



COMPLIMENT STRATEGY AND TOPICS BASED ON GENDER DIFFERENCES BY INDONESIA IDOL JUDGES 2018

Merina Mandalasari¹, Hamzah²

English Department

Faculty of Languages and Arts

Universitas Negeri Padang

Email: merinamandalasari@gmail.com

Abstract

Penelitian ini bertujuan untuk mengetahui bentuk strategi dan topik pujian yang digunakan oleh juri laki-laki dan perempuan di "Indonesia Idol 2018". Metode yang digunakan dalam penelitian ini adalah deskriptif. Data dari penelitian ini adalah pujian dari para juri "Indonesia Idol 2018" yang bisa dilihat dari transkrip dialog. Jumlah pujian yang ditemukan dalam acara tersebut adalah sebanyak 152 data. Temuan penelitian menunjukkan bahwa bentuk pujian yang digunakan oleh juri laki-laki dan juri perempuan cenderung sama, yaitu pujian dengan fokus pada orang pertama dan kedua. Hal ini disebabkan oleh objek pujian yang sama yaitu para finalist yang menampilkan keahlian mereka dalam bernyanyi. Selanjutnya topik pujian yang paling sering digunakan oleh juri laki-laki dan perempuan dalam acara ini adalah mengenai keahlian, tapi dilihat dari persentase topik pujian mengenai penampilan, dalam acara ini ditemukan bahwa topik mengenai pertunjukan di atas panggung lebih sering digunakan oleh juri perempuan.

Keywords: pujian, bentuk pujian, keahlian, dan pertunjukan.

A. INTRODUCTION

Humans are social creature that has needed to communicate with others. In order to communicate, humans need language to convey a message from one to another person. In other words there are many ways that human used to communicate in daily life such as, apology, request, complaint, invitation, and also compliment. Compliment is a language function often used to encourage or reinforce desired behaviour. A compliment is often given to a person who has appearance or who shows performance pleasing the complimenter/speaker. Thus, a compliment is likely to be given to a person who is wearing a nice-looking dress or a person who has done a good job, for instance.

It is widely known that males and females have their own characteristics in communication. Wu (2008) concludes that females tend to avoid direct statements and tend to convey hesitation or uncertainty. It is because they use more psychological state while male speak straight to the point and avoid the hesitation or uncertainty. Since there are differences between the language of male and female, the way they give compliments are also different. Two important studies which focus on the use of compliments between genders have been conducted by Holmes (1988) and Herbert (1990). According to Holmes (1988) female take and

give more compliments than male. It means that the number of compliment use between female is more frequent and male tend to give compliments to female than to other male. Then, based on Herbert (1990) between two forms of compliment that commonly use, (I (really) like/love NP) and (PRO is (really) ADJ NP), females tend to use the first one more often while male tend to use both of the forms equally.

The study of compliment strategies has been made by some experts like Holmes and Ye. In this research, the researcher uses the theory of Ye (1995) to show the case of compliment strategy, Ye divided them into three categories: (1) implicit compliment, (2) explicit compliment and (3) non-compliment.

The first category of compliment is **explicit compliment**. Explicit compliment is also called direct compliment, and it refers to the compliment giver who can express praise or admiration to someone without any context. (E.g. *You are very beautiful today!*). In addition, when people choose to give a compliment to others by using the explicit compliment, it means that they give full and clearly express something, leaving nothing implied, cause something is explicit when it is directly stated and leaves no room for uncertainty.

The next category is **implicit compliment**. Implicit compliment is the antonym of explicit compliment. Implicit compliment is also called an indirect compliment, and it refers to the compliment giver who cannot express praise or admiration to someone directly. Something called implicit when it is implied *but not* directly stated. (E.g. *I wish I could play the piano like you do.*) From the example above, it means that someone thinks that their friends playing the piano well and he/she praises that, but when he/she wants to show their praise, they choose to make implied meaning by saying *I wish I could play the piano like you do.*

The other example is (*That is an ugly cloth*). From these examples, it is clearly seen that sometimes people use an indirect compliment to others, although they know what they say is ugly is actually good. This case usually happens between two people who have a close relationship.

The last category of compliment based on Ye theory is **non-compliment**. Non-compliment can be said as coercion which the compliment giver gives verbal responses to the given situations, but the rejoinders they give can hardly be regarded as compliments. (E.g. *How much is the bicycle?*). From the example above, if we do not pay attention much, we will say that the utterances above do not a part of the compliment, but when we see from a pragmatic point of view, the utterances above is a part of compliment because sometimes people give the compliment by asking a price, and place first. Without awareness, it belongs to the compliment strategy.

The researcher will see the use of three types in compliment strategy in Indonesian Idol 2018. Furthermore, the reason why this topic is important to be studied because people should be aware that there are differences between male and female judges in giving compliment in the talent show. So, it will be easier to collect a lot of data which involve in the case of compliment. This research aims to analyze compliment strategy in Indonesian Idol based on the theory of Ye (1995) about compliment strategies.

B. REVIEW OF RELATED LITERATURE

1. Socio-Pragmatics

Socio-pragmatics is pragmatics that happens in certain social and cultural context. In other word, the socio-pragmatics study refers to the study of language use which is seen from social context, such as gender, age, status, profession, etc.

2. Compliment

A Compliment is something that people commonly found in their daily life. People give compliment to other people because of certain reason; the main reason is that people feel happy if someone gives compliment. In addition, people give compliment to other in order to show their respect.

3. Compliment Strategies

The researcher uses the theory of Ye (1995: 207-295). To show the case of compliment strategy, Ye divided them into three categories: First, Explicit Compliment is also called direct compliment, and it refers to the compliment giver who can express praise or admiration to someone without any context. (E.g. *You are very beautiful today!*.) Second, Implicit Compliment is also called indirect compliment, and it refers to the compliment giver who cannot express praise or admiration to someone directly. (E.g. *Could you tell me where you bought this T-shirt?*). Last, Non-Compliment is related to but differ from ('No Response'), which the compliment giver gives verbal responses to the given situations, but the rejoinders they give can hardly be regarded as compliments. (E.g. *How much is the bicycle?*).

4. Compliment Topics

The researcher uses the theory of Manes (1983: 96-102) and Wolfson (1981: 117-124). To show the case of compliment strategy, Wolfson indicated that anybody could compliment female's appearance without considering age, status and job of the female in the United States of America

5. Language and Gender

Gender difference is the most significant difference between human beings. When people of different genders from either physiology or psychology using language, they will have their own gender characteristics which lead to the gender differences in language.

6. Indonesian Idol

Indonesian idol is a famous talent show program on TV that has been producing many singers in Indonesia

C. DISCUSSION

1. Research Finding

Based on the data description and analysis above, all compliments strategies in these 9 episodes had been divided into 3 forms, there are explicit compliment, implicit compliment and non compliment.

Table 1 Compliment Strategy

No	Compliment strategy	Male judges		Female judges	
		Freq.	%	Freq.	%
1.	Explicit compliment	66	85,71	56	76,71
2.	Implicit compliment	11	14,28	10	13,69
3.	Non-compliment	-	-	5	6,41
Total		77	100	78	100

Based on the result of data analysis, the researcher found there are three types of compliment strategy used by male and female judges. From the total of each category, it can be concluded that there is no significant difference was found when they are giving the compliment to others.

From the table above it can be seen, In the explicit compliment, male judges get high percentage (85,71%) than female (76,71%). In implicit compliment, female use that strategy 13,69% and male with 14,28% implicit compliment. In addition, for last strategy, female use 6,41% on the other hand, male judges get zero or they choose to not use non-compliment strategy.

Table 2. Topics of compliments

No.	Topics	Male Judges		Female Judges	
		Freq.	%	Freq.	%
1.	Performance (stage act)	20	23,52%	31	41,33%
2.	Appearance	9	10,58	15	20,00%
2.	Skill (singing skill)	56	65,88%	29	36,66%
Total		85	100%	75	100%

From the table above, it can be concluded that male tend to use skill as the topic of compliment but female likely use performance as the topic of compliment in order to give the compliment to the finalist. In the table above, male and female have significant differences when using the topic of compliment.

In addition, Male stands in the high percentage and female stand in the low one. Male get 56 number of data or (65, 88) but female only get 29 number of data or (36,66). However, female choose to give compliment on performance, it can be seen that female gets 31 number of data or (41,33) but male get 20 number of data or (23,52). Furthermore, for the topic of appearance, female get 15 number of data or (20.00) but male get 9 number or (10.58) for this compliment topic.

2. Discussion

In this research, the analysis of compliment strategy and topics based on gender differences by Indonesian idol judges 2018 is elaborated based on Ye, and Wolfson theory, because they presented more cohesive and comprehensive theory of compliment strategy and compliment topics and they had explained it more details with specific ways and each example.

Ye's (1995: 207-295) confirmed the difference between explicit and implicit compliments in Chinese. This difference could be confirmed by the presence of commendatory words, such as *"You are so beautiful!"* as an explicit compliment, but *"I want to worship you as a teacher"* as an implicit compliment. He pointed out that most people will choose to give compliment in the same context when they are facing the same compliment object.

The result of analysis is different with the research done by Diat (2017). Diat concludes that both male and female judges complimented the finalists' skill more than the finalists' appearance. It caused by the context of the talent show where absolutely all the finalists wanted to show their skill. Also, both male and female judges do not give a compliment about the finalist performance. In this case Diat does not use a compliment strategy, but the form of compliment.

Related to the findings, the discussion of the research explained about compliment strategy and topics based on gender differences by Indonesian idol judges 2018. The researcher found that female judges use all types of compliments (explicit compliment and implicit compliment and non-compliment) when they are giving the compliment, beside, male judges only use two types of compliment strategies (explicit compliment and implicit compliment.) when they are giving compliment .but, both male and female judges more likely to use the first strategy (explicit compliment). Then, compared to female judges, male judges preferred to use second strategy (implicit compliment) more than female judges. However, in the third strategy (no response), only female judges delivered the compliments.

Additionally the researcher found the compliment response from this talent show was so different from our daily conversation in Indonesia. The complementee mostly use *"no"* to reject the compliment from the speaker because by the form of cultural value of Indonesian speaker in which they stress indirectness in conversing. If someone is wearing something new it is always commented, it includes things like new shoes, clothes, cars, and even hairdos. The comment on these things commonly followed by the compliment. For example in Indonesian idol the finalist response the compliment from the judges with yes, thanks and thank you.

D. CONCLUSION AND SUGGESTIONS

Based on the findings, first the data were collected from the talent show Indonesian idol 2018, certainly both male and female judges delivered compliments to the same objects. In this case the finalists were similar and all of the finalists also performance similar thing

Second, there is certain reasons why male and female do show the significant difference in using compliment strategies. The main reason is the influence of technology in a sophisticated era. The more advanced an era, the differences that exist in men and women in using language are no longer visible.

However, in this research, both male and female judges use all the topic of compliment (performance, appearance and skill) but, male judges complimented finalists skill more than finalists' performance. It caused by the context of the

talent show where absolutely all the finalists wanted to focus on their skill and performance.

Related to the present research, further research on the impact of the compliments to the hearer could also be done. Besides the compliment strategy and topic based on gender can also be related to foreign language study, if the learners know about the difference and culture, they can understand the implied meanings. Meanwhile, from the socio-pragmatics fields, the future research about the use of compliments based on gender with different ages, different association, or different relationship.

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