ABSTRACT

This study aims to find out how the Politeness Strategies were used and the factors that influenced the speakers in performing such strategies in *Kick Andy Talk Show “JK-Wiranto Episode”*, which was off-air broadcasted by Metro TV in welcoming the 2009-2014 Presidential Election in Indonesia, on Friday, 5 June 2009, from 9:30 until 10:30 p.m. The participants of the episode were Andy F. Noya as the host and Jusuf Kalla (JK), Wiranto, as well as Mufidah Jusuf Kalla and Uga Wiranto as the guests. This study uses qualitative analysis based on the Politeness Strategies theory proposed by Brown and Levinson in the book entitled *Politeness: Some Universals in Language Unit*. To help analyzing the data, this study applies descriptive qualitative approach. It is found in the dialogues that the three main participants (Andy, JK and Wiranto) performed Politeness Strategy as described by Brown and Levinson. Among the strategy used were the Bald On Record strategy, Positive Politeness strategy, Negative Politeness strategy and Off Record strategy. It is also found that most of the Politeness Strategy used in the talk show was intended to minimize the distance between the hosts and the guests. As the host, Andy is the one who performed the most strategy during the talk show, as the third party or the mediator between the guests and the audience. It can be seen in his overall communicative, directive, and procedural strategies during the talk show.

*Keywords*: FTA (*Face Threatening Acts*), Politeness strategy, Talk show