

## AN ANALYSIS OF POLITENESS STRATEGIES ON THE INDAH G SHOW "ARE WE THE GENERATION OF LOW STANDARDS?": A PRAGMATIC STUDY

By

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**Abstract:** Communication is a social process in which a person conveys the intent and purpose to the interlocutor and gets reciprocity from the interlocutor. In communication there are various rules to achieve the purpose of the interaction, it is politeness. Nowadays, politeness can be found in various talk shows or television programs. The Indah G Show is an Indonesian talk show that covers various topics, including controversial societal issues, social issues, gender, women, and political matters. The program, which is hosted by Indah Gunawan, also known as Indah G, is distinguished by her open approach to discussing topics. This study aims to describe the type of politeness strategy employed by the host and reveal how one's characteristics presents politeness strategies in the way of communication. In this study, the researcher focuses on analyzing the politeness strategies using Brown and Levinson's theory of politeness. This study is a qualitative study, the data collection technique was done by listening and note-taking technique. The collected data was transcribed and coded according to the politeness strategies identified in Brown and Levinson's theory of Politeness Strategy.

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## INTRODUCTION

Communication is a social process in which a person conveys the intent and purpose to the interlocutor and gets reciprocity from the interlocutor. In this interaction process, communication actors use appropriate language so that the intent and purpose of the communication that is being carried out can run well (Genç, 2017). Ruansyah and Rukmini stated various rules are applied to achieve the purpose of the interaction, they determine it as politeness (2018). Politeness in interaction is very important. Politeness is a key component of effective communication that strengthens relationships between individuals. Politeness applied in the communication process will ultimately improve the quality of interactions and relationships between the speakers. Politeness is the act of being kind and polite towards others, which is recognized by their emotional and social awareness. As defined by Yule (1996, p.60) politeness is the act of showing respect and being aware of someone else's image or esteem. In other words, politeness was a representation of the

speaker's aim of reducing face threats caused by particular actions towards another.

Politeness is a social language concept that aims to describe how people regulate and control their interactions with others. The politeness theory, originally was put forth by sociolinguists (Brown and Levinson, 1970) claims that people use face-saving strategies by reconciling their own demand for respect (positive face) and the requirement to respect others' autonomy (negative face) in order to maintain their own dignity. Brown and Levinson's theory of politeness, which is founded on Grice's (1975) cooperative principles and Goffman's (1967) concept of face, highlights the significance of face in social interactions. Brown and Levinson's method implies that certain illocutionary activities naturally compromise either side of the face of another person (1987, p. 60). Such behaviors are known in their terms as "Face Threatening Acts," or FTAs. Face-threatening acts (FTAs) can threaten participants' faces in daily interactions, affecting the addressee's and speakers' negative or positive face. Brown and Levinson identified four types of FTAs. Brown and Levinson determine four superstrategies for reducing FTAs and for the following, we refer to politeness strategy (1987).

Nowadays, politeness can be found in various talk shows or television programs. There are so many talk shows that can be accessed easily nowadays. Due to the large number of guests and audience that usually attend this type of programme, it is important for the host and participants to show interest and effectively address the complex social realm. The Indah G Show is a talk show that has been airing since September 21, 2021 until now. The Indah G show is aired on several digital media platforms such as Youtube, Spotiy, and Apple Podcast. The show raises a variety of interesting topics and issues, including controversial issues in society. Topics discussed in this show are often related to social issues, gender, women and political issues. The Indah G Show is hosted by Indah Gunawan or commonly known as Indah G, an Indonesian presenter and influencer who is known for her open style of presenting issues. The guest stars who attend this talk show come from various backgrounds and fields, from young people to influential people such as ministers and religious leaders. Her conversations with her guest speakers often get the attention of the audience. In this episode, Indah G invited Katie and Shanika as guests in the episode. In this episode, they also discuss about how standards in a relationship and see how the current generation determines their bare minimum in a relationship. The language used by the host in the talk show plays an important role in keeping the show running well including satisfying the guests on the show. So that guests will be comfortable giving responses to their interlocutors in line with the purpose of the talk show itself, which is to build good interactions between the host and guests.

The previous studies will be summarized and written in this research. It is chosen based on the similarity of the research topic. Hutahea's research with his colleagues in 2021 has a similar topic to this research with the title An Analysis Of The Politeness Strategies utilised by Pesbukers in Their Variety Show. The purpose of this study is to examine the politeness strategies used in the Pesbukers variety show and to find variables that influence the decision to use those (Hutahae et al, 2021). Another similar study is the research on Politeness Strategy Performed In Satu Jam Lebih Dekat Talk Show On Tv One: A Pragmatic Approach (Syah, 2021). The Host's Politeness Strategies in Ellen Degeneres Reality Talk Show is another related study. In this study, the researcher focuses at how politeness techniques are

applied in her talk show programs and how they directly support English language teaching (ELT) (Ruansyah & Rukmini, 2018). The next similar research is a study conducted by Mahayani and Rahayuni (2018), about Positive Politeness in James Corden's Interview on Talkshow Recode Decode. They focus on positive politeness strategies. The next research related to this study is The Pragmatics of Politeness In The American Tv Talk Show Piers Morgan Live. This research investigates how politeness strategy is used on the American talk program "Piers Morgan Live" concentrating on Piers Morgan's communication style as the host. This study also illuminates Morgan's use of face-threatening behaviors to shock his visitors, providing evidence that his successful career in the US was aided by this mix of politeness techniques and face-threatening behaviors. (Fedyna, 2016). There are differences between previous research and this research. Previous research mostly describes the types of politeness strategies and the influence behind it. Meanwhile, this study not only tries to describe the types of politeness strategies but also this research aims to reveal how one's characteristics presents politeness strategies in the way of communication.

## RESEARCH METHODOLOGY

This study used descriptive qualitative research which was a method used to collect data that is not represented by numbers. It helped researchers to understand the characteristics of social phenomena. This method included exploring and interpreting how individuals or groups interpret the meaning of their experiences and presents an in-depth understanding of complex phenomena and patterns of human interaction (Khan, 2014). This method focuses on understanding and interpreting the meaning of individuals or groups assigned to a phenomenon. This research was used for hosts in talk shows, especially in The Indah G Show talk show. The host in this study was 1 person and the guests invited to the event were two people. In this study, Indah as the host of the show had a direct reciprocal conversation with the guests present at The Indah G Show using English. This research focused on the interaction process between the host and the guests on The Indah G Show talk show, where the host and the guests carried out politeness strategies.

The data collection technique in this research was done by listening and note-taking techniques. The collected data was transcribed and coded according to the politeness strategies identified in Brown and Levinson's theory of Politeness Strategy. The data was taken from the episode of The Indah G Show. The unit of analysis is the politeness utterances used by the host in conversations on The Indah G Show. The data collection technique used in this research is by using some steps: the first step is watching the video from YouTube. Then, the next step is to transcribe the video into writing form conversation.

After gathering the data, the data was analyzed using thematic analysis. Thematic analysis is a qualitative data analysis method used to identify patterns or themes that have occurred in the data collected. In this process, the researcher reads and re-reads the transcribed data to understand the context and deeper details of the object. After that, the researcher makes codes or categories for the politeness strategy by Brown and Levinson found and categorizes the data into each category. The final step is to interpret the findings of the strategies found and then verify it and the data was concluded. (Ngulube, 2015).

## FINDING AND DISCUSSION

Politeness is the act of being kind and polite towards others, which is recognized by their emotional and social awareness. As defined by Yule (1996, p.60) politeness is the act of showing respect and being aware of someone else's image or esteem. In other words, politeness was a representation of the speaker's aim of reducing face threats caused by particular actions towards another. Politeness is a key component of effective communication that strengthens relationships between individuals. Politeness applied in the communication process will ultimately improve the quality of interactions and relationships between the speakers. Politeness strategies found in this study will serve on the table below.

**Table 1,** Politeness Strategies used by the host

No	Politeness Strategy	Frequency
1.	Positive Politeness	137
2.	Off-Record	66
3.	Negative Politeness	20
4.	Bald-On Record	7
<b>Result</b>		230

Table 1 shows the frequent use of politeness strategies used by Indah Gunawan as the host of The Indah G Show. The table shows 230 occurrences of politeness strategies in the host's communication. Among the four strategies, positive politeness strategy was found dominant in this study. The second one is dominated by the Off-Record Strategy. Negative Politeness Strategy then dominates how the host communicates in this programme and the last dominant used by the host is Bald-On Record. It indicates that Indah Gunawan, the presenter of The Indah G Show, employs more a positive politeness strategy when interacting with her guests. In order to communicate effectively, Indah establishes a positive politeness with her guests. She also considers what is expected of her interlocutors. This illustrates Indah's responsibilities as a host to establish relationships with guests through communication, it is very important to know the role of speech in a conversation to avoid misunderstandings, provide better understanding, and create meaningful interpersonal communication (Nafalia & Hartati, 2023). Furthermore, she ensures the positive face of her interlocutors by acknowledging and accepting the guest's interests. As stated by Brown and levinson (1987) that the positive politeness strategy is an approach to conducting the FTA that involves keeping a positive image. Speakers attempt to preserve this image by presenting themselves as equal speaking partners, preventing disagreement, making agreements, and utilizing humor. Then, these strategies are implemented to mitigate the threat to the listener's positive image. Moreover, the detailed types of each strategy found in this study will be explained in the next table along with the interpretations.

### Positive Politeness Strategy

The detailed types of politeness strategy was found and will be explained based on the table as follow:

**Table 2,** The Detailed Types of Positive Politeness Strategy Used by The Host

No	Positive Politeness Strategy	
	Sub Strategies	Frequency
1	Recognizing the interests, wants, and needs of the H	7
2	Exaggerate interest, approval, and sympathy with the H	16
3	Intensify interest to the H	17
4	Use in-group identity markers	6
5	Seek agreement	22
6	Avoid Disagreements	14
7	Presupposition	11
8	Humor	11
9	Presupposing S's knowledge and focusing the H's wants,	11
10	Offer and promise	2
11	Be optimistic	1
12	Involving both S and H in the conversation	10
13	Give or ask reason	3
14	Assume or assert reciprocity	3
15	Cooperating with H and giving gifts	3

The most frequent sub-strategy of positive politeness strategy employed by the host in this show was seeking agreement as many as 22 times, followed by intensifying H's interest 17 times, and then followed by exaggerating interest, approval, and sympathy for H shows

16 times. After that, the most frequently used by the host is shown 14 times to avoid disagreement. This sub-strategy clearly involves a lot of effort to keep the peace and maintain a good mood of the H. Following that, presupposition, humor, presupposing S's knowledge, and focusing on H's wants were the sub-strategies that were shown 11 times during the conversation carried by the host. On the other hand, the host was carried and involved H's into conversation shows 10 times. The next sub-strategy is recognizing the interests, wants, and needs of the H, in this study showed that the host employed it 7 times in her conversation. Followed by using in-group identity markers that are shown as many as 6 times. Give or ask reason, assume or assert reciprocity, and cooperating with H and giving gifts also discovered in this study that shown 3 times of each sub-strategy carried by the host. Hosts also utilized a variety of additional sub-strategies, including offer and promise 2 times and be optimistic but less frequently only 1 time.

Positive politeness is the type of politeness most frequently used by hosts among all strategies. This means that Indah prefers to apply positive politeness when communicating with the guest. The application of this strategy is inseparable from the well-established relationship between Indah and her guests. She builds a harmonious relationship with her guests through appreciation and praise for her guests, so that guests who attend the talk show feel valued and the communication between them can be maintained closely and well, this can be seen from the example below. The dialogue takes data numbers 1 and 2 and reflects an example of this strategy used by the host Indah.

**Example:**

- Shanika : and so much has improved since then oh no oh Peter she has a whole bat cave now
- Indah : yeah yeah no the improvements have been have been incredible. *oh that was Katie Beck she's a beautiful kitty* [make some cat voice]
- Katty : I'm always I feel like I'm always on here yeah
- Indah : *You're literally like our most recurring guest right*
- Katty : see I'm a loyal friend I mean I love that Shanika can now be a part of this conversation
- Shanika : yeah I love it

An example is shown in the dialogue between Indah and Shanika. This happened when Shanika returned to be a guest on The Indah G Show after previously being invited to this show as well, she was surprised to see a lot of changes and progress in Indah's studio then Indah agreed to that. Then Indah greeted another guest, Katty Beck, by complimenting her with beautiful words "*oh that was Katie Beck she's a beautiful kitty*" and praised her by saying "*You're literally like our most recurring guest right*", thus giving Katty the feeling of a favored guest even though it was her first time at the talkshow. This proves that Indah shows her concern to the listeners by agreeing with the suggestion, as well as expressing sympathy and

recognizing the importance of the suggestion. furthermore, it shows that she proves it by amaze her guest with her politeness.

### Off-Record Strategy

The Off-Record Strategy according to Brown and Levinson (1897) is a more indirect approach to communication proposed by Brown and Levinson. By using this strategy, speakers hint at their desired outcome without explicitly stating it directly. This allows for plausible deniability, thus minimizing the potential threat to the listener. It is a way to transmit communication without imposing or generating demands, yet still get the point across. The detailed types of off-record were found and will be explained based on the table as follows:

**Table 3, The Detailed Types of Off-Record Used by The Host**

No	Off-Record Strategy	
	Sub Strategies	Frequency
1	Giving Hints	2
2	Giving Association Clues	2
3	Presuppose	6
4	Understate	8
5	Overstate	1
6	Use Tautologies	5
7	Use Contradiction	5
8	Be Ironic	3
9	Use Metaphors	3
10	Use Rhetorical question	9
11	Be Ambiguous	5
12	Be Vague	3
13	Over Generalise	3
14	Displace H	3
15	Be Incomplete, Use Ellipsis	8

Based on the data above, the most frequent sub-strategy used by the hosts in the show was using rhetorical questions as many as 9 times, then followed by understate and be

incomplete, use ellipsis 8 times each. The other sub-strategies shown by the hosts were Presuppose 6 times and followed by Be Ambiguous 5 times as well and the host using tautologies and contradiction as many as be ambiguous. According to the data display, the host also being Irony to communicate with her guests, sometimes using metaphors, being vague, over-generalizing, and even displacing H during the talk show. It can be seen from the table above, that they are employed 3 times for each sub-strategies. Moreover, the hosts also used hinting by stating the reason for performing the actions, it shows 2 times. another sub-strategy employed by the host is giving association clues, it shows 2 times, and the last is overstate to convey her messages indirectly to the H with the display showing 1 time during the talkshow. In this study, the researcher found the second most used politeness strategy by hosts which is the off-record strategy. An example can be viewed from the conversation below.

**Example:**

- Katty : That does that consistently and we've just all ignored it because he's our friend that you know what I'm talking about
- Indah : Clarification, so like he he would ....
- Katty : Pick a girl up

From the conversation above, Indah uses utterances that contain off-record strategies, by using incomplete sentences or ellipsis. The context is when they are discussing a person they know has a manipulative nature towards their partner. Indah said "*Clarification, so like he he would ....*" it can be seen from the sentence that it is not a complete sentence, but Indah already knows what she means and her guests also understand what Indah said, it's just that Indah chose to say it like that.

**Negative Politeness Strategy**

Based on Brown and Levinson, the negative politeness strategy is a strategy that refers to saving the speech partner's negative face which is to maintain the speech partner's freedom of action where speakers use indirect utterances through questioning with speaking partners to keep a social distance and act apologetically (1987). The detailed types of negative politeness strategies were found and will be explained based on the table as follows:

**Table 3, The Detailed Types of Negative Politeness Used by The Host**

No	Negative Politeness Strategy	
	Sub Strategies	Frequency
1	Be conventionally indirect	0
2	Questions, hedge	8

3	Being pessimistic or depressed	0
4	Minimize the imposition	5
5	Giving deference	4
6	Making apologies	2
7	Impersonalize the speaker and the H	0
8	State the FTA as an instance of a general rule	1
9	Nominalize	0
10	Go on record as incurring a debt, or as not indebting H	0

The table shows the frequencies of negative politeness strategies employed by the hosts during the interaction. The most frequently used sub-strategy was using questions and hedging, which showed 8 times, followed by minimizing the imposition was found as many as 5 times. Giving deference was discovered 4 times used by the host in that show. Another sub-strategy employed by the host is making apologies it shows 2 times and followed by host as the speaker state the FTA as an instance of a general rule shown 1 times. Another sub-strategy of negative politeness, such as pessimism, be conventionally indirect, impersonalize speakers and H, nominalize, go on record as incurring a debt, or as not indebting H were found to be implemented zero times.

In addition to the other 3 strategies, the researcher found in the data collected that the host used negative politeness as well to communicate with her guest. The application of this strategy is still relatively polite to do because the speaker still considers the face of the hearer. The speaker can use question hedge as Indah did in the following conversation.

**Example:**

- Katty : yeah if you if you want to be in an open relationship just say so. You know you know something I noticed the blender in the Netherlands open relationships is so normal oh God everyone is in an open relationship
- Indah : *Could you?*
- Shanika : no I I love monogamy I can't do that yeah even I hope no no it's just like I'm just gonna be honest if I like a person it's so hard for me to share that energy with other people yeah yeah I like if I really like him like why would I

The context of the conversation was when they were discussing the topic of open relationships. Shanika said that she was surprised to see that in the Netherlands open relationships are very common. Then Indah asked the two a question "*Could you?*". The point of the question is whether Katty and Shanika can be in an open relationship and then responded by Shanika and she expressed her opinion. This shows that Indah as the host of

her show tried to keep the face of her guests by raising questions as an implementation of negative politeness that can be applied.

### Bald-On Record

It is a strategy of speaking in a direct way without caring about the face of the interlocutor. Usually someone uses this strategy if the person as a speaker and listener has a very close relationship such as a best friend or close friend who already knows the characteristics of the person and does not mind the style of language thrown by the speaker. Furthermore, usually in situations of emergencies bald on record is employed when a speaker approaches another person to convey their needs without concern for their identity. In this study, the researcher found that the host used the bald-on-record strategy but it was rarely discovered. Out of a total of 230 data analyzed, only 7 times the host used this strategy.

#### Example:

Shanika : Someone this fine and she hasn't been taken out in a while

Indah : I know I know it's disrespectful honestly. take her off the goddamn market so that I don't gotta compete with a [ \_ ] like her!

Katty : The [ \_ ] up you got more dates than me

In the example of the conversation above, Indah uses a bald-on record strategy when responding to her guest. In this context they are discussing minimum standards then it goes into a personal context where the reason why Indah loads YouTube is to find someone who matches her standards. Then Shanika responds if there is someone between them who has not been taken for a while. After that, Indah responds by saying "*I know, I know it's rude, honestly, get her off the fucking market so I don't have to compete with [ \_ ] like her!*". The meaning of this sentence is directed at Katty with the intention that Indah does not want a rival like Katty. "*Get her out of the damn market so I don't have to compete with [ \_ ] like her!*" this sentence is quite understandable if it comes from the speaker to a listener who is not close then it can drop down the face of the listener. However, in this case, the relationship between Indah and her guest was close so Indah did not hesitate to say it because she knew the character of her guest.

The politeness strategies used are positive politeness strategies, negative politeness strategies, bold-on record, and off-record. Positive politeness strategies are used by host to reduce threats to face by showing interest in the interlocutor by using compliments, accepting suggestions from the guests, and agreeing to the interests and desires of the interlocutor. The host uses this strategy to build a good relationship with the interlocutor. To approach the interlocutor, the host gives compliments to the guest by praising and being enthusiastic about what the guest wants and what they say. Furthermore, the host employs off-record strategy to reduce the potential impact on the interlocutor's image during communication. The host effectively conveys his message through the use of hints, rhetorical questions, and a certain level of vagueness, whether he chooses to do so indirectly or explicitly. This is carried out to ensure that the host is able to deliver her intent without causing a nuisance to the listener. While negative politeness strategies are used when conveying something by giving imperative expressions through the use of questions and

hedging, minimizing coercion, Giving respect, making an apology, and the host as a speaker stating FTA as an example of a general rule. Meanwhile, the direct strategy or bald-on record is used by the host to reduce the distance between the speaker and the interlocutor by conveying her intentions directly without considering the face of the interlocutor.

Furthermore, the findings suggest that Indah Gunawan effectively used politeness strategies to build good interactions and maintain a positive image with her guests. Usually, if a person is known for the image that is created by his or her behavior, it will affect the way he or she communicates, as stated by Hassan et al., (2019) the way individuals communicate and their ability to successfully lead others can be influenced by their personality. However, something different was found in this study. Indah Gunawan in communicating with her guests used more positive politeness. This brings something new to the way one perceives and carries politeness in communication.

## CONCLUSION

Based on the findings and discussion in this study, the results of the study can be concluded as follows. There are 4 strategies used by Indah Gunawan as a host in The Indah G Show in communicating with the guests that attended the show. The study found that the host, Indah Gunawan, dominantly used positive politeness strategies in her communication with the guests. This strategy involved recognizing the interests, wants, and needs of the guests, exaggerating interest and approval, seeking agreement, and avoiding disagreements. The host also employed off-record strategies, such as giving hints, using rhetorical questions, and being vague, to indirectly convey her messages. Additionally, the host utilized negative politeness strategies, such as using questions and hedging, to maintain social distance and apologize when necessary. The least frequently used strategy was bald-on-record, where the host spoke directly without considering the face of the interlocutor.

The study provides insights into the communication dynamics of talk shows and the importance of politeness in effective communication. Further research can explore the impact of these strategies on audience engagement and the perception of the host. This research will be beneficial for learners. This research provides valuable insights into the specific politeness strategies employed by talk show hosts to effectively maintain the smooth flow of the discussion. The researcher can further examine and study politeness techniques on talk shows by examining the responsibilities of a host in running a talk show program concerning politeness strategies. Furthermore, this research provides relevance in the field of education. Specifically, researchers hope for it to be useful as a subject of interest for future linguistics researchers who explore politeness strategies.

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