

CHAPTER I

INTRODUCTION

1.1 Background of the Study

Conversation is needed in human's daily life due to it aims to transfer any informations, ideas, and also thoughts. The relationship created between speaker and hearer while having conversation is an important thing that must be considered by both of the parties. Pragmatics studies about the relationship between the speaker and the hearers through politeness strategies. It is used when the participant in communication is aware of another participant's face to show respect. According to Yule in his book Pragmatics, he stated that politeness in interaction is the way that is used to show consciousness of another people's face, can then be defined as the means employed to show awareness of another person's face (Yule 1996). This implies that it should be performed by the participants in a conversation which indicates that we care with the other participants. Because of that, politeness is needed to be applied in people's interaction, so that the communication can run well. According to Holmes and Haugh, as cited by Gunawan, politeness is something that is very complex in speaking because it does not only about understanding linguistics aspects but also understanding social and cultural values (Gunawan 2014). Politeness is an important thing which should be done by all people around the world during the interaction.

The example of politeness strategies that can be found in everyday communication is as mentioned by Ryabova, the English public-transport passenger's repression, cautiousness, and contact avoidance- the standoffishness that foreigners complain about is the example of politeness strategy in the level of negative politeness (Ryabova 2015). In politeness strategies, there are techniques in saying somethings, they are off record and bald on record. According to Yule, he said that off-record is kind of statements that indirectly addressed to the hearer whereas bald on record is a kind of statement that the speaker directly addressed to the hearer to express her/his needs (Yule, 63). So, off-record happens when someone asks another person but the question is not directly address to the statement which will be asked. Whilst bald on record is when a question addresses straight to the statement.

Whereas Brown and Levinson point several stages strategies which are bald on record, positive politeness, negative politeness, and off-record (Brown and Levinson, 1987). Positive politeness is an intrigue to solidarity towards others, how to cause the listener to feel great or to cause him to feel that his qualities are shared, though negative politeness is an endeavor to show mindfulness not to be forced on, it is, to abstain from meddling the questioner's opportunity of activity by utilizing hedges and apologies among others (Mahmud 2019).

Politeness strategies do not only happen in daily conversation, but they can also be found on YouTube videos. Nowadays, YouTube becomes one of the most famous platforms to share any kind of informations. Through YouTube people also can conduct a conversation which is called podcast. People can talk about various

topics on YouTube podcast. One of the interesting topics is about motivation. Motivation is an encouragement or a reason for someone to do some action in purpose. According to Schunk, Meece, & Pintrich as cited by Shunck and DiBenedetto, "Motivation refers to the process that instigates and sustain goal-directed activities"(Schunk and DiBenedetto 2020). It means that it is a process that maintains an activity to reach a certain goal.

Motivation can arise from within themselves. Some people may be able to motivate themselves yet some of them need someone else to motivate them. A motivator is needed to help them to increase and or bring their confidence and spirit back. In giving a motivation, a motivator must use encouraging words, words that easy to be understood, and run an effective communication with the hearers. So that the message can be understood and accepted.

Due to the importance of politeness strategies in people's communication, the writer is interested to analyze such politeness strategies that are performed by Shetty. Shetty is a British-Indian who was born and grew up in London. He is a storyteller, motivational speaker, and a famous content creator. He began to create his motivational videos since 2016. Many people subscribe, like, and share his videos. According to Shetty's website, he is one of the most viewed people on the internet internationally (Shetty 2020). Shetty creates a short story that contains motivational words in it. He uploaded the videos on his Facebook, Instagram, and also his Youtube channel. So far, his videos are seen by over four billion viewers and he has over 20 million followers around the world. He is famous as a wise figure in social media.

The object of this study is Shetty's *on purpose* podcast video especially when interviewing Khloe Kardashian which was uploaded in his YouTube channel entitled: "*Khloe Kardashian: On The Importance of Putting Yourself First & Making Kindness The New Norm*". This study will examine the politeness strategies use in Shetty's motivational podcast video with Khloe Kardashian as the guess. The duration of the video is 59:15 and video is chosen based on the likes and viewers. Based on his podcast video, this video is one of his most viewed podcast videos. It has 165,018 viewers and around 62,000 likes.

There are some researches that have been organized by researchers about politeness strategies. Pramadhani (2010) (Pramadani 2010), her research entitled "Politeness Strategies used by the Participants in Kick Andy Talkshow "JK-Wiranto Episode" tried to identify how the participants of Kick Andy Talk show used the politeness strategies in JK-Wiranto Episode. She also tried to analyze the factors which influenced the participants in performing such strategies. Puji Rahayu (2010), in her research entitled "The Politeness Strategies (A case in Just Alvin' Talk Show)" focuses on the way the main participants of the talk show in Just Alvin Talk show interact to one another when they talked about a serious topic and the factors that influenced them in performing the politeness strategies. In 2012, a research conducted by Febrianti S., her study was "Politeness Strategies in Hitam Putih Talkshow" which focuses on the utterances which are performed by the host and the guests of Hitam Putih which contain politeness strategies as well as several factors which are influenced in performing such politeness strategies. In the previous several studies mentioned above, the writers mostly focused on how the

main participant in a talk show used politeness strategies and factors which influenced them in performing such politeness strategies. The finding shows that the one who performed the most politeness strategies was the host of the talkshow. The host performed such politeness strategies because they want to try to avoid the distance among the main participants of the talk show.

This study focuses on the types of politeness strategies used by Shetty on his on purpose podcast Video. The previous studies mentioned have not discussed the politeness strategies which occur in a podcast, especially a dialogue which contains motivational matter. Hence, this study examines politeness strategies used in motivational podcast video thus might be will has different in result with the previous studies.

1.2 Research Questions

This study deals with two main problems:

1. What types of politeness strategies are used by Shetty in his *on purpose* podcast video entitled: “*Khloe Kardashian: On The Importance of Putting Yourself First & Making Kindness The New Norm*”?
2. How many frequency of each strategy does Shetty used in his *on purpose* podcast video entitled: “*Khloe Kardashian: On The Importance of Putting Yourself First & Making Kindness The New Norm*”?
3. What are the factors influencing the choice of politeness strategies used by Shetty?

1.3 The objective of the Study

According to the view of the research questions, the formulation of this study are:

1. To identify the types of politeness strategies used by Shetty on his *on purpose podcast video channel entitled: "Khloe Kardashian: On The Importance of Putting Yourself First & Making Kindness The New Norm"*.
2. To find out the frequency of each strategy used by Shetty in his *on purpose podcast video entitled: "Khloe Kardashian: On The Importance of Putting Yourself First & Making Kindness The New Norm"*
3. To find out the factor influencing the choice of politeness strategies used by Shetty.

1.4 Significance

It is very important to conduct this study due to its relation to communication. This study has two significances, theoretically and also practically. Theoretically, the finding is intended in giving a contribution to the study of linguistics especially pragmatics study. Particularly the study politeness strategies performed in motivational podcast video. Practically, through understanding the application of politeness strategies, it helps the readers to be able to differentiate which strategies should be used in a certain situation and reach the goal of the communication. In addition, this is intended to give worth information for the next researchers who are interested in politeness strategies.

1.5 Definition of Key Terms

Bald on record : It occurs while "speaker wants to do the FTA (face-threatening act) with maximum efficiency more than he wants to satisfy hearer's face, even to any degree" (Brown and Levinson 1987, 95).

Negative politeness : "It is redressive activity addressed to hearer's negative face: the desire to have freedom in doing something" (Brown and Levinson 1987, 129).

Off record : "It occurs when the speaker is saying something which is more general or having less information or indeed it has different intentions with what she/he actually means " (Brown and Levinson 1987, 211).

Politeness strategies : It is very necessary to as it is used in people's interaction and in specific contexts, to know how to say, what to say (Yule 1996).

Positive politeness : "It is redress pointed to hearer's positive face, his/her timeless desire which he/she wishes ought to be reflected of as desirable" (Brown and Levinson 1987, 101).