

CHAPTER 1

INTRODUCTION

1.1 Background of the Study

Television programs have significantly developed in recent years. It can be seen through the newly emerging programs in TV station nowadays. One of them is 'Talk Show', which is a daytime television genre which deals with sensational topics and whose guests are mainly ordinary citizens (Gregori, 1998, p.98). The notion of genre varies depending on the field in which it is used. Genre comprises a class of communicative events, the members of which share some sets of communicative purposes (Swales, 2004, p.110). There are several classifications of genre in Indonesian TV programs. *Ceriwis*, *Online* and *Bukan Empat Mata* belong to the afternoon talk show presenting humorous talk show, while *Kick Andy* belongs to the late night talk show presenting serious talk show (Swales, 2004, p. 112). The most common topic of the programs is about a controversial topic or issue. Talk Show program usually takes American-style dialog, which is considered open, direct, and self-experience (Livingstone and Lunt, 1994, p.187). In particular, Talk Show is one of television genres which features a panel of guests, commonly consisting of a group of people who have abundant experience in relation to the issue discussed on the show for that episode (Bell, 1996, p.76)

The most interesting one is *Hitam putih*. Hitam Putih was the winner of favorite talk show program in Panasonic Gobel Awards (PGA) in 2011. PGA is one of the prestigious awards in entertainment world (Tabloidbintang.com). *Hitam Putih* is a Talk Show program broadcasted on Trans 7, every Monday until

Friday at 18.00 - 19.00 PM. This show represents a form of “deep talk show” program. The host asks questions that people want to know, such as judging that not all beautiful actresses are smart and also for the handsome one. They are often considered as having interest to the same-sex. We cannot ignore the stereotype existing in our surrounding. Thus, this program’s concept is to reveal the secret or issue of celebrities’ life (www.hitamputih.com).

Kick Andy, *Online*, *Ceriwis* and *Just Alvin* are the examples of similar talk show programs. They have a different concept from *Hitam Putih*. *Kick Andy* is a talk show which discusses one’s personal life based on a book and social environment, and the topic tends to be serious. *Just Alvin*’s concept is also the same with *Kick Andy*. Meanwhile, *Online* is an informative, humorous talk show that discusses the guest’s life in detail as well as some special topics.

In addition to the different concept they offer, the writer is interested in analyzing *Hitam Putih* also because it is a “deep Talk Show”. The host doesn’t merely ask about their or their family’s condition because the audience will exactly know what the answer will be. That is not what the audiences want to hear. The true information about the rumors outside is what the audiences want. The host attempts to reveal the rumors or issues of the celebrities’ life by employing “mind reading”. (www.hitamputih.com).

In this study, the writer chooses *Hitam Putih Talk Show* as the object to be analyzed. The writer chooses *Hitam Putih* Talk Show, rather than other Indonesian talk show programs because of two main reasons. First, this talk show presents famous female and male Indonesian celebrities to discuss about

sensational issues of their private life so that it is interesting, for the writer, to be explored on how they interact with others. Second is how the host keeps asking the guest questions that may threaten their face.

As a field of study, linguists offer various objects in language to be analyzed through various theories, one of which is Pragmatics. It is the study of language use (Levinson, 1983,p. 5) and also the interpretation of what people mean in a particular context and how the context influences what is said (Yule, 1996, p.3). There are several topics discussed in pragmatics. One of them is politeness strategies. Being polite is basically trying to determine what is appropriate to say to someone and what is not (Holmes, 2008,p. 287). According to Hornby (1972), politeness is to have a good manner and consideration of other people.

Based on that assumption, politeness plays a significant role in maintaining the relationship with others and in considering others' feeling. However, the degree of politeness in every person in the world is not the same, because of various reasons: age, sex, state of health, personality, and emotion (Trudgill, 2000). For example, a female guest tends to use more soft devices as the representation of self-image than the male, such as hedges and questions (Lakof, 1975, p. 80), in order that the female tends to be more polite than the male (Holmes, 2008,p. 297). In questioning section, it is common for the guest to give a good impression, to represent a good image, and to be kind in public as they wish to be accepted by other people. However, they cannot express their image

representation freely since the host (who masters the talk show) takes control or is superordinate in this section.

Some acts done by the host can possibly do the Face Threatening Act (FTA), which is an act that inherently threatens the face of the hearer or the speaker by acting in opposition to the wishes and desires of the others; furthermore it may offend the guest's positive face (Brown and Levinson, 1987). Face is a self-image which the speaker or hearer would like to see maintained in the interaction. Face is something that is emotionally invested in order that it can be maintained or enhanced and must be constantly attended in interaction (Brown and Levinson 1987, p. 61). Moreover in the interaction, the way people talk is also influenced by social factors such as participant, topic and setting (Holmes, 1992, p. 298). It means that people should choose appropriate ways in speaking to save addressee's face as well as to minimize the FTA. Otherwise, people should consider both to whom they speak and what they talk about in order to maintain the relationship. For example, the writer's mother was her teacher in elementary school. So, the way she talked to her mother at school is different when she talked at the house.

This study is aimed at analyzing the politeness strategies used in *Hitam Putih* Talk Show interaction by applying politeness strategies proposed by Brown and Levinson (1987), namely bald on record, positive politeness, negative politeness, and off record. Furthermore, the writer also identifies and explains the factors used in the certain choice of strategies: social distance, relative power and ranking imposition (Brown and Levinson, 1987). In talk show interaction, the host

is more powerful (P) than the guests, so that he will present more turns than the guests.

There are four studies on pragmatics, namely two journals and two unpublished thesis. The first is conducted by Sari (2008), in her research on the Pragmatics of Politeness Strategies. She focuses on analyzing the “*Politeness Strategies Used by The Host of Empat Mata to His Female Guest*” using pragmatic approach. The second related study is conducted by Astuti (2010), in her research on the Pragmatics in “*Politeness Strategies Used in Just Alvin Talk Show*”. She focuses on seeing what factors influence the participants of Just Alvin Talk Show towards the choice of politeness strategies. The following study is conducted by Yuka (2009), in his research on the Pragmatics in “*Positive Politeness Strategies in Oral Communication I Textbooks*”. The writer focuses on terms of address, how many and what kind of address terms are presented. One of important positive politeness strategies and the ways of presentation will also be examined to see whether those are suitable for the learners in the light of the findings of previous studies on teaching of pragmatic skills. The last one is conducted by Kenji (2003), in his research on the Pragmatics in “*Differences between Politeness Strategies Used in Requests by American and Japanese*”. The writer focuses on how Japanese and American use two politeness strategies of involvement and independence differently depending on the power of relationship with the interlocutors.

Four related studies above discuss about the politeness strategies. Yet, this study is different with those previous studies is in the term of the object in the politeness strategies in *Hitam Putih* Talk Show.

In brief, this study is aimed at identifying what kinds of politeness strategies are used by the participants to be communicated through the conversation in *Hitam Putih* Talk Show. This study also attempts to show how pragmatics can be employed in understanding several aspects of communication in TV program. The writer brings up some of the most common concepts and ideas in pragmatics and sees how they can be understood in TV program. By discussing more on the politeness strategies in *Hitam Putih*, this research is expected to give more contributions to the development of studies

1.2 Statement of the Problem

In doing the study, the writer formulates the research question as the following:

- What types of politeness strategies are used by the host and the guests in *Hitam Putih* Talk Show?
- Why are those strategies used by the host and the guests in *Hitam Putih* Talk Show?

1.3 Objectives of the Study

Based on statements of the problems above, the objectives of the study are: To find out the types of politeness strategies used by the host and guests in *Hitam Putih* Talk Show and to find out why those strategies are used by the host and guests in *Hitam Putih* Talk Show.

1.4 The Significance of the Study

This study is aimed to give contribution to the pragmatics subject and the readers. Besides, the writer hopes that this study will give meaningful explanation about politeness strategy to the readers, including about the pattern of each strategy and the factors that usually influence the choice of certain politeness strategies. Moreover, the result of this study is also expected to help readers in realizing how important politeness strategies in their social life interact with other people. As a consequence, it can minimize the threat and misunderstanding that occur in social interaction so that it will maintain the relationship with others.

1.5. Definition of Key Terms

- **Talk Show:** A daytime television genre that deals with sensationalist topics and whose guests are mainly ordinary citizens (Gregori, 1998).
- **Pragmatics:** The interpretation of what people mean in a particular context and how the context influences what is said (Yule, 1996, p.3).
- **Politeness Strategies:** A communication strategy to minimize FTA and to maintain the relationship since the politeness strategy considers the feeling of addressing (Brown and Levinson, 1987).
- **Face:** Face is a self-image which the speaker or hearer would like to be maintained in the interaction. Face is something that is emotionally invested in order that it can be lost, maintained or

enhanced and must be constantly attended in interaction (Brown and Levinson 1987, p. 61).

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