

## ABSTRACT

**Ratih Mustika Sari. 2018. An Analysis of Politeness Strategy Used by Winfrey in Super Soul Sunday.**

**Key Word: Politeness Strategy, Winfrey, Super Soul Sunday**

*The purpose of this research was to find out the types of politeness strategies in Super Soul Sunday. Politeness strategies were the rule of showing awareness of other people public self image. First formulated by Penelope Brown and Stephen Levinson said that politeness was the expression of the speakers' intention to reduce face threats carried by certain face threatening act toward another. Politeness strategies were not only occurred in spoken language but also in written language. In this research, the researcher was conducted to analyze about politeness strategy especially in Oprah Winfrey/The host of Super Soul Sunday.*

*The research design of this research was descriptive research by using qualitative approach. This was based on investigating involving description, calculating and analysis. There was only one variable in the research namely politeness strategy. The researcher took the data by downloaded five selected episodes of Super Soul Sunday Talkshow led by Oprah Winfrey. It was about 5 appendix of utterances between the Speaker and the Hearer in Super Soul Sunday.*

*The findings of this research showed that Oprah Winfrey used certain politeness strategies in communicate with the Hearer in Super Soul Sunday talkshow. There were three categories of politeness strategies used by Winfrey. First, Bald On Record Strategy or to the point concept used by Winfrey. Second, ten strategies of Positive Politeness Strategy; (1)Notice attend to Hearer, (2)Exaggerate, (3)Intensify interest to Hearer, (4)Seek agreement, (5)Avoid Disagreement, (6)Joke, (7) assert the S' knowledge and concern for the hearer's desire, (8) be optimistic, (9)Include S and H in the activity and (10) for Give (or ask for) reasons strategy. Third, two strategies of Negative Politeness Strategy; Be conventionally Indirect strategy and Question,Hedge strategy. The most frequent of politeness strategies used by Winfrey are Bald On Record, Positive Politeness(seek agreement) and Negative Politeness(Question, Hedge).*