



Politeness Maxims Found In Kick Andy Talk Show “Beasiswa Mengubah Nasib”

Tiarma Intan Marpaung¹, David Togi Hutahaean²

Universitas HKBP Nommensen Medan, Indonesia ^{1,2}
tiarma.marpaung@uhn.ac.id¹, davidhutahaean138@gmail.com²

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ABSTRAK

Penelitian ini bertujuan untuk mengklasifikasikan jenis maksim kesopanan dan makna kontekstual dari ucapan pembicara dalam menggunakan maksim kesopanan yang ditemukan dalam Kick Andy Talkshow. Sumber data dari penelitian ini adalah YouTube "Kick Andy Talkshow" yang ditayangkan pada 5 November 2019. Teori kesopanan maxims oleh Grice (1987) dan teori makna kontekstual oleh Windi (1987). Metode penelitian adalah penelitian kualitatif deskriptif dengan analisis konten. Hasilnya menunjukkan bahwa ada 39 strategi kesopanan yang ditemukan di Kick Andy Talk Show, yaitu: 6 jenis pepatah kesopanan. Ada 5 data tact maxims (13%), 5 data genorsity maxims (13%), 6 data arobation maxims (15%), 10 data pepatah kesopanan (26%), 11 data pepatah perjanjian (28%), dan 2 data pepatah simpati (5%). Dan ada 36 makna kontekstual yang ditemukan di Kick Andy Talk Show, mereka adalah contex data situasi 7 (19%), contex dari tujuan 8 data (22%), contex dari tempat 6 data (17%), contex waktu 6 data (17%), dan contex dari okject 9 data (25%)

Kata Kunci: Pragmatik, maksim kesopanan, talkshow

ABSTRACT

This research aims to classify the type of politeness maxims and the contextual meaning of the speakers' utterances in using politeness maxims found in Kick Andy Talkshow. The data source of this research was YouTube "Kick Andy Talkshow" which was aired on 5th November 2019. The theory of politeness maxims by Grice (1987) and the theory of contextual meaning by Windi (1987). The research method was descriptive qualitative research with content analysis. The result showed that there were 39 politeness strategies found in Kick Andy Talk Show, they were: 6 types of politeness maxims. There are 5 data of tact maxims (13%), 5 data of genorsity maxims (13%), 6 data of approbation maxims (15%), 10 data of modesty maxims (26%), 11 data of agreement maxims (28%), and 2 data of sympathy maxims (5%). And there were 36 contextual meaning found in Kick Andy Talk Show, they were contex of situation 7 data (19%), contex of purpose 8 data (22%), contex of place 6 data (17%), contex of time 6 data (17%), and contex of ocject 9 data (25%).

Keywords: Pragmatics, politeness maxims, talkshow

INTRODUCTION

Language is a tool of communication used by people to communicate and has a purpose to convey thoughts or ideas. In communication there are speaker and hearer. Through language, we can talk about anything with others, such as: providing information, exchanging knowledge, expressing emotions, ideas, beliefs, feelings, opinions, wishes, gratitude, promises, etc. It can be concluded from the above definition that language is a communication tool used by all people in the world to communicate with others.

According to Mappiasse and Johari stated that “English is one of the most spoken languages in the world today”. English has become the most important language in the world because almost all people from many different countries in the world use it to communicate and interact with others. As an international language, English is very important. It has many connections with all aspects of human life. Since English is regarded as an international language, students from all over the world are learning English.

Communication is a relatively recent academic discipline, and organizational supported by Downs (2004:22). It is about understanding what people say and how others respond. Communication is the situation of two or more dialogues in order to achieve a goal. There are some important components in communication, such as informants and interlocutors. Every communication starts from a context. Context is a very broad field, composed of different aspects.

Sometimes when people communicate, people don't know how to express their ideas well. They are not able to express their feeling well enough so the interlocutor does not get a clear understanding of the context. For those reasons, people usually use speech acts to help them to achieve the goal of the conversation and help the speakers to convey their meanings clearly. According to Ridwan the function of official language is usually dealing with certain business in a certain territory such as nation's court, parliament, and administration and it is not widely spoken in the society. However, it is possible that one language serves both functions.

Pragmatics is the study of the ability to communicate in natural language, rather than clearly stated language. "In the philosophy of language, the natural language sometimes called ordinary language is a spoken language, written language, or signed by humans for general communication purposes.

In the daily life of certain communities, such as at home, classroom, etc., it is important to consider any type of language usage. Successful speeches can lead to success in all aspects of life, work, education, competitions, and many other areas. Politeness is a way of proof of language use in social life. Politeness is a way of proof of language use in social life.

Politeness Maxims is minimizing the expression of impolite beliefs, and there is a corresponding positive version or maximizing the expression of polite beliefs which is somewhat less important. Grice proposed it to produce and understand language based on politeness. The purpose of Politeness Maxims itself is to establish feeling of community and social relationship. Further, Leech proposed six maxims, namely Tact Maxim, Generosity Maxim, Approbation Maxim, Modesty Maxim, Agreement Maxim, and Sympathy Maxim.

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Politeness is a way of proof of language use in social life. According to Brown, Politeness is a lay term for a matter of importance to humans: broadly, expressing care in handling an interlocutor in social interaction. It involves the whole attitude that affects people's lives. People need to be polite to interact with others. Sometimes people ignore it, and it is the key to good communication with others. Nowadays, the popular media is a tool for disseminating information from a talkshow of sources. Newspapers, videos, television, radio or youtube and so on are examples of different types of media. Youtube is an excellent source of information. Many social media applications provide space for commenting or writing opinions by its users.

For example 1:

Andy : (Thank you for coming to the Kick Andy event. Please, sit.
Mas Didin, where do you live now?)

Didin : (Now in Ciputan)

In part of this utterance, Andy uses tact maxim which refers to maximizing benefits for others. Andy tries to be more polite by welcoming Didin in happiness and inviting him to sit down respectfully. It is called tact maxims because Andy said "Thank you for coming to the Kick Andy event. Please, sit". His utterances shows that he maximize benefit for Didin.

Example 2:

Andy : Woahh.... Great!

On the utterance, Andy praises someone success in being able to get a scholarship to continue his education. Andy avoids unpleasant words. He minimizes insults and maximizes praise for someone, saying "Wahhh.. hebat" it means "Wahhh, amazing" Therefore, it can be categorized as approbation maxim.

METHODS

This research was designed as a qualitative research. According to Marpaung (2021), the qualitative research design is where the data of the research conducted are collected in the form of words rather than numbers. The researcher used this qualitative research because the researcher wants to analyze and describe the type most dominant of politeness maxims by Kick Andy Talkshow and will be explained in the form of word. The researcher used descriptive qualitative design for analysis the subject. It is the most suitable one to use analyzing this research and also appropriate for this research because the researcher wants to analyze and describe the types of politeness maxims found in Kick Andy Talk Show.

In this study, researcher used library research design with qualitative approach. Qualitative approach research is concerned with subjective assessment of attitudes, opinions and behavior. Research in such a situation was a function of researcher's insights and impressions. Such an approach to research generates results either in non-quantitative form or in the form which are not subjected to rigorous quantitative analysis. The data of qualitative research was not calculated but shown by the description of the result. Researcher gathers and analyze the data consist of words form, so the research design was belong to qualitative approach.

There were seven types of qualitative research. There were case studies, content or document analysis, ethnographic studies, grounded theory studies, historical studies,

narrative research, phenomenological research The researcher used content or document analysis. Content or document analysis is a research method applied to written or visual materials for the purpose of identifying specified characteristics of the materials. The materials analyzed can be text book, newspaper, web pages, speeches, television programs, advertisements, musical compositions, or any of a host of other types of documents. The researcher chose talkshow as an object of this research. The talkshow has the script that can be analyze.

In this research, the researcher used document or content analysis. Ary, Jacobs and Sorensen stated document or content analysis focuses on analyzing and interpreting recorded material to learn about human behavior. The material may be public records, textbooks, letters, films, tapes, diaries, themes, reports, or other documents.

Data Source of the Research

In this research, source of data is subjects from which the data can be obtained. The data in this research take from dialog in Kick Andy Talk Show. The researcher chooses part 1 - 4 of Kick Andy broadcasted on 5th November 2019 with duration 49 minutes at the <https://youtu.be/VqOIddPG4g>. The researcher chooses episode 10, because in this episode there are politeness maxims that support the data. Kick Andy is appropriate to watch especially for children, because the language used at Kick Andy is educational. In addition, the researcher wants to analyze the types of politeness maxims, find out the contextual meaning of politeness maxims found in the Kick Andy Talk show.

Instruments of the Research

Instrument is tools that are required to get information. According to Arikunto (2006:126), the device the researcher uses to collect data is called instrument. Instrument has important in this research. Instrument is one of the significant steps in conducting this research.

In conducting research, researchers use various instruments such as: notebooks, smartphones, stationery, and others. Researchers use smartphones to obtain data from youtube sources. Through the youtube channel, researchers obtained data for analysis. as a tool to find which data is needed in research. Then, stationery and others will be used when analyzing the research data.

Techniques of Data Collection

In this research, the researcher used documentary as a technique to collect the data. According to Sukmadinata, documentary is a technique to collect the data based on documents can be transcripts, books, newspapers, magazines, and many mores. In this research, the researcher collects the data from the transcript. There are procedures used by the researcher to collects the data:

1. Searching video from YouTube.
2. Downloading the video from <https://youtu.be/VqOIddPG4g>
3. Watching and listening the video more than once.
4. Transcribing the utterances from the video.

Technique of Data Analysis

According to Sugiyono, analyzing data is a process that systematically finds and organizes data from the results of interviews, observations, and documentation.

The first step is for the researcher to list the data containing the language patterns used in the Kick Andy Talk Show script. When analyzing the data, the following steps are also performed:

1. Data Reduction/Selection

According to Setiyawan data reduction is the process of selection, concerning, abstraction, and transformation of rough data appeared from notes written in the field.

From the activities done in collecting the data, the rough data were selected based on the formulation of research problems. After reads the script of Kick Andy Talk show, the researcher found and selected data that the most of sentences or words have maxims types.

2. Data Presentation/Display

The researcher presents the data in description, which shows in the form of table, to make easier to understand by the readers. The following steps were conducted by the researcher in presenting data :

- a. Analyzing the data including the six types of maxims based on meaning and references of the kinds of maxims found.
- b. Grouping the data into six types of maxims, such as : Tact Maxim, Generosity Maxim, Approbation Maxim, Modesty Maxim, Agreement Maxim, and Sympathy Maxim.
- c. Determining the most frequent maxims used in Kick Andy Talk Show on 5th November 2019.

3. Drawing conclusion.

Here, the researcher makes a conclusion after actually identifying the types of maxims, analyzing the meaning of the types of maxims in the Kick Andy Talkshow on 5th November 2019.

RESULTS

Research Findings

As in chapter one, the objectives of this research is to find out the types of Politeness maxims and the Contextual Meaning of Politeness maxims found in kick Andy Talkshow . In order to give brief image of the use of politeness maxims and contextual means found in the Kick Andy talk show, the researcher provide the table below:

1. Types of Politeness Maxims

Based on data analysis, the writer finds 41 data containing politeness maxims. The table below shows the data of politeness maxims which present in total number and frequency of each other.

Table 1

Types of Language Style at the Movie Script of Papillon

<i>No</i>	<i>Types of Politeness Maxims</i>	<i>Number of Cases</i>	<i>Percentages of Types</i>
1	Tact Maxim	5	13 %
2	Generosity Maxim	5	13%
3	Approbation Maxim	6	15%
4	Modesty Maxim	10	26%
5	Agreement Maxim	11	28%
6	Sympathy Maxim	2	5%
	Total	39	100%

Based on the table above, the researcher found six types of politeness maxims. They are tact maxims, generosity maxims, approbation maxims, modesty maxims, agreement maxims, and sympathy maxims. All of types show by chart form to know the frequency each other.

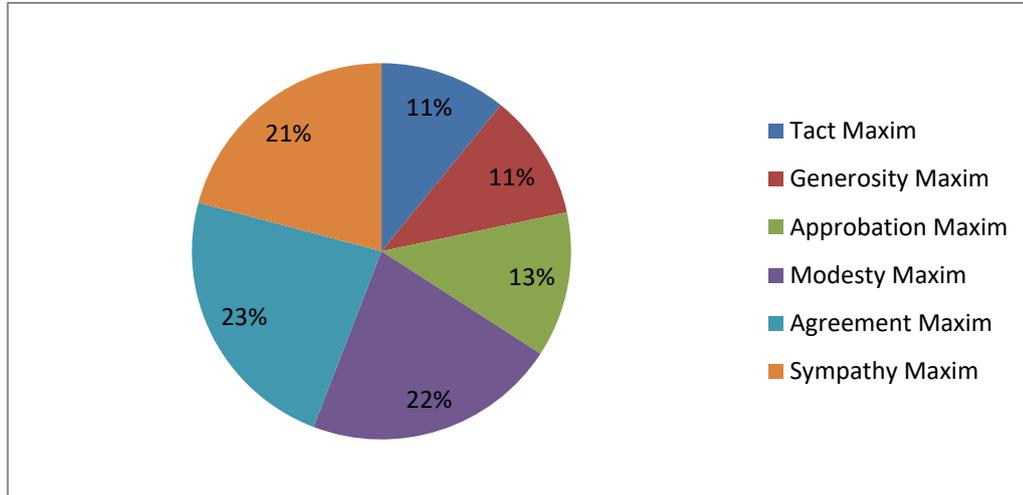


Figure 1.
Chart of Types of Politeness Maxims Found in Kick Andy Talkshow

Based on the chart above show that agreement maxims is the highest frequencies among types of language style used by the character at the movie script of Kick Andy Talkshow. The researcher found that there are 6 types of politeness maxims at the movie script of Kick Andy Talkshow. There are 5 data of tact maxims, 5 data of genorsity maxims, 6 data of approbation maxims, 10 data of modesty maxims, 11 data of agreement maxims, and 2 data of sympathy maxims. The researcher found that there are of tact maxims 5 data (13%), genorsity maxims 5 data (13%), approbation maxims 6 data (15%), modesty maxims 10 data (26%), agreement maxims 11 data (28%), and sympathy maxims 2 data (5%).

2. The Contextual Meaning of the speakers' utterances in Kick Andy Talkshow

Based on data analysis, the writer finds 36 data containing contextual meaning. The table below shows the data of meaning which present in total number and frequency of each other.

Table 2.
The Contextual Meaning of the Speakers' Utterances in Kick Andy Talkshow

No	Types of Contextual Meaning	Number of Cases	Percentages of Types
1	Contex of Situation	7	19%
2	Contex of Purpose	8	22%
3	Contex of Place	6	17%
4	Contex of Time	6	17%
5	Context of Object	9	25%
	Total	36	100%

Based on the table above, the researcher found 5 types of contextual meaning. They they are contex of situation, contex of purpose, contex of place, contex of time, and contex of oject. All of types show by chart form to known the frequency each other.

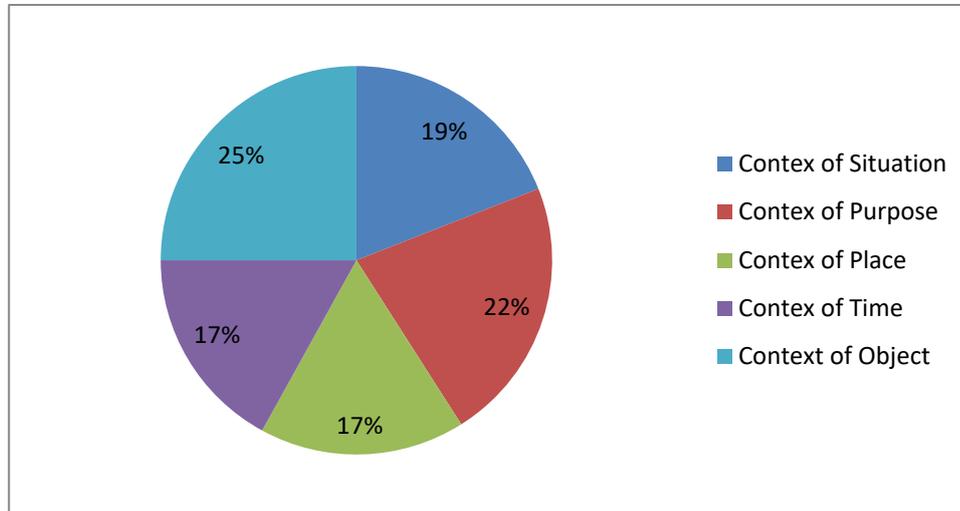


Figure 2.

The Contextual Meaning of the Speakers' Utterances in Kick Andy Talkshow

The contextual meaning of speakers' utterances can be divided in to 5 categories; they are contex of situation, contex of purpose, contex of place, context of time, and contex of object. All the utterances produced by the speaker delivered well. Based on the data, the researcher found that are 5 contextual meaning that happened at the Kick Andy Talkshow, they are contex of situation 7 data , contex of purpose 8 data, contex of place 6 data, contex of time 6 data, and contex of oject 9 data. The researcher also found that there are 19% contex of situation, 22% contex of purpose, 17% contex of place, 17% contex of time and 25% contex of oject.

CONCLUSION

Based on the findings and discussions, the researchers concluded as follows:

1. From the types of politeness maxims, researcher found the types of politeness maxims in Kick Andy Talkshow as follows; tact maxims 5 data (13%), genorsity maxims 5 data (13%), approbation maxims 6 data (15%), modesty maxims 10 data (26%), agreement maxims 11 data (28%), and sympathy maxims 2 data (5%).
2. The researcher found the contextual meaning of the speakers' utterances in using contextual meaning found in Kick Andy Talkshow. The researcher found types of contextual meaning into 5 types. They are contex of situation 7 data 19%, contex of purpose 8 data 22%, contex of place 6 data 17%, contex of time 6 data 17% and contex of oject 9 data 25%.

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