

## Politeness Strategy of Directive Utterance By The Host of Satu Jam Lebih Dekat Talk Show

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Article Info	Abstract
Received:10-05-2023 Revised: 24-06-2023 Accepted: 24-06-2023  <b>Keywords:</b> Outcomes <i>Politeness;</i> <i>Directive Utterance;</i> <i>Utterance.</i>	This study deals with the politeness strategies of directive utterance by the host of <i>satu jam lebih dekat</i> talk show. This study employs qualitative design which aims at describing the politeness strategy of directive utterance by the host. The results show that the host expresses her directive utterances in request, questions, interrogate, urge, invite, and caution. The host applied the four types of politeness strategies to relate directive utterances as politeness strategies stated by Brown and Levinson they are (1) bald on record, (2) positive politeness, (3) negative politeness, (4) off record. The most types is question (12.56%) as positive politeness. It is caused by the host wants to give questions respects the H's negative face want and will not (or will only minimally)interfere with the H's freedom of action (:).
Info Artikel	Abstrak
<b>Kata Kunci:</b> Kesopanan; Ujaran Langsung; Tuturan.	Penelitian ini mengkaji mengenai strategi kesantunan ujaran langsung yang digunakan oleh pembawa acara dalam acara satu jam lebih dekat. Penelitian ini menggunakan metode penelitian kualitatif yang bertujuan menggambarkan strategi kesantunan ujaran langsung yang digunakan oleh pembawa acara dalam acara satu jam lebih dekat. Hasil penelitian ini menunjukkan bahwa pembawa acara dalam acara satu jam lebih dekat mengekspresikan ujaran langsung dengan permintaan, pertanyaan, interogasi, mengundang, dan mengingatkan. Pembawa acara mengaplikasikan keempat strategi kesantunan yang diusulkan oleh Brown dan Levinson yaitu (1) strategy langsung, (2) kesantunan positif, (3) kesantunan negative, dan(4) strategi tidak langsung. Ujaran langsung yang paling dominan adalah pertanyaan (12,56%) sebagai kesantunan positif yang lebih dominan. Hal itu disebabkan oleh karena pembawa acara ingin memberikan pertanyaan dengan sopan (:).



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### INTRODUCTION

People need language to communicate or interact with others. Sometimes we do not realize that during our communication, we actually use some aspects of communication. Within this study, the researcher would like to look out more clearly about the uses of conversation interaction aspects within an interview.

Interview is a conversation between two or more people to ask something or more information about the interviewee. Conversation is determined to develop a social relationship or even to make a decision. Conversation is more than merely the exchange of information because through conversation it can be decided whether the message is received by the hearer or not. Politeness strategies influence conversation because the content in the talking goal of politeness is to make all the parties relax and comfortable with others.

Politeness is the way of people in expressing their feeling in good attitude. In social life we need communication to share with others and we also need interaction in society to build solidarity. But when we talk each other, we should consider the way of speaking and the choice of word. Sometimes, misunderstanding occurs in conversation especially from speaker's assumption. In other words, we should apply politeness as the strategy of communication. It can create good response and atmosphere.

Being polite is crucial to successful communication with other people and impoliteness negatively influences the way a person is perceived, bringing judgments of being "rude", "uncooperative" or "offhand" (Watts, 2002:2). While some of these studies have examined Apology as a politeness strategy (Mahmoud, 2013), Person deixis in relation to politeness function (Ike, 2007), Politeness strategies in requesting (Viollen, 2007). In addition to these studies, (Liz, 2005) examined Politeness strategy in conversation closings. The study, however, has not given attention to the politeness strategy of directive utterances used by the host in the talk show. The correlation among the studies are politeness and the way in using politeness utterances.

The standard of polite or impolite of the utterances is different, it depends on the existence and standard norm or value in that place. An utterance, which is considered polite in certain area, may be considered as impolite in another area. It is determined by the place where the utterance is used.

People use politeness strategy in various ways. Brown and Levinson (1987:94) proposed five strategies of politeness. They are Bald on Record, Positive politeness,

negative politeness, off record, and don't do FTA. These strategies can be used as the framework to analyze the language behavior and language phenomenon that occur in social life. As we know that, we need interaction everywhere and we also have to know the background and culture of them cause it most influence when conversation occur.

Politeness has related to the language pattern and context. Language pattern referred to word form. It means that in language pattern includes word choice in communication. Moreover, context referred to the situation, time, place and participant. According to Leech (1983), to increase the degree of politeness by using indirect utterances. It means that the more indirect the utterance is, the more polite the utterance is, the more impolite the utterances is.

According to Kreidler (1998:189) "directive utterances are those in which the speaker tries to get the addressee to perform some act or refrain from performing an act. "Speaker can produce directive utterance in various ways. Usually, the speaker conveys directive utterance in a direct question forms in order to create a polite situation, more indirect an utterance, more polite it is.

In case of communication, the host will choose the strategies to have polite conversation. People use politeness strategies in order to get their conversation run well and go smoothly. Brown and Levinson (1987:57) state that recognizes what people are doing in verbal exchange (e.g. requesting, offering, criticizing, complaining, etc) not so much by what they overtly claim to be doing as in the fine linguistics details of utterances. It means that not only speaking in fine linguistics but also considering other's feeling and being polite person means that s/he should make others feel comfortable.

In this research, the writer is interested in conducting a study on politeness strategies of directive utterance used by the host of *satu jam lebih dekat* talk show on tv one. The reason for choosing this talk show to be analyzed was since *satu jam lebih dekat* talk show is a populer program on tv one and the guests who have the power in this country.

## RESEARCH METHOD

In this research, qualitative descriptive method was applied, which was basically interpretative research to purposefully select the video recorded that might be the answer to the research problem. This analysis based on Vanderveken, Brown Levinson theories and this study tried to investigate the usage, her reasons in using the types of directive

utterance of politeness strategies in six different episodes in Satu Jam Lebih Dekat talk show on TV One, and to know how the host uses the politeness strategy of directive utterances in three different episodes in Satu Jam Lebih Dekat talk show on TV One. The utterances of interviewer occurring which belong to the types of politeness strategy of directive utterances.

The data of the study were conversational utterances in Satu Jam Lebih Dekat talk show program on TV One. It was taken from the video youtube of interviewer's utterances in a talk show "Satu Jam Lebih Dekat: then transcribed into written text. There are three episode with different topics and different guests such as, Tri Risma Harini, Arini Rachmi Diani, and Basuki Tjahaya Purnama. The data were collected by applying a documentary technique. The data were analyzed by using interactive Models which was created by Miles and Huberman (1994: 10-11) with the three phases of data analysis. The phases are (1) data reduction, (2) data display, and (3) conclusion drawing of verification.

## RESULTS AND DISCUSSION

### 1. Form of Directive Utterances

#### a. Request

Requests are pre-event acts which express the speaker's expectation of the hearer with regards to prospective action their verbal or non-verbal. This type of directive utterance occurs in this episode which in shown in data as the following:

*"Pak abok ini anak sulung ya? Ada adik 3 gitu? **Boleh disebutin namanya pak!**"*

From these utterances it was seen that the interviewer say directly straight to the interviewee to do of what she said. He used the word "*Boleh disebutin Namanya pak!*" to request to the hearer to tell toward she said directly. And it is used to get the interviewee's attention of his statement and make clear for the listener.

#### b. Ask

This strategy is used to produce ask utterances. This types of directive utterance occurs in this episode which is shown in data as the following below:

*"Jadi PLT udah gak ban serap lagi tu, **jadi ban tetap atau ban belakang gitu?**"*

From this utterance it was seen that the interviewer ask directly straight to the interviewee to choose of what she asked. She used the word " to ask to the hearer to choose that statement directly because she cannot refuse the interviewee's choice of the

statement and make clear for the listener. The sentence is asking strategy since she wants the listener to pay attention.

### c. Question

Question is a sentence worded or expressed so as elicit information, and this utterance appeared on the usage of ask utterance. This type of directive utterance occurs in this episode which showed in data as following below:

***“Kalau ada yang nawari, mau?”***

From those utterances it was seen that the interviewer ask directly straight to the interviewee to answer her question. He used the word *“Kalau ada yang nawari, mau?”* to ask to the hearer to answer by using “yes or no”. She expressed her utterance as clear as possible and unambiguously. This utterance is question strategy since he expressed the utterance direct and clear.

### d. Interrogate

Interrogate is asking question of (a person), sometimes to seek answers or information that the person questioned considers personal or secret. This types of directive utterance occurs in this episode which is shown in data as the following below:

***“Ngomong-ngomong hal apa sehingga pak ahok merasa harus bernada tensi seperti ini gitu, apa gitu pak?”***

From this utterance it was seen that the interviewer say directly straight to the interviewee to explain and give the reason of what she asked. She used the word *“Ngomong-ngomong hal apa sehingga pak ahok merasa harus bernada tensi seperti ini gitu, apa gitu pak?”* to interrogate to the hearer to explain and give the reasons why he does that for his member in the office. There is a suspicion of the interviewer. She is suspicious that the hearer does that for his member, therefore she uses interrogate strategy.

### e. Invite

The usage of this strategy is used when the speaker and the hearer in the activity. It is marked by using an inclusive “we” form. This type of directive utterances occurs in the episode which is shown in data as the following below:

***“Ini di satu jam lebih dekat ini pak ahok, ada gambar-gambar yang bisa dikomentari dan juga nanti pak ahok mengingatkan apa gambar ini! Terserah mau komentar apa, ya. **Kita lihat gambar pertama**”***

From this utterance it was seen that the interviewer say directly straight to the interviewee to do of what she said. She used the word *“Ini di satu jam lebih dekat ini pak ahok, ada gambar-gambar yang bisa dikomentari dan juga nanti pak ahok mengingatkan apa gambar ini!”*

*Terserah mau komentar apa, ya. Kita lihat gambar pertama*” to invite the hearer to see the picture and explain it. In producing invite strategy, the interviewer uses this strategy because the interviewer wants the hearer see the picture together with her. It can be seen on the word “*we*” which means interviewer and hearer.

### f. Urge

Urge is an urgent and a danger situation where the people must to do something or action quickly. This type of directive utterance occurs in this episode which is shown in data as the following below:

***Ok. Itu perang mulut. Kalua perang yang lain-lain?***

From the utterance it was seen that the interviewer say directly straight to the interviewee to do of what she said. She used the word “*Ok. Itu perang mulut. Kalua perang yang lain-lain?*” as an urgency situation because he is in a dangerous situation.

### g. Order

The use of this strategy is that when the speaker does nothing to minimize the threat to the hearer’s face when the speaker invites hearer and insists that hearer may impose on his negative face. This type of directive utterance occurs in this episode which is shown in data as following below:

***“saya panggilnya pak Basuki atau pak ahok!”***

From the utterance it was seen that the interviewer order directly straight to the interviewee to do of what she said. He used the word “*saya panggilnya pak Basuki atau pak ahok!*” to order to the hearer to make the best choice for her. And it is used because the utterance uses verb that ordering hearer to make the best choice for her that interviewer want. It is in order, because the situation is urgent. That time is time to interview on televirion.

### h. Caution

***Jadi kalua dipilih menjadi walikota yang kedua kali***

From the utterance it was seen that the interviewer say directly straight to the interviewee to do of what she said. She used the word “*Jadi kalua dipilih menjadi walikota yang kedua kali*” to advise or warn the hearer to take care of something that it would be bad if she doesn’t want as the mayor in the second time.

**i. Claim**

Claim is to say that something is true or is a fact, although you cannot prove it and other people might not believe it. This type of directive utterance occurs in this people which is shown in data as the following below:

***“Ahok demen yang kek gituan”***

From the utterance it was seen that the interviewer say directly straight to the interviewee to give his statement of what she said. She used the word *“Ahok demen yang kek gituan”* to claim the hearer that something is true or is a fact about the hearer.

**2. The Relationship of Directive Utterance to Politeness Strategy Used by the Host in by the Host in Three Different Episodes in Satu Jam Lebih Dekat Talk Show.**

There were some relations which used by the host in using politeness strategy of directive utterance. As stated in previous chapter that there were some relations of directive utterance to politeness strategy when someone communicate with others. The strategies namely 1) Bald-on Record Strategy, 2) Positive Politeness Strategy, 3) Negative Politeness Strategy, 4) and Off-Record Strategy.

**a. Bald on Record**

Bald on record strategy is strategy to convey the utterances in the most direct, unambiguous and concise way possible.

***“Ahok demen yang kek gituan”***

It can be classified into claim strategy, and the sentence is Bald on record strategy. The relation of the sentence into bald on record is to make efficiency and the listener continue her answer and avoid misinterpretation between them.

**b. Positive Politeness**

In positive politeness, the speaker signals his or her desire to come close to the listener. It include statement of friendship, solidarity, and compliment. Further, it is used for his interest, want, needs, approval, sympathy, use in group identity marker, seek

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agreement, joke, assert and presupposes knowledge because he want to minimize the social distance and make satisfy of the hearer's face shown in data as the following.

### ***“Jadi kalua dipilih menjadi walikota yang kedua kali”***

It can be classified into caution strategy because it is to advise or warn the hearer to take care of something that it would be bad if she doesn't want as the mayor at the second time. It is categorized into positive politeness strategy because it reflects solidarity. It can be seen on using word “*kalua*” in the middle of this sentence. It applies the second strategy, exaggerate (sympathy with hearer). It reflects the sympathy of the speaker to hearer about the way in talking.

### **c. Negative Politeness**

In negative politeness strategy, the speaker recognizes and respects the H's negative face want and will not (or will only minimally) interfere with the H's freedom of action.

### ***“Kalau ada yang nawari, mau?”***

This utterance seems like a question, but the speaker not only needs the answer but also the honesty of the hearers. She asks the hearers to do something to the speaker (give/show their smile). The utterance is categorized into negative politeness and the speaker uses strategy 2 (question).

### **d. Off Record Strategy**

Off record used when an expression can have “more than one unambiguously attributable intention”. In doing off-record, actually face threatening acts is not stated explicitly but only implied. Off-record can be called as an indirect as an indirect way of saying something which may cause a face damaging interpretation. In this research, the interviewer say something directly and express his utterance implied. The use off record can be seen in data as the following:

### ***“Pasti ingat, gambar pertama”***

It is categorized into order strategy although there is not an imperative word directly. The utterance is categorized into off-record and the speaker uses strategy 4 (use in-



group identity markers-ellipsis) by deleting the subject and the verb in producing this order utterance.

### **3. The Reasons of the Host Used the Directive Utterances as Politeness Strategies on Satu Jam Lebih Dekat talk show**

There were some reasons which motivated the participants in using types of directive utterances. As stated in previous chapter that there were some motives that cause someone to use a politeness strategy when he communicates with others. The strategies namely 1) Bald on Record Strategy, 2) Positive Politeness Strategy, 3) Negative Politeness Strategy, 4) and Off-Record Strategy.

#### **Reasons 1: Directive Utterances as Bald on Record Strategy**

Based on the data collected and analysed based on the Vanderveken's and Brown's and Levinson's theory and support by observation, there saw some reason why the interviewer used Bald on Record strategy namely to claim that other things are more important than satisfying H's face, because of urgency and desperation and to avoid the misinterpretation. Bald on record used to claim that other things are more important than satisfying H's face was shown in data as the following below:

***“Ahok demen yang kek gituan”***

It can be classified into claim strategy as bald on record because the speaker claims that other things are more important than satisfying H's face.

#### **Reasons 2: Directive Utterances as Positive Politeness**

For reason in using directive utterances as positive politeness strategy by the interviewer were found in data collected. The reasons were caution, solidarity.

***“Jadi kalua dipilih menjadi walikota yang kedua kali”***

It can be classified into caution strategy as positive politeness because he recognizes H's positive face want and he also has the same want.

#### **Reasons 3: Directive Utterances as Negative Politeness**

The reason why the interviewer used directive utterance as negative politeness strategy because the speaker recognizes that the listener doesn't want to be impeded or bothered, so he tries to convey his utterances formally to soften the threat of the utterances.

*“Pasti ingat, gambar pertama”*

It is categorized into order strategy as off record because to avoid the inescapable accountability for his action.

Based on result of the data analysis, there were some important findings to be presented by the researcher as the following:

- (1) Not all types of directive utterance were used by the interviewer in Satu Jam Lebih Dekat talk show. However, there were 47 types of directive utterances were not used. Question strategy was used frequently by the interviewer in satu jam lebih dekat talk show on TV One.
- (2) There were relation of directive utterance to politeness strategy used by the interviewer in Satu Jam Lebih Dekat talk show were bald on record, positive politeness, negative politeness, and off record. The use of bald on-record, mostly, is influenced by the setting or the situation in the interview which is urgent. The interviewer mostly use negative politeness to save the hearer's face in order to make hearer's interested in doing the speakers' want.
- (3) There were some reasons in using the directive utterances as politeness strategy by the interviewer in Satu Jam Lebih Dekat talk show. Bald-on record strategy was used since the interviewer wants to claims that other things are more important than satisfying H's face. The second reasons is because urgency and desperation. The third reason is to avoid the misinterpretation on the listener so the speaker need to convey his utterances as clear as possible short form. The fourth, it is also used by speaker to show the listener that he doesn't care about the H's positive face because he has higher power or status than the listener. The last is to shock, embraces, or makes the listener feel a bit uncomfortable in order to the listener do not do face threatening acts to the speaker; then, positive politeness strategy was used by the interviewer in Satu Jam Lebih

Dekat talk show since she recognizes H's positive face want and he also has the same want.

After describing all data found from the field, the researcher can discuss on:

1) 47 types of directive utterances were not use by the interviewer. According to theory of Vanderveken (1990) stated that there were 56 types of directive utterance are those in which the speaker tries to get the addressee to perform some act or refrain from performing an act such as occur in forms of direct, request, ask, question, inquire, interrogate, solicit, appeal, petition, invite, convene, convoke, beg, supplicate, beseech, implore, entreat, conjure, pray, insist, tell, instruct, demand, require, claim, order, command, dictate, prescribe, enjoin, adjure, exorcise, forbid, prohibit, proscribe, commission, charge, suggest, propose, warn, advise, caution, alert, alarm, recommend, permit, allow, authorize, consent, invoke, imprecate, and intercede. However, in this research in Satu Jam Lebih Dekat talk show in the interviewer didn't use 47 types of directive utterance when she conveyed her utterances. It happened because that utterances can not cooperative to do an action or activity together between interviewer and interviewee.

2) There were relation of directive utterance as politeness strategies usage out of Vanderveken, Brown and Levinson's theory.

3) There were some reasons of directive utterance as politeness strategies usage out of Vanderveken, Brown and Levinson's theory. Firstly, positive politeness strategy was used by the interviewer since she wants to make a joke or humor. It happened because this event was broadcasted on Television station. Secondly, off record strategy was used by the interviewer since she wanats to save the hearers' face and not imposing the hearers. That happened since she talked about politic and their personal as a mayor and also this show was broadcasted on television station so that all people can see that program. That's why the interviewer tend to relate directive utterances as politeness strategy to express her utterances.

The Recapitulation of Politeness Strategies Used by the Host in Three Episodes

**Table 1**

No	Types of Directive Utterances	Number	Frequency
1	Request	15	16.12%
2	Ask	4	4.30%

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3	Question	30	32.25%
4	Interrogate	14	15.05%
5	Urge	3	3.22%
6	Invite	9	9.67%
7	Claim	4	4.30%
8	Order	10	10.75%
9	Caution	2	2.15%
	Total	93	100%

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## CONCLUSION

Nine types of directive utterances were used by the interviewer in Satu Jam Lebih Dekat talk show there are request, question, interrogate, caution, ask, order, invite, claim, and urge. Directive utterance relate to politeness strategy were employed by bald on record is said to be used when the speaker makes no attempt to minimize the threat to the other person's face. This strategy can use when the speaker has more power than the listener; positive politeness is somewhat similar to positive politeness; however in this situation the speaker recognizes friendliness but assumes that whatever is said in the conversation would most likely be an imposition on the listener; negative politeness is somewhat similar to positive politeness; however in this situation the speaker recognizes friendliness but assumes that whatever is said in the conversation would most likely be an imposition on the listener; and off record can be recognized in situations where the speaker.

Directive utterances as politeness strategy was used since the interviewer tries to get the addressee to perform some act or refrain from performing an act more polite. While new finding out of Vanderveken, Brown and Levinson's theory that the usage of directive utterance as positive politeness strategy since she wants to try to get the addressee since this shown broadcast on television station.

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