that a man is not busy enough, I believe a man should be busy.</b>	According to Brown and Levinson (1987) speaker by stating two things that contradict each other, the speaker makes it appear that he cannot be telling the truth. From the statement, can concluded that the speaker states two conflicting things and the speaker makes the hearer unable to tell the truth.

Based on the table 4 above, the researchers found some of "off record" politeness strategy. The example off record in use contradiction (utterance 265-269) simply described as an indirect statement and the speaker by stating two things that contradict each other, the speaker makes it appear that he cannot be telling the truth. The results are drawn in appendix 6.

**Notes:**

- Utterance (1) is the sequence of the conversation.  
Utterance (2) is the sequence of the conversation.  
Utterance (3) is the sequence of the conversation.  
Utterance (4) is the sequence of the conversation.  
Etc .
- Interpretation : The act or the result interpretation (explanation)

## **Discussion**

Based on the data from research results, the topic of discussion YouTube channel used many strategies to discuss our topic. From the results of the study, it could be recognized that the participants use of politeness strategies, but they do not use all sub-strategies of politeness strategies when they conveyed their arguments. The results of this study are based on the Brown and Levinson's theory (1987). According Brown and Levinson (1987) politeness strategy is one of communication strategy that emphasizes on the polite word and action. This research found many polite word indicated by speaking in direct, clear, and unambiguous way. The results of a kind of politeness strategies used by the participants of the topic of discussion YouTube Channel are bald on record, positive politeness strategy, negative politeness strategy, and off record.

The researchers support Selfian's and Marilna's (2016), Siburian's (2016) and Aini's (2021) research final result. The researchers found that the most dominant strategy used by the participants of the podcast is positive politeness. The researcher agreed to the previous studies that politeness strategy is the most polite and successful strategy. All participants used a positive politeness when they were asking for a request from another speaker and giving a statement.

It obviously can be related to Brown and Levinson's theory. According Brown and Levinson (1987:70) positive politeness is oriented toward the positive face of the hearer, the positive self-image that he claims for himself and his perennial desire that his wants should be thought of as desirable. As the result, positive politeness is most commonly used by people in their daily life-image.

## **Conclusion and Suggestion**

Based on the result and discussion, it can be concluded the most dominant strategy used by this podcast is positive politeness. The reason the participants used this strategy because it is believed as the most polite and successful strategy. In other words, by using positive politeness, the speaker wants to show his interest, sympathy and solidarity, treat the other speaker as a friend and a person who is known and liked.

After the researchers finishing this research, the researchers would like to give some suggestion. For the readers, after the readers understand the politeness strategies, the researchers hope that they can apply those strategies in an

appreciated when having interaction with others. However, this study only presents a little part of applying politeness in human's daily life reflected in the podcast of some YouTube channel because this topic only discusses a few topics, and For other researchers The researcher suggests to the other researchers who will conduct the research in the same field to do further research and analyzed other pragmatics elements which have not been discussed in this study so that readers can get many references about politeness strategies.

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