An Analysis of Politeness Strategies on Deddy Corbuzier Podcast of Close the Door with Popular English Teacher

[a]Dwi Heriyanto, [b]Alek Andika, [c]Dianning Rahayu

[a,b,c] English Language Education Study Program, Universitas Ma'arif Nahdlatul Ulama Kebumen, Indonesia

(dwih4501@gmail.com)

Abstract

The main phenomenon of this research is that readers have difficulty understanding the types of politeness strategies implemented in daily life. The theory that related with this phenomenon is Brown and Levinson's theory from 1987, which includes Bald on Record, Positive Politeness, Negative Politeness, and Off Record. In this study method used descriptive qualitative to analyzed politeness strategy. The subject of this study is transcribe dialogue podcast between Deddy Corbuzier and English Teacher (Asri Hartanti). This study showed that 4 strategies employed in the dialogue podcast. The total numbers of the data from the dialogue is 16 data, the researcher found 3 data used Bald on Record, 8 data used Positive Politeness, 3 data used Negative Politeness, and 2 data used Off-Record. This study identifies 4 politeness strategies present in the analyzed data, with Positive Politeness being the most dominant and Off-Record being the least. The other two strategies, Bald on Record and Negative Politeness, fall in the middle regarding data frequency. The implication of this study is the use of politeness strategies for anyone who wants to speak more politely.

.**Keywords:** Politeness Strategies, Pragmatic, Dialogue Podcast

INTRODUCTION

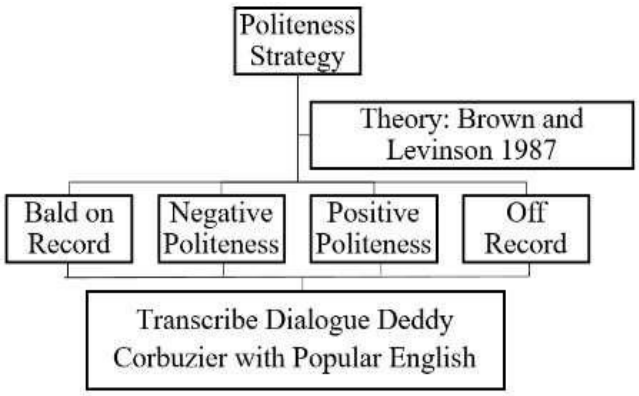
Language is very important aspects in daily life. People use language to communicate with each other whether to exchange information, share ideas or thoughts. Human interact with each other through conversations. An interaction consists of a speaker and hearer that is performed through a language that both parties understand. According to (Pattiasina et al., 2024), language is one of the most important aspects of life human. Language allows humans to communicate, express feelings and thoughts, and build social relations. As a communication tool, language has a role which is very vital in conveying information, forming culture, and develop knowledge. That is why language is important in human life because without language we can communicate and understanding the purpose from other people. In the context of educational discourse, the role of politeness becomes even more critical not only study about pragmatic but English teachers, who often serve as authority figures, must balance their pedagogical responsibilities with the need to maintain rapport with their audience.

The interplay of power dynamics, as discussed by (Holmes, 2013), is particularly relevant in these settings. Understanding how teachers navigate these dynamics through politeness strategies can provide insights into effective communication in educational contexts. Previous studies have highlighted the importance of contextual factors in shaping politeness strategies. For instance, sociocultural norms, the relationship between interlocutors, and the nature of the interaction all contribute to the choice of strategies employed(Kiesling, 2008). Analyzing the Deddy Corbuzier podcast allows for an examination of these variables in a contemporary setting, where traditional norms may be challenged by the informal nature of podcasts. The study will use episodes featuring popular English teacher and Deddy Corbuzier as podcast owners. Basically, the research will rely on these episodes as a data source to conduct qualitative analysis and identify various politeness strategies. This approach uses a theory by (Eslami, 2013) Brown and Levinson (1987) in (Sapitri et al., 2020) which classifies politeness strategies into several categories, such as Bald on Record, Positive Politeness, Negative Politeness and Off Record.

By applying this framework, this research aims to uncover the nuances of interaction in a podcast format. By understanding the effectiveness of various politeness strategies, educators can refine their communication techniques, ensuring that their interactions with students and audiences are both respectful and engaging. This is particularly relevant in a multicultural society where diverse linguistic and cultural backgrounds intersect. This research will also add to the existing literature on politeness strategies in oral discourse. Although most of the research focuses on written communication or formal settings, this study emphasizes the importance of informal oral interaction, especially in popular media. The goal is to address the differences that exist between theory of politeness and contemporary communication practices.

According to (Barseli et al., 2019) communication is the process of conveying a message with the aim that the message can be understood in the same way by the sender and recipient of the message. The communication itself always has a purpose to deliver meaning, even though the messages delivered by direct or indirect and verbal and non-verbal communication. Direct communication is how to people communicate face to face to deliver the purpose, whereas indirect communication is a way of delivered purpose without meet people face to face also the communicant use metaphor language.

Figure 1. Scheme of Conceptual Framework



The analysis of politeness strategies carried out in Deddy Corbuzier's podcast provides a wonderful opportunity to study the dynamics in contemporary communication. This research will improve our understanding of politeness strategies in informal education by focusing on interaction with popular English teachers. Ultimately, this will contribute to the broader field of pragmatics.

METHOD

This research analyzed the kinds of politeness strategies in Podcast of Close the Door Deddy Corbuzier with Popular English Teacher (Asri hartanti). In accordance with Arikunto in (Tondong et al., 2024) states that the research methods are method used by researchers to collecting the data research. So the method is step by step research conducted by researchers to obtain research data. Accordingly, this study used a descriptive method qualitative which is a problem solving by way of preparing, collecting data and analyzing of data. The purpose of this research is to find out the types of politeness strategies used by hosted and guessed in podcast of Close the Door.

The research method will be descriptive qualitative research. Qualitative research is a method of inquiry employed in many different academic disciplines, traditionally in the social scientists, but also in market research and further context. The data will be analyzed through descriptive analysis technique. In this technique, the researcher notes, separates and classifies utterances in the podcast dialogues into appropriate politeness strategies. Then they will be analyzed and described by using Brown and Levinson’s theory.

FINDINGS AND DISCUSSION

The politeness strategies and the types of Politeness sub-strategies are reflected in the dialogues in Podcast of Close the Door with popular English teacher. In this part describes the result of the analysis of the dialogues in the podcast of Close the Door with popular English teacher. Based on the analysis, the researcher identified that the dialogues contain politeness strategies stated by (Brown & Levinson, 1987) theory, Bald on Record, Positive Politeness, Negative Politeness, and Off Record. The table below shows the distribution of politeness strategy in dialogues in the podcast of Close the Door with popular English teacher which owned by Deddy Corbuzier.

Table 1. Types of Politeness Strategy in the podcast of Close the Door with popular English teacher

	POLITENESS STRATEGIES	FREQUENCIES
1	Bald on Record	3
2	Positive Politeness	8
3	Negative Politeness	3
4	Off Record	2
TOTAL		**16**

Bald on Record 3 data, Positive Politeness 8 data, Negative Politeness 3 data, and Off-Record 2 data. It can be concluded that the analysis of this study finds out 4 strategy of politeness strategy. There are bald on record strategy, positive politeness, negative politeness, and off record. That strategy theory from Brown and Levinson 1987. In this research the most dominant data of politeness strategy is positive politeness, the least data of politeness strategy is off record and the data that is in the middle between the most dominant of data and the least of data from politeness strategy is bald on record and negative politeness.

CONCLUSION

Types of politeness strategies used by Deddy Corbuzier in interviewing Popular English teacher in Deddy Corbuzier's Podcast of Close the Door is 4 types. There are Bald on Record, Positive Politeness, Negative Politeness and Off-Record. The 4 types used are based on Brown and Levinson (1978) theory. Based on table 1 showed found 16 data of politeness strategy. There are Bald on Record 3 data, Positive Politeness 8 data, Negative Politeness 3 data, and Off-Record 2 data.

From the how do type of strategy used, a most dominant strategy was found is positive politeness. According to Brown and Levinson (1987), positive politeness aims to enhance the listener's positive face, focusing on expressing friendliness, solidarity, and camaraderie. The sub-strategy of positive politeness that was found is notice attend to hearer, exaggerate, intensify interest to hearer, use in-group identity markers, seek agreement, joke, be optimistic and give (or ask) reason. The least dominant strategy is Off-Record, however it tends to yield limited data due to its informal and unstructured nature, making comprehensive analysis challenging. The sub-strategy of off-record is only give hints and tautologies. And another strategy is Bald on Record, with 3 data points, conveys messages explicitly, prioritizing clarity and accuracy. The sub-strategy is showing disagreement, giving suggestion and requesting. Negative politeness, also with 3 data points, focuses on minimizing the degree of imposition and giving deference. The sub-strategy is be pessimistic, minimize the degree of imposition and give deference. This study identifies 4 politeness strategies present in the analyzed data, with Positive Politeness being the most dominant and Off-Record being the least. The other two strategies, Bald on Record and Negative Politeness, fall in the middle regarding data frequency.

REFERENCES

Barseli, M., Sembiring, K., Ifdil, I., & Fitria, L. (2019). The concept of student interpersonal communication. *JPPI (Jurnal Penelitian Pendidikan Indonesia)*, *4*, 129. https://doi.org/10.29210/02018259

Brown, P., & Levinson, S. C. (1987). *Politeness: Some Universals in Language Usage*. Cambridge University Press. https://books.google.co.id/books?id=OG7W8yA2XjcC

Eslami, Z. R. (2013). Online communication and students' pragmatic choices in English. In *Lodz Papers in Pragmatics* (Vol. 9, Issue 1). https://doi.org/10.1515/lpp-2013-0005

Holmes, J. (2013). *Women, Men and Politeness*. Routledge. https://doi.org/10.4324/9781315845722

Kiesling, S. (2008). Norms of Sociocultural Meaning in Language: Indexicality, Stance, and Cultural Models. In *Intercultural Discourse and Communication: The Essential Readings* (pp. 92–105). https://doi.org/10.1002/9780470758434.ch7

Pattiasina, P. J., Hikmah, H., & Nugroho, P. A. (2024). The Effect of Project-Based Learning (PBL) Method on Improving Students' Writing Ability. *Journal of Pedagogi*, *1*(5), 44–51. https://doi.org/10.62872/c0nj3h86

Sapitri, P. A., Chasanah, A., Putri, A. A., & Paulima, J. (2020). Exploring Brown and Levinson's Politeness Strategies: An Explanation on the Nature of the Politeness Phenomenon. *REiLA : Journal of Research and Innovation in Language*, *1*(3), 111–117. https://doi.org/10.31849/reila.v1i3.3801

Tondong, H. I., Apriyanto, A., Kusumastuti, Y., Wahyuningsih, M., Sepriano, S., Sari, I. K., & Agusdi, Y. (2024). *Buku Referensi Pengantar Statistik*. PT. Sonpedia Publishing Indonesia. https://books.google.co.id/books?id=thwfEQAAQBAJ