

## **POLITENESS STRATEGY USED IN REPUBLICAN DEBATE BY DONALD TRUMP**

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### **Abstract**

Politeness strategy is a way that is done by someone to say his speech more politely. The politeness strategy can be found in daily conversations and in debating events. One of the debates of concern for this study is the debate of candidates in the Republican Party. The purpose of this paper is to describe the politeness strategies used in the Republican debate by Donald Trump. This research used the theory of politeness strategy proposed by theory is Brown and Levinson (1987) who classify politeness strategies into four types: Bald on Record, Positive Politeness, Negative Politeness, and Off Record. The finding of this study indicates that Donald Trump uses only three types of politeness strategies in Republican debate. The most prominent politeness strategy is Positive politeness (55.27%). Other politeness strategies are Negative politeness (22.98%), and Bald on Record (21.73%). It can be concluded that Donald Trump mostly uses Positive politeness strategy in delivering his speech for Republican Party debate.

**Key words:** politeness strategy, Republican Party debate.

### **A. INTRODUCTION**

Language is a tool that used by human in doing communication. Through language, they can express what in their mind is. However, they have to use good language in expressing their mind. People may not always remember the specifics of a conversation, but they do remember their overall impressions of other person, as well as how well they felt the conversation proceeded. For example, they may recall whether or not they felt the other person was cooperative, and whether or not the other person was friendly, polite, knowledgeable, standoffish, or rude. Moreover, people tend to assume that the person's way of speaking is the description of his/her personality. Understanding the politeness strategy make people know how to use language in a good way.

According to Brown and Levinson (1993:61) politeness strategy is developed in order to save the hearers "face". Face refers to the respect that an

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individual has for him or herself maintaining that “self-esteem” in public or in private situations. Usually person tries to avoid embarrassing to other person, or make them feel uncomfortable. Face Threatening Acts (FTA’s) are acts that infringe on the hearers need to maintain his self-esteem, and be respected. Politeness strategies are developed for the main purpose of dealing with these FTA’s.

There are four types of politeness strategies, described by Brown and Levinson that sum up human “politeness” behaviour. The strategies are bald on record, positive politeness, negative politeness, and off record-indirect strategies. It is chosen to analyse considering that when the speaker doing the FTA’s, it will reflect to the speaker’s feeling and influencing the speaker’s responds.

Courteous language that is also classified as social ethics, that something fundamental is needed to create friendliness and respect to a guest in a community. This is because most of the treatment speakers always face a threat desire for speakers and etiquette enhances the role of the face threat (Brown & Levinson, 1978). Through of his politeness theory, Brown and Levinson (1978) tend to focus on rationality and "face". Interface consists of two desire to the contrary, the positive face of the reference image a person to be appreciated and loved by others, while the face is a negative self-image associated with actions to free to do something or do not want to block others. Parallel thus, positive politeness strategies involving speaking aimed create closeness, the relationship between the speaker and the listener, whereas negative politeness refers strategy aimed speakers show the social distance between speaker and listener.

There are some reasons that make the researcher chooses Donald Trump on presidential debates as the object of this research. First, presidential debate is an important moment for people to know the quality of a president candidate that will lead them. Second, Donald Trump is known as a man with controversial ideas in his campaigns. Third, the researcher find that there are many politeness strategies that can be analysed and become the source of data from this presidential debate. Therefore, based on the explanation above this research chooses the title: “Politeness Strategy Used by Donald Trump in Republican Debate”.

## **B. RESEARCH METHOD**

In this research, the data were collected from Donald Trump’s utterances in presidential debate of Republican Party in Detroit, Michigan March 03, 2016. The video downloaded from YouTube in July 22, 2016 and researcher writes down the transcript of the video. The researcher only take utterances of Donald Trump and put it into table so that we easier to classify the data. From the video researcher get 161 Trump’s utterances that contain politeness strategies. The writer types the Utterances of Donald Trump into Microsoft Word and put them into a table. The data is putted into tables to make the data easier to analyse. Then, researcher divides them into utterances that contain politeness strategies or not. The utterances will be the source of data. The data classified based on the types of

politeness strategies that is positive politeness, negative politeness or bald on record.

## C. RESULT AND DISCUSSION

### 1. Research Finding

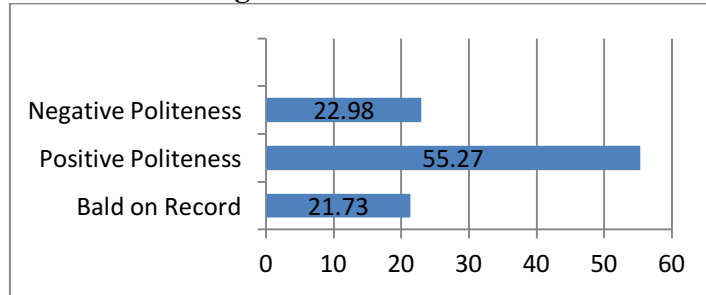


Chart 3.1 Percentage of politeness strategies used by Donald Trump

Based on the the data above, the writer found that the first dominant politeness strategy used by Donald Trump is **positive politeness**. It is preferred since it is believed as the most polite and successful strategy.

Second politeness strategy that used by Donald Trump is **negative politeness**. This strategy is used by Trump in order to show respect or deference to other candidates. Third politeness strategy that Donald Trump used is **bald on record**. Donald Trump use bald on record in order to show his directness and closeness to other candidate.

From finding above, it can be seen that the most dominant politeness strategy that Donald Trump used in presidential debate is positive politeness and the less dominant politeness strategy is bald on record. The reason Trump used positive politeness is to show solidarity, sympathy, interest, and friendliness to the other candidates. In other words, Trump used positive politeness in order to become closer to the other candidates.

We can relate this to the theory of Brown and Levinson (1987:70) positive politeness is oriented toward the positive face of the hearer, the positive self-image that he claims for himself and his perennial desire that his wants (or the action/acquisition/values/resulting from them) should be thought of as desirable (1987:101). Positive politeness is not only used by the participants who have known each other fairly well, but also used as a sharing of wants to limited extent between strangers. For the same reason, positive politeness is usable not only for FTA redress, but in general as a kind of president candidate in using them indicates that he wants to ‘come closer’ to the other candidates

### 2. Discussion

Based on the final finding, the writer tries to compare his finding with Kusuma (2014) entitled “Politeness Strategies in Barrack Obama’ Speech in Democratic National Convention 2012.” Kusuma found that Obama employs politeness strategies mostly positive politeness in his speech in the Democratic National Convention. Since he wants to save the positive face of his audience,

also he must be more polite when deliver the speech. Moreover, Obama is aware about the audience esteems which want to be liked, understood, admired, and sympathy. Similar to the research finding by Kusuma (2014), the final finding of this research also show that positive politeness is the most used by Trump in Republican debate.

Second, Maulidyah (2016) conducted a research entitled “Face Threatening Acts and Politeness Strategy Performed by Debaters at Debate.Org Website”. She found that the debaters performed Face Threatening Acts towards both addressee and addresser’s positive and negative face. She concluded that positive politeness is the mostly used by the debaters. According to Maulidyah, the debaters positioned themselves higher than their rival and proposing better arguments by criticizing, disagreeing and accusing their rival’s arguments by doing the acts of threatening addressee’s positive face. This research has similar final finding with Maulidyah (2016) which shows the positive politeness is the most used by Trump in Republican debate.

Third, Selvia and Marlina (2016) conducted a research entitled “An Analysis of Politeness Strategies Used by Deddy Corbuzier in Hitam Putih Talk Show.” She concluded that from four types of politeness strategies, positive politeness strategy places the highest position as the dominant strategy used than other strategies. According to Selvia, the reason Deddy used this strategy because it is believed as the most polite and successful strategy. In other words, by using positive politeness strategy, the host wants to show his interest, sympathy and friendliness. The host also wants to show his closeness to the guest stars through this strategy. Similar to the research finding by Selvia and Marlina (2016), the final finding of this research also show that positive politeness is the most used by Trump in Republican debate.

Fourth, Maros (2017) conducted a research entitled “Politeness Strategies in Twitter Updates of Female English Language Studies Malaysian Undergraduates”. She found that Positive politeness is found to be the most frequently used politeness strategy by female Twitter users due to the nature of CMC which promotes interpersonal communication and expression among users. It is then followed by bald-on record, off record and lastly negative politeness strategy. Bald on record is the second top due to the 140-character limit of Twitter that persuades the users to be direct and profanities are found the most under this strategy. This research has similar final finding with Maros (2018) which shows the positive politeness is the most used by Trump in Republican debate.

According to the explanation above, the researcher supports Kusuma’s, Maulidyah’s, Mega’s and Maros’ research final result. The researcher found that the most dominant strategy used by Trump is Positive politeness. The researcher agreed to the previous researches that politeness strategy is the most polite and successful strategy

It obviously can be related to Brown and Levinson theory. According Brown and Levinson (1987:70) positive politeness is oriented toward the positive face of the hearer, the positive self-image that he claims for himself and his perennial desire that his wants (or the action/acquisition/values/resulting from them) should be thought of as desirable (1987:101). Positive politeness is not only

used by the participants who have known each other fairly well, but also used as a sharing of wants to limited extent between strangers. For the same reason, positive politeness is usable not only for FTA redress, but in general as a kind of social accelerator for the debaters in using them indicates that he wants to ‘come closer’ to the other debaters.

As the result, positive politeness is most commonly used by people in their daily life to keep their self-image. Positive politeness is not only for people that have known-well each other but also for the people that they have just met or strangers. In other words, positive politeness is a strategy that debaters uses to become closer to other debaters.

#### **D. CONCLUSION AND SUGGESTIONS**

The writer describes the types of politeness strategies used by Donald Trump in presidential debate of Republican Party. Brown and Levinson (1978) proposed four types of politeness strategies: bald on record, positive politeness, negative politeness and off record. From those four types of politeness strategies. Donald Trump only uses three types’ politeness strategies, they are: bald on record, positive politeness and bald on record.

Positive politeness strategy places the highest position as the dominant strategy used than other strategies. The reason Trump used this strategy because it is believed as the most polite and successful strategy. In other words, by using positive politeness strategy, the speaker wants to show his interest, sympathy and friendliness. The speaker also wants to show his closeness to the other candidates. By using positive politeness, it means the Trump providing an effort to make a good relationship. In short, Trump has positioned himself in the right strategy to achieve an attention of the other candidates.

In this research, the writer focuses his research on politeness strategies used by Donald Trump in Presidential debate of Republican Party in general. For the next writers, the writer suggests that they might more focus their research on politeness strategies used by Donald Trump in asking or answer other candidates or negation. On the other hand, the writer’s research aims to describe types of politeness strategies and dominant politeness strategies used by Donald Trump in presidential debate. For the next, other writers not only could describe types of politeness strategies and dominant politeness strategies used by Donald Trump but also the function of politeness strategies itself in presidential debate show.

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