

## An Analysis of The Politeness Strategy used in *Mata Najwa* Talk Show on Trans7

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### ABSTRACT

This study aimed to describe the Politeness Strategies used in Mata Najwa Talk Show. This study applied a qualitative research design to explore the politeness strategies used by the participants in Mata Najwa Talk Show in their interactions. The participants in this study were Najwa Shihab as a host, Erick Thohir and Nadiem Makarim as guests. The data in this study were in the form of utterances that contain politeness strategies. The result showed that the host not only use Positive Strategy to reveal the guests' issue but also use a Negative strategy to reduce the interference with the guests' freedom of action. The guests tend to use Positive Politeness because they tried to convince society about their new policies and state that they share the same specific wants, goals, or values, namely a better condition for this country. From the analysis, the researcher found out the result that Positive politeness (76,32%), Negative Politeness (18,42%) and off Record Strategy (5,27%) and there is no Bald Record Strategy used in this analysis.

**Keywords:** *Analysis, Politeness Strategy, Talk Show*

### Introduction

The function of language generally is as a tool for communication used to interact among or between society or it can be called as the tool for social interaction (Wierzbicka, 2003). The function of language is not only to communicate among or between society but also to express someone's feelings or emotions. Furthermore, in the 21st century, the function of language is wider because it can connect among or between global citizens that can speak multi-language. Either for communication or feeling expression, the speaker has to comprehend that language is not focused on the structure of the sentences but also the choice of words and speech etiquette. Many communication tools can be used in this era. One of them is television.

Television programs have significantly developed in recent years. It can be seen through the newly emerging programs in TV stations nowadays. One of them is 'Talk Show'. Talk Show is a daytime television genre that deals with sensationalist topics and whose guests are mainly ordinary citizens (Signes, 2002). Talk Show is one of the most common programs which are available on electronic media like radio and television. Talk Show on television become more interesting than the other electronic

devices since people can hear the voice and sees the live images through the screen. The notion of genre varies depending on the field in which it is used. Genre comprises a class of communicative events, the members of which share some sets of communicative purposes (Swales & Feak, 2019).

According to Timberg & Erler (2004) there are six types of television talk shows; the light night talk show is often the last as night. The format is similar to almost every late-night show; Cooking talk show provides the viewer with celebrity guests, the audience can free food and another activity sow to the audience to give garnish on those foods; daytime talk shows are casual television watchers can enjoy a wide selection of day time talk shows; relationship talk shows are real-life relationships are bought on to national TV for various talk shows; sports talk show is sports shows, mainly airing on sport-themed and the last news talks show provide news and commentary on the news, in this talk show present some news which it relates to the topic such as; politics, economics, business, art, culture, motivation, etc.

Mata Najwa is one of talks shows on Trans 7 which conclude as news talk show. Talk shows hosted by senior journalist, Najwa Shihab,

on several occasions often invited first-class guest stars on topics related to national, government and political issues. Most of the figures who appeared in this event were popular figures and newsmakers. Viewers' curiosity about the other side of the character's life that was rarely seen in other mass media. Najwa can act as an interviewer who represents what the viewers want to know and feel. The talk show which is often a Trending topic on Twitter online media has its appeal to the community which makes the author interested in examining how society's perceptions are a series of cognitive processes or recognition and affection or community emotional evaluation (interest) activities towards an object, event, or relationship.

Politeness is a common social phenomenon that occurs in communicating in a society. Politeness is defined by some researchers (Holmes, 1995; Lakoff, 1975; Sifianou, 1992) as a behavior that occurs in society to make them respect each other and reduce the possibility of getting conflict or dispute between members of the society. Moreover, the occurrence of politeness as a strategy in communication according to Watts (2003) does not only avoid the conflict or differences which might occur in the society but it also develops a good relationship among members of the society. For Yule (1996), politeness is used to show cognition of other people's face which occurred in the interaction between the interlocutors. Moreover, Brown and Levinson (1987) conceptualize face as the people's impression that they need to be free and appreciated in a certain respect. Thus, it indicates that every person tends to keep each other's self-image in the public to avoid getting offended or annoyed by others.

Politeness strategy is a strategy which has an aim to show polite behaviour in communicating with other people. However, the concept of politeness varies from one expert to another. The following section represents the concept of politeness from several experts (Brown and Levinson, 1987; Lakoff, 1973; Leech, 1983). However, the most prominent theory on politeness is from Brown and Levinson (1987). They believe that within a person occurs positive and negative face. The urge of a person to be respected and appreciated in social interactions is defined as positive face, while negative face is the freedom of action that is needed by them. Therefore, they propose strategies which the goal is to maintain the face of the hearers. There are four strategies namely

bald-on-record strategy, positive politeness strategy, negative politeness strategy, and off-record strategy.

The first strategy is called bald-on-record. It is used to convey information or message directly to the hearer (Brown & Levinson, 1987). Moreover, they elaborate that this strategy is used to avoid misunderstanding and misinterpretation between interlocutors since the speaker speaks effectively and directly. Thus, the utterances have to be spoken directly, vividly, unambiguously, and succinctly. Brown & Levinson (1987) declare that direct imperative or direct command is one form of bald-on-record strategy. Further, they explain that there are two cases when the speaker uses this strategy. The first case is the non-minimization of the face threat. There are four conditions when the speaker uses the strategy to not soften the face threat. The conditions are when they are in an urgent situation, the speaker has more power than the hearer, the speaker has the desire to show sympathy, and when the speaker does not want to maintain the face. In addition, they state that the second case occurs when this strategy is 'oriented to face'. It occurs in three situations such as welcoming or inviting, farewells and offers.

The second strategy is positive politeness. It is addressed to enhance the hearers' positive face. Brown & Levinson (1987) elaborate that it can be expressed by satisfying the hearers' face to make them feel that they are appreciated by others. Further, Brown & Levinson (1987:102) propose three board strategies of positive politeness: claim common ground, convey that the speaker and the hearer are cooperators, and fulfil the hearer's wants for some X. In claiming common ground, they state that both of the speaker and the hearer share the same specific wants, goals, or values. Thus, the speaker may perform the claim by stating that he or she also feels interested in the hearer's wants. The second main strategy of positive politeness is conveying that the speaker and the hearer are co-operators. It implies that they are involved in the same interest, so they share the same goals. As a result, this strategy can improve the hearer's positive face. The last strategy on positive politeness is complying with the hearer's wants for some X. Satisfying the hearer's positive face is the form of this strategy. It can be performed by fulfilling the hearer's wants directly such as by showing encouragement or giving items.

The third strategy is negative politeness. Brown & Levinson (1987) define this strategy as 'redressive action' which is oriented to hearer's

negative face. This strategy aims to reduce the interference with the hearer's freedom of action. The speaker can perform this strategy by being indirect, using hedges, conveying pessimism in the utterance to express doubt, reducing the imposition, or giving respect to the hearer, (Brown and Levinson, 1987). The speaker usually uses this strategy when he or she has social distant or feels awkward towards the hearer.

Furthermore, the last strategy is called off-record. It is addressed that the speaker's utterance consists of more than one possible interpretation. Since many interpretations can be drawn from the speaker's utterances, so it is up to the hearer's choice to decide how to interpret it.

There are some researches related to Politeness Strategy. One of them was conducted by Putri (2013). In this research, the researcher used Politeness Theory by Brown and Levinson. The research's goals are to analyze the types of Politeness Strategies used and to analyze the factor that might influence the choice of the strategies used by Oprah Winfrey. The participants in this research were Ricky Martin as the guest star and Oprah Winfrey as the host. Beside that, Selfia & Marlina (2016) has also analyzed research titled an analysis of Politeness Strategies used By Deddy Corbuzier In the Hitam Putih Talk Show. This study applied Brown and Levinson's theory as well. This study aimed to describe the types of politeness strategies and dominant politeness strategies used by Deddy Corbuzier in interviewing especially in asking guest stars. The result of this study showed that 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%). Therefore, in conclusion, the positive politeness strategy is the most dominant strategy used by the host in the Hitam Putih talk show.

Fitria, Ningrum, & Suhandoko (2020) analyzed similar research, namely Politeness Strategies Reflected by the Main Character in "Bridge To Terabithia" Movie. This qualitative method research aimed to identify politeness strategies reflected by the main character in "Bridge to Terabithia" movie and the conclusion was the most type that used is bald on record strategy and positive politeness strategy. The factors in using politeness strategies by the main character in this movie are payoffs in each strategy and circumstances (sociological variables).

In this study, the researcher chose Mata Najwa Talk Show as the data source to be analyzed. The researcher chooses Mata Najwa Talk Show than other Indonesian talk show programs because of two main reasons. The first, according to IDN Times, mata Najwa talk show is the most popular talk show nowadays (taken from <https://www.idntimes.com>). Mata Najwa talk show presents famous and important people who discuss sensational issue. The second, how Najwa Shibab, as one of the most well-known, intelligence and wise woman host in Indonesia, preserve the guests in giving unpredictable question.

This study is an attempt to describe the politeness strategies that are used in Mata Najwa talk show. Being polite is trying to determine what are appropriate to say to someone else and what not (Holmes, 1992, p.313) are. In questioning section, it is common for the guest to give a good impression, represent a good image, and kind in a public as they wish to be accepted by other people. However, they can't express their self-representation freely since the host who masters the talk show takes control or being super ordinate in this section. In brief, this study is aimed at identifying what kinds of politeness strategies are used by the participants to be communicated through the conversation in Mata Najwa Talk Show. By discussing more on the politeness strategies in Mata Najwa, this research is expected to give more contributions to the development of studies.

The researcher expected this research to give benefits such as linguistics. This research's importance is to explain the politeness strategies concept proposed by Brown and Levinson. Additionally, it can give valuable information to further researchers, students, and readers and provide the base for analyzing the politeness strategies more deeply. The researcher expected that by learning politeness strategy, people can speak with good etiquette and they learn to respect and behave well with others..

## **Method**

This study provides a descriptive qualitative research of the utterances used by the participants in Mata Najwa Talk Show. This study will be analyzed by using the theory of Politeness Strategies by Brown and Levinson. The data in this study are obtained not in the form of numbers but the form of words. The main purpose in doing this study is to describe and explain the politeness strategies that are used by the participants in talk show interaction. The source of this study is taken only one episode of

Mata Najwa talk show, it was “Kontroversi Mas Menteri” episode in which the talk show discussed about controversial policies issue in pandemic era. Erick Thohir as State-owned Enterprises Minister (Menteri BUMN) and Nadiem Makarim as Education and Culture Minister (Menteri Pendidikan dan Kebudayaan) were the guests invited to talk about their policies which have received a lot of criticism from the public in the pre-pandemic period.

Nadiem Makarim, with the policy of eliminating the National Examination (UN) and the Movement Organization Program, which is now drawing controversy. In addition, Nadiem Makarim was in the spotlight with his distance learning policy during the Covid-19 pandemic, which reaped pros and cons. Many people accuse that the policy does not pay attention to students from weak economic circles. The main obstacle is the problem of the availability of smartphone devices and internet quota which are new burdens for parents of students.

Meanwhile, Erick Thohir, who was recently trusted by President Jokowi to become Chairman of the Committee for Handling Covid-19 and National Economic Recovery, became the subject of discussion because of the issue of party entrusted people. He made many changes in the ranks of commissioners and directors at BUMN. Therefore, these guests were controversial and the topic was popular to talked in this pandemic era.

The researcher collected the data by analyzing the politeness strategies uttered by the participants Mata Najwa Talk Show. The data was taken from you-tube since it is appropriate with the criteria needed. It should contain about politeness strategies that occurred in Mata Najwa Talk Show.

## Findings

The researcher found that the participants applied three types of politeness strategies based on Brown and Levinson's theory. They include positive politeness, negative politeness and off-record strategy. The researcher collected the data from the transcript of Mata Najwa Talk Show, episode Kontroversi Mas Menteri. After analyzing the utterances by the participants in the talk show Mata Najwa, the researcher found that there are 38 utterances of the main characters.

### Positive Politeness

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

hearer.

Najwa : *selamat malam! Selamat datang di mata najwa, saya Najwa Shihab tuan rumah mata najwa. Selamat malam Mas Nadiem. Terima kasih sudah hadir di Maja Najwa, apa kabar keduanya?*

The host, Najwa Shihab would start the talkshow. First, she greeted viewers and then she introduced herself. Both these ways of greeting and introducing showed good manners as an indicator of politeness. Besides that, she also said greetings to her guests and mentioned their names. These utterances are categorized as a strategy to use in-group identity markers.

Erick : *stress*

Najwa : *(tertawa) kek nya itu jujur sekali, stres yah. Jadi menteri yang ini stres, kalau mas menteri yang ujung?*

This utterance was a reply to Najwa's question about the condition. Erick said “*stress*”. It was considered a joke which indicate he had good emotions and intimacy with the host. It was categorized as the positive strategy of politeness. Then Najwa, the host, asked about another guest's condition followed by the respectful name “*mas*”. Both greeting and addressing respectful names showed politeness.

Nadiem : *Stress tapi tetap semangat*

The utterance “*tetapi masih semangat*” indicates there was optimistic

Erick : *(tertawa) ya mungkin sih dalam mengambil kebijakan sebenarnya kan nggak terpikirkan konroversinya, tapi kita melihat kebijakan itu yang baik dan kita ya coba jalankan yaaa selurus lurus nya dalam arti apalagi kalo memang kita merubah perubahan yang signifikan, buat apa kalo nggak kita disini?*

This utterance was Erick's reply to Najwa's question about the controversy. It contained one indicator of positive politeness strategy, such as avoiding disagreement from the public.

Erick : *inikan sesuatu yang belum pernah terpikirkan, nah memang ini yang saya rasa hal yang sepositif, yah bagaimana kita yang diberi amanah ini ya memang harus yah mencari jalan keluar buat masyarakat bukan malah membebani masyarakat.*

This utterance said by Erick to Najwa. This utterance is a seeking agreement. Erick tried to influence others to have the same thoughts as him. Seeking agreement is one of the positive politeness strategies.

Najwa : *mm..dan yang jelas amanah atau beban anda bertambah mas Erick, ketika anda*

*di tunjuk menjadi komiti ketua pelaksana penanganan covid 19 dalam pemulihan ekonomi nasional, ini beban yang tidak ringan. Saya ingin tahu, pertama kali mendapat tugas itu terkejut apa memang sudah ngerasa karna memang sudah ke sayangan pak Jokowi?*

This utterance was uttered by Najwa to Erick. This utterance showed that the speaker is still interested in what they are talking about and still needs further explanation. It can be categorized positive politeness strategy, namely notice, attend to the hearer (his interests, wants, needs, goods).

Erick : *ya tapi sabtu minggupun sekarang kepakai*

The above utterance indicated that the speaker wanted the hearer has to look for the reason for an incident. Asking for other's responses is one indicator of a positive politeness strategy. This utterance indicated that the speaker doesn't want Saturday to be the time for working. Furthermore, this utterance is about assertiveness.

Najwa : *oke, ehmm, anda tidak bertanya karna merasa kenapa tiba tiba di tunjuk atau anda merasa apapun penugasan di atas harus siap dilaksanakan, atau anda menebak nebak apa kira kira alasan aa..presiden Jokowi menunjuk anda?*

The above utterance indicated that the speaker wanted the hearer has to look for the reason for an incident. Asking for others' responses is one indicator of a positive politeness strategy.

Najwa : *oke, mungkin anda tidak, tidak aa...bisa mengatakan begitu, kenapa kira kira Erick Tohir yang di tunjuk? Aa..tapi yang jelas mantan menteri BUMN punya analisa ini, kepana Erick Tohir? Kita dengarkan apa kata Dahlan Iskan*

This utterance showed that the speaker tried to find out more information. Her goal was that try to increase the listener's ask.

Najwa : *telfon untuk dimarahi atau untuk apa*  
Erick : *diskusi, bahkan saya pernah ditelfon jam 10.30 malam yang ketika kita habis video covers jam 09.30 saya mandi, saya lagi mau masuk, beliau telfon*

The speaker asked for the reason why it happened. The speaker wanted to make it clear what they were talking about earlier. Then the hearer asserted the speaker's concern for him.

### **Negative Politeness**

Negative Politeness is a kind of politeness strategy that deals with satisfying the

hearer's negative face. It concerns respect behaviour. In conducting this strategy, the speaker would like to emphasize the hearer's relative power. All of the strategies' outputs are useful for keeping the social distance.

Najwa : *masih semangat. Stres nya karna itu tadi, pengantarnya, terlalu banyak kontroversi yang terjadi. Merasa tidak sih kalau kebijakan kebijakan yang diambil. Jadi kita sempat bertanya dan sempat mendapatkan hal ini, aa... Salah dua menteri yang paling banyak dibicarakan karna kebijakan kebijakannya yang artinya karna bekerja itu dua menteri ini, karna itu saya undang, tapi di balik kebijakan kebijakan yang dikeluarkan ada ramennya ada kontroversinya, sadar itu?*

Najwa : *jadi sudah mengukur resiko? Saya Ke mas Nadiem. Resiko itu dipikirkan atau itu baru belakangan setelah rame?*

The utterance of Najwa "karna itu saya undang, tapi di balik kebijakan kebijakan yang dikeluarkan ada ramennya ada kontroversinya, sadar itu?" indicated conventionally indirect statement. Furthermore she also asked Nadiem about his policy impact "jadi sudah mengukur resiko?". Both these Najwa's statements indicated negative politeness.

Nadiem : *betul! Jadi ber..ber..apa? Bertumpuk situasi kritisnya karna pandemi ini, jadinya progres progres yang tadinya kita rencanakan mungkin ada yang tertunda, ada yang terlempar, ada isu isu lain, yah itu namanya melakukan perubahan yah.*

Najwa : *tetapi rasanya tidak semua kementerian merasakan aura krisis itu yah? Dan ini bukan saya yang bilang, yang bilang atasan anda berdua, presiden Jokowi. Berkali kali menyatakan, aa..bahkan yang terahir di Ratas kemarin, saya kutip supaya tidak salah. Dikementrian kementerian di lembaga ini, aura krisisnya, belum betul betul, belum betul betul belum, bahasanya gitu, masih sekali lagi kehabisan atau prioritas yang harus dikerjakan dan bukan sekali presiden mengatakan ini. Saya ingin tahu itu apakah anda berdua merasa tersentil atau yakin itu bukan portofolio saya yang tidak memiliki aura krisis, Mas Erick.*

The utterance "Jadi ber..ber..apa?" said by Nadiem was categorized as hedges. He intended to give emphasis to the problem topic. At that time, he forgot to say. In order to

maintain the flow of the conversation, he used this expression The speaker could manage his nervousness and therefore, he could communicate his ideas. Beside that, Najwa's **Off Record**

Off Record is simply described as an 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 to the addressee to decide how to interpret it.

Najwa: *dan ini contoh yang tadi, aa...kesayangan, anda cerita soal kesayangan dan itu tampaknya contohnya. Baik itu di awal, saya masih menyimpan ada begitu banyak hal aa.kontroversi apakah dibidang pendidikan, BUMN ataupun penganan covid. Seteah ini kita akan bahas pemdidikan, jadi setelah ini saya akan ke Mas Nadiem*

The utterance of Erick that said “*ya, saya sebagai pembantu presiden*”. His statement showed that he compared himself with another thing, namely informed his duty description. This comparison could be said as a metaphor statement. Najwa's statement also used below

reply an assuming. An assumption is categorized as hedge as well. Hedge is one indicator of negative politeness

Erick : *ya, saya sebagai pembantu presiden, apapun yang presiden beri arahan atau mungkin yang beliau juga, yah kasih kritik ya tentu buat saya sesuatu yang memacu, apakah itu ditujukan ke saya atau mentri yang lain, saya tidak pikirkan itu.*

metaphors. The utterance “*kesayangan, anda cerita soal kesayangan dan itu tampaknya contohnya*” use metaphors, it was told about the speaker use metaphor and makes hear interpret his/her intended meaning by his/herself. Therefore, these utterances were categorized as off-record politeness.

Najwa : *jadi anda sekarang nggak pernah pulang kerumah yah*

This utterance is about overstage, because it showed exaggerating. It is imposible for someone work never comes home. Then, all the result of utterances classification was formulated in the table

**Table 1**  
**The Utterances Classification**

No.	Politeness strategy	Frequency	Participant			Percentage
			Najwa	Erick	Nadiem	
	<b>Bald on record</b>					
	<b>Positive politeness</b>	<b>29</b>				<b>76,32%</b>
1	Notice (attent to hearer interests, wants, needs, goods)	2	2	-		5,26%
2	Intensify interest to hearer	1	1	-		2,63%
3	Identity in group marker (use group language dialect, jargon, contraction and ellipsis)	1	1	-		2,63%
4	Seek agreement	3	2	1		7,89%
5	Avoid disagreement	8	-	5	3	21,05%
6	Joke	2	-	2	-	5,26%
7	Assert or presuppose Speaker's knowledge of and concern for Hearer's wants	5	1	4	-	13,155
8	Be optimistic	4	-	2	2	10,52%
9	Give (or ask for) reasons	2	2			5,26%
10	Assume or assert reciprocity	1	-	-	1	2,63%
	<b>Negative politeness</b>	<b>7</b>				<b>18,42%</b>

1	be conventionally indirect	1	1	-	-	2,63%
2	Question, hedge	6	5	-	1	15,79%
<b>Off record politeness</b>		<b>2</b>				<b>5,27%</b>
1	overstate	1	1	-	-	2,63%
2	use metaphors	1	1	-	-	2,63%
<b>Total</b>		<b>38</b>				

The table above showed the participants applied the positive, negative and off-record strategies. Positive politeness strategy includes notice, intensifying interest to the hearer, identity in-group marker, seeking agreement, avoiding disagreement, joking, asserting, presupposing speaker's knowledge, being optimistic, giving and asking for reasons, and assuming. Meanwhile, negative politeness strategy includes being conventionally indirect and hedging. Overstate and use metaphors strategy applied in off-record politeness strategy.

Then, the researcher provides the percentage of the findings in the following table.

**Table 2**

**The Politeness Strategy Percentage**

Politeness strategy	Frequency	Percentage
1. Bald on record	-	0,0%
2. Positive politeness	29	76,32%
3. Negative politeness	7	18,42%
4. Off record politeness	2	5,27%
<b>Total</b>	<b>38</b>	

Moreover, the researcher gave a brief explanation and interpreted the four politeness strategies in the discussion.

**Discussion**

The percentage showed that the conversations that uttered among Najwa Shihab, host, and the two ministers, Erick Thohir and Nadiem Makarim, guests, used positive, negative, and off-record politeness. Positive politeness is 76.32%, negative politeness is 18.43%, and off record, politeness is 5.27%.

The description of the politeness strategy most used in the Mata Najwa Talk show episode "Kontroversi Mas Menteri" is Najwa, the host mostly used the question and hedge strategy (15.79%). She applied a Positive politeness strategy such as notice to hearer's wants, seeking agreement and asking reason to the Hearer to know the real reasons of ministers in making new policies that make controversy. The host also used a Negative strategy, namely question

and hedge, but she tries to make the situation balanced by showing his solidarity and attention to the hearer to make her guests feel excited.

Meanwhile, the guests Erick Thohir and Nadiem mostly used the avoid disagreement strategy (21.05%). They also applied to seek agreement, assert or presuppose Speaker's knowledge of and concern for Hearer's wants, and be optimistic to convince the host and society as talk show listeners that their policies have many considerations. Indeed, they sometimes make a joke to make the conversation comfortable.

**Conclusion**

Politeness strategies are developed to maintain the relationship between the speaker and the hearer (Brown & Levinson, 1987). There are four types of politeness strategies suggested by Brown and Levinson (1987), they are; Bald On Record, Positive Politeness, Negative Politeness, and Off Record.

The researcher applied a qualitative approach to analyze the data. It was applied to describe how the participants used politeness strategies among the host Najwa Shihab and the guests, Erick Thohir and Nadiem Makarim in the talk show. The data showed that three types from four of politeness strategies suggested by Brown and Levinson were found there. Thirty-eight utterances were done by the participants; 29 utterances used Positive Politeness and 7 utterances used Negative Politeness, and 2 utterances used Off Record.

The result is the host of Mata Najwa Talk Show applied Positive Politeness Strategy, it can be seen that the number of his utterances was mostly done by them rather than other strategies. The host, Najwa, mostly used a Positive strategy to emphasize the real reasons of ministers in making new policies that make controversial. Thus, she also used the Negative strategy to reduce the interference with the guests' freedom of action. She performed this strategy by being indirect, using hedges, conveying pessimism in the utterance to express doubt, reducing the imposition, and giving

respect to the hearer.

As well as the guests, Erick and Nadiem mostly used positive strategies to convey that they are cooperators, and fulfil society's wants. In claiming common ground, the guests state that they share the same specific wants, goals, or values about new policies controversy. Thus, the guests may perform the claim by stating that they also feel interested in the society want, namely a better condition for this country.

After doing this analysis, a conclusion is that if they talk to women or men and have a close relationship, they will always try to be polite in all situations. For example, based on this research, it occurred at all kinds of social distances. Politeness strategies all of them have been applied depending on the needs and communication needs. When applying a politeness strategy, carefully choose a strategy talking in a small group at the talk show.

The researcher expects that this study can help the readers understand the concept of Brown and Levinson about the Politeness Strategy performed in analysing conversation. Even other researchers not only describe types of politeness strategies by Brown and Levinson but also describe types of other theories about politeness strategies.

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