ABSTRACT

Sari, Duwi Porwita. THE POLITENESS STRATEGIES USED BY THE HOST OF EMPAT MATA TO HIS FEMALE GUESTS. A thesis submitted as partial fulfillment of the requirements for the Sarjana Degree of the English Department, Faculty of Humanities, Airlangga University, 2008.

Many studies have been conducted to analyze politeness strategies related to language and gender. In this thesis, the writer wants to investigate the politeness strategies in *Empat Mata* talk show which is related to language and gender and also gender and media. The writer notices that this talk show contains a lot of politeness strategies where the female guests are not positioned properly by the host. For that reason, the writer is interested in doing a study about the politeness strategies in *Empat Mata* talk show to know how the politeness strategies are used by the host and how the position of those female guests in this show which is related to the treatment toward woman in media.

In this thesis, the writer uses qualitative as the method of the study that it is the best method to analyze the interactions between the host and his female guests. The interactions of the host of *Empat Mata* contain all of the politeness strategies categories, Bald on Record, Positive Politeness, Negatives Politeness and also Off Record. The result of this study shows that the host divides his female guest as beautiful and non-beautiful guests. To them the host uses different topic discussion. To beautiful guests, the topic discussions are about their bodies and their appearances, however, to non-beautiful guests, the topic discussions are not about their bodies and their appearances. Then the writer relates those results to the language and gender and also gender and media. Based on the result of the use of Politeness Theory above, *Empat Mata* contains of women stereotyping in media. The positions of women in that show are not as equal as men.

Keywords: Television Talk Show, Bald on Record, Positives Politeness, Negatives Politeness, Off Record, Gender and Media.