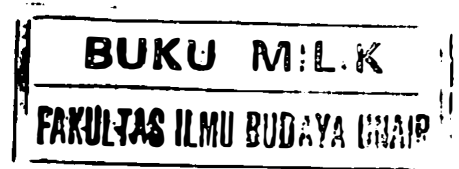


CHAPTER 1

INTRODUCTION



1.1 Background of the Study

Every person has a way to communicate and interact by using language. The language will never be separated from human space and all its activities. They cannot be separated in the life of society because people will have difficulty interacting without using language. The language has two forms namely spoken and written. Effendi (1995: 78) says that spoken language is very different from written because spoken language is uttered by using pressure, tone, rhythm, pauses to clarify the meaning and intent. In addition, spoken sentence do not always complete.

In communicating, speakers can pronounce his utterances directly with explicit meanings or pronounce his utterances indirectly with implicit meaning. The speech that uttered either explicit or implicit can be affected by certain elements, one of which namely politeness. Yule (1996: 60) defines politeness in an interaction as a tool that is used to indicate an awareness of the other person's face. The face here is a manifestation of one's personal in interact. Politeness is an important aspect to emerge in interaction in order to engender respect for others.

In this study, the writer analyzes talk show program. Now, talk show increasingly prevalent in Indonesian TV programs. According to Morissan (2008), a television programs is divided into two programs, there are information program

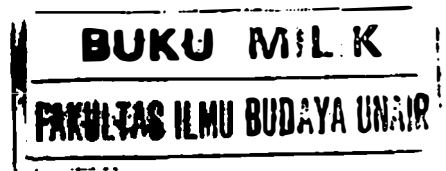
and entertainment program. Information program aims to increase knowledge in the form of information to the audience. While the entertainment program aims to entertain the audience, which can include songs, stories, music or games. Therefore, talk show chosen because it contains both. There are topics, problems, and incidents in the talk show packed in an attractive entertainment. According to Abidin (2009: 30), the things that stands out in the talk show is original and trust. The informants who invited are welcome to speak, convincing and attract the audience. Talk show is a show two or more people are talking in a serious but relaxed atmosphere regarding various issues such as around the private life of speakers, etc. and guided by a host. In the talk show, guest star participating in discussions or interviews and also answered questions that proposed by the host or audience (Farlex, 2005). So the communication occurs between the participants and brings politeness strategies in interaction. In this study the writer chose *Hitam Putih* talk show as a source of data to be analyzed.

Hitam Putih talk show is one of the famous talk shows in Indonesia broadcasted by Trans7. It is broadcasted for around an hour every Monday until Friday from 7p.m to 8p.m. The host of Hitam Putih is Deddy Corbuzier, who quite success to present this talk show to make Hitam Putih as one of the best talk show in Indonesia. It was proved by the public responses through the official twitter of Hitam Putih when it is no longer aired on television. Hitam Putih is inspiration talk show (<http://kelipet.com/wp/2015/06/acara/talkshaw-inspiratif/>). With the positive response from the public, finally Hitam Putih was aired again and make this talk show as one of the most widely demands by the public. Hitam

Putih featuring a variety of well-known figure or not, from celebrities, athletes, politicians, and even ordinary people who eventually became known by the Indonesian people for his or her achievements or something unique in their life that can inspire the other people. Deddy Corbuzier successful presents talk show in each episode to make this program simply unique and informative, but also impressive and touching by adding a new quote from the host that can touch or inspire people.

The writer chose Hitam Putih talk show for two reasons. Firstly, Hitam Putih talk show is information and entertainment program that in the show present famous guests star of the celebrities or people who are not known at all by the public. In that show, it contains a lot linguistics studies especially about politeness strategies that can be further analyzed, for example the participants interact with each other on a serious topic, and the host provides some questions to the guests star surrounding their personal life that can damage their face and can make a guest feel offended. The host is also wants to make the guests star feel satisfied with friendly treatment, for example, host allows to the guest star to sit down. Secondly, Hitam Putih is a talk show that is different from another talk show. Guided by Deddy Corbuzier, who is a mentalist, the concept of this talk show is not just a the conversation or discussion for two or more people, but also punctuated by humor, words of wisdom, even magic that can entertain the people, and it can bring politeness strategies in interaction.

The writer chose 'Najwa Shihab Episode' because that episode has higher viewers in June 2014 and this talk show is a winner of Indonesia Choice Award



2014 in category TV Program of The Year. The writer would like to know how the main guest star who is a well-known political presenter because of intelligence in terms of speaking and also two other guest stars are invited to discuss or talk about their personal life issues and interact with the host, Deddy Corbuzier, which known to the public as a highly proficient in speaking. How do they maintain and save their face from the questions provided by the host. In collecting data, the writer downloaded the video of Hitam Putih Talk Show 'Najwa Shihab Episode' via youtube and then transcribe it.

In questioning section, the writer used the theory of Brown and Levinson (1987), which is associated with the types of politeness strategies. Brown and Levinson (1987) stated that politeness is an action to prevent and deal with speech acts which threaten self-image or the face of others or self (Face Threatening Acts). Face refers to the respect that an individual has for him or herself maintaining that "self-esteem or self-image" in public or in private situations. Usually the person attempts to avoid embarrassing to other person, or make them feel uncomfortable. Yule (1996: 60) states, "Face means the public self-image of a person." Face means self-image of a person in publicly. Self-image is an emotional thing and have a social impression which everyone wants others to appreciate or respect each individual's self-image.

Face Threatening Acts (FTA's) are acts that infringe on the hearers need to maintain his self-esteem, and be respected. Politeness strategies are developed for the main purpose of dealing with these FTA's. There are four types of politeness strategies, described by Brown and Levinson that sum up human "politeness"

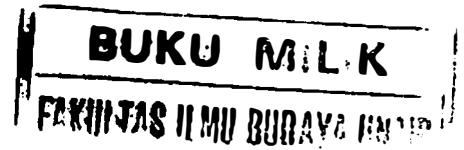
behavior, there are bald on record, positive politeness, negative politeness, and off record. Yule (1996:61) stated "If a speaker says something that represents a threat to another individual's expectation regarding self-image, it is described as a face threatening act." When speakers do speech acts which threaten the image of another person, then this is called a face threatening acts. Here the politeness strategy is important to do so that self-image and self others are respected and not lost. For example, at a meeting, an employee does not agree with the opinion of the employee's leaders, so he or she should do Face Threatening Acts (FTA).

Related in this research, there are some factors which influencing the form and function of talk proposed by Lakoff & Ide (2005). It is closed linked to four elements such as participant, setting, topic, and purpose. Hitam Putih talk show points out the application of that factors. So that, Hitam Putih talk show becomes the proper subject to analyze in the context study of politeness.

In related studies, the writer took three examples of research. The first study was conducted by Shigemitsu (2006). In his study, he conducted the positive politeness strategies in Japanese conversation. The second study conducted by Puji Rahayu (2011) on politeness strategies in Alvin's Just Talk Show. In that study, Rahayu took the example of Just Alvin's talk show (Raffi Ahmad and Yuni Shara Episode) as a source of data to be analyzed by methods more or less the same. The third study was conducted by Wardatun Nadzifah (2012), which is about politeness strategies in the interaction between santriwati and ustadz or ustadzah in Pesantren Zainul Hasan. In that study, Nadzifah observed politeness strategies human interaction directly.

Finally, the purpose of this research is to find out how politeness strategies used by the participants of Hitam Putih talk show 'Najwa Shihab Episode', and the factors determine in that talk show.

1.2 Statements of the Problem



1. What are the types of politeness strategies used in Hitam Putih Talk Show 'Najwa Shihab Episode'?
2. What factors determine the politeness strategies in Hitam Putih Talk Show 'Najwa Shihab Episode'?

1.3 Objectives of the Study

Like most socio-pragmatic studies undertaken regarding the topic of politeness, the present study has both linguistic and social objectives. The main objectives can be summarized as follows:

1. To find out the types of politeness strategies that used in Hitam Putih Talk Show 'Najwa Shihab Episode'.
2. To find out the factors in determining politeness strategies in Hitam Putih talk show 'Najwa Shihab Episode'.

1.4 Significance of the Study

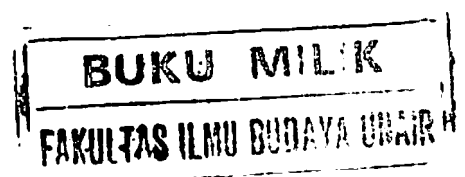
This study is expected to know the stead of using politeness strategies both theoretically and practically. Theoretically, the study will examine Brown and Levinson's (1987) theory of politeness, a theory which has been described by many researchers as the most powerful and influential theory for conducting

studies on politeness. The study provides further information about the specific politeness strategies in *Hitam Putih* Talk Show 'Najwa Shihab Episode', in particular, those used to do face-threatening acts (FTAs). It is hoped that the findings of this study may be used to help the students who will analyze same subject which is in the context using politeness subject. It is also expected that this research could be a motivation for students who will take a pragmatic study, especially politeness strategies to be explored further in next studies.

Practically, this study is expected to broaden the reader about understanding of politeness strategies, FTA (Face Threatening Act), so that the reader can apply not only to the theoretical way, but with practice directly in daily life when people interact with others. In addition, the stead practically can be felt by media that broadcast this talk show. That is like the types of strategy which are more likely to be used by the speaker or hearer that favored by the public. So that producers would be more likely to use the same types in the next episode to attract the attention of the public.

1.5 Scope Limitations

The writer limits her scope of study on the analysis of the utterances produces by the host and main guest star in *Hitam Putih* talk show. The analysis is done to figure out the kind of politeness strategies and the social factors which influenced of it.



1.6 Definiton of Key Terms

In order to avoid misinterpretation about the use of terms, it is important for the researcher to give the suitable meaning of key terms. Some terms are defined as follows:

- 1. Politeness strategies are kinds of communication strategies that emphasizes on the polite words in action (Brown and Levinson).**
- 2. Talk show is one of the most popular and influential forms of television programming (Mittel, 2003: 36)**



BUKU MILIK
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CHAPTER II

LITERATURE REVIEW