

**POLITENESS STRATEGIES FOUND ON VLOGS IN RANZ  
KYLE YOUTUBE CHANNEL**

**THESIS**

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**DEPARTMENT OF ENGLISH LITERATURE  
FACULTY OF HUMANITIES  
UNIVERSITAS ISLAM NEGERI MAULANA MALIK IBRAHIM MALANG  
2022**

**POLITENESS STRATEGIES FOUND ON VLOGS IN RANZ  
KYLE YOUTUBE CHANNEL**

THESIS

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in Partial Fulfillment of the Requirements for the Degree of *Sarjana Sastra* (S.S.)

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**DEPARTMENT OF ENGLISH LITERATURE**

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**2022**

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## STATEMENT OF AUTHORSHIP

I state that the thesis entitled “**Politeness Strategies Found on Vlogs in Ranz Kyle YouTube Channel**” is my original work. I do not include any materials previously written or published by other person, except those cited as references and written in the bibliography. Hereby, if there is any objection or claim, I am the only person who is responsible for that.

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## APPROVAL SHEET

This is to certify that Ade Irma Suryani's thesis entitled **Politeness Strategies Found on Vlogs in Ranz Kyle YouTube Channel** has been approved for thesis examination at Faculty of Humanities, Universitas Islam Negeri Maulana Malik Ibrahim Malang, as one of the requirements for the degree of Sarjana Sastra (S.S.).

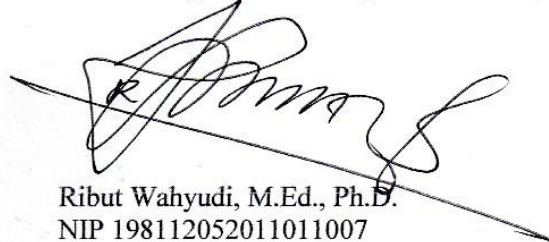
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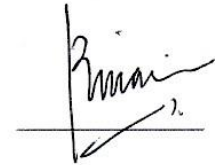
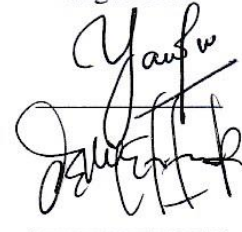
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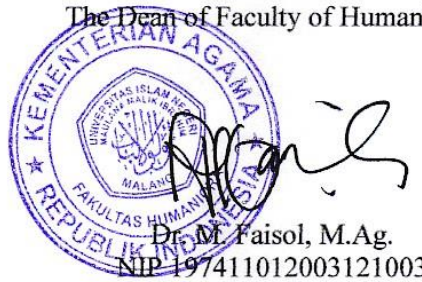
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## MOTTO

*“You must not lose faith in humanity. Humanity is an ocean; if a few drops of the ocean are dirty, the ocean does not become dirty.”*

- Mahatma Gandhi

لَا يُكَلِّفُ اللَّهُ نَفْسًا إِلَّا وُسْعَهَا

Allah tidak membebani seseorang melainkan sesuai dengan kesanggupannya.  
(Q.S Al Baqarah ayat 286)

*“The most important thing is enjoy your life. Be happy, no matter happened.”*

- Audrey Hepburn.

## **DEDICATION**

This thesis is proudly dedicated to:

My parents, Ali Ro'uf and Nuke Wijayanti (Almh).

Also my parents, H. Muhammad Jamaluddin and Hj. Asiana Subiaktuti,

and my beloved grandma, Hj. Misnati (Almh). Thank you for the endless love and prays. Also my greatest gratitude is sincerely dedicated to them who love and support me all ways, always. Thank you.

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Rieke, Sri, Mary, Ida, Yuli, Risna, Isam, Zulfan, Arik, Ilham, and Muhtarom. And my next-door friends, Reza, Rofi', Mey, Dewi, and Inayah thank you for all the humor. Finally, thank you a million to those mentioned above or to those I have not mentioned. Without your presence in my life, I might have experienced a lot of difficulties in completing this thesis. Hopefully this thesis will be useful for the reader.

Malang, 20 May 2022



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## مستخلص البحث

سورياني ، آدي إيروما (2022) تم العثور على استراتيجيات التأدب في مدونات الفيديو في قناة رانز كايل على يوتيوب .أطروحة جامعية. قسم الأدب الإنجليزي ، كلية العلوم الإنسانية ، جامعة الإسلام نيجري مولانا مالك إبراهيم مالانج. المستشار دني إفيثا نور رخماوتي ، الماجستير

الكلمات المفتاحية: استراتيجيات التأدب ، قناة يوتيوب

تهدف تهدف هذه الدراسة إلى تحليل استراتيجيات الأدب الموجودة على قناة رانز كايل على يوتيوب تركز الباحثة في هذا البحث على استراتيجيات الأدب المتبعة. يمكن العثور على استراتيجيات التأدب في عدد من الظروف والسياقات المختلفة. يتم تحديد البيانات وتحليلها باستخدام نظرية استراتيجيات الأدب على أساس نظرية براون وليفينسون (١٩٨٧). استراتيجية التأدب هي استراتيجية تُستخدم عند إجراء محادثة من خلال مراعاة مشاعر الآخرين لبناء الراحة والانسجام معًا من أجل تحقيق أهداف التواصل من خلال الاهتمام بوجوه الآخرين. استراتيجية التأدب لها أربع استراتيجيات ، وهي إستراتيجية الصلح المسجلة ، واستراتيجية الأدب السلبية ، واستراتيجية الأدب الإيجابية ، والاستراتيجية غير الرسمية. يصنف الباحثون أيضًا البيانات الموجودة في الاستراتيجيات الفرعية لكل استراتيجية مهذبة. تم الحصول على البيانات في هذه الدراسة من المحادثات بين اثنين من مدوني الفيديو في مدونة فيديو تم نشرها على قناة رانز كايل على يوتيوب في ديسمبر ٢٠١٨ - يناير ٢٠١٩. ثم تم تحليل البيانات باستخدام طريقة وصفية نوعية. وجد الباحثون ٢١ بيانات تمثل استراتيجيات الأدب. في هذه الدراسة ، غالبًا ما يستخدم المدونون أسلوب أصلع على التسجيلات. تم جمع ١٢ بيانات مباشرة (أصلع مسجل) ، ٣ معطيات تم جمعها باستخدام إستراتيجية مهذبة سلبية ، ٥ بيانات باستخدام استراتيجية أدب إيجابية ، و ١ معطيات فقط تم العثور عليها باستخدام إستراتيجية غير مسجلة. وجد الباحث أن استراتيجيات الأدب في التسجيلات كانت تستخدم في كثير من الأحيان في سياقات ، مثل السخرية والتجاهل / الرفض والنقد والتشكيك والغضب من قبل رانز كايل ومحاوريه. لذلك يقترح الباحث إجراء مزيد من البحث باستخدام نظريات أخرى لتحليل استراتيجيات الأدب. بالإضافة إلى ذلك ، يأمل الباحث أن يستخدم الباحثون المستقبلون البيانات الأخرى ذات الصلة أو مواكبة أحدث تطورات التكنولوجيا الرقمية كأغراض بحثية.

## ABSTRACT

**Suryani, Ade Irma** (2022) *Politeness Strategies Found on Vlogs in Ranz Kyle YouTube Channel*. Undergraduate Thesis. Department of English Literature, Faculty of Humanities, Universitas Islam Negeri Maulana Malik Ibrahim Malang. Advisor Deny Efitia Nur Rakhmawati, M.Pd

Keywords: Politeness strategies, YouTube channel, Vlog

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This study aims to analyze the politeness strategies found on vlogs in Ranz Kyle's YouTube Channel. The researcher focuses this research on the politeness strategies used. Politeness strategies can be found in a number of different conditions and contexts. The data is identified and analyzed using the theory of politeness strategies based on the theory of Brown and Levinson (1987). Politeness strategy is a strategy used when having a conversation by considering other people's feelings to build comfort and harmony together in order to achieve communication goals by taking care of other people's faces. The politeness strategy has four strategies, namely bald on record strategy, negative politeness strategy, positive politeness strategy, and off record strategy. Researchers also classify the data found on the sub-strategies of each politeness strategy. The data in this study were obtained from conversations between two vloggers in vlogs posted on Ranz Kyle's YouTube channel in December 2018 - January 2019. Then, the data was analyzed using a qualitative descriptive method. Researchers found 21 data that represent politeness strategies. In this study, vloggers often use the Bald on record strategy. 12 data were collected directly (bald on record), 3 data were collected using a negative politeness strategy, 5 data were collected using a positive politeness strategy, and only 1 data was found using an off-record strategy. The researcher found that bald on record politeness strategies were often used in contexts, such as ridiculing, ignoring/rejecting, criticizing, doubting, and getting angry by Ranz Kyle and his interlocutors. Therefore, the researcher suggests conducting further research using other theories to analyze politeness strategies. In addition, the researcher hopes that future researchers will use other relevant data or keep abreast of the latest digital technology developments as research objects.

## ABSTRAK

**Suryani, Ade Irma** (2022) *Strategi Kesopanan Ditemukan dalam Vlog-Vlog di Channel YouTube Ranz Kyle*. Skripsi. Jurusan Sastra Inggris, Fakultas Ilmu Budaya, Universitas Islam Negeri Maulana Malik Ibrahim Malang. Pembimbing Deny Efitia Nur Rakhmawati, M.Pd

Kata kunci: Strategi kesopanan, Channel YouTube, Vlog

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Penelitian ini bertujuan untuk menganalisis strategi kesopanan yang ditemukan dalam vlog-vlog di channel YouTube Ranz Kyle. Peneliti memfokuskan penelitian ini pada strategi kesopanan yang digunakan. Strategi kesopanan dapat ditemukan dalam beberapa kondisi dan konteks yang berbeda. Data tersebut diidentifikasi dan dianalisis dengan menggunakan teori strategi kesopanan berdasarkan teori Brown dan Levinson (1987). Strategi kesantunan adalah strategi yang digunakan saat melakukan percakapan dengan mempertimbangkan perasaan orang lain untuk membangun kenyamanan dan keselarasan bersama dalam rangka mencapai tujuan komunikasi dengan menjaga wajah orang lain. Strategi kesantunan memiliki empat strategi, yaitu strategi bald on record, strategi kesantunan negatif, strategi kesantunan positif, dan strategi off record. Peneliti juga menggolongkan data yang ditemukan pada sub-strategi dari masing-masing strategi kesopanan. Data pada penelitian ini diperoleh dari percakapan dua vlogger pada vlog-vlog yang diposting di YouTube channel milik Ranz Kyle pada bulan Desember 2018 – Januari 2019. Kemudian, data dianalisis dengan menggunakan metode deskriptif kualitatif. Peneliti menemukan 21 data yang merepresentasikan strategi kesopanan. Pada penelitian ini, para vlogger sering menggunakan strategi Bald on record. 12 data dilakukan secara langsung (bald on record), 3 data dilakukan dengan strategi kesopanan negatif, 5 data dilakukan dengan strategi kesopanan positif, dan hanya 1 data ditemukan menggunakan strategi off record. Peneliti menemukan bahwa strategi kesopanan bald on record sering digunakan dalam konteks, seperti mengejek, mengabaikan/menolak, mengkritik, meragukan, dan marah yang dilakukan oleh Ranz Kyle dan lawan bicaranya. Oleh karena itu, peneliti menyarankan untuk melakukan penelitian lebih lanjut dengan menggunakan teori lain untuk menganalisis strategi kesopanan. Selain itu, peneliti mengharapkan peneliti selanjutnya untuk menggunakan data lain yang relevan atau mengikuti perkembangan teknologi digital terbaru sebagai objek penelitian.

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## **CHAPTER I**

### **INTRODUCTION**

This chapter presents the introduction of the study, which are consist of background of the study, problem of the study, objective of the study, significance of the study, scope and limitation, definition of key terms, and previous studies.

#### **A. Background of the Study**

In this advanced technology era, the use of video became dominant. Currently, video is the newest medium to share news and ideas and exchange information to express anything more than before. Generally, video unites two things that attract people's attention, noise and movement. These two things assume a notable role in conveying a compelling message. Therefore, our mind cherishes video since it is modified to hold visual substance superior to a page stacked with words. Another thing about the video is that it can incorporate different content. A video includes text, photos, audio or music, link, and even digital recordings. It is definitely no other medium with this capacity, making video dominate other content. Hence, because video has many features, it has become a new trend in conducting communication. Communication today is not only by words like a letter but also includes audio, movement, and expression. Therefore, videos make information easier to accept and understand. As restricted, text depends on a particular selection of words, punctuation, and emoji to set an ideal tone. Therefore, the trend of using video as a new medium to convey things. Moreover, nowadays, people

try to use video as much as possible. One evidence of using video as the medium to express something is Vlog (Video Blog).

Vlog is a contemporary trend done by many people called vlogger in various countries. Most of the vloggers posted their vlogs on a video-sharing platform named YouTube. People may share videos about their daily activities, travelling, culinary, automotive, beauty tricks, tutorials, and various tips for life hacks through vlogs. When the vlogger posts their video to deliver the content, the viewers can give feedback in the form of giving like to the videos, subscribing to the channel and even writing a comment on the vlogger's videos. This is one of the simple communications in a vlog. Besides, many vloggers invited their partners to appear in the video together. With the partner, a vlogger who records a vlog, for example, about daily life activities, at least will interact with his partner because, in essence, we interact and communicate with other people in our everyday lives. Hence, a vlog with two vloggers will be the object of this research because the researcher will analyze the communication between the vlogger and the partner. Therefore, the uniqueness of this study is that the researcher took the data from the vlogs.

While communicating, it is crucial to have politeness. Without politeness, all of our communication will be a misunderstanding. However, politeness is a set of customs among people in their lives. Each individual has the opportunity to be evaluated and rated by others because politeness itself depends on the environment. Brown and Levinson developed politeness theory in 1987 and stated that politeness theory is the theory that accounts for



the remedy of the insults to be featured by facially threatening acts. Politeness strategies are developed to save the face of the listener.

In conducting communication, the speakers must pay attention to the listeners' reactions, whether they like and agree to conduct or feel unpleasant communicating with the speaker. Brown and Levinson (1987) defined face as a public self-image that everyone wants to claim for themselves, and consist of two aspects: Negative face, the individual desire of his wish/es not be imposed by others. And Positive face is the desire to be accepted or liked by others (p.312). Face refers to an individual's respect for him or herself and the preservation of "self-esteem" in a public or private situation. Brown and Levinson also argued that "Face is something emotionally invested, and that can be lost, maintained, or enhanced, and must be constantly attended to in interaction" (1987, p.311). We can threaten others' faces by looking, expressing, and verbal or non-verbal communication. So, it is impossible for Face Threatening Act not appeared in every communication.

Face Threatening Act (FTA) is an act threatening the face of the speakers or the listeners. FTA can vary differently in some conditions and contexts. In the sense of mutual face vulnerability, any reasonable agent may attempt to avoid the Face Threatening Act or use other strategies to minimize the threat. Face used to show to the speaker includes Bald on-record, Positive face, Negative face, and Off record.

In this research, the researcher conducts to analyze politeness strategies performed by Ranz Kyle (famous YouTuber from Philippine) and

the interlocutor in their daily communication. First, the researcher investigates the utterances of the vloggers; Ranz and the interlocutor, Niana Guerero on vlogs in Ranz Kyle YouTube channel. The researcher wants to know how the Politeness strategies was used when they have communicated in vlogs. Hence, the researcher will analyze the utterances that threatened the vloggers' faces by using the Politeness Strategy theory by Brown and Levinson (1987).

One of the previous studies of FTA was conducted by Novian Dwi Cahyo Utomo in 2013. He suggests using other objects reflecting politeness strategies for future research, such as daily life conversations. Therefore, the researcher chooses Ranz Kyle's (a Philippine YouTuber) conversation in their video blog as the object to be analyzed using Brown and Levinson's theory of politeness strategy. Another reason why the researcher chose Ranz Kyle is that his YouTube channel reached the top 3 places in YouTube Asia ranked (2018) in the daily life vlog category.

The researcher uses this trend as an intermediary for the object (utterances of the vloggers) of the research. Ranz Kyle's YouTube channel is named Ranz Kyle, and he has a collaboration with his sister Nina. They are Philippine and joined YouTube in April 2008. He has 9,31 million subscribers. Moreover, most content of his vlogs is about family daily life. It cannot be denied that the conversation between Ranz Kyle and his sister Niana raises mostly appeared since Ranz and Niana are siblings. For those who live together firmly, they have many conversations. Hence, the researcher is

interested in conducting this research entitled Politeness Strategies Found on Vlogs in Ranz Kyle YouTube Channel.

### **B. Problem of the Study**

Based on the background of the study, this study is intended to focus on, “How politeness strategies are found on vlogs of Ranz Kyle YouTube channel?”

### **C. Significance of the Study**

This research is expected to provide benefits practically. This study will be helpful to show the example to other college students interested in studying linguistics Pragmatic – Politeness strategy. Furthermore, this study provides knowledge about Politeness Strategies uttered in our daily life conversations. Politeness strategy is an effort to maintain relations between people, especially in communication. Hence, this study will be helpful not only to the English department students and all the readers but especially to people concerned about Politeness Strategies that happen in daily conversation.

### **D. Scope and Limitation**

This research is included in the realm of pragmatic studies regarding politeness in language. Thus, the researcher focuses on the utterances which contained Politeness Strategies used by Ranz Kyle and Niana Guerero in the vlogs on Ranz YouTube channel. Wherefore, Ranz and Niana are siblings. Therefore, almost every Ranz’s vlogs content is about him and Niana. So that

Niana here is Ranz's interlocutor. Also, Ranz posted his video blog on YouTube almost every day. Hence, the researcher limits only to the videos posted in December 2018 and January 2019 because, in those times, Ranz posted more video conversations than in other months, which contained individual (not conversation; monolog) vlogs, dance challenges, and others. Furthermore, it is considered the newest data.

### **E. Definition of Key Terms**

Based on the title, this study has three key terms, they are:

#### 1. Politeness Strategies

Politeness strategy is an effort used by people to ensure a good communication and maintain relations between people, especially in social communication.

#### 2. YouTube Channel

YouTube channel is available to everyone who joins YouTube as a member. The channel serves as the home page for the user's account. After the user enters and approves the information, the channel shows the account name, a personal description, the public videos the member uploads, and any user information the member enters. The owner of YouTube channel user, called *YouTuber*.

#### 3. Vlog

Vlog is personal records in the form of videos that are updated and distributed in general. More complete, a vlog is a form of blogging activity using video as the medium over its main media source, that is text or

audio. The video always have contents such as, daily routine activities, tips and tricks, any life hacks, automotive, and etc. And it posted on a website or YouTube application. *Vlogger* is a person who appears in a video, and owning a website or a YouTube channel and fills out his website by publishing video with his various content. Sometimes people also mentioned vlogger as content creator.

## **CHAPTER II**

### **REVIEW OF RELATED LITERATURE**

This chapter consists of many significance theories concerning to the related object of this study and its related study. It involves the theoretical framework; concept of politeness, Politeness theory by Brown and Levinson (1987), concept of face and Face Threatening Act. The researcher also adds several information about the previous studies.

#### **A. Concept of Politeness**

Politeness is the appearance of the speakers' expectation to moderate face threats conveyed by particular face threatening acts toward another (Mills, 2003). *Politeness strategy* is a rule used to communicate or deliver messages to avoid facing threats. It is crucial to use a politeness strategy in communicating because it makes either the speakers or listeners have an agreeable conversation. The reactions can see the feeling of comfortable or agreement in the communication of the speakers or the listeners.

Several experts have formulated politeness theory, and each expert defines the principle of politeness differently. One of the experts is Brown and Levinson (1978). In this study, politeness theory was formulated by Brown and Levinson because, in this theory, they explained the concept of the face regard to self-esteem. In addition, (Leech, 1983), in his book entitled *Principles of Pragmatics*, proposed explaining how politeness operates in a conversation. The principle of politeness is to minimize the doubt of being impolite and maximize polite expressions. The influence of a

speech from speakers and listeners is to affect self-image. This influence also affects a person's face, related to the Face Threatening Act, which has a chance to violate the principle of politeness. According to (Leech, 1983), politeness is related to the relationship between self and others. In conversation, the self is defined as the speaker, and others are the listeners. The researcher used this theory to analyze speech acts in vlogs on YouTube.

Even though politeness has been studied in various cultures for many years, Penelope Brown and Stephen Levinson's politeness precept has emerged as very influential. In 1987, Brown and Levinson proposed that politeness become a customary idea which has had some disagreement inside academia. Politeness is the expression of the audio system's purpose to mitigate face threats carried with the helpful resource of particular face threatening acts closer to the listener. Any other definition is "a battery of social skills whose intention is to make certain all of us feel affirmed in a social interaction." Consequently, being polite may be an attempt for the speaker to store their very own face or the face to whom they are talking.

## **B. Politeness Strategies**

Politeness strategy is essentially the study of how people use the language when conducting communication or having interaction. This preaches how to use the word and how to handle the conversation. Nonetheless, everyone needs to be heard in the case of communication and not be interrupted by others. However, in the case of communication, everyone wants to be understood and not disturbed by others; in addition, while

communicating, he or she does not want to lose his or her face. Losing face is an embarrassment, humiliation, or disappointment. Hence, the face is invested in an interaction emotionally, maintained, enhanced, and constantly attended to. Therefore, this research focuses on Brown and Levinson's recommended politeness strategies (1978).

Politeness strategies are being developed to save the face of the hearer, according to Brown and Levinson, as cited in Goody (1996). Face refers to an individual's respect for him or herself and the preservation of "self-esteem" in a public or private situation. In the sense of mutual face vulnerability, any reasonable agent may attempt to avoid the Face Threatening Act or use other strategies to minimize the threat. Face used to show to the speaker includes Positive face, Negative face, Bald on-record, and Off record.

### **1. Bald on-record**

Bald on record strategy allows speakers no effort to minimize the effect of Face Threatening Act. Generally, the speakers annoy the listeners, insult them and make them feel a little uncomfortable. This type of strategy is commonly found in areas where people know each other very well. Bald on-record strategy including (p.98):

- a) Maximum Efficiency**, is a situation where the speaker stress the efficiency of communication than anything. The speaker has no effort to minimize face threatened.



- b) **Metaphorical Urgency for Emphasis**, cases of where speakers speak based on the degree of urgency situation. This strategy used to get hearer's attention.
- c) **Metaphorical Urgency for High Valuation**, speaker speaks as he/she asking for hearer to care for speaker's face. The speaker implores hearer to satisfy the speaker's want or interest.
- d) **Task Oriented**, definitely in a form of instruction.
- e) **Power Difference between Speaker and Hearer** (Speaker is greater), is a situation in which speaker wants to satisfy hearer's face is small, either because speaker is powerful and wants to be rude or does not does not fear about redress.
- f) **Sympathetic advice or warnings** is a situation when speaker conveys that he or she does care about hearer's face. Sympathetic advice or warnings often appears in situation between speakers and hearers are mutually knows. Even, between speakers and hearers has close relationship. It is normally happened because both of participants are care each other.
- g) **Granting permission for something that hearer has requested**, this situation is often appearing in context of the hearer requesting something. Then, speaker will get advantages as the consequence for giving permission for hearer requested. Hence, speaker could give a requirements for hearer in her/his permission with no refusing.

## 2. Negative Politeness

Negative Politeness, according to Brown and Levinson (1978, p.129) is a kind of politeness that deals with the negative side of the satisfying of the listener. It's about actions of value. Speaker would like to stress the relative power of listeners in performing this way. All the strategies are useful in preserving the social gap. Negative politeness is also known as respect politeness when there is a need not to be interrupted and faced by every individual in the social process. Brown and Levinson said negative politeness is regressive action directed at the negative face of the listener. According to Brown and Levinson, the negative faces are:

- a) Be indirect
- b) Use hedges or questions
- c) Be pessimistic
- d) Minimize the imposition of hearer
- e) Give deference
- f) Apologize
- g) Impersonalize speaker and hearer
- h) State the FTA as a general rule
- i) Nominalize
- j) Go on record as incurring a debt, or as not indebting hearer

### 3. Positive Politeness

According to Brown and Levinson (1987) positive politeness is to satisfy the positive face of the listener. It means that the speaker shows his/her appreciation, approval, interest with the listener. Positive politeness includes, (p.322):

- a) Give notice or attend to hearer's interests, needs, wants
- b) Exaggerate interest in hearer's interest, approval and sympathy
- c) Intensify interest to hearer
- d) Use in-group identity markers
- e) Seek agreement
- f) Avoid disagreement
- g) Presuppose/raise/assert common ground
- h) Joke
- i) Assert or presuppose speaker's knowledge and concern for hearer's wants
- j) Offer and promise
- k) Be optimistic
- l) Include both speaker and hearer in activity
- m) Give or ask for reasons
- n) Assume or assert reciprocity
- o) Give goods, sympathy, understanding or cooperation to hearer

#### 4. Off record

The main purpose of off record is to eliminate some of the listener's pressure. In this case, the speaker is performing an act in a subtle way that the listener could interpret as some other acts. Off record utterance usually uses indirect language that is more general and specific. Off record strategy according to Brown and Levinson (1987), enables speakers to have one understanding of their speech includes the expression of being ambiguous, give hints or clues, presuppose, and others.

#### C. Previous Studies

Some previous studies about Politeness Strategies are; The study conducted by Novian Dwi (2013) entitled *Face Threatening Act performed by the Main Character of 300 Movie*. The results of this study are; that the movie's main character applies four FTA strategies. They are Bald on-record, positive politeness, negative politeness, and indirect strategy. As the main character, King Leonidas mostly used positive politeness in his utterance to show cooperation and make an effort to minimize the social distance from others. However, he still considers performing FTA baldly in giving orders to his soldiers. A study conducted by Riyan Kurniawan (2013) has the same result. The main character of *Up* movie also used positive politeness more often than other strategies. Yunisaa Ammaida in her research (2020) also found that positive politeness is the highest strategy used by the user to give

comments toward Donald Trump's Instagram post on *International Women's Day*.

Subsequently, a study was conducted by Fifi Fitria in 2017 about Face Threatening Act and Politeness Strategy in different gender performed by the male and female characters in *Beauty and the Beast* movie. The researcher analyzed the utterance of male and female characters because this study aimed to analyze politeness strategy in different gender. Thus, as the male character, Gaston mostly used Negative Politeness, and Belle (the main character), as the female character, used Positive Politeness more. The researcher also claims that the Positive Politeness strategy shows that the speaker understands the hearer's desire and should be respected. This study used the descriptive qualitative method. Similar with study above, Zainiyah in 2018 also conducted a study which analyzed politeness based on gender, entitled *Politeness Strategies Performed by Male and Female Characters in Roland Emmerich Movie*, found that bald on record mostly used by the male character and off record strategy by the female character. Arini Dwi in 2019 conducted a study about the use of Positive politeness in the comments of Bill Gate's caption on Instagram. She found that, the women used more strategies of positive politeness than the men.

Third, research published by *Prasasti: Journal of linguistics* in 2021 was conducted by I Gusti Ayu Vina and Wayan Nurita. Four politeness strategies; FTA used directly (on record), did the FTA indirectly (off record), Positive politeness strategy, and Negative politeness strategy, were found in

the Singaraja society's interaction. This study aimed to find two types of face threatening acts: positive Face threatening Acts and Negative Face threatening acts. Singaraja society's speech mostly performed face threatening acts with the utterances of commanding, asking, advising, demanding and angry, and threatening the Negative face. Subsequently, society used the utterances of accuse, feel guilty and insult to threaten the Positive face.

Fourth, *Politeness and Face Threatening Acts used in Conversation of Iraqi EFL Learners* conducted by Hussien Salah and published in *Glossa: a journal of general linguistics* in February 2020. This study applied the theory of Brown and Levinson, Roberts and Hoebe model work. The researcher speculated that students' most common politeness strategy is negative politeness. Therefore, there is a misuse of the Face Threatening Acts by Iraqi EFL learners. Also, Brown and Levinson's model works with the politeness strategies of Iraqi EFL learners, and the value of politeness expected in any conversation is higher than politeness observed using Brown and Levinson's Equation. This study used quantitative and qualitative analysis of the Face Threatening Act and Politeness strategies used by Iraqi EFL learners in their conversations to determine the effect of participants and situations performed the FTA. Hence, the result of this study is; that the students mainly used the strategy of Negative politeness toward the teachers, and the strategy of Bald on Record mainly was used by the students toward their colleagues. The misuse of FTA appeared because of their lack of practice, such as using polite

strategies in informal conversations and using less polite strategies in formal conversations.

Then the difference between this study and the previous studies, in this study analyze daily life communication of the vloggers' utterances which performed politeness strategies in YouTube vlogs. Therefore, this study will analyze the Politeness strategies performed by Ranz and his interlocutor in daily life conversations. Meanwhile, the previous studies analyzed Politeness strategy in the movie, directly as an interaction of society, or used by teachers and students.

## **CHAPTER III**

### **RESEARCH METHOD**

This research method chapter presents the method used in this research. It contains research design, data and data source, research instrument, data collection and data analysis.

#### **A. Research Design**

This research uses a descriptive qualitative approach because the data appear in utterances (sentences, words, expressions). Then it expects to present a profound explanation of the Politeness Strategies performed by Ranz Kyle and his interlocutor, Niana. The research will take focus on the meaning or messages inside the utterances of Ranz Kyle on his vlogs.

#### **B. Data and Data Source**

The data of this study are the utterances uttered by Ranz and Niana, which contained Politeness strategies on vlogs posted in his YouTube channel. The researcher only took the utterances of Ranz and Niana because they are the most speaker in the vlog.

The data source is taken from video sharing platform YouTube, in Ranz (Ranz Kyle) YouTube channel at vlogs published in December 2018 and January 2019; total of 8 videos.

#### **C. Research Instrument**

The researcher is considered the main instrument of this study, also known as the human instrument, because she actively participated in this study, including collecting and analyzing the data. The researcher



observed politeness strategies performed by Ranz Kyle and Niana on the vlogs in Ranz's YouTube channel to get the data. The researcher also analyzed the utterances categorized as four strategies of politeness performed by Ranz and Niana. Thus, the researcher had the most significant role in collecting, observing, and analyzing the data of this study.

#### **D. Data Collection**

To obtain the data, the researcher did the following stages in collecting the data of this research. First, downloading the videos posted by the vlogger in December 2018 and January 2019 on his YouTube channel, Ranz Kyle. Second, the researcher observed the videos accurately and focused on the vloggers (Ranz and Niana)' utterances and expressions, categorized as Politeness strategies uttered by Ranz or Niana. Each video was watched several times. Third, while watching the videos, the researcher took some notes of the utterances. Then, the researcher identified and analyzed the data based on Brown and Levinson's (1987) theory of Politeness strategy.

#### **E. Data Analysis**

After gathering the data, an analysis did in the following stages. First, the researcher classified politeness strategies used. Second, the researcher analyzed which utterances categorized to the Politeness Strategies theory of Brown and Levinson (1987). Finally, the researcher defined the significant reason why the utterances performed by Ranz and

Niana found as politeness strategies. Then, the data analysis is analyzed qualitatively. Afterward, the researcher will discuss the results that have already been gathered. In the end, the researcher will draw a conclusion based on the data analysis result and the result of the discussion.

## CHAPTER IV

### FINDINGS AND DISCUSSIONS

This chapter presents the findings and discussions of the study. Based on the research question above, the researcher analyzes the utterances which contain politeness strategies uttered by the vloggers; Ranz Kyle and Niana Guerero. The researcher was concerned about how the Politeness Strategies used by Ranz and Niana. Hence, this chapter has two sections; *the finding* explains the data gathering based on the theory of politeness strategies, and the *discussion* is based on the analysis of the data found to answer the research question.

#### **A. Findings**

The findings of this study are gathered from the videos posted by a well-known vlogger from the Philippines, Ranz Kyle, and his sister, Niana Guerero. The data are investigated by the Politeness strategies theory of Brown and Levinson (1987) and focused only on the utterances of the vloggers, which strategies used. After collecting the data from eight (8) videos of Ranz Kyle's vlog posted from December 2018 to January 2019. It was considered the newest data when the researcher started this study. By the vlogs, the researcher only found twenty-one (21) data. The researcher arranges the data based on the Politeness strategies' classification. Then, the researcher would like to describe the more profound analysis of the utterances between Ranz and Niana.

## 1. Bald on Record Strategy

### a. Maximum Efficiency

#### 1.) Datum 5

Ranz : (*spit out the Apple with spicy sauce*)

I can't anymore

Niana : **Yeah! Uhu!** (*laughing and yelling*)

This vlog is about to eat spicy food challenge. At the beginning of the vlog, Ranz already said that he hates spicy food and could not eat spicy foods, but he dared to eat spicy food to complete the challenge. After minutes, he gave up and spat out the food, and he uttered "I can't anymore" in a weak voice and started to drink the milk. Knowing the fact that Ranz cannot eat spicy food, and knowing that he did this challenge with a tough decision because he had to fight his inability to eat spicy food, instead of sympathizing, Niana looked very happy about defeating her brother, Niana screamed, "Yeah! Uhu!" and loudly laughed. Niana ignored Ranz's face and declared her win over the challenge. Thus, it shows that Niana has no effort to minimize threatening Ranz's face.

#### 2.) Datum 12

Ranz : **Niana, can I go down? I think that's, that's too much**

Niana : (*ignoring*) Ok guys this vlog is going to be 24 hours' night challenge (*laughing*)

Ranz confessed his fear when he climbed the wall.

Because Ranz lost in both rock climbing and archery game, he

was punished for climbing the wall again and hung there for thirty seconds. Indeed, after he confessed his fear, this punishment was a new threat for him. Next, when Ranz did his punishment, Niana tried to prank Ranz by sticking him in his climbing rope, so his punishment ran more than thirty seconds. Ranz began to panic when Niana pranked him, and he shouted randomly in English and Tagalog language.

At minute 06:29, Ranz complains to Niana because he was so panicked and felt very tired when hanging up there, saying, "Niana, can I go down? I think that is, that is too much" in a weak voice and slight stuttering. Ranz's utterances here are the strategy of Bald on Record, as Speaker wants to be rude without risk of offending. Therefore, he has implored the listener about his want to end the prank. However, instead of ending the prank immediately, Niana even ignored Ranz's complaint about her prank by saying, "this vlog is going to be 24 hours night challenge," followed by her laughing, which sounds satisfied enough. This sentence also includes Bald on Record's strategy of maximum efficiency because Niana tried to ignore Ranz by saying other things and giving no response to Ranz's complaint. Hence, Niana's prank in this vlog threatened Ranz's face baldly.

## 3.) Datum 17

Niana : (*open the door*) **Oh my God!**

The context is that Ranz and his crew have an idea about pranks in Niana as Ninja clan and disturbing Niana's sleep until waking her up. Nevertheless, accidentally Ranz's face is threatened. First, his prank failed because Niana had already woken up, even though she was the one who opened the door and shocked Ranz. Then, Ranz stood motionless because the prank he wanted to do did not run as he expected. However, Ranz did not give up and continued his action by showing the Ninja moves in front of Niana like his first plan. This unexpected situation successfully threatened Ranz's face. Knowing what her brother would do, Niana said the word "oh my god!" in a slightly loud tone, and she also showed a dismissive expression. Her acts include the Bald on Record of maximum efficiency strategy. Niana has no effort to minimize the FTA appearance, such as pretending like she does not know anything about Ranz's prank or pretending that she is still sleeping, or others to satisfy Ranz's face.

## 4.) Datum 19

Ranz : Happy 6 million subscribers huhu! Love you guys, so happy

Niana : **By the way (try to interrupt) by the way subscribe to Niana Guerero.**

Ranz : eww, (*shook his head*) bye!

This vlog begins by counting down 3 seconds to welcoming 6 million subscribers. Then, Ranz and Niana have a plan to celebrate the six million subscribers with a watermelon party in the pool. When Ranz Kyle enjoyed expressing his feelings for the subscribers about his achievement of six million subscribers, Niana has an effort trying to interrupt Ranz's sentence and threatened his face by saying another thing, not talking about Ranz's achievement or anything related to the Ranz's celebration of six million subscribers. Instead, Niana asked Ranz's subscribers to subscribe to her YouTube channel. Her words here used the strategy of Bald on Record of maximum efficiency. Ranz's response "wew!" and shaking his head have two meanings. Either he has disagreed or is too shocked by Niana's sudden utterance. It maybe not threatened Ranz's face if Niana did not interrupt him by promoting her YouTube channel when Ranz expressed his feelings to the subscribers. Hence, Ranz immediately did transition to the next part.

#### 5.) Datum 14

Ranz : Why you do that!?! (*asking Niana*)

Niana : That is 2018 prank

Ranz : I am so scare you know. But still, I am gonna.. (*unfinished sentence*)

: **Yeah, watch out!**

Ranz is unhappy with Niana's prank this time and makes him scared until he confesses his weakness by saying "I am so scared" in front of the viewers (and he chooses not to cut his confession part). Besides, almost in every vlog posted, Ranz Kyle often shows his excellent image to his vlog's viewers. Hence, pranked by Niana this time, successfully threatened his face. Next, in minutes 07:02, Ranz Kyle uttered a threat to Niana "yeah, watch out!". By saying that word, Ranz tries to warn Niana to be aware of what he will do. Ranz shows Bald on Record's strategy of warning because he warns Niana. Thus, Niana's facial expression changed. She looks like very shocked and scared at the same time. She also did not say any words right after Ranz threatened her by "watch out!". As the speaker, Ranz makes Niana loses her face. Of course, she feels uncomfortable with the situation.

#### 6.) Datum 11

Niana : How long? (*asking the crew about how long she climbed the wall*) **Five times (talk to Ranz), five times faster than my brother.**

Ranz : Yeah you are so fast, I mean ... (*not finished his words*)

The context of the situation is that Ranz and Niana have rock climbing challenges. Ranz is the first climber, and Niana is the second. After her turn as the rock climber, Niana



enthusiastically asked about the time she wasted when she climbed the rock wall. The fact that Niana is faster than her brother is brought a bright smile to her face. Then, happily, Niana talked to Ranz, the words “five times.” She also shows the sign of the number five by her fingers. Besides, the listener expressed an unhappy face and tried to force his smile, which shows a Face Threatening Act appeared. The speaker used the Bald on Record strategy of maximum efficiency as the speaker has no effort to minimize face threats. Speaker did not care about the facial expression changed and baldly said those words. Then, Ranz responded in a weak voice, even though he did not finish his sentence. Therefore, he decided to agree to his loss.

#### **b. Metaphorical Urgency for Emphasis**

##### 1.) Datum 2

Niana : I won!

Ranz : Second place (*raising his hand*)

Niana : **Second place not bad**

This conversation happened after they finished the challenge. After three laps around, Niana won the challenge and defeated her brother. At first, Ranz’s face was threatened by Niana’s win in the remote-control car race. Then, Niana starts mocking Ranz by saying, “second place is not bad.” Her utterance shows that she used the strategy of Metaphorical

Urgency for Emphasis. Niana uttered that word in a teasing voice and facial expression. Niana, as the speaker, threatened the listener's face indirectly by teasing the listener about his loss. The speaker teased the listener because she tried to get any attention from the listener about her win in the race. On other occasions, Ranz won the games more often than the speaker. Therefore, the speaker's win is a rare moment, so the speaker gladly teased the listener.

## 2.) Datum 13

Ranz : **I wanna go down now, Niana!**

Niana : Let him down. (*talk to the keeper*)

Niana : I swear he is gonna kill me dude (*run*)

Still hanging on the rock wall because Niana pranked him, Ranz began to feel tired, and all the words he said sounded very angry. Finally, Ranz pointed to Niana and firmly shouted, "I wanna go down now, Niana!". By those words, Ranz shows his anger toward Niana. Automatically, as the listener, Niana's face is threatened by Ranz's act. Her following sentence also proves Niana's face threat. She said, "I swear he is gonna kill me" it means Niana feels so scared about her brother's shout. Hence, as the speaker, Ranz speaks based on his urgent situation.

### c. Metaphorical Urgency for High Valuation

#### 1.) Datum 18

Ranz : That is the prank. Niana have been prank!

Niana : **I don't think so**

Ranz : (*awkward laughing*)

As described, Ranz's prank is failed. However, he considered that his prank plan was a success. In 08:14, Ranz said, "Niana have been pranked" he, as the prank planner in that vlog episode, "Ninja clan wake up prank," did not want the content to fail. So, he continued to act like the prank ran well. Ranz is the speaker, implicitly imploring Niana by agreeing that his success is his prank.

Nevertheless, Niana knows that his brother's prank is failed because of her. Then her response is to threaten Ranz's face baldly by saying, "I don't think so." Hence, she did not try to balance Ranz's effort to pretend that his prank was successful. Niana has no effort to satisfy Ranz's face. It includes Metaphorical Urgency for the High Valuation strategy of Bald on Record.

#### 2.) Datum 6

Ranz : It is my first time to try this thing (*showing wasabi paste*)

Niana : **It's good** (*winking*)

Because he lost in the spicy challenge, Ranz Kyle was punished by brushing his teeth with wasabi paste. He admitted that it was his first time trying the wasabi paste by saying, "It is my first time to try this thing." Then Niana tried to interrupt Ranz by saying "It's good" to Ranz's confession and showed a wink to the camera. Niana here wants to fool Ranz about wasabi's taste, which he has never tried. Niana wants to be rude without risk of offending, so she does not care about maintaining face. Niana said that the taste of wasabi is good when in fact, most people do not like the pungent aroma and the extreme spicy taste of wasabi except as a side dish when we eat sushi and others.

#### **d. Power Difference between Speaker and Hearer**

##### 1.) Datum 3

Ranz : **Rematch!**  
Niana : **No!**

Ranz, as the speaker, threatened Niana's face. After a tease from his sister about his loss, the speaker here cannot control his emotions and powerfully shouts at the listener (Niana) to do the rematch. Ranz's utterances about the rematch threatened Niana's face. Ranz complaining about the rematch means he refuses the result of the car race challenge. His complaint showed Bald on Record strategy about Power

difference between Speaker and Hearer. Ranz, as the speaker, has higher power than Niana, then he has no worries about asking for the rematch and no worry about threatening Niana's face. Indeed, Niana refuses that rematch by shouting "no!" because she has already won the challenge, painstakingly trying to defeat her brother.

Moreover, his disagreement also threatens Ranz's face because Niana does not impose his wants. Niana did not want to satisfy Ranz's face. Hence, if Niana agrees to the rematch, she might not have the chance to win or defeat her brother again. They both threatened to face each other, as shown in the dialogue above.

## 2.) Datum 20

Ranz : Are you ready? (*asking Niana*)  
 Niana : No  
 Ranz : (*pulling Niana*) **It's time to jump!**  
 Niana : It's chill, chill

When Ranz is asking Niana, "are you ready?" Niana answered that she was not ready yet. However, consciously Ranz pulls Niana to the pool filled with water and makes Niana almost go into the pool. Ranz's purposely act (pulling Niana to the pool) is threatening Niana's face baldly. This dialogue happens face to face, and even Ranz looked at Niana's face when she said no, but Ranz still teased Niana by pulling her

closer to the pool and saying, "It's time to jump!". Ranz's words show the Power difference between the speaker and hearer strategy of Bald on record. Ranz's power is higher than Niana. He, as an older brother does not have effort to redress the expression to satisfy Niana's face all the time. Here at a glance, Ranz looks has a tempting facial expression when he pulls Niana. Hence, Ranz baldly threatened Niana's face.

## 2. Negative Politeness Strategy

### a. Use Questions

#### 1.) Datum 1

Ranz : Are you ready? (*asking Niana*)  
 Niana : Yeah  
 Ranz : Let's go to the track... (*have not finished his sentence*)  
 Niana : **Are you ready to lose?**  
 Ranz : I'm gonna win  
 Niana : Ok, let's see

The context of the dialogue is about Ranz's idea about the remote-control car race challenge. Ranz told his team and asked them to set up the DIY race track and asked Niana to be his rival. Hence, in minutes 01:23, Ranz's face is threatened by Niana's question. Niana as the speaker, the one who uttered a question, "*are you ready to lose?*" threatened Ranz (the listener) 's face. It includes the strategy of Negative politeness as the Use of Questions. The speaker uttered that question because she wanted to dare the listener about the remote-

control car race and threaten the listener's confidence to win the race by speaking that sentence and ignoring the listener's face. Even the listener cannot finish his words. Then, the listener answered the question by saying, "*I am gonna win*," in a flat tone without any stress in his utterance. It shows that the question threatens him, and he tries to calm himself by showing a little smile to the speaker.

## 2.) Datum 7

Ranz : (*brushing his teeth*) Omagah!! (*spit out the wasabi paste*)

Niana : (*laughing*)

Niana : And, how do you feel? (*asking Ranz*)

Ranz : It's like a, I mean, I even didn't drink the water (*express a show off face*)

Niana : Hooo! **You want another one?**

Ranz got punished because he loses in the *eat spicy food* challenge. So, the punishment is brushing teeth with the wasabi paste. Besides, that is his first-time trying wasabi. At minute 7:05, Ranz spits out the wasabi paste and shocked by the taste of the wasabi. In the end, he finished the punishment and showed off to Niana that he even did not drink the water after brushing his teeth with wasabi. Next, Niana responds to Ranz's show off-sentence by saying, "You want another one?". The effect of this sentence makes Ranz express an awkward smile and even not answer to Niana. Niana, with no effort to

minimize the FTA, directly asking Ranz about brushing his teeth with wasabi paste again without understanding that Ranz was the one who got the punishment of tasting the wasabi paste as toothpaste. Her utterance shows the Negative politeness strategy of Use Questions to be rude without risk of offending.

## b. Being Indirect

### 1.) Datum 15

Niana : I am gonna pay it.  
 Ranz : She is gonna pay for it. (*awkward smile*)  
 Niana : Yes.  
 Ranz : (*shocked*) **Are you gonna pay?**  
 Niana : Yes!

The context of the dialogue is Ranz disguised as a Santa Claus and surprising Nathalia (Ranz and Niana's young sister, five years old). But first, Ranz and Niana bought many toys and dolls for Nathalia at the toys store. At minutes 01:31, Niana already said she would pay for Nathalia's toys, but Ranz considered that Niana was joking, so he repeated Niana's sentence and showed an awkward smile. Until Niana said, "Yes.", Ranz's face was changed to a shocking expression, and he asked, "Are you gonna pay?" to make it clear. And Niana answered "Yes!" again confidently. Ranz, as the speaker, had doubted that Niana could pay for all Nathalia's toys. He expressed his doubt explicitly by showing his shocked face. Also, this might indirectly threaten Niana's face because Niana



only shows a severe face without saying any words. Here, the speaker used the Negative Politeness strategy of Being Indirect.

### 3. Positive Politeness

#### a. Giving Sympathy or Understanding

##### 1.) Datum 9

Ranz : *(finish his turn as the rock climber)*

I was so scared

Niana : **It is okay**

Ranz told his feeling about climbing the rock, and he was so scared. Next, Niana responded to her brother's confession of his emotion. Here Niana wants to represent her sympathy and understand her brother's feelings by calming her brother by saying, "It's okay." There is no face threatened to appear in this Datum. Niana, as the speaker, used the Positive Politeness strategy of Giving sympathy or understanding to the hearer.

##### 2.) Datum 10

Ranz : Wait, wait, wait, wait. Let me tell you something. I was not supposed to really go up, I was giving up. But, you know I can ring (the alarm) it.

Niana : **Yes, never give up. (high five with Ranz)**

Ranz : I face my fear. Yeah, moral lesson.

The speaker in Datum 10 also used the strategy of understanding to the hearer of the Positive politeness strategy. He said that he almost gave up and would not continue

climbing the wall, but he faced his fear and tried to climb again until he could ring the alarm on the top of the rock wall. Niana's response, as shown in the dialogue above, expresses how she listens to and understands her brother well. Then, she said, "Yes, never give up," and did high five with her brother to bring back her brother's spirit and support him. Hence, there is no face threatened in this datum to appear because all Niana did give support and understand her brother.

**b. Exaggerating the Interest to Hearer**

1.) Datum 16

Ranz : So, because I am a good brother, I am gonna treat you Niana, and everyone.

Niana : **Wooo! (*cheer happily*)**

The content is about dribbling a basketball challenge and getting distracted by the toy gun, water gun, and water balloon fired by Ranz YouTube team. The result of the last to stop dribbling challenge is Ranz won the challenge and got 10.000 Philippine peso cash, and the fact is that money is Ranz's own money, and it means winning this challenge, he won nothing. Next, Ranz said, "So, because I am a good brother, I am gonna treat you Niana and everyone.". Ranz here said he wants to treat everyone as the reward of their hard work as Ranz's YouTube team. Because Niana was also included in the list,

she was pleased about her brother's threats. Hence, she responds by cheering happily to Ranz's statement. Niana's response used positive politeness strategy by exaggerating the interest to satisfy Ranz's face about his wants.

### c. Joke

#### 1.) Datum 8

**Niana : He is so, he is so grateful for his ex!**

This vlog is the shortest video posted by Ranz Kyle in December 2018. While waiting for his brother, Niana played a song that she thought would be compatible with Ranz's situation those days. It is *Thank U, Next* song by Ariana Grande. Therefore, when Ranz came back to the car, he expressed shock. Niana told him that the song was perfect to describe his situation. Ranz seems to agree with it in the following minutes because he starts joining Niana to dance. Niana also changes the pronoun of the original lyrics to Ranz's point of view "He is so grateful for his ex.". Unexpectedly, Ranz shows a little smile to Niana's sally. Thus, Ranz showed that he has no refusal of Niana's utterances. Until the end of the song, Ranz is still enjoying his move. There is no FTA performed by Ranz or Niana because they both enjoy the song. Even Niana teased him with lyrics changed. However, Ranz's face is not threatened. It is clear that Niana only wants to have

fun by singing, dancing, and teasing her brother, and Ranz's look is undoubtedly refined.

## 2.) Datum 21

Ranz : Ok guys, every drop matters. **This handball drop is for Niana, because I love you, and it is almost your birthday.**

**Hu! (*shouted and threw the watermelon hard*)**

Next, they have to get ready for the celebration party by throwing watermelons into the rubber pool and then soaking the watermelons in. Before swimming to the watermelon pool as planned in the opening of the vlog, Ranz and Niana make a different way to put the watermelon into the rubber pool by throwing the watermelon one by one with shouting everything they want (as dedication). Ranz dedicated his watermelon to Niana and confessed his feeling that he loves Niana, then shouted "Huh!!" and threw the watermelon hard until it made a big amount of water splash. Niana smiled and saw her brother's act. Although Ranz's act includes the Positive Politeness strategy of Joking, it is also explained by Ranz that he was only joking (when throwing the watermelon hard). Therefore, there is no Face Threatening Act in this datum because Ranz's jokes reduce face threats to a minimum.

#### 4. Off Record

Ranz : I got so tired, that is the punishment.

Niana : **Peace** (*smiling*)

After running the punishment, Ranz breathlessly confessed his tiredness as in datum 4, “I got so tired, that is the punishment.” Niana, as the speaker, responded by saying “peace” with precise intonation and showed a weird smile. Her utterances have two meanings. First, she is satisfied with the result and feels okay to see Ranz being punished, or second, Niana feels guilty towards her brother because she saw how tired her brother was of the punishment. Hence, indirectly she uttered that word. It shows that she used the Off record strategy of Be ambiguous. Consequently, no face threatening act appeared because Niana has an effort to minimize threatening Ranz’s face.

## **B. Discussions**

In order to conduct good communication, it is crucial to maintain the listener's face. Using politeness strategies, we have a basic understanding of how to maintain the listener's face or the language usage to achieve our goals in communication. Brown and Levinson (1987) state that in conducting communication a person may use one or more strategies, they are: performing utterances directly (bald on record), conduct indirectly (off record), using a Positive politeness strategy, and Negative politeness strategy. Hence, the researcher conducts to answer the research question of this study, "how politeness strategies are found on vlogs of Ranz Kyle in YouTube channel?". Based on the finding above, the researcher found 21 data on Politeness strategies performed by Ranz Kyle and his sister Niana Guerrero.

The 21 data found are; 12 data of Bald on record strategy and 3 data of Negative politeness strategy, 5 data of Positive politeness and 1 data of Off record. Bald on record is the most frequent strategy used in vlogs posted by Ranz Kyle because this strategy has no minimization of the face threat. The speaker also stresses the efficiency of communication and ignoring the face threat. Face redress is not required in this strategy, so the speaker baldly uttered everything and has no effort to minimize the face threat. Ranz and Niana have a close relationship as siblings and mutually know each other and encouraged either Ranz or Niana to do Bald on Record. Power differences also influence FTA appeared.

Meanwhile, from the seven strategies of Bald on record, this study only found four strategies. The researcher found 6 data of Maximum Efficiency, 2 data of Metaphorical Urgency for Emphasis, 2 data of Metaphorical Urgency for High Valuation, and 2 data of Power Difference between Speaker and Hearer. These variations of the situation had found in vloggers' utterances on vlogs. They often use Bald on record strategy in a particular situation with any context. However, Bald on Record is a strategy performed much in Face Threatening Act.

Furthermore, the researcher found 3 data classified as Negative politeness strategy of Use Questions and Be Indirect. Implicitly, the speaker wants to be rude without risk of offending. The speaker does not care about maintaining face. Hence, being indirect or asking questions can threaten the hearer's face because the speaker and the hearer have a close relationship and know each other. Then, this strategy also performs Face Threatening Act because the speaker doubts the hearer's want and or the face is not satisfied.

There are 5 data classified as Positive politeness strategy. 2 data of Giving gifts to the Hearer (sympathy or understanding), 1 data of Exaggerating the interest to the hearer, and 2 data of Joking. According to Arini (2019), Positive politeness appears in a team or friends or when an individual understands one another. It always tries to decrease the distance by being friendly and showing interest in the speaker's wants. In this strategy, the researcher did not find any utterances which performed Face Threatening Act.

Both Ranz and Niana only express sympathy, satisfy their interest, and understand each other.

Only 1 data of Off Record was found in this study. It is a strategy of Be Ambiguous. Niana uttered the ambiguous word “peace,” which can have two meanings. The speaker’s acts cannot be interpreted in a single manner. Therefore, this strategy has no FTA used because Niana has an effort to minimize the threatened face by being ambiguous.

This study shows that there are two types of Politeness strategies that performed Face Threatening Act: Bald on record and Negative Politeness. The Philippine vloggers Ranz Kyle and Niana Guerero mostly used Bald on Record strategy because they already know each other and have a very close relationship as siblings. The power difference about Ranz is older than Niana also impress FTA appeared. And cannot be ruled out that situational context triggers the FTA. Thus, both of them have no worries about threatening the face.

For a reason, Politeness strategies are used by the substantial researcher. Some studies also found the expected result of the Bald on record usage, as well as the study conducted by Hastari (2013). This study has found that Bald on record is an overwhelming strategy used by the characters performing FTA. However, this study only found three politeness strategies used by the characters: Bald on record, Positive politeness, and Off record. Here, the use of Bald on record is influenced by the legitimate power of the speaker or hearer.



In line, Siti Nita (2016) claims the use of Bald on record strategy occurs in any context of communication. The vloggers use bald on record in various factors, such as particular context, degree of the urgency, or factors that affect social distance, power relations between the speaker and hearer, and the relative threat of FTA. By performing Bald on record strategy, the speakers reveal the impact to the hearer. The effect is visible in the way it is reflected in the situation, based on the context and circumstances of the speaker. Those are the expression of shock, discomfort, offense, and offensive. Furthermore, the findings show that most vloggers used Maximum efficiency in various contexts, such as mocking, ignoring/refusing, criticizing, doubting, and anger.

In contradiction, Novian's (2013) studies found that Positive politeness is the standard used strategy by the main character of 300 movie (King Leonidas). It is because the main character wants to show cooperation and has an effort to minimize the social distance from others. And a study conducted by Fitria Rahmawati in 2017. This study also found that the main character (Princess Belle) mostly used Positive politeness because she is very friendly, and all she wanted to do only satisfy the interlocutor. Like this research, the vloggers here also performed the Positive politeness strategy because both vloggers are siblings and have emotional relations. Thus, sometimes they showed sympathy and understanding for each other to express their feelings. Therefore, the researcher found all these studies analyzed FTA in different data and data sources.

## **CHAPTER V**

### **CONCLUSION AND SUGGESTION**

In this chapter, the researcher provides the result of this study as the conclusion based on findings and discussion. In addition, the suggestion is given to the next researcher to have more improvements in this field of this study.

#### **A. Conclusion**

According to the result of the findings and discussion in the previous chapter, the researcher concludes that Politeness Strategies was used by Ranz Kyle and Niana Guerero on vlogs in his YouTube channel. And found 21 data includes the four strategies of politeness.

Among the Politeness strategies used by the vloggers, the dominant one is Bald on record strategy. The strong reason is that these two vloggers have a very close relationship as siblings, also knowing each other. Unfortunately, the researcher did not find the complete sub-strategy of each politeness strategies.

#### **B. Suggestion**

Based on the result of this study, the researcher suggests to the next researcher to find politeness strategies in other context, including the itemized analysis to enrich the findings before and add some aspects to make the findings more varied.

Therefore, the researcher used vlogs posted on YouTube as the object data or data source. The next researcher is expected to use other relevant data or the newest development of digital technology as the object of the study.

Also, the researcher suggests the next researcher conduct further studies to use other theories to analyze Politeness Strategies. Besides, this study hopefully becomes a reference in Politeness strategies cases for the next researcher.

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## **CURRICULUM VITAE**



**Ade Irma Suryani** was born in Bandung on October 5, 1997. She graduated from SMA Negeri 1 Ketapang, Sampang-Madura in 2015. During her study at Senior High School, she actively participated in some extracurricular activities. She joined an English Club as the second mentor assistant and she joined school choir as main tone team and won several competitions. She started her higher education in 2015 at the Department of English Literature, Universitas Islam Negeri Maulana Malik Ibrahim Malang.

## APPENDIX

Vlog title	Date	Datum	Conversations	Minutes	Politeness Strategies			
					Positive	Negative	Bald on-record	Off record
Epic RC Car Race Challenge!!   Ranz and Niana	December 4 <sup>th</sup> , 2018	1	<b>N: Are you ready to lose?</b> R: I am gonna win N: Ok, let's see	00:01:22		Use Questions		
		2	N: I won! R: Second place <b>N: Second place not bad</b>	00:04:27			Metaphorical Urgency for Emphasis	
		3	<b>R: Rematch!</b> <b>N: No!</b>	00:04:28			Power Difference between S and H	
		4	R: I got so tired, that is the punishment. <b>N: Peace</b>	00:05:49				Be Ambiguous
You Drink You Lose! (Spicy Challenge) – Ranz and Niana	December 8 <sup>th</sup> , 2018	5	R: I can't anymore <b>N: Yeah! Uhu!</b>	00:05:43			Maximum Efficiency	
		6	R: It is my first time to try this thing <b>N: It's good</b>	00:06:36			Metaphorical Urgency for High Valuation	
		7	R: It's like a, I mean, I	00:07:21		Use		

			even didn't drink the water <b>N: HUU! You want another one?</b>			Questions		
When Thank U Next by Ariana Grande Comes On   Ranz and Niana	December 13 <sup>th</sup> , 2019	8	<b>N: He is so, he is so grateful for his ex!</b>	00:01:29	Joking			
Shoot the Rock Climber (Stuck on Top Prank) – Ranz and Niana	December 18 <sup>th</sup> , 2018	9	R: I was so scared <b>N: It's okay</b>	00:03:19	Give Sympathy or Understanding			
		10	R: I wasn't supposed to really go up, I was giving up. But, you know I can ring it. <b>N: Yes, never give up.</b> R: I face my fear.	00:03:22	Give Sympathy or Understanding			
		11	<b>N: Five times, faster than my brother</b> R: yeah you are so fast, I mean..	00:04:29			Maximum Efficiency	
		12	R: Niana, can I go down? I think that's too much <b>N: Ok, this vlog is going to be a 24hours night challenge</b>	00:06:28			Maximum Efficiency	
		13	<b>R: I wanna go down,</b>	00:06:41			Maximum	



			<b>now! Niana!</b> N: Let him down				Efficiency	
		14	<b>R: I am so scary you know, but still, I am gonna... Yeah, watch out!</b>	00:07:00			Maximum Efficiency	
Santa Claus Surprises Our Baby Sister!! – Ranz and Niana	December 29 <sup>th</sup> , 2018	15	<b>R: Are you gonna pay?</b> N: Yeah	00:01:34		Being Indirect		
Last to Stop Dribbling Wins 10 000!! – Ranz and Niana	January 10 <sup>th</sup> , 2019	16	R: So because I am a good brother, I am gonna treat you Niana and everyone. <b>N: Wooo</b>	00:04:58	Exaggerating the Interest to H			
Ninja Clan Wake Up Prank!! (Japan Trip)   Ranz and Niana	January 22 <sup>nd</sup> , 2019	17	<b>N: Oh my God!</b>	00:07:04			Maximum Efficiency	
		18	R: Niana have been prank! <b>N: I don't think so</b>	00:08:14			Urgency for High Valuation	
6 Million Subs Watermelon Party!! - Ranz and Niana	January 29 <sup>th</sup> , 2019	19	<b>N: By the way guys, Subscribe to Niana Guerero</b> R: wew!	00:02:40			Maximum Efficiency	
		20	<b>R: Are you ready?</b> N: No R: It is time to jump!	00:05:50			Power Difference between S and H	

		21	R: Ok guys, every drop matters. <b>This kind of ball drop is for Niana, because I love you, and it is almost your birthday. Hu!</b>	00:06:47	Joking			
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**Data classified to:**

- **Bald on-Record**      **12**
- **Off Record**            **1**
- **Positive Politeness**   **5**
- **Negative Politeness**   **3**