



AN ANALYSIS OF POLITENESS STRATEGIES USED BY DEDDY CORBUZIER IN *HITAM PUTIH* TALK SHOW

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ABSTRACT

Politeness strategies (strategi kesantunan) are ways that used by someone to convey her/his utterances politely. Politeness strategies can be observed in daily life and in talk shows. One of the most famous popular talk shows among Indonesia's viewer is Hitam Putih talk show. This paper aims to describe the types of politeness strategies and dominant politeness strategies used by Deddy Corbuzier in interviewing especially in asking guest stars. Theory that used to describe an analysis of politeness strategies is Brown and Levinson theory (1987). There are four politeness strategies that are classified by Brown and Levinson, they are Bald on Record, Positive Politeness, Negative Politeness and Off Record. This result finding shows that the host of Hitam Putih talk show used four types of politeness strategies with different presentations. The most dominant politeness strategy used was Positive Politeness with 58 %. Another dominant politeness strategy used was Bald on Record (18 %), Negative Politeness (15 %) dan Off Record (9 %). It can be concluded that positive politeness strategy (strategi kesantunan positif) is the most dominant strategy used by the host in Hitam Putih talk show.

Key words: politeness strategy, hitam putih talk show.

A. INTRODUCTION

Language is a device to communicate each other in human's life. Language is simply not only as a device to communicate but it is very important part to establish and maintain the relation individually in a society. To establish and maintain relation individually in a society, people have strategies. One of these strategies is called politeness strategies.

Politeness strategies are strategies to build a harmony in term of better communication. Politeness strategies, proposed by Brown and Levinson (1987:61), is merely about "face." They argued that face is the public self-image that every member wants to claim for themselves. In addition, Monreal (2009:176) defined that face is something that should be recognised and be respected in interaction. Meanwhile, Karbelani (2013:52) stated that politeness strategies are

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used to fix some rude utterances, to send speaker meaning, to make utterances acceptable by the hearers and etc.

Politeness strategies help people to minimize FTA (face threatening act). According to Brown and Levinson (1987:65), FTA (face threatening act) is an act that inherently damages the face of the addressee or the speaker by acting opposition to the wants and desires of the other. Face threatening act can threaten other's face by look, an expression or some non-verbal communication.

Nowadays, politeness strategies can be found in daily activities such as in teaching, speaking, selling or buying interaction and etc. Winerta (2012) explored the politeness strategies that were used for requesting in Avatar movie. She found that the negative politeness was commonly used in the Avatars movie conversation between real human and real human. However, politeness strategies not only can be found in movie but also in talk shows or TV programs. One of talk shows that indicate politeness strategies is Hitam Putih talk show. Hitam Putih is a talk show that led by Deddy Corbuzier which is broadcasted in Trans 7.

In this study, the writer prefers to choose Hitam Putih talk show than other Indonesian talk show programs because of three reasons. *First*, Hitam Putih is an interesting program that discusses trending topics or hot issues. *Second*, the host, Deddy Corbuzier is known-well as a person who tends to interview the guest stars directly (to the point in asking to guest stars). *Last*, there are many politeness strategies that can be analyzed and becoming the source of data from Hitam Putih talk show.

B. BRIEF REVIEW OF RELATED THEORIES

1. Pragmatic

Pragmatics is related to human's interaction. In interaction with others, people have to respect each other in order to make good interaction. To respect others, people have to consider politeness. Therefore, politeness becomes one of the units to be studied in pragmatics. Here are many definitions of pragmatic from linguists view:

According to Yule (1996:3) states that pragmatics is the study of contextual meaning. Next, Crummings in Cruse (2000:2) says that pragmatics deals with information aspects that are conveyed through language which is not decoded conventionally that socially agreed in the linguistics form that is used, but it also appears naturally from and depends on the meaning.

In addition, Horn and ward (2006:16) defines pragmatic as the study of those context-dependent aspects of meaning which are systematically abstracted away from the construction of content or logical form. Meanwhile, Mey (2001:6) defined pragmatics as the study of the use of language in human communication as determined by the conditions of society.

Furthermore, Bublitz in Schauer (2009:6) defines pragmatics as the study of communication principles to which people adhere when they interact rationally and efficiently in social context speakers/writers follow these principles to imply additional meaning to a sentence, and hearer/readers follow these principles to

infer the possible meaning of an utterance out of all available options in given context.

2. The Concept of Politeness

In communication, politeness is an important aspect in the life of creating better communication between speakers and opponents said. There are some definitions of politeness based on linguists.

Brown and Levinson (1987:61) suggested that the reason why people choose to be polite is that people are concerned about maintaining two different types of face:

- (1). positive face is crucially including the desire to be appreciated, approved of, and respected by others
- (2). negative face is reflected in the desire not to be impeded, to have the freedom to act as one chooses.

Mouton (2011:2) defines politeness is not a simple one but nevertheless hold that it is possible to isolate utterances which are considered to be polite or impolite by participants. Moreover, Lakoff in Eelen (2001:2) defines politeness as a system of interpersonal relation designed to facilitate interaction by minimizing the potential for conflict and confrontation inherent in all human interchange. Meanwhile, Watts (2003:10) stated that politeness is not something we are born with but rather it is learned in social contexts. In other words, Holmes (2001:4) explains that politeness is an expression of concern for the feelings of others.

C. RESULT AND DISCUSSION

a. Data Description

The data of this research is taken from Hitam Putih, every Friday in September 2013. During every Friday in September 2013, there are four videos that writer has to be analyzed. As the writer classifies as follows:

- Sep 6th 2013: Episode Arumi bachsin, Emil, Endang & Catur
- Sep 13th 2013: Episode Nicta gyna, Eriska reyn, Wiliam
- Sep 20th 2013: Episode Syahrini
- Sep 27th 2013: Episode Virnie Ismail & Tim Garuda Muda

b. Analysis of Politeness Strategies Used By Deddy Corbuzier in *Hitam Putih* Talk Show

1. Bald on Record

Bald on record strategy do not attempt to minimize the threat to the hearer's face. This strategy is most often utilized by the speakers who closely know their audience. By using bald on record strategy there is a direct possibility that the audience will be shocked or embarrassed by the strategy. In addition, According to Ramezanzadeh (2016:49), by using this strategy speaker can directly address the other as means of your needs

Datum 4

Deddy: *“Terus, Pak Catur katanya kalau naik kendaraan umum sering ditolak, beneran?”*

Deddy: *“Then, I heard that Mr. Catur is often rejected while taking public transportation, is it true?”*

Based the datum above, Deddy's question is classified into bald on record for *little or no desire to maintain someone's face* sub-strategy. Having this question "***Terus, Pak Catur katanya kalau naik kendaraan umum sering ditolak, beneran?***" (*Then, I heard that Mr. Catur is often rejected while taking public transportation, is it true?*) means Deddy Corbuzier as a host has little or no desire to minimize guest star's face. It also means Deddy does not care if the guest star feels embarrass or shock to hear Deddy's question.

2. Positive Politeness

Positive Politeness is oriented to satisfy hearer's positive face. It means that speaker kindly shows his appreciation, approval, interest and solidarity, also familiarity with hearer.

Datum 25

Deddy: "*Arumi, kamu suka makan apa?*"

Deddy: "*Arumi, What food do you like?*"

Based on the datum above, Deddy's question is classified into positive politeness for *notice, attend to Hearer (interests, wants, needs, goods)* sub-strategy. Having this question "***Arumi, kamu suka makan apa?***" (*Arumi, what food do you like?*) means Deddy Corbuzier as a host shows his notice to what Arumi's interest on food.

Datum 40

Deddy: "*Kenapa anda sudah jarang dandan Jeng Kelin?*"

Deddy: "*Why did you seem rare to perform as Jeng Kelin?*"

Based on the datum above, Deddy's question is classified into positive politeness for *exaggerate (interest approval, sympathy with H)* sub-strategy. Having this question "***Kenapa anda sudah jarang dandan Jeng Kelin?***" (*Why did you seem rare to perform as Jeng Keling?*) means Deddy Corbuzier as a host shows his sympathy to Nycta for not performing Jeng Kelin anymore.

3. Negative Politeness

Negative Politeness is a kind of politeness which deals with satisfying hearer's negative face. It concerns with respect behavior. In conducting this strategy, speaker would like to emphasize hearer's relative power. All of the strategies' outputs are useful for keeping the social distance.

Datum 93

Deddy: "*Sebagai public figur, membantukah?*"

Deddy: "*As a public figure, is it helpful for you?*"

Based on the datum above, Deddy's question belongs to negative politeness for *be conventionally indirect* sub-strategy. Having this question "***Sebagai public figur, membantukah?***" (*As public figure, is it helpful for you*) means Deddy as a host conventionally indirects in asking the guest star. While his direct point here is if she is a public figure, will it supports her life.

4. Off Record

Off Record is simply described as indirect strategy. Thus, if a speaker wants to do an FTA, but wants to avoid the responsibility for doing it, he can do off-record and leave it up the addressee to decide how to interpret it.

Datum 98

Deddy: “*Kalau Ibu Endang sendiri mengalami apa?*”

Deddy: “*What has Mrs. Endang been experienced?*”

Based on the datum above, Deddy’s question is classified into off record for *give hint* sub-strategy. Having this question “*Kalau Ibu Endang sendiri mengalami apa?*” (*What has Mrs. Endang been experienced?*) means Deddy as a host gives his hint to the guest star. He knows that the guest could not walk (paralyzed) but he does not want to tell it directly. It also means that he let the guest star interprets for what his mean.

D. CONCLUSION AND SUGGESTION

1. Conclusion

From those four types of politeness strategies, positive politeness strategy places the highest position as the dominant strategy used than other strategies. 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. By using positive politeness, it means the host providing an effort to make a good relationship. In short, Deddy has positioned himself in the right strategy to achieve an attention of the guest stars.

2. Suggestion

For the next writers, the writer suggests that they might focus their research on politeness strategies used by Deddy Corbuzier both asking and answering section with the guest stars. Also for the next, writers not only could describe types of politeness strategies and dominant politeness strategies used by Deddy Corbuzier but also the function of politeness strategies itself in Hitam Putih talk show.

Note: This article was written based on Mega Selfia’s paper under the supervision of Leni Marlina, S.S., M.A

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Datum	Deddy’s Question	Sub-strategies (SS)
	Bald on Record	
1	Whose money that you use?	SS 4 (Litle or no desire to maintain someone’s face)
2	Have you seen the doctor?	SS 5 (Doing face-threatening act in interest the hearer)
3	Then, what did the doctor say?	SS 5 (Doing face-threatening act in interest the hearer)
4	Then, I heard that Mr. Catur is often rejected while taking public transportation, is it true?	SS 4 (Litle or no desire to maintain someone’s face)
5	If you were rejected for taking public transportation,	SS 4 (Litle or no desire to maintain

	so what were you going to do?	someone's face)
6	How much did you spend to modify this?	SS 5 (Doing face-threatening act in interest the hearer)
7	What's up, Nycta?	SS 6 (welcome)
8	How could your hair be that long?	SS 4 (Little or no desire to maintain someone's face)
9	I heard that you also are claimed for not being able to have a child?	SS 4 (Little or no desire to maintain someone's face)
10	Do you want to get healed by this kind of doctor?	SS 4 (Little or no desire to maintain someone's face)
11	I heard that you failed in that cooking competition?	SS 4 (Little or no desire to maintain someone's face)
12	Can you both cook?	SS 4 (Little or no desire to maintain someone's face)
13	Have you ever been in London, before?	SS 4 (Little or no desire to maintain someone's face)
14	Because it's cheap, right?	SS 4 (Little or no desire to maintain someone's face)
15	Many people mock you out there, don't you know about it?	SS 4 (Little or no desire to maintain someone's face)
16	Whose watch that you borrow?	SS 4 (Little or no desire to maintain someone's face)
17	So, which man that you cheat?	SS 4 (Little or no desire to maintain someone's face)
18	Buy or Sponsor?	SS 4 (Little or no desire to maintain someone's face)
19	Is it for sale?	SS 4 (Little or no desire to maintain someone's face)
	Positive Politeness	
20	I heard that Emil and Rumi's wedding spent a billion rupiah, is it true?	SS 5 (Seek agreement)
21	I heard that vice president also came to Palembang, is it true?	SS 5 (Seek agreement)
22	Who invited them?	SS 11 (Be optimistic)
23	If the vice president came to Palembang, how many ampao that you got?	SS 11 (Be optimistic)
24	I heard that Emil created a song for Rumi, may I know what the title is?	SS 3 (Intensify interest to hearer)
25	Arumi, what food do you like?	SS 1, Notice attend to hearer (H) (interests, wants, needs, goods)
26	Arumi, did you still remember the first time you dated?	SS 3 (Intensify interest to hearer)
27	So, who is between both of you who love one another?	SS 3 (Intensify interest to hearer)

28	How are you Mrs. Endang and Mr. Catur?	SS 3 (Intensify interest to hearer)
29	How long have you been married?	SS 3 (Intensify interest to hearer)
30	When was the last time you perform as Jeng Kelin?	SS 2, Exaggerate (interest approval, sympathy with H)
31	What makes Mr. Catur sure to Marry Mrs. Endang?	SS 3 (Intensify interest to hearer)
32	Emil and Rumi, what's your next plan?	SS 9 (assert or presuppose S's knowledge of and concern for H's wants)
33	Angga, isn't she a great mother?	SS 3 (Intensify interest to hearer)
34	What was your job?	SS 2, Exaggerate (interest approval, sympathy with H)
35	So, do you taking motorcycle anywhere now?	SS 5 (Seek agreement)
36	Where did you learn this modification?	SS 3 (Intensify interest to hearer)
37	So, if there is someone who orders it, will you take it to Lampung?	SS 5 (Seek agreement)
38	How did you get home?	SS 2, Exaggerate (interest approval, sympathy with H)
39	How do people order it?	SS 2, Exaggerate (interest approval, sympathy with H)
40	Why did you seem rare to perform as Jeng Kelin?	SS 2, Exaggerate (interest approval, sympathy with H)
41	Have you ever faced the annoying patient?	SS 3 (Intensify interest to hearer)
42	Why do doctors always ask about sickness that I have?	SS 13, Give (or ask for) reasons)
43	If I'm getting cough, how to check it?	SS 3 (Intensify interest to hearer)
44	Why do all of you wear white clothes?	SS 13, Give (or ask for) reasons)
45	Eriska, what are you recent activities?	SS 3 (Intensify interest to hearer)
46	Eriska, how old are you now?	SS 3 (Intensify interest to hearer)
47	Do doctors cure themselves when they get sick?	SS 5 (Seek agreement)
48	Do you still want to continue your study?	SS 5 (Seek agreement)
49	Why didn't you go to college yet?	SS 13, Give (or ask for) reasons)
50	But why do you prefer cooking class?	SS 13, Give (or ask for) reasons)
51	William, what is the interesting part of cooking itself?	SS 11 (Be optimistic)
52	William, what kinds of food do you like?	SS 11 (Be optimistic)
53	How could those things happen?	SS 2, Exaggerate (interest approval, sympathy with H)
54	Then, what did your father say?	SS 11 (Be optimistic)
55	Are you happy with your own decision?	SS 9 (assert or presuppose S's knowledge of and concern for H's wants)
56	Eriska and Nycta, do you want to have a boyfriend who can cook?	SS 3 (Intensify interest to hearer)
57	Do you also want to be able to cook?	SS 5 (Seek agreement)
58	Nycta, which one do you prefer, be a doctor or an artist?	SS 5 (Seek agreement)
59	Doctor or public figure?	SS 5 (Seek agreement)

60	Divo, how old are you now?	SS 3 (Intensify interest to hearer)
61	Is it hard taking care of your children?	SS 3 (Intensify interest to hearer)
62	Wah...you are very old, aren't you?	SS 8 (joke)
63	What's the good thing about having children?	SS 3 (Intensify interest to hearer)
64	What do you want for your son to be someday?	SS 3 (Intensify interest to hearer)
65	Are you happy to be a world football player?	SS 11 (Be optimistic)
66	What's Mrs. Feby's hope for these kids?	SS 3 (Intensify interest to hearer)
67	Why does watching football make you want to be a football player?	SS 13, Give (or ask for) reasons)
68	Sadam, why can you be chosen as a captain?	SS 13, Give (or ask for) reasons)
69	How is it Mba Feby?	SS 3 (Intensify interest to hearer)
70	Are you proud of this?	SS 3 (Intensify interest to hearer)
71	How about the schedule of their school and their training?	SS 9 (assert or presuppose S's knowledge of and concern for H's wants)
72	Faye, are you happy in London?	SS 3 (Intensify interest to hearer)
73	What were the thing that you bought there?	SS 1, Notice attend to hearer (H) (interests, wants, needs, goods)
74	What were the thing that you bought for your father and mother?	SS 3 (Intensify interest to hearer)
75	What happened after this?	SS 2, Exaggerate (interest approval, sympathy with H)
76	What's your plan after this?	SS 3 (Intensify interest to hearer)
77	Virnie, will you allow your children playing a foot ball?	SS 5 (Seek agreement)
78	Sadam, what do you want to say so your friend can be succed like you?	SS 11 (Be optimistic)
79	What's the name of this eyelash?	SS 3 (Intensify interest to hearer)
80	Is Syahrini interested on plastic surgery?	SS 5 (Seek agreement)
81	What kind of awards that you have received?	SS 2, Exaggerate (interest approval, sympathy with H)
Negative Politeness		
82	So, Is it brought to Palembang by truck?	SS 3 (Be pessimistic)
83	So, who invited them?	SS 1 (Be conventionally indirect)
84	How old is your son?	SS 1 (Be conventionally indirect)
85	How old were you at that time?	SS 1 (Be conventionally indirect)
86	Can you move your legs now?	SS 3 (Be pessimistic)
87	Why is she great?	SS 1 (Be conventionally indirect)
88	So, what's the solution?	SS 3 (Be pessimistic)
89	So, how to get off from the motorcycle?	SS 3 (Be pessimistic)
90	How much is it to deliver these goods?	SS 1 (Be conventionally indirect)
91	Aren't you afraid?	SS 1 (Be conventionally indirect)
92	May I ask you something?	SS 2 (Question, hedge)
93	As a public figure, is it helpful for you?	SS 1 (Be conventionally indirect)

94	Which one do you prefer, buying food in restaurant or cooking by your own?	SS 1 (Be conventionally indirect)
95	I'm getting cough, what the medicine is?	SS 1 (Be conventionally indirect)
96	But what if no one likes it?	SS 3 (Be pessimistic)
97	Sorry, when did your father pass away?	SS 6 (Apologize)
	Off Record	
98	What has Mrs. Endang been experienced?	SS 1 (give hints)
99	Does this motorcycle have a name?	SS 5 (overstate)
100	So, besides of being a doctor now you also want to hear the moan of people's heart?	SS 8 (be ironic)
101	Aren't you a doctor?	SS 1 (give hints)
102	Then, have you ever felt upset to take care of your children?	SS 1 (give hints)
103	Do you ever think to marry someday?	SS 1 (give hints)
104	Can Syahrini leave this luxury someday?	SS 1 (give hints)
105	Is there any man that becomes your idol?	SS 1 (give hints)
106	What aspects that father helps you in?	SS 12 (be vague)
107	What things that you have not been achieved yet?	SS 1 (give hints)

