

## Abstract

The network marketing system is a member-get-member system where products of a certain company are distributed by words of mouth among networkers or networkers directly person to person with their customers. Moreover, networkers need to persuade and recruit new members as many as possible in order to increase their sales. According to Brown and Levinson (1987) every offer, request, order or imposition that they make to the prospects is considered to be a face threatening act (FTA). Therefore, they need to use politeness strategies to redress the FTAs so that the face threatening effects will be minimized.

The method of the study of this research uses qualitative approach with a case study method as the design of the study, in order to investigate what politeness strategies that the networkers are using and what factors that influence the use of each strategy, based on the Politeness Strategies theory proposed by Brown and Levinson (1987).

Positive politeness strategies are mainly used in order to satisfy hearer's positive face, while the bald-on-record strategy is used to maximize the efficiency of an imposition. Moreover, Negative politeness and off-record strategies are mainly used to avoid threatening the hearer's negative face.

There are two factors which influence the speaker to use the politeness strategies, payoff and sociological factor. Payoff is the benefit that the speaker will get if he/she uses politeness strategy. On the other hand, the sociological factor is the factor that influence the speaker to use the strategy based on three variables; Social Distance (D), Power (P) and Rank of Imposition (R).

***Key terms:*** *network marketing, positive face, negative face, politeness strategies*