

**POLITENESS STRATEGIES IN K-POP DAEBAK SHOW
PROGRAM**

THESIS

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2022**

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PROGRAM**

THESIS

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

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MALANG**

2022

STATEMENT OF AUTHORSHIP

I state that the thesis entitled “**Politeness Strategies in K-pop Daebak Show Program**” is my original work. I do not include any materials previously written or published by another 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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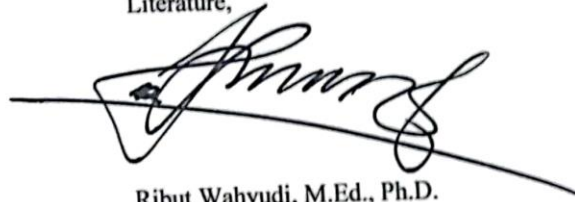
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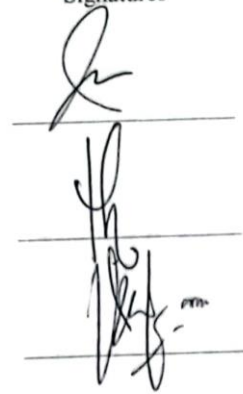
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MOTTO

You only live once; Keep working harder to achieve your goals.

No one can help you from laziness except yourself.

DEDICATION

To my beloved parents

Ayah Nasirin and Ibu Safinatur Rohmah, thanks for always being there for me. It would have never been possible without your support, encouragement, and endless love.

To the most handsome boy, my dearest little brother

Alm. Fajar Ubaidillah Amin, I believe you're always by my side even though I can't see you for real.

To the most beautiful girl, my dearest little sister

Fina Zulfa Ramadani, thank you for entertaining my day with laughter when I feel bored.

To my beloved advisor

Ibu Vita Nur Santi, M.pd, thank you for guiding me well and patiently.

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Alhamdulillahirabbil'alamiin, I would like to express my gratitude and thanks to Allah SWT, who has allowed me to complete this thesis entitled POLITENESS STRATEGIES IN DAEBAK SHOW PROGRAM. I believe without God's help, I can't finish it. Thank everyone who has helped me complete this thesis.

Firstly, I would like to express my endless gratitude to my parents, my father, Nasirin, and my mother, Safinatur Rohmah, who have always given me constant attention, support, and strength. Also, I would like to send thousands of prayers for my dearest little brother Alm. Fajar Ubaidillah Amin. And my dearest little sister Fina Zulfa Ramadani always encourages me and cheers me up to make my days colorful.

Secondly, I would like to express my deepest gratitude to my beloved advisor, Mrs. Vita Nur Santi, M.Pd, for her patience, insightful input, and challenges that have helped me improve this thesis be better. Also, I would like to thank my academic advisor, Mrs. Rina Sari, who has become my second parent during college. Thank you for the direction and motivation given during the lecture. And also, I would like to thank Mr. Agwin Degaf and Mrs. Habiba Al Umami, the thesis examiners, for their suggestions in providing direction for the revision of my thesis be better.

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Lastly, I want to express my heartfelt gratitude to everyone. I hope this thesis can help readers and researchers interested in the same research topic to understand the theory. I also realize that this research still needs improvement. Therefore, suggestions and criticisms are needed for better improvement.

The Researcher.

Fina Amilatul Lutfiah

ABSTRACT

Lutfiah, Fina Amilatul. 2022. **Politeness Strategies in K-pop Daebak Show Program**. Thesis. Linguistics, English Literature Department, Faculty of Humanities, Universitas Islam Negeri Maulana Malik Ibrahim Malang.

Advisor : Vita Nur Santi, M. Pd.

Keywords : Politeness Strategies, Pragmatics, Podcast.

This research discusses the politeness strategy in the K-Pop Daebak Show Podcast. This research focuses on the politeness strategy guest stars use as foreign speakers. This study aims to analyze the types of politeness strategies and how the guest star expresses the politeness strategy in the K-Pop Daebak Show Podcast. This study used the descriptive qualitative method. In addition, the researcher uses the theory of Brown and Levinson (1987) about the politeness strategy. This study found three strategies: positive, negative, and bald on-record politeness. The off-record strategy was not found in this research. The positive politeness strategy is the most widely used strategy by guest stars. When in a situation where the level of imposition is getting higher, guest stars use a negative politeness strategy. When there is a level of intimacy between speakers, politeness is used. As for politeness and culture, guest stars tend to use more "positive" politeness than "negative" devices. A clear tendency that guests to say more "thank you" directly. And it is recommended for further research using different contexts or different subjects related to the use of politeness strategies by foreign speakers.

ABSTRAK

Lutfiah, Fina Amilatul. 2022. **Strategi Kesopanan dalam Program Acara K-Pop Daebak**. Skripsi. Linguistik, Jurusan Sastra Inggris, Fakultas Humaniora, Universitas Islam Negeri Maulana Malik Ibrahim Malang.

Pembimbing : Vita Nur Santi, M. Pd.

Kata Kunci : Strategi Kesopanan, Pragmatik, Podcast.

Penelitian ini membahas strategi kesopanan dalam podcast acara K-pop Daebak. Penelitian ini berfokus pada strategi kesopanan yang digunakan bintang tamu sebagai pembicara asing. Penelitian ini bertujuan untuk menganalisis jenis strategi kesopanan dan bagaimana bintang tamu mengekspresikan strategi kesopanan dalam podcast acara K-pop Daebak. Penelitian ini menggunakan metode kualitatif deskriptif. Selain itu, peneliti menggunakan teori Brown dan Levinson (1987) tentang strategi kesopanan. Studi ini menemukan tiga strategi: kesopanan positif, negatif, dan bald on record. Strategi off-record tidak ditemukan dalam penelitian ini. Strategi kesopanan positif adalah strategi yang paling banyak digunakan oleh bintang tamu. Ketika dalam situasi di mana tingkat pemaksaan semakin tinggi, bintang tamu menggunakan strategi kesopanan negatif. Ketika ada tingkat keintiman antara penutur, kesopanan digunakan. Adapun kesopanan dan budaya, bintang tamu cenderung menggunakan lebih banyak kesopanan "positif" daripada perangkat "negatif". Kecenderungan yang jelas bahwa para tamu untuk mengatakan lebih banyak "terima kasih" secara langsung. Dan direkomendasikan untuk penelitian lebih lanjut menggunakan konteks yang berbeda atau subjek berbeda yang terkait dengan penggunaan strategi kesopanan oleh penutur asing.

مستخلص البحث

لطيفة ، فينا أميلاتول. 2022. استراتيجيات التأدب في برنامج K-pop Daebak Show. أطروحة. اللسانيات ، قسم الأدب الإنجليزي ، كلية العلوم الإنسانية ، مولانا مالك إبراهيم الدولة الإسلامية جامعة مالانج.

المستشارون : فيتا نور سانتي ، الماجستير
الكلمات الدالة: استراتيجية الأدب، تدوين صوتي

تناقش هذه الدراسة استراتيجيات الأدب في بودكاست K-pop Daebak. يركز هذا البحث على استراتيجيات الأدب التي يستخدمها الضيوف كمتحدثين أجانب. تهدف هذه الدراسة إلى تحليل أنواع استراتيجيات الأدب وكيف يعبر الضيوف عن استراتيجيات الأدب في بودكاست K-pop Daebak. يستخدم هذا البحث المنهج الوصفي النوعي. بالإضافة إلى ذلك ، استخدم الباحثون نظرية براون وليفينسون (1987) لاستراتيجيات الأدب. ووجدت الدراسة ثلاث استراتيجيات: مهذب إيجابي ، وسلبى ، وأصلع. لم يتم العثور على استراتيجية غير قابلة للسجلات في هذه الدراسة. استراتيجية التأدب الإيجابية هي الإستراتيجية الأكثر استخدامًا للنجوم الضيوف. في حالة ارتفاع مستوى الإكراه ، يستخدم الضيف استراتيجية مهذبة سلبية. عندما تكون هناك درجة من العلاقة الحميمة بين المتحدثين ، يتم استخدام الأدب. أما بالنسبة للتأدب والثقافة ، فإن النجوم الضيوف يميلون إلى استخدام أدب "إيجابي" أكثر من الأجهزة "السلبية". هناك ميل واضح للضيوف لقول المزيد "شكرًا" بشكل مباشر. ويوصى بإجراء مزيد من البحث باستخدام سياقات مختلفة أو مواضيع مختلفة تتعلق باستخدام استراتيجيات الأدب من قبل المتحدثين الأجانب.

TABLE OF CONTENTS

STATEMENT OF AUTHORSHIP.....	i
APPROVAL SHEET.....	ii
LEGITIMATION SHEET.....	iii
MOTTO.....	iv
DEDICATION.....	v
ACKNOWLEDGEMENT.....	vi
ABSTRACT.....	vii
TABLE OF CONTENTS.....	x
CHAPTER 1.....	1
INTRODUCTION.....	1
A. Background of The Study.....	1
B. Research Question.....	5
C. Objective of The Study.....	5
D. Significance of The Study.....	6
E. Scope and Limitation.....	6
F. Definitions of Key Terms.....	7
G. Previous Studies.....	7
CHAPTER II.....	12
REVIEW OF RELATED LITERATURE.....	12
A. Pragmatics.....	12
B. Politeness and Face.....	13
C. FTA (Face Threatening Act).....	14
D. Politeness Strategies.....	15

1. Bald on Record strategy.....	15
2. Off-record Strategy.....	16
3. Positive Politeness Strategies.....	20
4. Negative Politeness Strategies.....	24
E. Politeness and Society.....	27
CHAPTER III.....	31
RESEARCH METHOD.....	31
A. Research Design.....	31
B. Research Instrument.....	31
C. Data Source.....	32
D. Data Collection.....	33
E. Data Analysis.....	33
CHAPTER IV.....	35
FINDINGS AND DISCUSSION.....	35
A. Findings.....	35
B. Discussion.....	53
CHAPTER V.....	57
CONCLUSION AND SUGGESTION.....	57
A. Conclusion.....	57
B. Suggestion.....	58
REFERENCES.....	59
CURRICULUM VITAE.....	61
APPENDIX.....	62

CHAPTER 1

INTRODUCTION

This chapter presents Background of The Study, Research Questions, Research Objects, Scope and Limitations of The Problem, Research Significance, Definitions of Key Terms, Previous Research, Research Methods containing Design, Research Instruments, Data Sources, Data Collection, and Data Analysis.

A. Background of The Study

Success in communicating requires a thorough mutual understanding of the social and cultural norms that interact with one another. The way a speaker of a language behaves in certain situations represents his personality and the culture in which he was raised. Therefore, one needs to be careful about one's behavior and use of language during communication. Impolite or aggressive remarks can lead to conflict, while conflicts are less likely to occur between people interacting after someone's intentions have been politely communicated. Therefore, politeness is considered an important strategy to be considered in our daily conversations.

In conversation, there are speakers and partners. Since the basic content of conversation includes questions, orders, requests, offers, complaints, apologies, and suggestions, knowing how to use politeness strategies is especially important at the start of a relationship between two parties. Being polite in social relationships is important. People must be

polite because it enhances their face and the person being addressed, i.e., showing respect for others.

Politeness is the most important component in communication. Politeness is a key point in improving interpersonal relationships and communication (Yu & Ren, 2013). In everyday life, humans communicate with each other to maintain social relationships. To obtain smooth communication, humans need to consider each other's feelings by showing politeness towards the other person. Politeness is behavior that tries to take into account the feelings of the person we are talking to. Yu & Ren said that politeness is one of the main ways in human interaction that regulates consideration of other people's communicative feelings. According to Kornelaieva (2019), we can understand politeness as the behavior we show to avoid conflict or to build a harmonious relationship with the other person. In conclusion, politeness is one of the most effective strategies to build interpersonal relationships in human communication, thus politeness is very important in human communication.

In communication, many non-native English speakers know how to speak politely in their language, but those who use English as a foreign language will find it difficult to choose the right phrases or words. When people interact using English as a foreign language, they will spend a lot of time talking because they are trying to practice it well. Usually, foreign English speakers use English based on their own cultural experience, which causes misinterpretation in communication. They sometimes appear

relatively unknowingly impolite and unfriendly (Karimkhanlooei & NargesVaezi, 2017). Therefore, to communicate effectively across cultures, foreign speakers of English are often advised to be mindful of their cultural differences and familiarize themselves with the politeness strategies used in everyday conversation by native speakers, as these are an important part of all social interactions.

Politeness is a linguistic phenomenon that is more often encountered in everyday communication. This phenomenon can be observed in interaction in podcasts. The podcast is an interactive dialogue space accessed via the internet (Adani, 2020). The podcasts available are not only in the form of audio but with current technological developments, there are podcasts in the form of videos. There is usually someone as a host in a video podcast and one or several people who are invited as guest stars. The podcast cannot separate the host and guest stars in the Conversation. Usually, the host will look for information about the guest stars, so many question and answer sessions will make the Conversation active. So that the interaction between the host and the guest star play important role in the production of politeness strategies.

Currently, listeners' popularity and interest in podcasts are getting higher (Sukmasari, 2019). It is because podcasts are an interesting interaction and seem more relaxed. Many content creators create podcast video content on YouTube. One of the podcasts that become the object of this research is the K-pop Daebak Show on the Dive Studios Youtube

channel. K-pop Daebak Show is a Korean podcast that uses English during conversations. The guest stars who attend are guest stars who can speak English. The English language skills possessed by the guest stars are due to different backgrounds, such as being able to speak English because they have lived in a country that uses English as their daily language. Some are descendants of native English speakers, and some learn English and finally can speak English. In addition, the guest stars who attended were not only k-pop idols but also guest stars from various countries. So in this podcast, there are cultural variations owned by the guest stars.

Regarding the politeness phenomenon, the podcast in the K-pop Daebak show is fascinating to study. Culturally appropriate appearance poses a challenge for foreign speakers because they have to choose adequate politeness strategies and assess the social relationship between themselves and the interlocutor, which is interpreted differently in different cultures. So, in this case, this research focuses on the use of politeness strategies by guest stars as foreign speakers who come from countries that use English as a foreign language.

There have been many studies on politeness that have been carried out by several researchers in various contexts in the same area, such as in conversations in academic contexts (Rejeki & Azizah, 2019), within online class blog (Adel, Davoudi, & Ramezanzadeh, 2016), within question and answer sessions (Ummah, 2018) within school (Fitriyani & Andriyanti, 2020), within speech (Alavidze, 2018), within talkshow (Rabab'ah,

Rabab'ah , & Naimi, 2019). Then this topic has been also carried out within written text (Getkham, 2014), (Francis, 2021) and reserch article (Agbaglo, 2017). In addition, reseacher have also investigated politeness strategies by focusing on foreign speaker.

Based on the explanation and previous studies above, this research has something different from previous research. The analysis on the previous study explained each kind of politeness generally. Related to this, the researcher has one similar aspect with Adel, Davoudi, & Ramezanzadeh (2016), Rejeki & Azizah (2019), and Fitriyani & Andriyanti (2020), namely politeness strategies used by people as foreign speaker but focuses on different context, that is podcast as the main context of this study. Then, the data is taken from K-pop Daebak show in *Dive Studios* YouTube channel and the present study analyzes politeness strategies used among the guest in that podcast.

B. Research Question

1. What types of politeness strategies are used by the guests in K-pop Daebak show program?
2. How are politeness strategies used by guests in K-pop Daebak show program?

C. Objective of The Study

1. To find out the types of politeness strategies are used in K-pop Daebak show.

2. To know politeness strategies were used by guests in K-pop Daebak show program.

D. Significance of The Study

Theoretically, the result of the study can contribute to expanding the theoretical review of politeness research. Moreover, this research is about politeness strategies used by guest with english as foreign language in Daebak show program.

Practically, this research can be a reference for further research with the same topic, namely politeness. The researcher also hopes this research can help readers understand more about politeness strategies and implemented politeness strategies in daily communication.

E. Scope and Limitation

This study focuses on the politeness strategies used by guest in podcast. This study aims to determine the types of politeness strategies and understand how the guest applies politeness strategies in Daebak show program. Then, this study uses the politeness strategy of Brown and Levison's theory (1987) in analyzing the conversations that occur in Daebak show program. Those strategies divided into four categories, namely Bald on Record strategy, Off Record strategy, Negative Politeness strategy, and Positive Politeness strategy. The limitation of this research is to analyze only one podcast with two different guest stars. The data only come from the guest with English as foreign language. Here, the guest come from born and raised in home country.

F. Definitions of Key Terms

1. **Politeness** is being polite to build harmony in terms of communication.
2. **Politeness strategy** is strategies the speaker uses to minimize or avoid FTAs.
3. **FTA (Face Threatening Act)** is an action that threatens others' expectations of their self-image.
4. **Positive politeness strategies** are the strategies to improve the listener's positive face threat.
5. **Negative politeness strategies** are the strategy of saving negative faces and maintaining the interlocutor's freedom of action.
6. **Bald on record strategy** is to express needs directly, clearly, and unambiguously without minimizing threats to others' self-image.
7. **Off record strategy** minimizes threats by indirect pronunciation, resulting in different interpretations for the listener.

G. Previous Studies

In the previous studies, several journals and thesis have been cited, which may have a relevant discussion with the present study. The first study was conducted by Adel, Davoudi, & Ramezanzadeh (2016) has analyzed politeness strategies in posts written by Iranian EFL learners in their class blog when interacting with instructors and peers. All strategies including negative politeness, positive politeness, bald on record and off record were analyzed based on Brown and Levinson's theory. The results of this study indicate that positive politeness strategies are more often used by efl learners

when interacting with instructors and peers to form good interpersonal relationships with them.

The second study was conducted by Getkham (2014) has investigated the use of politeness strategies in Thai student papers. Research data obtained from Thai student research paper that were randomly selected. The data were analyzed quantitatively and qualitatively. This study only focuses on positive and negative politeness strategies. This research also adopts Brown and Levinson's (1978, 1987) and Myers' (1989) models of politeness strategies to investigate the data. The results of this study, negative politeness strategies are more often used by Thai students in their papers than positive politeness strategies.

The third study was conducted by Rejeki & Azizah (2019) has analyzed the politeness strategies to find out the type of politeness strategies used by EFL students in academic settings. The data was obtained from conversations between EFL students and native speakers. This study uses descriptive qualitative to analyze the data. The results of this study, EFL students use three types of 4 types of politeness strategies proposed by Brown and Levinson. The three types of strategies are positive, negative and off record strategies. The positive politeness strategy is the most widely used strategy.

The fourth study was conducted by Rabab'ah, Rabab'ah, & Naimi (2019) has analyzed positive politeness strategies in talk shows and the influence of speaker's ethnic background from the strategies used. The data

were obtained from the host's speech with her african-american and caussian guests. Data were analyzed quantitatively and qualitatively. This study uses Brown and Levinson's theory of politeness strategies to investigate the data. The results of this study, both the host and her guests are employed positive politeness strategies. The host uses more positive politeness strategies on her caucasian guests than with the african american guests. In addition, it was found that the most frequently used strategies in talkshow with both groups were seek agreement, exaggerate, Give (or ask for) reasons, Presuppose/raise/assert common ground and Assert or presuppose S's knowledge of and concern for H's wants .

The fifth study was conduted by Fitriyani & Andriyanti (2020) has analyzed politeness strategies in interactions between teachers and students as EFL in the classroom context. The data comes from interactions during the lesson which was video recorded. The researcher uses descriptive qualitative research design in assessing the politeness between teachers and students. All strategies including negative politeness, positive politeness, bald on record and off record were analyzed based on Brown and Levinson's theory. The results of this study found that from all the data analyzed only 3 strategies were used by teachers and students, namely positive politeness strategies, negative politeness strategies and bald on record strategies. In addition, this study reveals that negative politeness strategies are most widely used in the classroom because interactions occur between teachers

and students who have many differences such as age, strength, and position differences.

The sixth study was conducted by Agbaglo (2017) entitled *The Use of Politeness Strategies in the Analysis and Discussion Sections of English Research Articles*. This journal discusses the use of politeness strategies used by lecturers in research articles. Using Brown and Levinson's (1978, 1987) and Myer's (1989) politeness model theory, Agbaglo analyzed positive and negative politeness strategies in research articles' analysis and discussion sections. The study results found that lecturers used more negative politeness strategies than positive politeness strategies. In addition, positive politeness strategies are used by lecturers to emphasize solidarity and involvement with research colleagues.

The seventh study was conducted by Francis (2021) entitled *Politeness Strategies: Open Letter to President Uhuru Kenyatta Prior to Sagana 3*. Francis conducted research to increase understanding of how politeness strategies are presented in open letters. This study investigates the politeness strategies used by the author of an open letter to President Uhuru Kenyatta. The results showed that all politeness strategies used by the author were bald on record, off record, positive and negative politeness, while the strategy most often used was bald on record.

The last study was conducted by Ummah (2018), has analyzed politeness strategies in a question and answers session at Yusuf Estes' public lecture. She focused on using politeness strategies used by speakers and

questioners with different cultural backgrounds and authorities. The study results found that the politeness strategies used by the speaker and the questioner were different. Speakers with higher power than the questioner often use bald on record politeness strategies. In contrast, the questioners use more politeness strategies on record with positive politeness and on-record with negative politeness. The study results also found that differences in power and cultural background also influenced the use of politeness strategies used.

Based on the explanation and previous studies above, this research has something different from previous research. The analysis on the previous study explained each kind of politeness generally. Related to this, the researcher has one similar aspect with Adel, Davoudi, & Ramezanzadeh (2016), Rejeki & Azizah (2019), and Fitriyani & Andriyanti (2020), namely politeness strategies used by people as foreign speaker but focuses on different context, that is podcast as the main context of this study. Then, the data is taken from K-pop Daebak show in *Dive Studios* YouTube channel and the present study analyzes politeness strategies used among the guest in that podcast.

CHAPTER II

REVIEW OF RELATED LITERATURE

From this chapter, the author will discuss several previous studies and theories that can answer and support this research, as well as provide insights regarding politeness strategies.

A. Pragmatics

This study investigates utterances containing politeness strategies contained in the podcast. The researcher needs a deeper understanding of the context to understand the meaning of utterances. So the researcher use pragmatics as an approach in this study.

Pragmatics is a branch of linguistics that studies the speaker's utterances. When we want to know what someone means by what they say, it is not enough to see the meaning of the utterance, but we need to see the context of the utterance that has been spoken to be able to conclude what they mean and why they say it, for us to understand. Pragmatics deals with it.

According to Yule (1996), pragmatics is a study that focuses on meaning in communication that needs to be understood by listeners or readers to gain knowledge about what the speaker or writer wants to convey. Furthermore, Leech defines pragmatics as the study of meaning related to speech situations (Leech, 1983, p. 6). Thus to know the meaning, we must understand the situation well. When someone says, "There's one piece of pizza left"; we can interpret it with various purposes. The utterance can be

understood as an offer ("would you like it?") or a warning ("it's mine!"), or a scolding ("you didn't finish your dinner"), depending on the situation. To know the true meaning of the utterance, There's one piece of pizza left; we must see the condition in which they occur.

Horn and Ward (2006) explain that pragmatics is the study of context-dependent meaning that is systematically abstracted in a logical form. Context has a strong influence on what we think the word probably means (Yule , 2010). Thus, to know the speaker's true meaning, it is not only knowledge from the literal meaning of what the speaker is saying but also needing to interpret the importance of the context.

B. Politeness and Face

Face and politeness are two concepts that cannot be separated. Face is a central concept in the consideration of politeness, in any perspective related to politeness, whether it is seen as a form of conflict avoidance, or cooperation, or as a matter of ensuring the smooth functioning of the interaction, polite behavior requires participants to pay attention to each other's faces (Bremner, 2012). Similarly, (Feng, 2015) face is the main concept in politeness theory. In politeness states that speakers in all cultures want to maintain a "face". Yule (1996, p. 6) defines politeness as a way of showing concern for the faces of others. In an interaction, politeness can be defined as a way to show concern for other people's faces (Yule, 1996, p. 60). Face refers to the public self-image that individuals have, and that everyone tries to protect (Alavidze, 2018). In every interaction, in order to

maintain social harmony and smooth communication, the conversation participants must be aware of each other's faces and take care of them. Face according to (Brown & Levinson, 1987) the face is universal, and naturally, various speeches tend to be unpleasant actions called FTA (Face Threatening Act). To avoid FTA to make the harmonious relationship between the interactants required a strategy called politeness strategies. Brown and Levinson (1987) in (Bremner, 2012) that politeness is a means of softening actions that threaten the faces of others.

C. FTA (Face Threatening Act)

In everyday social interactions, every utterance has the potential to create threats, both for the speaker and the listener. The face-threatening act (FTA) is defined by Yule (2010) as when we say something that represents a threat to another person's self-image, which is called an FTA. According to Brown and Levinson (1987), the weight of the FTA depends on three social factors: the relative power of the speaker to the listener (P), the social distance between the speaker and the listener (D), and the rank of imposition in culture (R) (p. 74). Power refers to the extent to which a person can impose someone's thoughts and plans at the expense of other people's plans. Social distance refers to proximity and social similarities. Ranking of imposition means the level of absolute liability the speaker intends to be communicated to the listener, often defined culturally. According to Brown and Levinson, P, D, and R depend on the context. Context affects the P, D,

and R scores, so the scores are only valid for speakers and listeners for certain FTAs in certain contexts.

D. Politeness Strategies

Politeness can be seen as a strategy to soften facial threats in the context of shared facial vulnerabilities. Everyone will try to avoid face-threatening actions by using specific strategies to minimize threats (Brown & Levinson, 1987, p. 68). Politeness strategies are a particular strategy to minimize threats. According to Brown and Levinson who claim that the politeness strategy used depends on the intention and context of the communication. There are four types of politeness strategies, described by Brown and Levinson (1987). The strategies are Bald on record, Positive politeness, negative politeness, and off-record.

1. Bald on Record strategy

In this strategy the speaker does not minimize the threat to the listener's face. The bald on record strategy is used to speak directly or explicitly to others to express their needs. According to Brown and Levinson (1987, p. 94), Bald on Record is used in the context of trying to achieve maximally efficient communication conformity with Grice's Maxims in order to establish that efficiency. These maxims are divided into four types, maxim of quality means speaking according to the truth, maxims of Quantity means speaking with the right answer and no less or more, maxim of relevance meaning speaking relevant to the topic that has been discussed, maxim of manner meaning speaking in a clear by avoiding ambiguity and obscurity.

For example: *it's emergency, hurry up*. S speak with maximum efficiency because it is something that is very, very important. In conclusion, bald on record is a strategy that is characterized by the absence of efforts to minimize threats to the face of the interlocutor. The speaker considers other people's faces irrelevant, so the speaker speaks directly to the hearer to express his own needs (Yule, 1996, p. 63).

2. Off-record Strategy

The off-record strategy is the opposite of the bald on-record strategy. Off-record strategy is a strategy that is used indirectly to eliminate the speaker from potential coercion. Off-record strategy means violating one of the Gricean maxims (1975), assuming that the interlocutor can conclude the intended meaning (Vilki, 2006). Fifteen strategies show off-record strategies as expressed in Brown and Levinson's (1987) theory. These strategies are as follows:

1. Give Hints, the speaker invites the listener to interpret the speaker's utterance that is not explicitly.

For example: *Hmm, I wonder where I put my eraser*.

In utterance, the speaker expects that the hearer can interpret or understand that statement. The speaker wants someone to lend a eraser from these words, but he doesn't say that he wants a eraser directly.

2. Give association clues; the speaker speaks with utterances that contain an intention but are not stated directly. The strategy is triggered by the violation of the maxim of relevance. In a sense, give association clues

are clues that go further than the premises of practical reasoning. The speaker expresses his desire by associating something that is already known between the listener and the speaker.

For example; *Are you going to the music festival....I want to go but I don't have a motorbike.* The speaker conveys a request for something indirectly to the listener. The speaker indirectly wants the listener to give a ride.

3. Be ironic; the speaker violates the maxim of quality because he says things that are not appropriate or contrary to the truth. Speaker saying the opposite of what he means.

For example: *I think may be Jessica just might be a little bit of a genius.*

4. Use Metaphors is a strategy that violates the maxim of quality. The speaker speaks by using connotations to express what he thinks is the same as other circumstances.

For example: *Johnny's a real Turtle.* The speech implies that johnny walks very slowly like a Turtle.

5. Presuppose; speakers speak with utterances that are almost relevant to the context but violate the maxim of relevance at the level of presupposition. The speaker indirectly encourages the listener to look for signs from the level of his presuppositions.

For example : *It wasn't me that did it.*

6. Understate, The speaker violates the maxim quantity because the speaker speaks briefly and not clearly and contains little information.

For example: *Toni: How do you like christine's home design?*

Marsha : It's Ok.

Marsha basically didn't like Christine's home design but she didn't tell Toni directly. She spoke incoherently and less than necessary.

7. Overstate, this strategy is the same as Understate because the speaker violates the maxim of quantity. The difference is if, in this strategy, the speaker speaks by saying more than what is supposed to be said.

For example: *I tried to call a hundred times, but there was never any answer.*

8. Use tautologies, the speaker violates the maxim of quantity because he repeats or emphasizes his speech to encourage the listener to interpret his speech.

For example: *Boy is boy.*

The utterance can be used to express disapproval or approval.

9. Use contradictions; the speaker speaks by violating the maxim of quality. The speaker states two things that contradict each other because he doesn't want to tell the truth.

For example: *A: Are you happy about that?*

B: Well, I'am and I'am not.

B encourages A to seek an interpretation of two things that contradict each other.

10. Over Generalize. The speaker performs a speech act by generalizing the object in his speech. The use of generalizations usually serves as a critique or term that refers to a particular tradition.

For example: *People who live in glass houses shouldn't throw stones.*

11. Use rhetorical questions; the speaker asks questions without expecting an answer from the speaker.

For example: *How many times I have to tell you . . . ?*

12. Be ambiguous. Include ambiguity between the literal meaning of an utterance and any possible implicatures. The speaker speaks with utterances that have a double meaning through a parable.

For example : *John's a pretty sharp cookie.*

13. Be vague. The speaker says by making the object in his speech unclear.

For example: *Maybe someone did something naughty.*

14. Displace H. The speaker pretends to do an FTA to someone who is not wanted or is not the real target and hopes that the real target will realize this.

15. Be incomplete; using ellipsis is a violation of the maxim of quantity as well as the maxim of manner. The speaker says that by not giving a full speech or not completing his speech, it becomes hanging.

For example: *Well i didn't see you....*

In conclusion, off-record is a strategy characterized by indirect speech and ambiguity by the speaker to eliminate the potential for coercion on the listener. Off-record strategy is very dependent on the

meaning and context of the utterance because communication will fail if the listener does not interpret the utterance intended by the speaker.

3. Positive Politeness Strategies

According to Brown & Levinson (1987), positive politeness strategies are strategies used to reduce threats to the listener's positive face. According to Maier (1995), speakers and hearers are cooperators who share common ground. It means that when the speaker gives a positive face to the hearer, it shows that the speaker's desire is the same as the hearer's desire. Positive politeness aims to support or enhance the positive face of the hearer (Vilki, 2006). Fifteen strategies show positive politeness, as revealed by Brown and Levinson's (1987) theory. These strategies include the following:

1. Noticing and attending to the hearer, the speaker must pay attention to aspects of the listener's condition. For example: *You must be tired. How about take a rest thirty minutes?*. Based on the speech above, the speaker tries to pay attention to the listener's condition by offering take a rest. The utterance includes positive politeness because the speaker knows the listener's situation without directly confirming the listener. By conveying his statement, the speaker makes the listener more respected.
2. Exaggerate (interest, approval, sympathy with H); the speaker speaks with exaggerated intonation, stress, and other aspects of prosody to show his interest and concern for the hearer.

For example: *Wow your idea is very good.*

3. Intensify interest to H. The speaker increases the listener's interest in the conversation by communicating some of the speaker's wishes through a good story that the speaker has created.

For example: *Yesterday I went to a music festival. There were a million people who attended last night*

4. Use in-group identity markers conveys in a group membership with the hearer and includes the use of address form, dialect, jargon, and ellipsis in the conversation to show solidarity and intimacy with the hearer.

For example: *don't be worry buddy.*

5. Seek agreement. The speaker has a conversation on a topic that the listener can agree on. The speaker also emphasizes through repetition of statements or intonation to highlight his agreement with the listener to strengthen his opinion.

For example: *A: Did he go to camping?*

B: He went.

6. Avoid disagreement. Pretend to agree or appear to agree with the hearer. The speaker conceals disagreement by trying to agree or pretend to agree with the hearer.

For example: *A: You hate your brother and sister?*

B: Oh sometimes.

7. Presuppose/ raise/ assert common ground. This strategy redresses an FTA by talking for a while about an unrelated topic. The speaker talks about unrelated topics so that the listener feels interested and creates intimacy between the two.

For example: *I just am sad then, aren't I.*

8. A Joke is an essential technique of positive politeness to make listeners comfortable because jokes emphasize the same background between listeners and speakers. Besides that, jokes can also minimize FTA requests.

For example: *How about lending me this old heap of junk? (H's new Cadillac).*

9. Assert or presuppose S's knowledge of and concern for H's wants. The Speaker tries to understand the listener's desires by talking about what the listener wants, and the Speaker tries to match their desires by understanding each other.

For example: *I know you like topokki but all the shops have closed, so I brought you pizza.*

10. Offer, promise. The Speaker seeks to satisfy the listener's desire by helping to get it by offering an offer or promise. In this case, the offer, the promise, is an attempt to show the Speaker's good intentions in satisfying the wishes of the hearer's positive face.

For example: *I'll pick you up tomorrow to go to college together.*

11. Be optimistic; the Speaker expresses his desire to the listener and assumes that the listener wants it too and will help get the Speaker's wish.

For example: *You will lend me your motorbike for tomorrow, I hope.*

12. Include both S and H in the activity. Using "we" form, when Speaker means you or me, thereby repairing FTA. It means that the Speaker involves the listener in an utterance by using the word "we."

For example: *Shall we eat this chocolate?*

13. Give (or ask for) reason; the speaker involves the listener in his utterance to realize the speaker's wishes. In other words, the speaker shows cooperation with the listener by giving or asking reasons that imply the speaker's desire for his wishes to be understood by the listener.

For example: *Why don't we go to supermarket?*

14. Assume or assert reciprocity. By designating the reciprocal rights of the speaker and listener to FTA with each other, the speaker can soften their FTA by eliminating the debt and face-threatening aspects of speech acts such as criticism and complaints. In short, the speaker offers something to the listener but expects or demands something in return.

For example: *I will pick you up tomorrow if you bring this book.*

15. Give gifts to H (goods, sympathy, understanding, cooperation). The speaker tries to please the listener's self-image by giving the listener

what they want, such as the desire to be liked, admired, noticed, understood, or heard.

For example: *Congratulations on your graduation.*

In conclusion, the positive politeness strategy is the speaker's action to satisfy the listener's positive face. In addition, positive politeness strategies are an effective form of minimizing the social distance between the interlocutors.

4. Negative Politeness Strategies

The negative politeness strategy refers to the avoidance of coercion on the listener. The speaker minimizes the threat to the other person's negative face, shows respect, and shows that the speaker does not intend to limit the interlocutor's freedom of action. Negative politeness aims to soften freedom of movement or freedom from coercion (Vilkki, 2006). Ten strategies show negative politeness strategies as expressed in Brown and Levinson's (1987) theory.

1. Be Conventionally Indirect. The speaker tries not to be direct, but at the same time, his speech is taking place on record. Essentially, Speakers want to convey the same thing and something different from the literal meaning.

For example: *I'd like to borrow your motorbike, if you don't mind.*

2. Question and use hedges. The speaker changes his speech subtly by inserting hedges to reduce the impact of the offense caused by an utterance because the speaker does not want the listener to feel

forced. Hedges are particles, words, or phrases that can be in the form of adjectives, adverbs, or clauses that function as softeners to reduce the impact of an utterance.

For example: *I'm pretty sure I've written that letter before.*

3. Be pessimistic. The speaker expresses his desire to save the hearer's negative face by expressing his doubts through indirect speech so that his speech does not force the hearer.

For example: *Could you get the book over the cupboard?*

4. Minimize the imposition. The speaker tries to keep the negative face of the speaker by minimizing the burden on the listener by leaving D and P as the FTA weighting factors. Another variety of expressions that minimize coercion are expressions such as a tiny little bit, a sip, a taste, a drop, a smidgen, a little, a bit.

For example: *I just want to ask you if could you give me a single sheet of paper?*

5. Give deference. The speaker lowers himself in front of the hearer and raises the position of the hearer to show his respect. In this case, the hearer has a higher social status than the speaker. So that respect serves to defuse actions that could potentially threaten the hearer's face.

For example: *Thank you Mam.*

6. Apologies. The speaker shows his reluctance or regret to the hearer by apologizing for doing the FTA. By apologizing, the speaker

corrects some of the offenses against the hearer's negative face. There are at least four ways to express regret or reluctance to undertake an FTA. Firstly Admit the impingement; the speaker admits that he hit the hearer's face. Secondly, Indicate reluctance; the speaker shows that he is reluctant to violate the hearer's negative face. Thirdly, Give overwhelming reasons; the speaker claimed that he had a strong reason to do the FTA. Last, Beg forgiveness, the speaker asks for forgiveness from the hearer.

For example: *I don't want to interrupt you, but could you repeat your question again?*

7. Impersonalize speaker and hearer; the speaker avoids threats to the listener by avoiding the pronouns *I* and *you*. The strategy is one way to show that the speaker doesn't want to violate the hearer.

For example: *Do this for me.*

8. State the FTA as a general rule. The speaker does not want to threaten the listener's face, but certain circumstances force the speaker to commit a violation, these circumstances, namely: some general social rules, regulations, and obligations. The strategy can be used by avoiding pronouns, using group words, or stating utterances in rules that apply to anyone, including speakers and listeners.

For example: *Passengers will please refrain from flushing toilets on the train.*

9. Nominalize; in this strategy, the main point is to make the sentence more formal using nominalization to minimize the level of coercion on the listener.

For example: *It is my pleasure to be able to inform you direction to go Malang.*

10. Go on record as incurring debt or not indebteding hearer. The speaker can replace the FTA with the hearer by stating that he is indebted to the hearer. The strategy is just the opposite of the output strategy to minimize the imposition.

For example: *I could easily do it for you.*

In conclusion, negative politeness is not like positive politeness. The negative politeness strategy is a strategy about reducing coercion to the listener's negative face. In addition, negative politeness strategies are an effective form of building social distance between the interlocutors.

E. Politeness and Society

Politeness is essential in communication to maintain relationships and face-saving in all cultures and societies (Al-Duleim, Rashid, & Abdullah, 2016). According to Reiter, cited in (Al-Duleim, Rashid, & Abdullah, 2016), Politeness is not a natural phenomenon; instead, it is gradually acquired and programmed in terms of social norms in the mind of the person who will express them through his behavior. This indicates that a society's social rules are unique to that society, and the rules allow the

individual to use his speech acts appropriately. These rules govern how members of a particular society express Politeness toward one another. For example, social distance necessitates that the individual be formal in his speech.

Politeness can only be considered universal in that every society has specific standards of correct behavior, although they differ (Meier, 1995). Language expressions vary according to the politeness scale, and speakers can be more or less polite. The similarity of gender, age, class, and strength of the recipient influences this consideration. For example, "You can leave now" is polite when offering a chance to a child but inappropriate for someone with authority over the speaker. In this case, it is not the term itself that is polite or not, but its choice in certain situations (Fitriah & Hidayat, 2018). Every society adopts its standard concept of politeness, which differs for all speakers, situations, and cultures. In social interactions, politeness can only be evaluated with specific contexts, certain expectations, and parallel interpretations of the recipient (Meier, 1995). Since politeness is a pragmatic phenomenon, it is influenced by elements of a particular context, namely, situational context, social context, and cross-cultural context (Cutting & Fordyce, 2020, p. 45).

In a situational context, two factors influence how a person makes a request. The first is size imposition. In this case, the greater the size imposition, the more indirect the language. It means that when someone is in great coercion against the speech partner, the more indirect the speech he

uses. The second is the formality of the context. In this case, the greater the formality, the more indirect the language. It means that more indirect speech is used when someone is in a formal situation. In a social context, the rules for selecting politeness formulas depend on social distance and power relations between speakers. When there is a higher social distance, there will be more indirectness. Vice versa, there will be less politeness when there is less social distance. The variables that determine social distance are the level of intimacy, differences in status, age, education, and gender. In a social context, one of the most obvious social variables influencing how speakers express politeness is the level of familiarity between speakers. When speakers know each other, there is no need to use politeness, as this can imply the opposite of politeness when the speaker uses it. In cross cultural context, the relationship between indirect and social variables is not that simple. Overall, it can be said that politeness and language are bound by local culture.

Manifestations of politeness are responses to expected standards of social behavior. In society, we behave according to social conventions, one of which we call the rules of decency. According to Ide, in Japanese society, the practice of polite behavior according to social conventions is known as *Wakimae*. *Wakimae* behavior means verbally and non-verbally showing a sense of one's place or role in certain situations according to social conventions (1989, p. 230). In other words, polite behavior is a response to

one's awareness of social expectations following one's position in society
(Nwoye, 1992).

CHAPTER III

RESEARCH METHOD

This chapter presents the method, which was used in the study. It discusses about the research design, research instrument, data source, data collection and data analysis.

A. Research Design

The design used in this study is qualitative research because it seeks to understand a certain phenomenon, namely politeness strategies in the podcast K-pop Daebak show program. In addition, the data is in the form of utterances from guest stars that contain politeness. This research is also descriptive because it provides a detailed description of politeness strategies in the podcasts. Therefore, based on Brown and Levinson's theory of politeness strategies (1987), the researcher analyzed the data descriptively by using words and got a deep understanding of the politeness strategies used by the speaker. In this research, the researcher uses pragmatic as approach because this research analyzes the speech of the speech host and needs to understand more about the context during the podcast. Therefore, the researcher uses pragmatics as a research approach because pragmatics is a way to analyze linguistic phenomena related to the context and potential meaning of utterances.

B. Research Instrument

Based on the design of this study which is qualitative research, the researcher became the primary research instrument. So that the researcher

as the primary research instrument collects data, analyzes the data, and draws conclusions on everything. In this study, the researcher obtained and collected data from podcast video from YouTube. The researcher scans some information about the guest to find out how the guest uses politeness strategies. In addition, the script transcribed by google is another instrument in this research. The researcher uses the script to analyze the data according to politeness strategies proposed by Brown and Levinson (1987).

C. Data Source

The data source in this study comes from the video podcast of the K-pop Daebak show program on the Dive Studios YouTube channel. There are many videos in the program. However, the videos used by the researcher in this study are only videos that contain interactions between hosts and guests with guests who have different cultural backgrounds from the hosts. The guest stars selected by the researcher were only those born and raised in their home country with English as a foreign language. The researcher found two videos that included data criteria in this study. In the first video, the guest star comes from Indonesia. She is a singer. She was born and raised in Indonesia, where English is a foreign language. In the second video, the guest star is from Korea. She is a person of South Korean nationality. She was born and raised in Korea, and although she has lived in America, she is a genuine Korean. All the videos are available to follow and click link bellow. <https://www.youtube.com/watch?v=20tYOwMbgzM>
<https://www.youtube.com/watch?v=WUJVqoevcZs&t=321s>

D. Data Collection

In collecting data in this study, the researcher arranged several steps to find the best data. Firstly, the researcher browsed the data sources by looking for talkshow videos from YouTube. Secondly, the researcher downloads the full video. After that, the researcher listens carefully, and understands which utterances are included in the data to be analyzed. The researcher did this several times to find the best data. Then, the researcher looked for utterances that were included in the politeness strategy category and note the conversation into a table. Finally, The researcher divides the utterances into tables where it is possible to make a clear determining from the guest and provide additional information from the context.

E. Data Analysis

After collecting the data, the researcher analyzed it to answer the research questions from this study. First, the researcher classifies the data based on politeness theory to find the frequency of types of four politeness strategies: positive politeness, negative politeness, bald on record, and off-record, and find the dominant kind of politeness strategy used by the guest stars. Secondly, the researcher analyzed the context (the words that surround the utterances and give meaning) to determine how the guest stars use politeness in their statements. Since politeness is a pragmatic phenomenon, it is influenced by elements of a particular context. After conducting the analysis, the researcher will discuss research findings based on the types of politeness strategies and how the guest stars use the politeness strategies on

the podcast. Finally, the researcher concludes the analysis of the findings from this study.

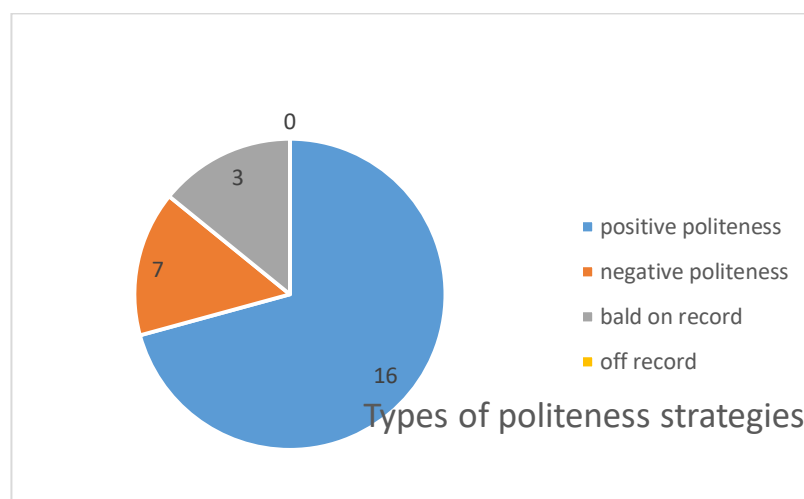
CHAPTER IV

FINDINGS AND DISCUSSION

This chapter presents research findings and research discussion. Findings contain data that have been found at the K-pop Daebak show program based on the types of politeness strategies in Brown and Levinson's theory. Then the discussion includes an explanation of the findings to answer the research question.

A. Findings

This section presents data collected from data sources, namely video podcasts in the K-Pop Daebak Show Program. Data is taken from guest star's utterances that contain politeness strategies. The researcher chose videos based on research criteria, namely guest stars from countries in English as foreign languages. The researcher only took two videos from the program. The researcher makes the findings in chart form to make the analysis easier to read.



From the data source, there are 26 data consisting of 14 from the first video and 12 from the second video. For the type of politeness, the researcher found three types, namely, Bald on Record, Negative, and Positive Politeness. For deeper analysis, it will be explained below. An utterance that contains Politeness Strategy will be written in bold.

Video 1

Data 1

Host :Ladies and gentlemen welcome to the life-changing ever impactful socially relevant and culturally important show the Daebak show. I'm your host Eric Nam and today we have a very very special treat for all of our amazing listeners we are joined by.. a... I want to say like a music legend in Indonesia in her own right. Um I've been really excited to connect with her and I cannot wait to get to know her more and I hope you guys are excited to get to know her as well we are joined today by the incredibly talented Raisa Andriana. Hey how are you.

Guest : **Hi that's an amazing pronunciation of my name (1.1)**

Host : Yes thank you so much. I was slightly stressed

Guest :**Thank you so much for.. thank you so much for practicing so vigilantly (1.2)**

During the interview session, particularly in the beginning interview, the host welcomed and introduced the guest star. In this case, the host welcomes the guest star happily and can't wait to join him. In addition, the host tries to pronounce the guest's name according to the correct pronunciation. In this case, the guest performs one of the politeness strategies in her response to the host.

Datum (1.1) contains a positive politeness strategy. The guest has claimed similarity with the host, showing they share the same values. Here

the phrase "that's an amazing pronunciation of my name" indicates that the host's greeting is very good to the guest star. The guest star realizes that pronouncing the name in a different language will be difficult. But the host pronounces the guest star's name well. The guest star gave an exaggerated intonation to the host for his effort in introducing the guest star with the correct pronunciation. Thus the guest star said and added the word "amazing," which showed that the guest star was pleased and amazed by the correct pronunciation of the guest star's name. The strategy also indicates that the guest star is trying to satisfy the positive face of the host.

Datum (1.2), based on the theory of politeness strategy, is also included in the positive politeness strategy because the guest star shows his kindness to the host for the efforts made. The guest star expressed his gratitude as a form of empathy towards the host, who was careful when pronouncing the guest star's name according to the correct pronunciation. The kindness of the guest star can satisfy the host's positive face, which is the desire to be admired by the guest star.

Data 2

Host : Um.. which is always always fun, um.. but to start us off where are you calling from are you in Indonesia right now?
Guest : Yep I'm in Jakarta right now and where are you?
Host : I'm in LA.I just got to LA. So..
Guest : I see.. I thought you were in Dubai
Host : I was.. I just got back and you're the first person that I'm talking to.. in in LA. um..
Guest : **Thank you thank you for.. for calling and saying you're you arrive okay(2.1)**

Host : Yeah I'm I'm great I'm just letting everybody know I'm fine I got him from Dubai okay

In the conversation that has taken place, the guest star and the host have never known each other. To start a pleasant conversation, the host started with a question about the whereabouts of the guest star. They ask each other. The guest star said that she was in Jakarta. The guest thought that the hosts were in Dubai at the time. The host said he had just returned from Dubai, and the guest was the first person he spoke to in LA.

Datum (2.1) contains a positive politeness strategy because the guest star shows his kindness to the host for the effort made. The guest star expressed his gratitude as a form of empathy towards the host who had invited him and said his condition was well. The guest star's kindness can satisfy the host's positive face, namely the desire to be noticed and understood.

Data 3

Guest : I've been I've been to Korea I actually shot a video there oh it's my uh in my song called uh LDR long distance relationship um I've been there I think three or four times um yeah always had a amazing time shopping beauty stuff yeah **you know when you go to a store and you buy one mask and you have three freebie like three bags of freebies** (3.1)

Host : It's the best

In previous conversations, the host and guest talked about k-food. The host asked if the guest star had ever been to Korea in this conversation. The guest explained that she had been to Korea to shoot her music video for a long-distance relationship. She has been to Korea 3-to 4 times. She told

the host that when she went to Korea, beauty shopping was a fun time because every shopping would get freebies.

Datum (3.1) includes a positive politeness strategy because the guest star intensifies the host's interest. The guest star seeks to get the hearer more interested in the conversation by placing the host in the middle of the discussed events so that it can make a good impression of the story when the conversation takes place.

Data 4

Host : All right here we go this is from Mace me on instagram I'd like to ask what's your favorite song of yours and why what's your most personal favorite song that you have

Guest : It's so difficult

Host : So hard I know you

Guest : **Yeah you must ask been asked this question a lot too and you can't answer or can you (4.1)**

This conversation is part of fans question and answer sessions for the guest star. The host reads the first question that starts with a fan from Instagram who asks about the guest star's favorite song and why it is a favorite song. The guest star said that the question was complicated to answer. The host said that the question was difficult for guest stars. The guest star agreed to this, and she said that the host must have experienced such a question and the guest star asked the host whether the host could answer like that or not.

Datum (4.1) contains negative politeness because the guest star uses a hedge in his speech. The guest star does not assume anything by looking at one way compensation is given by carefully avoiding the assumption that the host believes anything involved in the FTA. The guest star avoids

presumptions about the host with her attention using hedges on the illocutionary force "you must have been asked this question a lot too" to keep her distance and not take responsibility for the truth of her utterance host. In addition, the guest star minimizes her request by saying, "you can't answer or can you" as an option for the host not to perform a specific action. Also, to defend the host's face against the guest star and satisfy the host's negative face.

Data 5

Guest : **I think you sang that song right in English? (5.1)**

Host : I did an English version of it um

Guest : Yeah yeah that's my favorite song

Host : Yeah it's such a good song

Host and guest star talk about Korean songs. The host asked the guest if the guest had a favorite Korean song. The guest said that her favorite Korean songs are all songs by Sam Kim and she also likes Crush's songs. According to the guest, one of her favorite songs is Crush's song entitled Beautiful Day. The host responded by singing a few lyrics of the song. The guest star thinks that the host sings the song. Then the guest star asked the host and assumed that it was the host who sang the song. The host said that he did it in the English version. The guest star said that the song is her favorite song and according to the host, is a beautiful song.

Datum (5.1) contains a negative politeness strategy because the guest star uses a hedge in her utterance. In the statement, "I think you sang that song right in English," the guest star avoids presumptions about the host related to her concern using a hedge. The guest star says "I think" as a hedge

because she does not want her assumptions to appear to force the host to agree. She uses a hedge to show that she wants to be safe speaking and does not want the host to blame her. In addition, to make the host feel comfortable with the assumptions brought by the guest star herself.

Data 6

Host : No no no it was at a bar it was at a bar that I.. I frequently go to and it was I saw a friend and I went to go say hey what's up good to see you blah and I turned left like and he was literally right here I was like ah I'm so sorry um and I just I just walked out I didn't know what to do

Guest : **Why were you sorry though you were just like I'm not worthy moment (6.1)**

In this conversation, the host shared his moment with the guest about the incident when he greeted someone. The host feels sorry when experiencing this moment. The guest star responded by asking why the host felt sorry for the moment.

In datum (6.1), based on the theory of politeness strategies, it is categorized into positive politeness strategies because the guest star feels that the host has no good reason why he did feel sorry. In her speech, the guest star involves the host in asking for reasons the guest star wants. Here the guest star performed positive politeness strategies, asking for a reason. It can be seen from her words, “why were you sorry even though you were just like, I'm not a worthy moment”, indicating that the guest star was curious about why the host felt sorry. The guest star wants to be closer to the host through positive politeness strategies. Also, by using strategy, the guest star reduced the distance between him and the host.

Data 7

Host : Okay so it's like the opposite version for me it's like I.. I can tend to record something very high or like super Falsetto and then I'm like how am I doing this live maybe I should just not do this song um but yeah

Guest : **But you're voice naturally high? Right? (7.1)**

Host : I think so I think I think it's naturally high and then but I obviously when you record things you could do like just crazy falsetto things and not worry about breath control or whatever and then yeah when I have to go live I'm like I should never have done that um because people have an unrealistic expectation of what's possible.

The host and guest have opposite versions when it comes to singing.

The guest star said that she likes to use a lower voice pitch when recording songs, as opposed to the hosts who tend to record things with a higher pitch.

Here the guest star seeks agreement with the host by saying that the host's voice is naturally high. The host said that he also thinks the same as the guest if the host's voice is naturally high.

Datum (7.1) includes a bald-on-record politeness strategy because the guest star directly asks the host. In this case, the guest star maximizes efficiency rather than satisfies the host's face. Guest stars use the bald-on-record politeness strategy to convey their questions to maintain the focus of the topic of conversation with the host.

Data 8

Host : Okay last question from a fan what is one thing you wish people told you at the beginning of your career and that's from that's so free from tik tok

Guest : **Oh I haven't thought about this before... do you have any (8.1)**

This conversation is the last question session from Fans. The question came from a TikTok fan. The question is about the one thing the

guest star would expect people to say early in her career. The guest star indirectly answered the question. She said that she had not thought about it before. The guest did not immediately answer the question, but she turned to ask the host.

Datum (8.1) includes the bald-on-record politeness strategy because the guest star directly asks the host. In this case, guest stars tend to provide maximum efficiency rather than satisfy the host's face. The guest star uses the bald-on-record politeness strategy to convey their questions to keep the focus on the topic of conversation with the host.

Data 9

Guest : Do you have an.. do this is uh just a curiosity question do you have an accent in Korean? (9.1)

Host : I.. I think I still do kind of but um I feel like I've gotten rid of a lot like I'll be uh I think a lot of people if they don't know who I am like it's just like a random person like they just assume that I'm Korean Korean and then they'll be talking to me and I'm like I don't know what you're saying they're like why don't you know I was like I'm Korean's not my first language I'm not sorry they're like...

In this conversation, the guest asked the host if the host had an accent in Korean. The host said that he sometimes spoke with an accent in Korean. He thinks that people assume that he is Korean. The host said that he was Korean. However, Korean is not his first language.

Datum (9.1) contains a negative politeness strategy because the guest star minimizes the threat of the question she asks. Here the utterance "just a curiosity question" shows that the guest star is reluctant because she has a different absolute rank from the host, as in using the word "just a

curiosity." If the word "just" is removed, the guest star's speech will appear coercive to the host. So the guest star minimizes her request to get an answer from the host. In addition, the guest star wants to maintain and satisfy the host's negative face, and the host feels comfortable with the questions the guest star asks.

Data 10

Host : Oh my gosh I'm never I'm not even going to try to say that because it's it sounds very very complex
Guest : **Complex (10.1)**
Host : Very complex um...
Guest : **Very complex**

This conversation is the final challenge from the host to the guest star. The challenge is to say that "you are on a Daebak show program" using Indonesian. The host said it was complicated because she had never tried it.

Datum (10.1) contains a positive politeness strategy because the guest star claims common ground with the host to find possible ways to agree with him. Here the guest star claims common ground with the host by agreeing that the host is right. Thus the guest star can fix a positive face by acknowledging that the host wants approval. Here the guest star asks for approval by repeating "complex," and "very complex," which aims to satisfy the positive face of the host who wants to be approved.

Data 11

Host : Okay well Raisa I've taken up like far too much of your time your valuable time and I want to just thank you for for taking time to be on our show being on the Daebak show. Um.. is there anything

that you would like to say to our listeners to your fans who are watching or listening um.. as we wrap up this show

Guest : Um first of all thank you so much Eric for having me on the show

Host : Of course

Guest : And I have to say prior to this um interview I watch a lot of um your other interviews and **you are a really really good interviewer you really really listen to what the other person has to say and you connect (11.1)** and I think this is one of the best interviews I had in a while so props to you and the team um and for everybody else thank you for watching this video thank you for hearing what I have to say and **if you are going to look up my music after this I hope you like it (11.2)** and **please also enjoy the song our new song me and Sam Kim's a new song called Someday (11.3)** I hope you like the song

This section is the last session of the podcasting event, namely closing. As usual, at the close of the event, the host asked the guest if there was anything they wanted to say to the fans. Here the host asked the guest star about it. The guest star explained that she was very grateful for being invited to the event. She conveyed her impressions to the hosts and the team who were there when she was a guest.

Datum (11.1) contains a positive politeness strategy because the guest star conveys his impression of the host as the host with exaggerated intonation. It shows that the guest stars claim similarities with the hosts in that they share specific desires encompassing goals and values. Here the statement "you are a really really good interviewer, you really really listen to what the other person has to say and you connect" states that during the interview, the host pays attention and listens to the guest stars well. The guest star gives an exaggerated impression of the host's behavior by adding the word really to show that the guest star is pleased and comfortable and feels valued by the host during the interview.

Datum (11.2) contains a positive politeness strategy because the guest star becomes optimistic towards the host and other listeners. It certifies that the guest stars, hosts, and other listeners cooperate. The phrase "if you are going to look up my music after this I hope you like it" expresses the guest star's opinion that listeners will like the song. By minimizing the size of the threat face, the guest star represents her wishes by emphasizing the assumption that listeners will cooperate with his wishes. Thus it will be in their mutual shared interest.

Datum (11.3) contains a negative politeness strategy because the guest star minimizes her request to the host. The guest star uses the word please to soften the imposition of her speech. So, in this case, the guest star uses a negative politeness strategy to defuse the FTA against the host.

Video 2

Data 1

Host : Welcome to the K-pop Daebak show I'm your host Eric nam and today we are joined by a very very special guest um she is an incredibly powerful queen in her own right... and we're so excited to have her please welcome the amazingly talented miss Chungha.

Guest : **Oh that was so sweet of you, hi guys this is chungha nice to meet you (1.1)**

This conversation started with the host welcoming the viewers by introducing the guest who had been invited to participate in the event. The host started the conversation by greeting and warmly welcoming the guest star. He mentioned that the guest who attended was extraordinary. The host is very enthusiastic about welcoming the guest star. Chungha as a guest, was flattered. The guest star started the conversation by greeting the viewers.

Datum (1.1) contains a positive politeness strategy because the guest star uses exaggerated intonation in her response. The guest star has claimed common ground with the host by indicating they share the same values. Here the utterance "oh that was so sweet of you" suggests that the host's welcoming of the guest star was terrific to the guest star. The guest star was flattered by the words of the host, who called him amazingly talented. She gave preference to the host for improving the host's positive face. The guest star exaggerated the intonation in her response to the host for his efforts in introducing and welcoming the guest star with friendliness so that the guest star could show that she was improving the host's positive face.

Data 2

Host : That's fair cool... I mean dancing wise too I mean there's... so you you do so many different types of dance recording
Guest : Oh really **um really thank you (2.1)**

Datum (2.1), based on the theory of politeness strategy, is included in the positive politeness strategy because the guest star shows her kindness to the host for the attention given. The guest star thanked him as a form of kindness to the host, who explained that the guest star was a good dancer. The goodness carried out by the guest can satisfy the positive face of the host, which is the desire to be admired.

Data 3

Host : All right okay see... I've never even imagined this for me I'm like I would love to dance I'm just a really bad dancer so we'll try to figure it out
Guest : **No... I saw your I saw you're your self uh you were fine (3.1)**
Host : Well thank you

In this conversation, the host thinks that the guest star had dance performances that were all very different. The host asked the guest if there was a particular dance style that the host liked the most. The host said that actually, he knows the dance style that he loves the most. And he also said that basically, people should know if the host has a good voice more than his dance moves. The host said that he was a bad dancer. Then hear this, the guest star did not agree with the host's words. She said that the host had a fine self.

Datum (3.1) contains a positive politeness strategy because the guest star noticed the host's wishes. In words, "I saw your i saw your self uh you were fine," the guest noticed there was something to be proud of about the host. Noticing that the host was a good dancer, the guest gave her compliments then. The guest shows concern for the host because the guest knows it is necessary to maintain a positive face toward the host.

Data 4

- Host : Well what are what can people look forward to beyond this, I know you've been you know in the studio in and out for a while, now um ..but is there can fans look forward to a new album or anything in the works or can you talk about it yes um
- Guest : Yes um **I was supposed to be here be here with my new full album but obviously got so much delayed I'm so so sorry** for my fans and sorry in podcast and people (4.1)
- Host : No no no
- Guest : I was supposed to be here with my album
- Host : Well you have to come back with the full album full thing on the album
- Guest : Yeah please invite me
- Host : Yeah any time
- Guest : Yeah and like uh it's yeah it's coming on your way **so please be a little more patient yeah (4.2)**

In this conversation, the host talked about the pending guest album. The host told the guest that many fans were looking forward to the guest star's new album. The host asked the guest to talk about it. The guest star responded by apologizing for the delay in the album. She is very sorry for her delayed new album.

Based on the theory of politeness strategies in datum (4.1), it is categorized into negative politeness strategies because the guest star expresses regret in her speech. She begs forgiveness from listeners because she joined this show without her new album. The guest stars use negative politeness strategies to satisfy the host's negative face.

In datum (4.2), based on the politeness strategy, it is categorized as a negative politeness strategy because the guest star minimizes the imposition on the host. The guest star asked the host to be more patient about her delayed new album. The guest star uses the word "please" to soften the imposition of her speech. So, in this case, the guest star uses a negative politeness strategy to defuse the FTA against the host.

Data 5

Host : Oh my gosh oh no

Guest : **We should go grab turkey (5.1)**

When the podcast takes place, it coincides with the celebration of Halloween. The host asked the guest when she last had a thanksgiving meal. The guest star said that the last time she had a thanksgiving was when she was a child. According to the host, it's been too long because it's been years

since they haven't had a thanksgiving meal. Here, the guest jokes that she wants a thanksgiving meal, turkey, and engages the hosts to eat together.

Datum 5.1 contains a positive politeness strategy because the guest star uses the inclusive "we" to show cooperation with the host. It conveys that the guest star and host are cooperators. The guest star and the host share knowledge and desires. If the word "we" is removed, the speech will look like a command, affecting the host's face. Therefore, the guest star uses the inclusive "we" to maintain the host's positive face and redress FTA when conveying their cooperation.

Data 6

Host : Every year I do a big thanksgiving dinner with friends and we have pumpkin pie apple pie chicken or not chicken turkey wow that was bad turkey gravy you're invited you're more than welcome to join
Guest : I would love to
Host : Come have some nice fattening food yeah and uh we can do all the American things at once yeah so you're always welcome
Guest : **Oh that is so cool that is awesome (6.1)**

Here the host and guest star talk about thanksgiving meals. The host said that he and his friends hold a thanksgiving dinner celebration with food based on thanksgiving day every year. The host invites the guest star to join him. The host invited the guest star to do things related to American culture. The guest star said it was excellent, and she wanted that too.

Datum (6.1) contains a positive politeness strategy because the guest star welcomes the host's invitation with exaggerated intonation. This strategy shows that the guest star claims similarities with the host by showing that they share the same goals and values. Here the words "that is

so cool that is awesome" indicates that the host's invitation at that time was fun. The Guest star gives exaggerated compliments by welcoming the host's invitation by adding the words "so cool" and "awesome" to show that the guest star is pleased. This strategy also indicates that the guest star satisfies the host's positive face.

Data 7

Host : I think my go-to is probably ice cream and topokki

Guest : **Oh really... (7.1)**

Host : Yeah ... I love toppoki, Diane knows

In this conversation, the host and guest star play a game about how well they know each other. Diane's co-host hosted the game. In this game, the host and guest star will take turns answering a series of questions about each other and try to guess the correct answer from their assumptions about each other. Previously, the game started with the host guessing the guest star's favorite cheat day food. In this conversation, the question turns to the guest star to guess the host's favorite cheat day food. The guest star said that, according to her, the host did not have a preferred cheat day food. The guest star guessed that the host's favorite cheat day food was Bossam. The host said he likes Bossam but not his favorite cheat day food. The host said that he likes Ice cream and Toppoki. The guest star was surprised to hear about it.

Datum (7.1) contains a positive politeness strategy because the guest star claims common ground with the host to find possible ways to agree with him. Here the guest star claims common ground with the host by agreeing

that the host is right. Thus the guest star can fix a positive face by acknowledging that the host wants approval. Here the guest star asks for approval by saying “oh really” which aims to satisfy the positive face of the host who wants to be approved.

Data 8

Host : I'm so excited so congratulations best wishes thank you again for joining us is there anything you want to say to our listeners our k-pop Daebak family

Guest : Uh k-pop Daebak family thank you for having me today **I had so much fun (8.1)** thank you thank you and um **please have me back whenever I have my first full album out I'll be happy to talk about it (8.2)** and yeah um **be safe (8.3)** always I'll pr.. **I'll be praying for you guys always (8.4)** and yeah thank you this was Chungha.

This section is the last session of the podcasting event, namely closing. As usual, at the close of the event, the host asked the guest if there was anything they wanted to say to the fans. Here the host asked the guest star about it. The guest star explained that she was very grateful for being invited to the event. She conveyed her impressions to the hosts and the team who were there when she was a guest.

Datum (8.1) contains a positive politeness strategy because the guest star conveys her impression of the host during the interview with exaggerated intonation. It shows that the guest star claim similarities with the host in that they share specific desires encompassing goals and values. The expression "I had so much fun" states that the guest star felt comfortable and happy during the interview. The guest gave the host an exaggerated impression by adding the word "so much" to show that the guest gave the

host a very happy, comfortable impression during the interview. This strategy indicates that the guest star satisfies the host's positive face.

Datum (8.2) contains a negative politeness strategy because the guest star minimizes her request to the host. She asked the host to be more patient. The guest star uses the word "please" to soften the imposition of her speech and does not threaten the negative face of the interlocutor. So, in this case, the guest star uses a negative politeness strategy to defuse the FTA against the host.

This datum (8.3) contains a bald-on-record politeness strategy because doing the face threatening act is in the interest of the hearer, the guest star is non-minimizing doing the FTA. The guest star directly conveys that she does care about the host and the listeners. The guest star uses imperatives for her actions in the host's interest so that no redress is required.

Datum (8.4) contains a positive strategy because the guest star makes promises in an attempt to remedy the potential threat of several FTAs. The guest star showed her good intentions in increasing together the positive face of the host to repair the potential threat of asking to be invited again.

B. Discussion

From the analysis above, this study found three types of politeness strategies used by guest stars, namely positive politeness, negative politeness, and bald on record. Of the 26 data, 16 included positive, 7 included negative, and 3 had bald-on-record strategies. This study did not

find the off-record strategy. In the positive politeness strategy, guest stars use 9 of the 15 existing strategies: exaggerate, notice, intensify interest, ask for a reason, be optimistic, give a gift to the hearer, promise, seek agreement, and include both speaker and hearer. For negative politeness strategies, guest stars use hedges, minimize imposition, and beg forgiveness. As for the bald-on-record strategy, guest stars use nonminimization doing FTA.

In this study, positive politeness strategies were used more by guest stars. The guest star wants to show a good impression of the host and indicates that the guest star also wants to strengthen her social relationship with the host through the same wishes and views between him and the host. In the negative politeness strategy, the guest uses it to avoid coercion so that the host feels comfortable with the guest star's speech. Apart from that, it is also to avoid threatening the host's self-image. In the bald-on-record strategy, the guest stars use it clearly and concisely due to the situation. There are situations to keep the conversation flowing, and guest stars use bald on record to keep the focus of the topic of conversation with the host.

Politeness is a pragmatic phenomenon that is influenced by context. Seeing the context of the situation in the background of the conversation, the size of the imposition made the guest star use politeness when making requests and asking questions. The size of imposition is one factor influencing how guest stars make requests. The greater the level of imposition, the more indirect the guest star's utterances are. Therefore, guest stars use negative politeness in asking questions and making requests. The

strategy used is to minimize the burden of requests and hedging and beg forgiveness. It also aims to defend the host's negative face and avoid coercion.

Seeing the social context, the level of intimacy between speakers makes politeness used. The high level of intimacy between guest stars and hosts affects how politeness is expressed. Guest stars and previous hosts do not know each other, so there is a high level of intimacy between the two. Because they have never met before, guest stars use a very relaxed expression to associate their relationship, so he uses politeness to show his interest in the host.

As for politeness and cultural context, guest stars as non-native speakers tend to use more "positive" politeness than "negative" devices. Positive politeness is more closely related to friendliness, and negative courtesy relates to formality. The culture of guest stars tends to use polite reactions by expressing gratitude frequently and directly. A clear tendency to be seen is that guest stars more often choose the speech acts "Thank You." The word "thank you" states that it is more polite in the two guest star countries and uses a more creative reaction when they appear in situations where they must be thankful.

From the results of this study, the researcher compared it with previous studies. This study's results are similar to research from Fitriyani & Andriyanti (2020), which found three types of strategy: bald-on-record

politeness and positive and negative politeness. Fitriyani & Andriyanti analyzed the politeness strategies teachers and students use as EFLs in-class interactions. The difference is that this study found more positive politeness strategies. Fitriyani & Andriyanti's research states that negative politeness is the most widely used strategy. It is due to differences in context. In research from Fitriyani & Andriyanti (2020), the research context is a class with a lot of formality in conversation. Differences in age and gender between teachers and students also influence how politeness strategies are used.

This study's results also align with the research conducted by Rejeki & Azizah (2019) and Adel, Davoudi, and Ramezanzadeh (2016). The results also find that the positive politeness strategy is the most commonly used. The Research from Rejeki & Azizah (2019) found three types of strategy: Positive, Negative, and Off Record Strategy. In contrast, this study did not find an off-record but the Bald on record strategy, in contrast to the results of this study, which found three types of politeness strategies, namely positive, negative and bald on record politeness. It is due to the difference in the context of the data used. Adel, Davoudi, and Ramezanzadeh (2016) analyzed politeness strategies in online class blogs. Rejeki & Azizah (2019) in academic conversation contexts. Fitriyani & Andriyanti (2020) in classroom contexts. This study analyzes the politeness strategy of the guest stars as foreign speakers in the Podcast.

CHAPTER V

CONCLUSION AND SUGGESTION

This section contains conclusions and suggestions from the research carried out. In conclusion, the researcher concludes the analysis results that have been discussed previously. Then in the suggestion, the researcher provides suggestions as recommendations that are relevant to the study to future researchers who are interested in researching the same topic.

A. Conclusion

This study aims to determine the types of politeness strategies and how guest stars use politeness strategies in podcasts. Guest stars studied by the researcher are people from a country born and raised in a home country with English being a foreign language. Cultural performances raise challenges for guest stars because they not only have to choose adequate politeness strategies but must also be able to assess the social relationships between them and the interlocutors, which are interpreted differently in different cultures. In this case, the guest stars do not use all politeness strategies.

This study found three types of politeness strategies used by guest stars, namely positive politeness, negative politeness, and bald on record. The off-record strategy was not found in this research. In the positive politeness strategy, guest stars use 9 of the 15 existing strategies: exaggerate, notice, intensify interest, ask for a reason, be optimistic, give a gift to the hearer, promise, seek agreement, and include both speaker and

speaker hearer. For negative politeness strategies, guest stars use hedges, minimize imposition, and beg forgiveness. As for the bald-on-record strategy, guest stars use non-minimization doing FTA. Positive politeness strategies were used more by guest stars in this study.

The second objective of this research is to find out how guest stars use politeness strategies. When the level of imposition gets higher, guest stars use a negative politeness strategy. In the social context, the level of intimacy between speakers makes politeness used. As for politeness and cultural context, guest stars as non-native speakers tend to use more "positiveness" politeness than "negative" devices. A clear tendency to be seen is that guest stars more off the Speech Acts "Thank You."

B. Suggestion

This study analyzes the politeness strategies used by guest stars on podcasts. This research is limited to one podcast only. The number of guest stars in this study was small, and all were female. This certainly limits the conclusions that can be made from the research. Thus, future research can examine politeness strategies using diverse podcasts or from year to year with more guest stars from different cultural backgrounds so that the next researcher will find so many variations of politeness strategies.

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CURRICULUM VITAE



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APPENDIX

Video 1

Data	Utterances	Types of Politeness Strategies			
		Positive politeness	Negative politeness	Bald on Record	Off Record
1.	Hi that's an amazing pronunciation of my name	Exaggerate	-	-	-
2.	Thank you so much for. Thank you so much for practicing so vigilantly	Give a gift to H	-	-	-
3.	Thank you thank you for... for calling and saying you're you arrive okay	Give a gift to H	-	-	-
4.	you know when you go to a store and you buy one mask and you have three freebie like three bags of freebies	Intensify interest to H	-	-	-
5.	Yeah you must ask been asked this question a lot too and you can't answer or can you	-	Hedge	-	-
6.	I think you sang that song right in English?	-	Hedge	-	-
7.	why were you sorry even though you were just like, I'm not a worthy moment	Ask for a reason	-	-	-
8.	But you're voice naturally high? Right?	-	-	Non minimization	-
9.	oh I haven't thought about this	-	-	Non minimization	-

	before... do you have any				
10.	Do you have a do this is uh just a curiosity question do you have an accent in Korean?	-	Minimize the imposition	-	-
11.	complex	Seek agreement	-	-	-
12.	you are a really really good interviewer you really really listen to what the other person has to say and you connect	Exaggerate	-	-	-
13.	if you are going to look up my music after this I hope you like it	Be Optimistic	-	-	-
14.	please also enjoy the song our new song me and Sam Kim's a new song called someday	-	Minimize the imposition	-	-

Video 2

Data	Utterances	Types of Politeness Strategies			
		Positive politeness	Negative politeness	Bald on Record	Off Record
1.	oh that was so sweet of you, hi guys this is Chungha nice to meet you	Exaggerate	-	-	-
2.	really thank you	Give a gift to H	-	-	-
3.	No...I saw your I saw your your self uh you were fine	Notice	-	-	-
4.	I was supposed to be here be here with my	-	Beg Forgiveness	-	-

	new full album but obviously got so much delayed I'm so so sorry				
5.	so please be a little more patient yeah	-	Minimize the imposition	-	-
6.	we should go grab turkey	Include both S and H			
7.	oh that is so cool that is awesome	Exaggerate	-	-	-
8.	Oh really...	Seek agreement	-	-	-
9.	I had so so much fun	Exaggerate	-	-	-
10.	please have me back whenever I have my first full album out I'll be happy to talk about it	-	Minimize the imposition	-	-
11.	be safe	-	-	Non minimization	
12.	I'll be praying for you guys always	Promise	-	-	-