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ABSTRACT

Television programs have significantly developed in recent years. It can be seen through the newly emerging programs in TV station nowadays, for instance Talk Show. The focus of this study is to analyze the utterances of *Hitam Putih* Talk Show which contains politeness strategies of Brown and Levinson (1987). This study describes the utterances of the conversation which contain politeness strategies that are used by the participants of *Hitam Putih* talk show. It describes the factors which influence the participants towards the choice of Politeness Strategies Used in *Hitam Putih* Talk Show. In the process of data collection, the writer took 21 (twenty one) dialogues which contain Politeness Strategies. In analyzing the data, the writer used Brown and Levinson's theory of Politeness Strategies. Method used in this research is qualitative descriptive. The technique of data collection relies on seeking out the video in You Tube, downloading, and transcription as the proper ways. The result showed that the host tends to use Bald on Record Strategy to reveal the guest's issue, and the guests tend to use Positive Politeness and Off Record Strategy. The reason for choosing this strategy is they tried to encourage and invite the hearer to interpret what they intended to. Thus, the FTA (Face Threatening Act) could be minimized because it depends on the hearer's interpretations as it could save the hearer face.

Keyterms: Talk Show, Politeness Strategies, Bald On Record, Positive Politeness, Off Record, Face Threatening Act (FTA).