

STRATEGI KESANTUNAN POSITIF DALAM TALK SHOW VIDEO TANGGAPAN TREVOR NOAH TRUMP TERHADAP VIRUS CORONA

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Abstract

The title of this research is Positive Politeness Strategies in Trevor Noah's Video Talk Show "Trump's Response to Corona virus Is Exposing His Lack of Leadership". This study aims to determine the type of positive politeness strategy used by the speaker (Host) and the resource person to respond and express in conversation. The data in this study can be through direct observation of Trevor Noah's video talk show "Trump's Response to Corona virus Is Exposing His Lack of Leadership" and recording conversations that contain positive politeness strategies. The collected data will be identified, clarified, and analyzed qualitatively. The Courtesy Theory by Brown and Levinson (1987) is used to analyze data. Analysis results found 11 data using theories from Brown & Levinson (1987). Among them there is 1 data from the Notice; Attend to H (his interests, needs, wants and good), 3 data from Intensify interest to H, 3 data from Exaggerate (approval, sympathy with hearer), 2 data from Avoid Disagreement, 2 data from Joke.

Key words: *Positive Politeness strategy, talk show, sociolinguistic*

Abstrak

Judul penelitian ini adalah Strategi Kesantunan Positif dalam Video Talk Show Trevor Noah "Tanggapan Trump terhadap Virus Corona Mengungkapkan Kurangnya Kepemimpinannya". Penelitian ini bertujuan untuk mengetahui jenis strategi kesantunan positif yang digunakan oleh pembicara (pembawa acara) dan nara sumber untuk menanggapi dan mengungkapkan dalam percakapan. Data dalam penelitian ini dapat melalui observasi langsung video talk show Trevor Noah "Tanggapan Trump terhadap Virus Corona Mengungkap Kekurangan Kepemimpinannya" dan merekam percakapan yang mengandung strategi kesantunan positif. Data yang terkumpul akan diidentifikasi, diklarifikasi, dan dianalisis secara kualitatif. Courtesy Theory oleh Brown dan Levinson (1987) digunakan untuk menganalisis data. Hasil analisis ditemukan 11 data dengan menggunakan teori dari Brown & Levinson (1987). Diantaranya ada 1 data dari Pemberitahuan; Menghadiri H (minatnya, kebutuhannya, keinginannya dan kebajikannya), 3 data dari Intensive interest to H, 3 data dari Exaggerate (persetujuan, simpati dengan pendengar), 2 data dari Avoid Disagreement, 2 data dari Joke.

Kata Kunci: *Strategi Kesantunan Positif, Talk Show, Sociolinguistik*

INTRODUCTION

Communication has an important role in our life. According to Gartside (1986:1) communication is the art of sharing anything. In its vital sense it means a sharing of ideas and feelings in a mood mutual understanding. Thus, people can cooperate with each other when they communicate just as they do in any other shared activity. Communication is usually defined as conversation, namely for sending and receiving message. If the message cannot be received it means that communication does not work well. In order to make communication run in harmony, the hearer should know the speaker's aim.

Moreover, every day we adapt our conversation to different situations. Among our friends for instance, we can easily say something that would be seen discourteous among strangers and we avoid over formally with our friends. In both situations above we try to avoid making the hearer embarrassed and uncomfortable. People generally behave in accordance with their expectation concerning their public self-image or face wants to be respected. Face means public self image of a person; it refers to the emotional and social sense of self that everyone has and expects everyone to recognize (Yule, 1996:60). Face has two aspects, positive and negative. An individual's positive face is reflected in his or her desires to be liked, approved of, respected of and appreciated by others. While an individual's negative face is reflected in the desire not be impeded or put upon, to have the freedom to act as one chooses (Thomas, 1995:169).

Therefore, people in their relationship need to preserve both kinds of faces for themselves and the people they interact with the politeness utterances. According to Brown and Levinson (1987:65), certain kinds of acts intrinsically threaten face, namely those acts that by their nature run contrary to the face want of the hearer and / or of the speaker. For example, the hearer's positive face will damage when the speaker insulting the hearer, and also the hearer's negative face will damage when the speaker order the hearer. It also could damage the speaker's own positive and negative face for example, when the speaker admits that he has failed in his job and when the speaker offers help to the hearer.

FTAs are acts that infringe on the hearer's need to maintain his or her self esteem and be respected. Brown and Levinson sum up human politeness behavior in four strategies among them are the bald on record strategy, the positive politeness strategy, the negative politeness strategy, and bald off record strategy.

Considering the above phenomenon, the speaker must be able to produce an appropriate politeness strategy to be considered a polite person. Furthermore, researchers are interested in analyzing politeness strategies based on Brown and Levinson's politeness strategies in a video talk show by Trevor Noah "Trump's Response to Corona virus Is Exposing His Lack of Leadership". This contains the lack of leadership of President Donald Trump, whose policies are deemed inefficient from an economic point of view as well as from other points of view. And discuss the current state of physical distancing to maintain health protocols so as not to get infected with the Corona Virus that attack in many state.

The reason the writer chose this video is because the video content is very building people's enthusiasm in utilizing the media to keep communicating and remain creative in creating something new, like the example in this Trevor Noah

video presents there are many things that can be discussed virtually and still can comply with the protocol health and does not reduce the efficiency of new knowledge and knowledge gained. And in this video interesting researchers because the themes discussed are in accordance with those experienced by many people, especially in Indonesia, they criticize the weaknesses of President Donald Trump during the corona virus pandemic. Subscribe and comment from Trevor Noah's video is very supportive and many people like to watch video talk show content from Trevor Noah because it is interesting and presents the latest information.

In addition, researchers want to make a new research because in previous studies many have used films, novels, poems and other literary works as research objects that is the reason why researchers use video talk show content with new topics so that readers get new information for further research.

METHOD

The research methods used in this study are data sources, methods and techniques collecting data, and methods and techniques of analyzing data.

1 Data Sources

Data source is an explanation of where the data was taken and the reason why data is used. In accordance with the needs of the analysis, data is taken from Trevor Noah video talk show. This video was chosen because it contains a many sayings that show politeness, especially positive politeness. The reason the writer chose this video is because the video content is very building people's enthusiasm in utilizing the media to keep communicating and remain creative in creating something new, like the example in this Trevor Noah video presents there are many things that can be discussed virtually and still can comply with the health protocol and does not reduce the efficiency of new knowledge and gained knowledge. And in this video interesting researchers because the themes discussed are in accordance with those experienced by many people, especially in Indonesia, they criticize the weaknesses of President Donald Trump during the corona pandemic virus. Subscribe and comment from Trevor Noah's video is very supportive and many people like to watch video talk shows content from Trevor Noah because it is interesting and presents the latest information.

2 Data Collection Methods and Techniques

To get data and information, the author downloads Trevor Noah's video talk show titled "Trump's Response to Corona Virus Is Exposing His Lack of Leadership" and plays the video and observes it in every conversation. Second, recording is done every time a positive politeness strategy occurs dialogue between speakers (host and speakers). Third, the utterances contained Positive politeness is further classified into a number of positive politeness strategies strategy.

3 Data Analysis Methods and Techniques

Data analysis methods and techniques used in this study are qualitative method. Data collected in this study were analyzed descriptively. Data analysis correlated with the problem being formulated. First, data is classified

based on the same thing type of positive politeness strategy and analyzed based on the theory put forward by Brown and Levinson (1987). Second, the data is analyzed to find out which is the most widely used a positive politeness strategy by the characters in the film based on the proposed theory by Brown and Levinson (1987).

RESULT AND DISCUSSION

Positive Politeness Strategies

Brown and Levinson's concept of linguistic positive politeness is focused on the hearer's positive face. The possible face threat is reduced thanks to the fact that the speaker desires for at least some of the hearer's wants (Brown and Levinson 1987). Positive politeness is repressive action directed at the positive aspect of the other's face. Yule (1996), a positive politeness strategy leads the requester to appeal to common goal, and even friendship, and via expression. In addition to hedging and attempts to avoid conflict, some strategies of positive politeness include statements, of friendship, solidarity, compliments, and the following examples from Brown and Levinson:

1) Notice; Attend to H (his interests, needs, wants and good)

Generally, this output suggests that S should take notice of aspect of H's condition. Example: "You look sad. Can I help you?"

2) Use solidarity in-group identity markers

The using of address form such as: mate, honey, mom, darling and sweetheart are the way which can be used to show this strategy. Example: "Ask away, dear boy, ask away?"

3) Intensify interest to H

Speaker to communicate to Hearer that he shares some of his wants is to intensify the interest of his own (S's) contributions to the conversation. Example: "You know, isn't it?"

4) Be optimistic

Optimistic expression of FTA's seemed to work by minimizing the size FTA. This minimization may be literally stated with expression like sure. Example: "I'll just come, if you don't mind."

5) Include both speaker (S) and hearer (H) in activity

In this strategy the speaker uses an inclusive "we" form when the speaker really means "you" or "me". Example: "If we help each other, I guess, we'll both sink or swim in this course."

6) Offer or promise

Offer and promise can indicate that S and H are cooperators. However, S may choose to stress his cooperation with H by claiming that whatever H wants, S wants for him and will help him to obtain. Example: "If you wash the dishes, I'll vacuum the floor."

7) Exaggerate (approval, sympathy with hearer)

The use of "exaggerate" can be done with exaggerate intonation, stress, and intensifying modifiers. The expression like "for sure", "really", "exactly", and "absolutely" are used to indicate this strategy. Example: "That's a nice haircut you got; where did you get it?"

8) Avoid Disagreement

Avoid disagreement is claimed that people avoid disagreement to respond and a preceding utterance. It is simply observed that they are much more direct in expressing agreement rather than disagreement. In this case the speaker tries to hide the disagreement by saying “yes, but...” Example: “Yes, it’s rather long; not short certainly.”

9) Joke

In this strategy the speaker makes a joke to the hearer to show the positive politeness. Example: “Wow, that’s a whopper!”

10) Assert or Presuppose Speaker’s Knowledge of and Concern for Addressee’s Wants

This strategy can be shown by asserting speaker’s knowledge and concerning for the hearer’s wants. Example: “I know you’re going to ask, Mike”

11) Presuppose / Raise / Assert Common Ground

This strategy can be done by having gossip and small talks, here speaker talked something about an unrelated topic before talking about he wants. Personal centre switch is one part of this strategy. This is where the speaker speaks as if addresses or speaker’s knowledge is equal with hearers. Example: “You already are someone, aren’t you?”

12) Seek Agreement

This strategy can be shown by choosing the safe topics. In this case the safe topics are chosen by the speaker in order to show this strategy. In this case repetition is used to stress emotional agreement with utterance.

13) Give (Ask for) Reason

Another way of indicating that S and H are cooperators is by including H in the activity, for S to give reasons as to why he wants. For example, “Why don’t we go to mall?”

14) Assume or Assert Reciprocity

In this strategy the speaker does something for the hearer if the hearer does something for the speaker. Example: “If you don’t mind, I will be going now.”

15) Give gifts to Addressee (goods, sympathy, understanding, cooperation)

It is done by giving not only tangible gifts but also human relation needs such as the wants to be found agreeable, admired, cared for, and understood. Example: “Good luck today, Tom.”

ANALYSIS

1. Notice; Attend to H (his interests, needs, wants and good)

Stephen : hey, everybody, welcome back to a "late show." before we go any further, please say hi to our friend jon batiste

Jon Batiste: Hello, everybody. What's happening?

Analysis : The underline utterance contain positive politeness strategies of Notice because the interlocutor is asking what happened to the speaker and that includes the characteristic of the first positive politeness because they pay attention to aspect condition of the other person. And Jos Batiste want to make

sure everything is okay, he said the utterance so that the listener or interlocutor understood that he was watching the situation when dialoguing.

2. Intensify interest to H

1. Stephen : hey, everybody, welcome back to a "late show." before we go any further, please say hi to our friend jon batiste.
2. Stephen : It was a lovely night.
- Jon Batiste : Yeah, and, you know, i like to see the rollingstones. I don't know how they made that work. They went different places.
3. Stephen : let's talk about the news a little bit, okay, mr. Fake news. Let's talk about this a second. Biden is going to be the nominee.
- Jon batiste : yes.

Analysis : The underline utterances contain positive politeness because they have the meaning to attract attention and deliberately to invite the opposing speaker to dialogue. In the first dialogue, Stephen invited on Batiste to greet all the people. The statement was aimed at Jon's words being immediately responded by Jon Batiste and could be interested in further chatting, and revealed his words to Jon Batiste with the aim that he would be interested in continuing to communicate with him by discussing topics that he know. In the second dialoc fregment, the utterance from Jon Batiste is also included in positive politeness because in the sentence he wants Stephen to be more interested and immediately respond to his words in each conversation. In third dialogue Stephen revealed that he deliberately wanted to offer Jon Batiste to talk about new news that was more interesting according to him which aims to attract Jon Batiste attention to dialogue with him.

3. Exaggerate (approval, sympathy with hearer)

1. Jon Batiste : Hello, everybody. What's happening?
- Stephen : I love your digs. Can you play with other people or only by yourself now.
- Jon Batiste : I can play by myself but with technology i can double or triple myself as many times as i want.
- Stephen : I saw keith urban do that on saturday night.
- Jon batiste : Saw you on there. That was nice.
- Stephen : It was a lovely night.
2. Stephen: It's hard. I don't have a Biden. Biden doesn't look like a hook. He doesn't have a hook and he's not consistent in his speech patterns. Bernie has a specific rhythm when he speaks and his actions. Even Obama has a specific rhythm and actions.
- Jon batiste : That's a pretty good
- Stephen : This is it. That's a pretty good Biden.

Analysis : In the dialogue fragment above, there are several underlined sentences that are included in the positive politeness in exaggerate type

because in this sentence the speaker aims to over praise the speaker and hope that the speaker can be more comfortable when communicating with him or want to attract sympathy from the speaker opponent. And those are the characteristics of an exaggerate type of positive politeness.

3. Jon Batiste : I thought, okay, maybe i'm not the only one losing my mind trying to do what i do in this environment.
- Stephen : One to have the crazy things is you're going through this very odd isolated experience and because of that, you're not actually aware all the time that every person is going through the same isolated experience. I mean, you know it intellectually.

Analysis : In the underline sentence is included as part of positive politeness of exaggerate because in this sentence Stephen praises Jon Batiste excessively and triesto attract the attention or sympathy of Jon Batiste because to keep him comfortable and remain interested in communicating with him.

4. Avoid Disagreement

1. Stephen : I'll ask him the next time i see him. Well, jon, good luck in your splendid isolation.
- Jon batiste : Yes, indeed. I'll be here.
2. Jon batiste : Just attempting to do a show is what we're doing. That's what this is.
- Stephen : That's right. In many ways I felt bad about the situation we're in until i saw nascar drivers losing their minds because driving virtually wasn't what they were used to in real life.
- Jon batiste : I thought, okay, maybe I'm not the only one losing my mind trying to do what i do in this environment.

Analysis : In some parts of dialogue above there are underline sentences that are include in the positive politeness that avoid disagreement, because in that sentence the speaker pretends to agree with the opponent's speech to avoid disputes. In the first dialogue Jon Batiste answered the utterance sfrom Stephen and pretends to approve them because hi aims to avoid disputes when talking to him because of different opinions. And the second dialogue the two speakers pretended to agree with the speaker's opponents even though they wanted to avoid disagreements, and show the agreement in their interaction.

5. Joke

1. Stephen : This is it. That's a pretty good biden.
- Stephen : That's all i have. I'm white, i have big teeth and i have sunglasses.
(laughter)
- Jon batiste : Hey, man!

Jon batiste : I actually think it's a pretty good biden.

2. Jon Batiste : Have you noticed something interesting? Donald trump may be the only president in the world, especially of a developing nation, who is fighting with people in his country right now or even the press. If you look at most people in the world, if you look at most presidents, it's almost become a moment of, like, it's us versus corona.

Stephen : Yes, like the aliens landed on the plant et.

Jon Batiste : I used to think if aliens landed the whole world would come together, whereas now i realize if aliens landed it would be people versus the aliens who are trying to kill us, and donald trump would have a weird side plot happening at the same time.

Stephen : A side deal to get the aliens to stay at mar-a-lago. (laughter)

Analysis: In some of the data above, there are two examples of fragment of the video dialogue. First, there are underlines sentences and are included in positive politeness of jokes, because in these words Stephen makes jokes with Jon Batiste and responds by laughing while talking, and aims to break the atmosphere in the conversation. And the second piece of dialogue the are two underline sentence, namely in the utterance of Stephen who responds to the utterance of Jon Batiste with a joke a laugh expression. In some fragments the dialogue above is part of positive politeness joke because it makes joke to show their politeness and make them comfortable in conversation.

CONCLUSION AND SUGGESTION

CONCLUSION

In this study the authors found 11 data using theories from Brown & Levinson (1987). Among them there is 1 data from the Notice; Attend to H (his interests, needs, wants and good), 3 data from Intensify interest to H, 3 data from Exaggerate (approval, sympathy with hearer), 2 data from Avoid Disagreement, 2 data from Joke. and the most positive politeness used in the Trevor Noah video talk show is Intensify interest to H and Exaggerate (approval, sympathy with hearer).

SUGGESTIONS

In accordance to the conclusion, the suggestions are proposed that the students or the next researcher who are interested in learning about positive politeness as, should know about the types of positive politeness strategies like Notice that S should take notice of aspect of H's condition, how the way we use this strategy in our society there are many things we need learn about this case. In analyzing the positive politeness strategies toward the women, it is suggested for the students or the next researcher to learn about their type deeper and understanding about their each definition. The readers should be more sensitive about the politeness strategies around them. There is still a lot of positive politeness strategies we can use and applicate in daily life especially in Batak culture and the readers should give an effort in making a better situation to make sure that the positive politeness

strategies occurs. For further research, this research could be a reference while doing research that relates with this topic.

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