An Analysis of Positive and Negative Politeness Strategies used by Desi Anwar in *CNN Indonesia INSIGHT with Desi Anwar* on Trans TV

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ABSTRACT

The research analyzes about "An Analysis of Positive and Negative Politeness Strategies used by Desi Anwar in CNN Indonesia INSIGHT with Desi Anwar on Trans TV.This research has two objectives, the first purpose is to find out and describe kinds of positive and negative politeness strategies used by Desi Anwar. The second one is to describe the factors influencing the positive and negative politeness strategies used by Desi Anwar. This research was conducted by using descriptive qualitative method through applying three steps. The first one was by collecting data through three ways: (1) non participant technique, (2) download technique and (3) writing technique. Then, the writer uses an identity method in analyzing the data. Identity method is the method used to assess or that are beyond language, regardless of the language and does not become part of the language (Sudaryanto,1993). The last, in presenting the data, the writer uses formal and informal method. Formal method is the way to analyze the data with the symbol or the sign, informal method is the way to analyze the data with verbal word The results of the research. Then the factors influence the choice uses of politeness strategies used by Desi Anwar. There are three factors. They are occupation, social status and formality.

Key Words: *Positive Politeness Strategy, Negative Politeness Strategy*

I. 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 politeness. People need good communication to concern about their politeness especially in their utterances. Politeness is about how to make an effective and communicative communication. How to influence and be aware of other people's condition and how to be good friend. Thus, being polite means to be considerate conversational partner. This assumption is related with Wijana (2011) states that in interpersonal rhetoric people need to consider politeness. It means that the

concepts of politeness are useful in interaction and it can help to manage the effective conversation, make rapport, and influence people.

Interaction and communication with other people cannot be avoided in our life. The use of politeness as communication strategies absolutely needed in every kind of communication, group of communication, and also public communication. However, the discussion of politeness is not only deal with face to face or group of communication, but it is also important in public communication such as talk show. In this research, the writer found politeness strategies used by Desi Anwar in the talk show. Talk show is a program where two or more people discuss various topics that happen in society (Tamalia, 2013). Moreover, Ramanwong (2009) states that communication in talk shows are communication through media. It is a communication delivered directly to the public.

As a communication is delivered directly to the public, one need to concern and pay attention to his or her choice of language since the public can directly hear, watch, and judge it. The viewers will be aware the conversation. Thus, people belong to the communication in the talk show actually need to maintain their utterance. Many factor can be affect the success of talk show, such as theme, style, also the conversation between the starts with the participants. The politeness strategies can be used as one of the communication strategies to make a good and interesting conversation.

However, in a conversation, one can threat the people's face by one's utterances. Therefore, the host as the one who manages the respond question directly between the guests stars. Politeness strategies can be used to manage the conversation and avoid the face threat act.

Brown and Levinson (1987:61) define that politeness is merely about "face." They argued that face is the public self-image that every member wants to claim for themselves. In addition, Monoreal (2009:176) state that face is something that should be recognized and be respected in interaction. Meanwhile, Karbelani (2013:52) says that politeness strategies are used to fix some rude utterances, to send speaker meaning, to make utterances acceptable by the hearers and etc.

On the other hand, Brown and Levinson (1987:61) states that politeness strategies are developed in order to save the hearers face. There are two types of politeness strategies. The first is positive politeness and the second one is negative politeness. Positive politeness is oriented toward the positive face of hearer, the positive self-image that he claims for himself. Positive politeness is approach-based; it "anoints" the face of the addressee by indicating that in some respects, speaker wants hearer's wants (e.g. by treating him as a member of an in group, a friend, and a person whose wants and personality traits are known and liked.

Positive politeness can be divided into fifteen categories, they are: notice; attend to hearer (his interest, want, deeds, goods) example: *goodness you cat your hair*, Exaggerate (interest, approval, sympathy with

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hearer), example: *how fantastic your house is?* , Intensify interest to hearer, example: i know you.., Use in-group identity markers, example: *come here honey.* Seek agreement example: really, Avoid disagreement, example: *Not a word. Not at all. Except Clara maybe.* Presuppose/raise/assert common ground, example: *Don't you wanna drink*? Joke, example: Mind if I *tackle* those choc chips now?.Assert or presuppose Speaker's knowledge of and concern for Hearer's want, example: *Look I know you want the car back at 5, so shouldn't I go to town now?*, Offer (promise), example: *I'll come to your house sometimes.* be optimistic, example: *You'll lend me your lawnmower for the weekend, won't you?* Include both speaker and hearer in the activity, example: *Let's stop for a bite* Give (or ask for) reasons, example: *Why don't people go to the beach!,* Assume or assert reciprocity, Give sympathy to hearer. On the other hand, negative politeness is oriented mainly toward partially satisfying (redressing hearer's negative face, his basic want to maintain claims of territory and self determination. Negative politeness is repressive action addressed to the addressee's negative face: his/her want to have his/her freedom of action unhindered and his/her attention unimpeded. It is the heart of respect behavior, just as positive politeness is the kernel of 'familiar' and 'joking'. Brown and Levinson (1996:131), divided negative politeness strategies into ten categories, they are: Be conventionally indirect, example: *Why for God's sake are you painting your house purple?,* Question and Hedge, example: *I hope you come ......,*Be pessimistic, example: *I just dropped by for a minute to ask if you...?,*Minimize the imposition, example: *I just dropped by for a minute to ask if you...,* Give deference, example: *Oh yes thank you.* Apologize, example: *I'm sure you must be very busy, but...*Impersonalize S (speaker) and H (hearer), example: *It is not possible you do that.*

Based on the description above, the writer prefers to choose CNN *Indonesia INSIGHT with Desi Anwar* because of three reasons. *First*, it is an interesting *CNN Indonesia INSIGHT with Desi* Anwar that discusses trending topics or hot issues. *Second*, the host, Desi Anwar is known-well as a person who tends to interview the guests star directly (to the point in asking to guests star). *Third*, there are some politeness strategies that can be analyzed and becoming the source of data from *CNN Indonesia INSIGHT with Desi Anwar.* So, the writer interested to analyze "*An* Analysis of Positive and Negative Politeness Strategies used by Desi Anwar in *CNN Indonesia INSIGHT with Desi Anwar* on Trans TV"

II.METHOD OF THE RESEACH

Method is the way that is used to get the data. According to Bull, Method is the way doing to something. In this research, the writer uses descriptive qualitative method. According to Mahsun (2011:257), descriptive qualitative method focuses on the meaning and describes the data which are not a group of number but rather of oral words and written words. Therefore, the writer uses descriptive qualitative method because the writer describes the data that have been collected through spoken to the written data especially from conversation between Desi Anwar and the guests star.

Data in this research taken from conversation between Desi Anwar and the guest stars, they are: Cerinna Breuze she is a

ambassador from France, Joseph R Donovan he is an ambassador from US, Petro Porosheko he is a President from Ukraine, Margaret ll she is President from Denmark, and Sophie Marceau she is an actress from France. The writer found the data started from *May, 18ᵗʰ 2016 until August, 9ᵗʰ 2016 episode.* The writer uses hand phone Samsung and Laptop Toshiba For record the conversation between Desi Anwar and the guests star.

In the technique collecting the data, the writer uses observational method. The writer applies some technique of the data collection. They are non participant technique, download technique, and writing technique. According to Sudaryanto (1993:134), non participant technique is the researcher is an observer, on the other hand, the researcher observes the utterances the occur in conversation process.

> A technique that researcher does not act in the dialogue or conversation; so the researcher does not follow the conversation process. The researcher does not act as a speaker or listener in the conversation. The researcher is only full observer that listens what is conveyed (not what is spoken) by the people in the dialogue process.
> "sebuah teknik yang si peneliti tidak terlibat dalam dialog atau konversi tidak ikut serta dalam proses pembicaraan. Dia tidak bertindak sebagai pembicara atau pendengar yang perlu memerhatikan apa yang dikatakan pembicara. Dia hanya sebagai pemerhatian penuh yang mendengarkan apa yang dikatakan dan bukan apa yang dibicarakan oleh orang-orang yang hanyut dalam proses berdialog".

Then download technique is the technique that is done by the writer by using media or technology as the tools. Here, the writer uses mobile phone Samsung and social media site, youtube.com. Beside, the writer makes the data more complete and accurate. Of course, after recording the data, the writer has to watch, identity, transcript and classify the data to the written from YouTube, it means of writing technique.

As a result of the explanation above, finally, the writer makes some steps to the data collected. They are as bellow:

1. Recording of taking the data from record the television or downloading from youtube.com site.

2. Describing and Identifying the conversations that contain to positive and negative politeness strategies used by Desi Anwar.

3. Transcribing the data that have founded

4. Classifying the data based on the kinds of negative and positive politeness strategies by using Brown and Levinson's theory and books support

In this research, the writer uses identity method (metode padan). Identity method is the method used to assess or that are beyond language, regardless of the language and does not become part of the language (Sudaryanto, 1993). Moreover, also divided this method into five types, one of types is referential Method. Referential method is a method of analyzing the data with is the tool

device is outside, regardless and not being part of the language (langue) that investigated.

In this research, the writer uses referential method it means that this method is aimed to find the speaker's utterance politeness strategy on the hearer's point of view in analyzing data. This research concerns in analyzing the kinds of positive and negative politeness strategies from speaker's utterances in *CNN Indonesia INSIGHT with Desi Anwar* on Trans TV.

III.RESULT

In this research, the data is reported in writing . the writer uses formal and informal method to present the reseach because the data that analyze in the form of word based on the finding. The writer present as an introduction outlining the background of the problem, identification of the problem, goalds, and ends with the systematic of writing in this research in method of the research, the writer will ooutline in depth of studies. Fter that , the writer will duscuss of trouble found such as positive and negative poiteness strategies that consist to An Analysis of Positive and Negative Politeness Strategi used by Desi Anwar in *CNN Indonesia INSIGHT with Desi Anwar* On Trans TV.

IV.DISCUSSION

In discussion of the research, the writer analyzes the kind of positive and negative politeness strategies used by Desi Anwar in *CNN Indonesia INSIGHT with Desi Anwar* on Trans TV, and the factor influence the choice of that strategies, they are: occuption, social status, and formality.

4.1 Positive Politeness

Positive politeness is used to satisfy the positive face of the hearer by a proving or including him as a friend or as a member of an in-group. Positive politeness contains fifteen strategies, but some of them are not found in the interviewee between Desi Anwar with some guests.

For example for positive politeness strategies used by Desi Anwar *CNN Indonesia INSIGHT with Desi Anwar* on Trans TV.

Datum 1

This conversation between Desi Anwar and Ambassodor Cerinna Breuze. They told about culture between Indonesia and France. The speaker asks to hearer to more detail about culture the two countries.

| Desi Anwar | : | Madam ambassador, **I love of what it is your wearing.** |
| Cerinna Breuze | : | (Smiling) . |

The datum above is kinds of notice; attend to hearer strategy. According to Brown and Levinson (1987), notice; attend to hearer strategy is speaker pays attention to any aspects of hearer's

condition (noticeable change, remarkable possessions, ect). In this utterance "**I love of what it is your wearing**" the speaker was Desi Anwar and the hearer was Carinna Breuze. The speaker gives notice to Cerinna Breeze's dress, when they start the dialogue. It means that speaker humbles and abases himself to avoid the threat of face.

4.2 Negative Politeness

According to Brown and Levinnson (1987-29-20) says that Negative politeness is repressive action addressed to the addressee's negative face: his want to have his freedom of action unhindered and his attention unimpeded. It is the heart of respect behavior, just as positive politeness is the kernel of 'familiar' and 'joking' behavior. The main focus for using this strategy is to assume that speaker may be imposing by the hearer, and intruding on their space. Therefore, these automatically assume that there might be some social distance or awkwardness in the situation. Negative politeness contains ten strategies, but some of them are not found in the interview between Desi Anwar and some guests.

One example for negative politeness strategies used by Desi Anwar in CNN indonesia INSIGHT with Desi Anwar on Trans TV.

Datum 2

This conversation between Desi Anwar between Cerinna Breuze. Desi gave honorable to Cerinna when they start the dialogue.

| Desi anwar | : | **Madam** ambassador**,** welcome, thank you for being we us an insight. |
| Cerinna breuze | : | Thank you very much. |

The datum above involved into negativve politenss strategies . that is give deference strategy. give deference strategy is speaker tries respect the hearer, by using honorific words or language as a strategy to avoid face threatening act. The **Madam** ambassador**"** is one of strategy to give a honorable for the hearer. Because the hearer is an ambassador from French. So, the speaker uses the honorific word"**Madam**" as a strategy to save the addressee face. It means, this utterance belongs to one of negative politeness strategy.

4.3 The Factors which Influence the Choice of positive and negative politeness strategies used by Desi Anwar in *CNN Indonesia INSIGHT with Desi Anwar*

There are two factors influencing the choice of strategies. They are the payoffs: a priori considerations and the circumstance: sociological variables Brown and Levinson (1987: 71).

A. The circumstance: sociological variables

Brown and Levinson (1987: 74) says that there are three social factors that influence

the choice of that strategies, they are: Occupation, social status, and Formality.

a. Occupation

There is different occupation between Desi Anwar with the guest stars. In the research, the writer found some data that involved to occupation. They are; Madam, the magister, Mr. President. Deference's between Desi Anwar with the guest stars that is the speaker is as a journalist and the hearer is a ambassador, president and actress. Therefore, the speaker used polite utterances in her interviewee. It determines that there is usage of address form due to their difference of occupation. The porpuse of usage polite utterance, because the speaker wanted to get information from her interviewee.

Datum 3

| Desi Anwar | : | **Madam** ambassador, I love of what it is your wearing. |
| Cerinna Breuze | : | (Smiling) |

In this utterance Desi Anwar used polite utterance, for example, whenDesi Anwar calls Cerinna Breuze " Madam", it determines that there is a usage ofaddress form due to their different of occupation.

b. Social status

The social status is a circumstances factor that is determined by the social variables: the relative power and social distance. The relative power is a relationship statement that states how much a person can force others without

losing the face (Brown and Levinson, 1987). It power relates to the power relation between the speaker and hearer, it deals with the domination of superior over subordinate. Less powerful speakers are expected to be more polite, while more powerful speakers are allowed to be less polite. The power value could be determined by the legitimate power such as the role, age or status and also by their expertise.

Datum 4

| Desi Anwar | : | I see that. You know, **this is very important to visit for us from president Ukraine**. Not every day we get a visit from that part of the world. And you bring of big group with you. Tell me about your visit and why this is important and why you see that all topic. |
| President Petro Poroshenko | : | First all, there have been no visits from the president of Ukraine to Indonesia for 20 years. This is my first travel to here, in Bali. That was the only time I came to Indonesia in 1998. Exactly at the day of the crisis when Suharto is go on and l see this country this is a shock. |

In the conversation, the speaker used polite utterance "**this is very important to visit for us from president Ukraine**", when she told with president petro poroshenko. it determines that the he is the important person because he is the President of Ukraina. Although, Desi Anwar (55) is older than one of her guests star. Petro Poroshenko (53), but she is less powerful than him because based on the

occupation. Where status Desi Anwar is an Indonesia journalist while Petro Poroshenko is a President.

c. Formality

According to Brown and Levinson (1987: 74), say that foormality is degree of how threatening the FTA to the hearer it follows the concept of free and non-free good or services.

In this research, all guestar used formal language, therefore the writer will give example one data included to formality.

Datum 5

Desi Anwar	:	**Tell me about your visit and why this is important for us and why you see that all topic.**
President Poroshenko	:	First all, there have been no visits from the president of Ukraine to Indonesia for 20 years. This is my first travel to here, in Bali. That was the only time I came to Indonesia in 1998. Exactly at the day of the crisis when Suharto is go on and l see this country this is a shock.

In this utterances, "**Tell me about your visit and why this is important for us and why you see that all topic**" Desi Anwar used formal utterance to Poroshenko because she thinks poroshenko's status and occupation is higher than her. she always spoke in a formal language; it relates to the social distance which indicates the degree of familiarity between the speaker and hearer.

V. CONCLUSSIONS

The research analyzes about "An Analysis of Positive and Negative Politeness Strategies used by Desi Anwar in *CNN Indonesia INSIGHT with Desi Anwar* on Trans TV. In analyzing the data, the writer used Brown and Levinson's theory(987). the writer also analyzed the factors influence the choice uses of positive and negative politeness strategies used by Desi Anwar. There are three factors. They are occupation, social status and formality. This research show that positive politeness strategies is mostly used by Desi Anwar than negative politeness strategies, there are intensify interest to hearer strategy.

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