



POLITENESS STRATEGIES IN DEDDY CORBUZIER'S CLOSE THE DOOR PODCAST

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Abstract

This research aims to discover the differences between Deddy Corbuzier's politeness strategies towards male and female guests in Close The Door Podcast. Qualitative method is used for this research. The data were gathered from two videos of Close The Door Podcast featuring two guests from roughly the same background but different genders. Politeness theory proposed by Brown and Levinson were used to analyze the data. The results shows that that Deddy Corbuzier used all four types of politeness strategies towards both male and female guests. The findings also discovered Corbuzier used more negative politeness towards female guest than the male guest, while he used other types of politeness strategies, especially positive politeness, more towards the male guest. Additionally, there are several strategies Corbuzier exclusively used towards the female guest, and vice-versa. As such, it can be concluded that in communication, Corbuzier uses different politeness strategies when addressing male and female hearer.

Keywords : Politeness Strategies, Politeness and Gender, Close The Door Podcast

A. INTRODUCTION

Most people wish to have a pleasant and worry-free conversations with others in order to freely express their thoughts or feelings. However, because of this desire, people sometimes unintentionally harm others with their words and make things awkward. To prevent this, politeness may be used, as politeness in communication is the ways of being mindful of the someone else's face. (Yule, 1996, p. 60).

Politeness as a term means considering the feelings and desires of those being addressed in conversations (Al-Duleimi et al., 2016, p. 263). This is consistent with Ide's (1986, p. 349) statement that politeness serves as one of the restrictions on human contact, with the goal of respecting others' feelings,

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establishing degrees of shared comfort, and fostering connection. Several theories of politeness has been proposed by scholars, incorporating various perspectives to better understand the role politeness in communication.

In 1987, linguists Brown and Levinson expanded on concept of “face” of sociologist Erving Goffman and developed their own politeness theory as a method to study how individuals deal with face threatening acts in communication. Their theory comes with two types of faces ; positive face or self esteem, and negative face or freedom of action, and four politeness strategies ; Bald On Record, Negative Politeness, Positive Politeness, and Off-Record strategies. This theory, similar to Leech's (1983), was criticized for being biased toward Western society in concept of face (Al-Duleimi, 2016, p. 267). Despite the harsh criticism, however, Brown and Levinson's view of politeness remains the most often addressed theory of politeness (Leech, 2014, p. 81).

Study of politeness strategies have been conducted in various objects by previous researchers, such as in Pesbukers talkshow by Hutahean et al. (2021), in podcasts such as Sule Podcast by Syahputra et al. (2023) and H3 Podcast #7 by Pramaidana and Gunawan (2022), and in movies, such as Sleepover movie by Ersi and Ardi (2024), and Inglorious Basterds movie by Rizqy and Ardi (2020). Most of these researches, however, are limited only to the general types of politeness discovered as well as their cause, with some studied politeness in movies, not a real discourse. Politeness become more complicated as a result of each distinct speech participant (Mulawarman et al., 2021, p. 330). These distinctions may be apparent in their age, social class, gender, and cultural background, which results in the usage of distinct varieties of language (Buyle & De Smet, 2018, p. 2). Previous studies that mostly focused on the general types of politeness has become too common, as such the researcher was rather curious about the differences in politeness strategies used depending on specific conversation partner, especially their gender in an actual setting.

To address this, the researcher analyzed the differences of politeness strategies used on two different episodes of Close The Door Podcast show, in order to find out the types of politeness strategies used by Deddy Corbuzier based on his guest's gender. Close The Door Podcast was chosen because this particular podcast has invited many individuals from different backgrounds. As such it was easier for the researcher to find compatible subjects for this study. In this research, the researcher used the theory proposed by Brown and Levinson to help analyzing the types of politeness strategies.

B. METHODOLOGY

This research used qualitative method. This method was chosen mainly because the data were collected in the form of words. This is in accordance with Nassaji (2020, p. 427), who views qualitative research as a natural study that works with non-numerical data. The theory used in this research is the politeness theory by Brown and Levinson (1987). The researcher explained and described

the data to find the differences in politeness strategies used by Deddy Corbuzier toward male and female guests in his podcast.

The data were collected through five steps : Watching and listening to the videos downloaded from the source, transcribing utterances from the videos, translating the transcriptions, identifying and classifying the utterances based on types of politeness strategies, and indicating the differences of Deddy Corbuzier's politeness strategies towards male and female guests. Once the data were collected, the researcher analysed the data using Brown and Levinson theory, following the procedure of Miles and Huberman (1994) qualitative data analysis. This method consist of three steps : data reduction, data display, and conclusion drawing/verification.

C. FINDINGS AND DISCUSSION

1. Research Finding

a. The types of politeness strategies used by Deddy Corbuzier towards male guest in Close The Door Podcast

The first research question is “What are the types of politeness strategies used by Deddy Corbuzier towards male guest in Close The Door Podcast?”. After analyzing the politeness strategies in Corbuzier's interview with the male guest, the researcher found Deddy Corbuzier using all four types of politeness strategies proposed by Brown and Levinson (1987) with a total of 156 utterances with 4% being bald on record, 29% negative politeness, 61% positive politeness, and 6% off-record politeness strategies, as can be seen in the table below.

Table 1 : Frequency of Politeness Strategies Towards Male Guest

Type of Politeness Strategies	Frequency	
	Male Guest	%
Bald on record	6	4%
Negative politeness	46	29%
Positive politeness	95	61%
Off-record	9	6%
Total	156	100%

In Corbuzier's interview with the male guest, there were 6 utterances containing bald on record strategy. One example is :

Arap : “Kok Fabian ya? Gue bilang Kobi.” (*Why is it Fabian? I said Kobi*)

Corbuzier : “Salah, Fabian ya.” (*Wrong, (it is) Fabian, alright?*)

Arap : “Ya. He's so nice.” (*Yes. He's so nice*)

In this piece of interaction, Corbuzier felt familiar with a director Arap called 'Kobi', causing him to ask for confirmation. When Arap was confused, Corbuzier believed that they talked about the same person and corrected Arap. As Corbuzier did not really care about saving Arap's face, this utterance can also be considered as bald on record.

The researcher also found 46 utterances of negative politeness in the Corbuzier's podcast video with the male guest. One of the utterances ;

Arap : *"Ya kan sama ama lu. Gue nggak terlalu demen..." (It's the same as you. I'm not really into...)*

Corbuzier : *"Lu tuh nggak mau punya anak ya?" (You don't want to have children, do you?)*

Arap : *"Huh?"*

In this interaction, Corbuzier and Arap talked about the host's family and children. Corbuzier then asked a vague question "what about you?". When he felt that Arap mistook his question, Corbuzier directly asked Arap for a confirmation with an assumption that he did not want children. However, as he hedged his assumption with a phrase "...do you?" (or "..ya?" in Indonesian), it became a negative politeness utterance.

For positive politeness, there are 95 utterances found in Corbuzier's podcast video with the male guest.

Arap : *"Oh, gue nggak tahu. Gue nggak buka apa-apa soalnya." (Oh, I didn't know. I didn't open anything at all)*

Corbuzier : *"Heboh. Oh, heboh. Ada yang nangis-nangis. Anak yatim nangis banyak. Ada yang nangis-nangis. Tapi sebelum gue mau ngebahas itu, bro..." (Of course. There's an uproar. There are those who cried. A lot of orphans cried. But, before I want to discuss about that, bro...)*

In the exchange above, Corbuzier and Arap discussed about the guest's problem which drew public attention. Arap admitted that he did not know anything because he was not following the news, prompting Corbuzier to inform him. In this utterance, Corbuzier used word 'bro' as an in-group identity marker to claim his closeness with the male guest, before he ask him something. Therefore, it is a positive politeness utterance.

Lastly, there are 9 utterances containing off-record politeness in Corbuzier's interview of the male guest. One example ;

Arap : *"Ada yang live, ada yang tapping." (Some are live, some are taped)*

Corbuzier : *“Nah, lu kan kalau ngomong suka keluar kata-kata...”*
(Well, when you talk, you like to blurt out...)

Arap : *“Lah itu banyak banget gue di sensor, pak.”* *(I got censored a lot, sir)*

In this exchange, Corbuzier inquired if the shows featuring Arap were live or recorded. When Arap responded that some of the performances were taped and some were live, Corbuzier pointed out that the guest had a horrible habit when speaking. In his utterance, Corbuzier intentionally left his sentence hanging, to avoid taking responsibility for implicated FTA towards the male guest. As such, it is an off-record strategy.

b. The types of politeness strategies used by Deddy Corbuzier towards female guest in Close The Door Podcast

The second question is “What are the types of politeness strategies used by Deddy Corbuzier towards male guest in Close The Door Podcast?”. In case with the female guest, the researcher also found Deddy Corbuzier to have used all four types of politeness strategies proposed by Brown and Levinson (1987) with a total of 208 utterances, including 2% being bald on record, 51% negative politeness, 45% positive politeness, and 2% off-record politeness strategies, as can be seen in the following table.

Table 2 : Frequency of Politeness Strategies Towards Female Guest

Type of Politeness Strategies	Frequency	
	Female Guest	%
Bald on record	5	2%
Negative politeness	106	51%
Positive politeness	92	45%
Off-record	5	2%
Total	208	100%

In Corbuzier’s podcast with the female guest, there were 5 utterances containing bald on record strategy. An example :

Nessie : *“I’m always in the middle.”*

Corbuzier : *“You can’t be in the middle. Oh sh*t, you can’t be in the middle. When you read something, you can’t be in the middle. You need to choose this, or this.”*

Nessie : *“Di Neror aku di tengah.”* *(In Neror, I’m in the middle)*

In the interaction above, Nessie and Corbuzier debated the former's views on her YouTube contents, to which she responded that she stayed impartial. The next utterance shows Corbuzier directly told Nessie that she cannot be neutral

when she read something and need to take one side. Telling someone to do something is a threat to one's negative face, hence this becomes a bald on record utterance.

The researcher also found 106 utterances of negative politeness in the Corbuzier's podcast video with the female guest. One of the utterances :

Nessie : *"Okay."*

Corbuzier : *"Nessie, **how are you?**"*

Nessie : *"I'm good, how are you om?"*

In the sample above, Corbuzier and Nessie exchanged pleasantries before they start the podcast. Corbuzier then asked Nessie about her condition, which because of the formality and how it was formulated into a question, fell under negative politeness.

For positive politeness, there are a total of 92 utterances in Corbuzier's interview with the female guest. A sample :

Nessie : *"Iya, since I was little."*

Corbuzier : *"Since you were a little? **Something's wrong with you.**"*

Nessie : *"Something's wrong with me. Sampai sekarang kalau misalnya aku nonton horror, kayak, most of the time, aku tahu kapan jumpscarenya keluar." (Something's wrong with me. Until now, if I watch horror, like, most of the time, I know when the jumpscare springs out)*

In this sample, Nessie told Corbuzier that she likes to watch horror movies since she was little. The host responded that something was wrong with her. Normally it may be considered as an FTA, but he said it with a joking tone and she went along with it, as can be seen from her reply. Joke is a strategy under positive politeness.

Finally, There are 5 utterances off-record strategies found in the podcast with the female guest. One of them :

Nessie : *"Gak papa, om" (I'm alright, om)*

Corbuzier : *"Gapapa. Pelajaran hidup. **Semakin kita belajar, semakin kita baik.**" (That's okay. A life lesson. **The more we learn, the better we become**)*

In the utterance above, Corbuzier comforted Nessie when she told him that she had gotten warned for her social media content by using a proverb. The usage of proverbs is a substrategy under *overgeneralize* of off-record politeness.

c. The differences between Deddy Corbuzier's politeness strategies towards male and female guest in Close The Door Podcast.

Table 3 : Table of Politeness Strategies found in Close The Door Podcast

Type of Politeness Strategies	Frequency	
	Male Guest	Female Guest
Bald on record	4%	2%
Negative politeness	29%	51%
Positive politeness	61%	45%
Off-record	6%	2%
Total	100%	100%

The study found that Deddy Corbuzier used politeness strategies in total of 156 utterances with the male guest, including 6 bald on record, 46 negative politeness, 95 positive politeness, and 9 off-record politeness strategies. While with the female guest, Corbuzier used 208 utterances containing politeness strategies in total, including 5 bald on record, 106 negative politeness, 46 positive politeness, and 5 off-record politeness strategies.

There are several differences in Deddy Corbuzier's politeness strategies towards male and female guests on the Close The Door podcast. Although Deddy Corbuzier used all four types of politeness strategies with both guests, the differences still can be noticed in the number, as can be seen in the table above, in which with the exception of negative politeness, Corbuzier used more number of other politeness strategies types towards the male guest. Additionally, another differences can also be seen in various substrategies of politeness Corbuzier used towards each guest.

Table 4 : Table of Bald on Record Strategy Cases

Bald on Record Strategies	Male Guest	Female Guest
Urgency	-	-
Efficiency	-	2 (40%)
Task oriented	-	1 (20%)
The speaker's power is superior/Speaker does not fear retaliation or non-cooperation	5 (83%)	2 (40%)

Doing face threatening act in the interest of the hearer	1 (17%)	-
Total	6 (100%)	5 (100%)

As shown in the table above, Deddy Corbuzier treats both male and female guests with nearly the same number of bald on record politeness, albeit the cases differ. With the male guest, Corbuzier mainly used bald on record politeness because he did not fear retribution or non-cooperation from the guest, with the exception of one situation where he did FTA in the interest of the hearer. In the case of female guest, roughly half of the bald on record politeness Corbuzier used was just to ensure his message got across, therefore he used it for efficiency and task-oriented, while the rest was when Corbuzier did not fear retaliation or non-cooperation by the female guest.

Table 5 : Table of Negative Politeness Strategies

Negative Politeness Strategies	Male Guest	Female Guest
Be conventionally indirect	40 (87%)	96 (90%)
Question, hedge	6 (13%)	9 (9%)
Be pessimistic	-	-
Give deference	-	-
Minimize the imposition on H	-	-
Apologize	-	1 (1%)
Impersonalize S and H	-	-
State FTA as a general rule	-	-
Nominalize	-	-
Go on record as incurring a debt, or as not indebting H	-	-
Total	46 (100%)	106 (100%)

In terms of negative politeness strategies, the difference is mainly in the numbers of politeness strategies used. With the exception for ‘apologize’ strategy with the female guest, Deddy Corbuzier used the same strategies for both guests ; ‘be conventionally indirect’ and ‘question/hedge’ of negative politeness strategy. In this case, Corbuzier tends to use negative strategies more with female guest than male guest. The gap between is also big enough, with the usage towards the female guest is roughly twice of the male guest’s. This might happened because Corbuzier felt that he is not as close with the female guest as with the male guest, as shown in his reluctance with the use of ‘apologize’ strategy.

Table 6 : Table of Positive Politeness Strategies

Positive politeness Strategies	Male Guest	Female Guest
Notice, attend to H's	2 (2%)	-
Exaggerate (interest, approval, sympathy with H)	-	-
Intensify interest to H	2 (2%)	-
Use in-group identity markers	52 (55%)	49 (53%)
Seek agreement	25 (27%)	22 (24%)
Avoid disagreement	1 (1%)	3 (3%)
Presuppose/raise/assert common ground	3 (3%)	1 (1%)
Joke	8 (8%)	12 (13%)
Assert or presuppose Ss knowledge of and concern for H's wants	-	-
Offer, promise	-	-
Be optimistic	-	-
Include both S and H in the activity	1 (1%)	1 (1%)
Give (or ask for) reasons	-	-
Assume or assert reciprocity	1 (1%)	-
Give gifts to H (goods, sympathy, understanding, cooperation)	-	4 (5%)
Total	95 (100%)	92 (100%)

In contrast with negative politeness strategy, Deddy Corbuzier used positive politeness strategy slightly more frequently with the male guest than with female guest. This might be because Corbuzier felt he was closer with the male guest, as proven with his sharp perception towards the male guest's interests, needs, wants and the usage of more variety of 'in-group identity markers' such as 'bro' and 'man' instead of just calling his name and the usage of 'lu-gue' pronouns, such as in case with the female guest. Additionally, Corbuzier told stories which falls into 'intensify interest' strategy towards the male guest, while he did not use one with the female guest.

Table 7 : Table of Off-record Politeness Strategies

Off-record Strategies	Male Guest	Female Guest
Give hints	-	-
Give association clues	-	-
Presuppose	-	-

Understate	1 (11%)	-
Overstate	-	-
Use tautologies	-	-
Use contradictions	-	-
Be ironic	-	-
Use metaphors	-	-
Use rhetorical questions	2 (22%)	1 (20%)
Be ambiguous	-	1 (20%)
Be vague	3 (34%)	-
Over-generalize	1 (11%)	1 (20%)
Displace H	-	-
Be incomplete, use ellipsis	2 (22%)	2 (40%)
Total	9 (100%)	5 (100%)

In case of off-record politeness strategies, Corbuzier also used more towards the male guest than the female guest. The usage of 'rhetorical question', 'over-generalize', and 'use ellipsis' is shared towards both guests. With the male guest, Corbuzier used 'be vague' strategy, to which he used to blur his offence towards the guest. While with the female guest, Corbuzier used 'be ambiguous' to hide his connotation of word 'crazy', which can be either a compliment or an insult.

2. Discussion

From the findings above, it can be inferred that Corbuzier favored positive politeness strategies in interviewing the male guest. Positive politeness strategy is used to avoid harm to the hearer's positive face, or the need of being accepted. This can be achieved by demonstrating unity, pointing out that both speakers desire the same thing and share the same purpose (Yule, 1996, p. 62).

The findings of the male guest were compared with one of the previous research by Syahputra et al. (2023), in which the authors studied a podcast episode where an Indonesian comedian Sule interviewed his own son Rizky Febian. The findings of Syahputra mentioned that Sule used 2 utterances of bald on record, 28 positive politeness, 3 negative politeness, and 1 off record politeness towards his guest. As such, both results aligned in a way that both speakers used all types of politeness strategies and have the same tendency to use positive politeness the most when faced with a male hearer. It may be assumed that Corbuzier and Sule favored positive politeness because both the hosts and the guests have close relationships, with the former being friends with his guest and the latter with his own son. The similarity certainly makes sense with what Brown and Levinson (1987, pp. 101-103) wrote about positive politeness being a common linguistic behavior between intimates, and can act as an interpersonal booster.

On the contrary, the findings shows that Corbuzier used negative politeness the most with the female guest. Negative politeness is used to avoid harm to the hearer's negative face or freedom of action. This typically involves strategy such as showing courtesy, emphasizing the significance of the other person's time or issues, and even offering an apologies for the imposition or disruption (Yule, 1996, p. 62).

A comparison conducted between the results of the female guest and an article by Silitonga (2022) with title "An Analysis of The Politeness Strategy used in Mata Najwa Talk Show on Trans7" showed contrary results. The article, which discussed about an interview between Najwa Shihab and two ministers of that time ; Erick Thohir and Nadiem Makarim found that the two ministers employed two types of politeness strategies : negative politeness and positive politeness, with the most used politeness strategy of the two males towards the female host is positive politeness. The absence of bald-on record and off-record politeness usage in this case may be explained by the formal context of the interview. This is supported by Leech (2014, p. 34), who in his overview of Brown and Levinson's politeness claimed "To choose the most appropriate strategy, S has to estimate the weightiness of the FTA, which (as explained earlier) is calculated in terms of three (in principle) quantifiable components: D (distance), P (power), and R (the rank or degree of imposition)".

The two aforementioned studies did not focus on the differences in politeness used toward males and females, while this study found the differences of politeness used toward male and female. In this study it was found that Corbuzier favored negative politeness strategies towards the female guest, and positive politeness towards the male guest. As such, it can be safely concluded that the gender of the hearer affect politeness used in discourse. However, it should be noted from the second comparison that gender is not the only factor influencing the politeness. Social factors, such as distance, context, power, and such also play a part in influencing politeness used.

D. CONCLUSION AND SUGGESTIONS

The findings showed that Deddy Corbuzier used all four types of politeness strategies towards both male and female guests. Corbuzier used politeness strategies in total of 156 utterances with the male guest, with positive politeness being the most prevalent strategy used. In other words, he preferred to show his friendly side with the male guest, as proven with the usage of various in group markers or his keen perception towards the male guest's interests, needs, wants. On the other hand, with the female guest, Corbuzier used 208 utterances containing politeness strategies with negative politeness as the most common strategy. It means with the female guest, Corbuzier was more considerate and respected her enough to actively avoid imposing on her, as can be seen from how he apologized for taking her time.

In terms of the differences in politeness strategies used towards both guests, it was mentioned above that Corbuzier used negative politeness more towards the female guest, while he used other types of politeness strategies, especially positive politeness, more towards the male guest. Additionally, while Corbuzier mostly using the same politeness strategies towards both guests, there are several strategies which Corbuzier exclusively used towards the female guest, and vice-versa. As such, it can be concluded that in communication, Corbuzier uses different politeness strategies when addressing male and female hearer.

The researcher suggests this research as a reference for readers interested in the politeness theory developed by Brown and Levinson. Given the scarcity of studies on politeness and gender, particularly those that study the differences in politeness strategies used towards different genders, the researcher strongly encourages future researchers to do further studies on this issue. Future researchers on the same issue may study whether a female host also use different politeness strategies when addressing two guests of different genders. The data may be taken from another podcast, a talkshow, or others. Furthermore, the researcher hopes that in addition to providing knowledge regarding politeness, this study will motivate readers to become more aware of the importance of using politeness in everyday communication.

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