

CHAPTER 1

INTRODUCTION

1.1. Background of the research

In order to live with the society, human need to socialize. Communication is one of the ways to interact with other people. Communications aim to share knowledge or experiences through spoken language, written, movement and broadcasting. When we are talking to our friends, it is called communication. The definition of communication it self according to Renkema (1993) is a process of us, as human, in giving and delivering the meanings in order to get better understanding about something.

Communication is a process in which information is transmitted from a source-the sender-to a goal-the receiver. In doing communication, we need to follow the rules and use some strategies. The using of strategies leads to politeness. Politeness happens when the speaker do some appreciation and maintenance of the situation, where they interact with the hearers. Leech (1983) defines that politeness is a term of behavior that builds and maintains the feeling of respect. According to Brown and Levinson (1987) politeness strategies are meant to save the image of the hearers and respect them.

As the technology is getting more advanced, communication is done not only through mouth to mouth, but also done through the media. Media is very crucial in our everyday life. We need media to get new information and communicate with people that live far away from us. Nowadays, there are many kinds of media

that we can use or consume, for instance newspaper, magazine, internet, email, radio and the most common thing is television. Many people from children, teenagers, adults and elderly watch television. Due to the various range of the age of people that watch television, the producers offer many kinds of television program, such as cartoon, news, reality show, soap opera, talk-show and many else. However, since we are talking about politeness, our focus analysis will be about talk-show.

People commonly know talk-show as a program that presenting various guest in each episode with the host who will ask the guest many questions. According to Oxford Dictionary, talk-show is a chat show, especially one in which listeners, viewers, or the studio audiences are invited to participate in the discussion. The conversation in the talk show can be studied from politeness strategy point of view. By observing politeness strategies in the talk show, people are able to learn the way to interview or make a good communication with others. There are many talk shows that indicate some politeness strategies in the conversation. One of the talk shows which indicates politeness strategies SUPER SOUL SUNDAY. Based on the explanation above, the researcher is interested in doing research entitled : **“AN ANALYSIS OF POLITENESS STRATEGY USED BY WINFREY IN SUPER SOUL SUNDAY “**

1.2. Identification of the Research

Based on the background of the research, the researcher formulates the research formulations consist of:

1. What are the types of Politeness Strategies used by Winfrey in Super Soul Sunday?
2. what are the most frequent use of Politeness Strategies by Winfrey in Super Soul Sunday?

1.3.Objectives of the Research

The research objectives are :

1. To explain the kind of politeness strategies used by Oprah Winfrey;
2. To figure out the most frequent use of Politeness Strategies by the host

1.4. Significance of The Research

Through this study, the researcher expects that the result of this analysis can be useful not only for the researcher but also for other people who read and need an information about politeness strategy based on the method that is used by researcher. The researcher also expects that this research will give understanding about the kinds of politeness strategies by Winfrey utterances in Oprah Winfrey Show based on Brown and Levinson's politeness strategy and about the dominant politeness strategies used by the host.

1.5. Previous Studies

The research of politeness strategies have been done before by many researcher. It shows that politeness strategy is an interesting object to be studied. In this opportunity, the researcher would like to review the previous research:

First, Pratiwi Sinta (2014) who analyzed Politeness strategies in Business Letter (Offering Letter) written by the Fifth Semester students of English Study Program FKIP UIR Pekanbaru. The purpose of her research was to find out the types of politeness strategies in offering letter. The research design of it research was descriptive research by using qualitative approach. This was based on investigating involving description, calculation and analysis. The researcher took the sample by using random sampling research that took of some population and the sample of the research focus on fifth semester students english study program FKIP UIR 2013-2014 academic year. It was about 15 english students.

The finding of it research showed that the fifth semester students of English Department FKIP UIR used politeness strategies in their offering letter. There were four categories of it strategies. Three categories of positive politeness such as being optimistic, offering and promising and give gifts to hearer and one category of negative politeness such as apologizing, from four categorical that found of the fifth semester student, being optimistic as the high occurred in students' offering letter with the percentage 35%. Then, there were offering and promising as the second category that has same percentage with give gifts to hearer as the third category. The percentage was 26% occured in students' offering letter. Last, there was apologizing as the fourth category in students' offering letter with the low occur the percentage around 14% of the all categories.

Second, Pangestuti Wuri (2015) who observed about Politeness Strategies Used by Deddy Corbuzier in Interviewing Entertainer and Non-Entertainer in Hitam Putih Talkshow. The purpose of this study is to explain the

types of strategies used by Deddy Corbuzier in interviewing stars guest artist and non artist, explaining the difference between a politeness strategy used by Deddy Corbuzier in the interview as well as explaining about reasons for choosing the strategy. The method used to find data is SBLC(Simak Bebas Libat Cakap). The method used to analyze data is the Pragmatic Method Pad and the Clear and Substitution Techniques. The results show that there are 16 types of decency strategies used by Deddy Corbuzier in interviewing artists and non-artists in Hitam Putih Talkshow. There are 6 differences between the strategies used by Deddy Corbuzier in interviewing artists and non-artists. Reason for selection the strategy is Deddy Corbuzier realizing the advantages of each the politeness strategy that he chooses and aware of the distance between him and the people guest star.

Third, Kurnia Yani (2016) who observed about the Politeness Strategies Used by Barack Obama in victory speech. This research is on pragmatic politeness of Barack Obama's Victory speech. This research is descriptive qualitative research. The research focuses on barack Obama's utterances in his victory speech in Chicago, November 4th 2008. The researcher used the politeness strategies form by Barack Obama as figure political or presiden in his utterance from his victory speech. The result findings show that Barack Obama applied politeness strategy since he delivered his utterance in his victory speech. Obama applied positive politeness to show FTA. By applying Brown and Levinson theory, Barack Obama performed positive politeness strategy by joking, intensify interesting, exaggerating, complimenting, including Speaker and Hearer

in the activity, be optimistic, promising, offering and assuming or asserting reciprocity.

1.6. Theoretical Theories

This research uses some theories from some each experts. In the first theory the researcher uses theory of Brown and Levinson(1978) politeness strategies are developed for the main purpose of dealing with the FTA in order to save the hearers' face and usually it is used to avoid embarrassing the others. The definition of politeness varies across cultures and the claims for universals have shown divergence and also lack of clarity as they have received serious attention since the Brown and Levinson theory was proposed (1978, 1987). Lakoff (1989) defined the term 'Polite' as the use of politeness rules regardless of expectation whereas the term 'non-polite' behaviour refers to the act of not using politeness rules when they are not expected.

Based on Watts' (2003:39) politeness can be identified as follows: Politeness is the natural attribute of a 'good' character, Politeness is the ability to please others through one's external actions and also Politeness is the ideal union between the character of an individual and his external actions . in addition, Yule (2010:135), politeness can defined as showing awareness and consideration of another person's face. Based on Jenny Thomas (1995:157) idea, the concept of politeness is relevating with the utterance, the utterance who has deliver by deliver by the speaker must contain politeness for making the listener feel comfortable and appreciated.

In short, politeness means one of the central features of human communication. It is a human phenomenon, yet expressed differently in different cultures. Politeness is communicated both verbally and nonverbally. One of the well-know classifications of linguistic politeness is that of Brown and Levinson theory (1978).

1.7. Source of the Data

The data of this study comes from the utterances of the host in The Oprah Winfrey Show as many as five episodes. It form of words, phrase, clauses and sentences found in the utterances of Oprah Winfrey that contained the types of politeness strategies. The context of the data is the dialogues or conversations. The researcher gets those data from the transcript of the interview in every episod of it talkshow from the internet, especially from www.youtube.com as data source.

1.8. Research Methodology

1.8.1. Method of Research

The method of this research was in form of descriptive research provides a systematic, factual and accurate description of a situation of area (issac and Michael, 1987:42). Based on Sudaryanto (1993:44) in Dr.Rugayah book, Pengantar Penelitian Kualitatif, states:

“metode deskriptive analisis yaitu metode yang dipergunakan untuk meneliti gagasan atau produk pemikiran manusia yang telah tertuang dalam bentuk media cetak, baik yang berbentuk naskah primer maupun naskah sekunder dengan melakukan studi kritis terhadapnya.”

Additionally, Jamie Hale argue that descriptive research is a study designed to depict the participants in an accurate way. More simply put, descriptive research is all about describing people who take part in the study. He classify the three basic types of descriptive research. First is Observational, define as a method of viewing and recording the participants. Second, Case Study, defined as an in-depth study of an individual or group of individuals. The last is Survey, defined as a brief interview or discussion with an individual about a specific topic. Then, the kind of this descriptive research is observational.

The approach of this research is qualitative approach that focuses on one variable only. Qualitative approach was conducted by the researcher because the result of the data analyzed will be form in descriptive phenomenon such as words and sentences. Generally, qualitative research deals with exploring ideas, reasons and opinion deeply. From A pragmatic Analysis Journal written by Ridhofarianti (2014:3) recited “ Qualitative research is the study that deals with narrative and textual description of the case under the research (Vanderstoep and Johnston 2009:7)”.

In writing qualitative research, the writer generally uses descriptive data taken from interview, videos, documents, notes and any other sources that can be described. Based on the purpose of the study, this study belongs to a descriptive qualitative research because the data are one of social phenomena, that is, a language usage, and the writer figures out the kind of Politeness Strategies used by the speaker.

1.8.2. Method of Data Collection Technique

According to Sudaryanto (1993:131-143), there are several methods that can be used to collect data namely Participant Observation, Non Participant Observation, Note Taking and Recording methods.

In this opportunity, the researcher downloaded the chosen video on Youtube in order to ease the analysis. After downloading the videos, the researcher transcribes the conversation discussed in the video. Then, checking and re-checking the truthfulness of the script, taking notes to the data, making and filling the data sheet, and re-reading and re-watching the video as final step.

1.8.3. Method of Data Analysis Technique

The researcher analyze politeness strategies used by the utterances of the host in The Oprah Winfrey Show. To answer the first and second questions, the writer follows the data analysis techniques by Brown and Levinson. The steps for analyzing the data are classifying the data and divided what into the types and realizations of politeness strategies followed by the identifying the data, analyzing the data based on the research question and making the conclusion based on the data and theory of politeness strategies proposed by Brown and Levinson (1978).

1.9. Time and Place of the Research

This research had undertaken in the researchers' own comfortable hotspot because the data must be analyzed by watching several chosen video.

In this opportunity, the researcher show the choosen data schedule for each episodes that should be analyzing of the hosts' utterancess in Super Soul Sunday:

1. The Lessons Jean Houtston Wants Everyone to Learn (26 November 2012)
2. Author Charles Eisenstein on Creating Deeper Connections in just 60 seconds (17 July 2017)
3. Geneen roth says losing her life saving to bernie madoff was a good thing (30 April 2017)
4. Amy Schumer tell Oprah that marriage has given her a “new calm” (23 April 2018)
5. How to maintain faith when life seems unfair (26 October 2017)