



Politeness maxims found in kick Andy Talk Show “Beasiswa Mengubah Nasib”

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ABSTRACT

This research aims to classify the type of politeness maxims and the contextual meaning of the speakers' utterances in using politeness maxims found in Kick Andy Talkshow. The data source of this research was YouTube “Kick Andy Talkshow” which was aired on 5th November 2019. The theory of politeness maxims by Grice and the theory of contextual meaning by Windi. The research method was descriptive qualitative research with content analysis. The result showed that there were 39 politeness strategies found in Kick Andy Talk Show, they were: 6 types of politeness maxims. There are 5 data of tact maxims, 5 data of generosity maxims, 6 data of approbation maxims, 10 data of modesty maxims, 11 data of agreement maxims, and 2 data of sympathy maxims. And there were 36 contextual meaning found in Kick Andy Talk Show, they were context of situation 7 data, context of purpose 8 data, context of place 6 data, context of time 6 data, and context of object 9 data. It can be concluded that there are many types of politeness maxims and contextual meanings found in the Kick Andy Talkshow.



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INTRODUCTION

Language is a tool of communication used by people to communicate and has a purpose to convey thoughts or ideas. In communication there are speaker and hearer (Qomariah, 2020). Through language, we can talk about anything with others, such as: providing information, exchanging knowledge, expressing emotions, ideas, beliefs, feelings, opinions, wishes, gratitude, promises, etc (Antemas, 2018). It can be concluded from the above definition that language is a communication tool used by all people in the world to communicate with others.

According to Mappiasse and Johari (in Pasaribu & Hutahaean, 2020) stated that “English is one of the most spoken languages in the world today”. English has become the most important language in the world because almost all people from many different countries in the world use it to communicate and interact with others (Setiyadi, 2020). As an international language, English is very important. It has many connections with all aspects of human life (Qomariah, 2020; Sinurat & Hutaeruk, 2021). Since English is regarded as an international language, students from all over the world are learning English.

Communication is a relatively recent academic discipline, and organizational supported by Downs (Downs et al., 2020). It is about understanding what people say and how others respond. Communication is the situation of two or more dialogues in order to achieve a goal (Dhillon, 2016). There are some important components in communication, such as informants and interlocutors (Silalahi, 2015). Every communication starts from a context. Context is a very broad field, composed of different aspects.

Sometimes when people communicate, people don't know how to express their ideas well. They are not able to express their feeling well enough so the interlocutor does not get a clear understanding of the context. For those reasons, people usually use speech acts to help them to achieve the goal of the conversation and help the speakers to convey their meanings clearly (Rubin & Perse, 2020). According

to Ridwan (2022), the function of official language is usually dealing with certain business in a certain territory such as nation's court, parliament, and administration and it is not widely spoken in the society. However, it is possible that one language serves both functions.

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

In the daily life of certain communities, such as at home, classroom, etc., it is important to consider any type of language usage (Damanik & Siregar, 2019). Successful speeches can lead to success in all aspects of life, work, education, competitions, and many other areas. According to Duhita and Zulaeha (2018) and Manik and Hutagaol (2015), politeness is a way of proof of language use in social life. Politeness is a way of proof of language use in social life.

Politeness Maxims is minimizing the expression of impolite beliefs, and there is a corresponding positive version or maximizing the expression of polite beliefs which is somewhat less important (Algiffari et al., 2020; Jewad et al., 2020). Grice (Maharani, 2017) proposed it to produce and understand language based on politeness. The purpose of Politeness Maxims itself is to establish feeling of community and social relationship (Azwan, 2018). Further, Leech proposed six maxims, namely Tact Maxim, Generosity Maxim, Approbation Maxim, Modesty Maxim, Agreement Maxim, and Sympathy Maxim.

Previous research conducted by Tamalia (2013), the results of the research showed that the talk show presenter Bukan Empat Mata applied the six maxims of politeness. There are five utterances containing the maxim of wisdom, one utterance containing the maxim of generosity, eighteen utterances and many adjective phrases containing the maxim of approval, two utterances containing the maxim of politeness, seven utterances containing the maxim of approval, and four utterances containing the maxim of sympathy. There were also violations of the maxim of politeness, namely thirteen utterances that violated the maxim of agreement and two utterances that violated the maxim of politeness. In Yolanda (2020) research, the results of this research show that there are five types of directive speech acts found in the film *Nanny McPhee* involved. Namely: ordering, prohibiting, requesting, advising and warning. Through this research we will better understand why and how people react or respond to directive speech acts based on psychoanalysis.

In Situmorang and Herman (2021) research, the study showed that there were four types of slang language style from six types of slang language. They were clipping, creative, uses the existing words and metaphor. Creative was found as the most dominant types of slang language style in the movie with 10 data (40%), metaphor with 7 data (28%), uses the existing words with 5 data (20%) and clipping with 3 data (12%). In other research, the results showed that the expressive speech acts used by the main character of the film *Dear John* consisted of 6 types out of 7 types. These are expressions of happiness, likes, dislikes, thanks, apologies and expressions of praise. The type of speech act that is not found in the main character's speech is congratulations. The main character's most dominant type of speech is thanks (Widyowati, 2019). In Sinaga et al., (2020) research, the research results showed that the three types of deixis using Yule theory such as person deixis, spatial deixis, and temporal deixis were used in the album "Breach" by Lewis Capaldi. The most dominant type of deixis in this study was found to be person deixis with 11 data (55%), spatial deixis with 6 data (30%), and temporal deixis with 3 data (15%). In Sihombing et al., (2021) research, the research findings were that in the film *Incredible*, Searle's theory found 5 types of illocutionary acts: Of these types, in the film *Incredible* the following types of illocutionary acts were found: directives consisting of 8 data (32%), assertive as many as 7 data (28%), expressive as much as 7 data (28%), commissive as much as 2 data (8%) and sonist statement as much as 1 data (4%).

In the daily life of certain communities, such as at home, classroom, etc., it is important to consider any type of language usage (Ayuningrum et al., 2018; Hutahaean, 2020). Successful speeches can lead to success in all aspects of life, work, education, competitions, and many other areas. Politeness is a way of proof of language use in social life (Damanik & Sinar, 2021). According to Brown (2022), Politeness is a lay term for a matter of importance to humans: broadly, expressing care in handling an

interlocutor in social interaction. It involves the whole attitude that affects people's lives. People need to be polite to interact with others (Davis, 2016). Sometimes people ignore it, and it is the key to good communication with others. Nowadays, the popular media is a tool for disseminating information from a talkshow of sources (Dubovi & Tabak, 2020). Newspapers, videos, television, radio or youtube and so on are examples of different types of media. Youtube is an excellent source of information. Many social media applications provide space for commenting or writing opinions by its users.

For example 1:

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

Didin : (Now in Ciputan)

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

Example 2:

Andy : Woahh.... Great!

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

RESEARCH METHODS

This research was designed as a qualitative research. According to Silaban and Marpaung (2020), the qualitative research design is where the data of the research conducted are collected in the form of words rather than numbers. The researcher used this qualitative research because the researcher wants to analyze and describe the type most dominant of politeness maxims by Kick Andy Talkshow and will be explained in the form of word. The researcher used descriptive qualitative design for analysis the subject. It is the most suitable one to use analyzing this research and also appropriate for this research because the researcher wants to analyze and describe the types of politeness maxims found in Kick Andy Talk Show.

In this study, researcher used library research design with qualitative approach. Qualitative approach research is concerned with subjective assessment of attitudes, opinions and behavior. Research in such a situation was a function of researcher's insights and impressions (Iqbal, 2018). Such an approach to research generates results either in non-quantitative form or in the form which are not subjected to rigorous quantitative analysis. The data of qualitative research was not calculated but shown by the description of the result. Researcher gathers and analyze the data consist of words form, so the research design was belong to qualitative approach.

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

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

Data Source of the Research

In this research, source of data is subjects from which the data can be obtained. The data in this research take from dialog in Kick Andy Talk Show. The researcher chooses part 1 - 4 of Kick Andy broadcasted on 5th November 2019 with duration 49 minutes at the <https://youtu.be/VqOIIddPG4g>. The researcher chooses episode 10, because in this episode there are politeness maxims that support the data. Kick Andy is appropriate to watch especially for children, because the language used at Kick Andy is educational. In addition, the researcher wants to analyze the types of politeness maxims, find out the contextual meaning of politeness maxims found in the Kick Andy Talk show.

Instruments of the Research

Instrument is tools that are required to get information. According to Arikunto (Triangulation, 2014), the device the researcher uses to collect data is called instrument. Instrument has important in this research. Instrument is one of the significant steps in conducting this research.

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

Techniques of Data Collection

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

1. Searching video from YouTube.
2. Downloading the video from <https://youtu.be/VqOIIddPG4g>
3. Watching and listening the video more than once.
4. Transcribing the utterances from the video.

Technique of Data Analysis

According to Sugiyono, analyzing data is a process that systematically finds and organizes data from the results of interviews, observations, and documentation. The first step is for the researcher to list the data containing the language patterns used in the Kick Andy Talk Show script. When analyzing the data, the following steps are also performed:

1. Data Reduction/Selection

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

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

2. Data Presentation/Display

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

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

3. Drawing conclusion.

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

RESULTS AND DISCUSSION

Research Findings

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

a. Types of Politeness Maxims

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

Table 1 Types of Language Style at the Movie Script of Papillon

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

Based on the table 1 above, the researcher found six types of politeness maxims. They are tact maxims, genorsity maxims, approbation maxims, modesty maxims, agreement maxims, and sympathy maxims. All of types show by chart form to known the frequency each other.

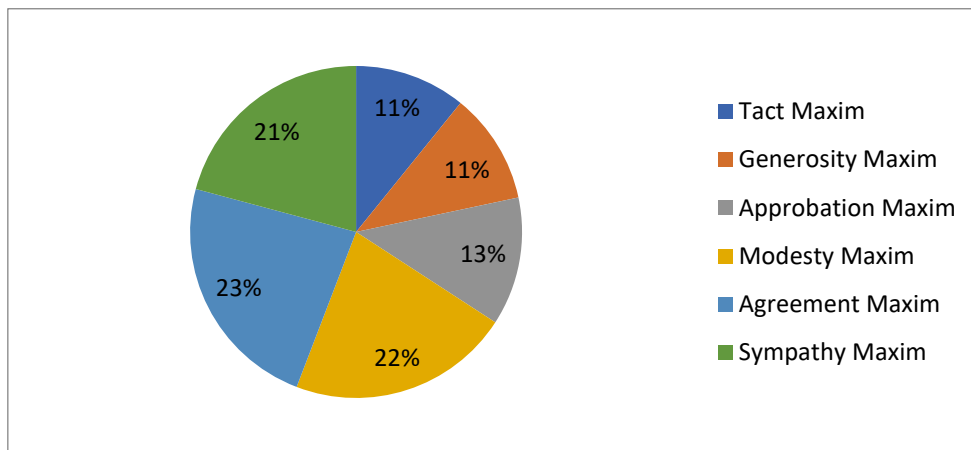


Figure 1 Chart of Types of Politeness Maxims Found in Kick Andy Talkshow

Based on the Figure 1 above show that agreement maxims is the highest frequencies among types of language style used by the character at the movie script of Kick Andy Talkshow. The researcher found that there are 6 types of politeness maxims at the movie script of Kick Andy Talkshow. There are 5 data of tact maxims, 5 data of genorsity maxims, 6 data of approbation maxims, 10 data of modesty maxims, 11 data of agreement maxims, and 2 data of sympathy maxims. The researcher found that there are of tact maxims 5 data (13%), genorsity maxims 5 data (13%), approbation maxims 6 data (15%), modesty maxims 10 data (26%), agreement maxims 11 data (28%), and sympathy maxims 2 data (5%).

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

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

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

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

Based on the table 2 above, the researcher found 5 types of contextual meaning. They they are contex of situation, contex of purpose, contex of place, contex of time, and contex of oject. All of types show by chart form to known the frequency each other.

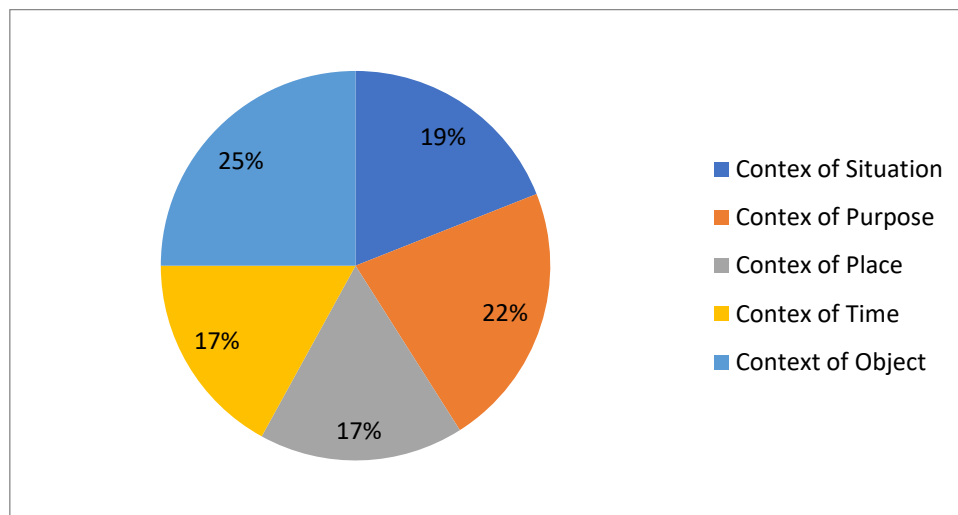


Figure 2. The Contextual Meaning of the Speakers' Utterances in Kick Andy Talkshow

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

This study found that the maxims of agreement and the maxims of humility dominate the speech in Kick Andy Talkshow. These results are in line with research conducted by Kipyra et al. (2019) which states that the maxim of agreement is often used in talk shows to minimize disputes with speech partners and maximize agreement with speech partners. This result is also consistent with the findings of Marlisa & Hidayat (2020) who stated that the situation and purpose of communication often determine the form and meaning of the utterances used in talk shows.

According to the politeness theory proposed by Leech (2016), maxims such as tact, generosity, and agreement are tools to achieve harmonious communication and reduce tension. The results of this study confirm that talk shows like Kick Andy use these maxims to create an atmosphere conducive to discussion. The finding that the maxims of humility and agreement dominate also supports this theory, as both maxims play a role in maintaining a balance between the interests of the speaker and the listener.

Malinowski (in Acharya, 2019) introduced the concept of context of situation which is very relevant to the findings of this study. This study found that context of situation and context of purpose are important elements in contextual meaning, which supports Malinowski's idea that meaning cannot be separated from its social and situational context.

In addition, the theory developed by Hymes (2013) on the SPEAKING model (Setting, Participants, Ends, Act sequence, Key, Instrumentalities, Norms, and Genre) also supports the findings of this study by showing that elements such as purpose and object play an important role in understanding the context of communication.

CONCLUSION

Based on the findings and discussions, the researchers concluded as follows from the types of politeness maxims, researcher found the types of politeness maxims in Kick Andy Talkshow as follows; tact maxims 5 data (13%), generosity maxims 5 data (13%), approbation maxims 6 data (15%), modesty maxims 10 data (26%), agreement maxims 11 data (28%), and sympathy maxims 2 data (5%). The researcher found the contextual meaning of the speakers' utterances in using contextual meaning found in Kick Andy Talkshow. The researcher found types of contextual meaning into 5 types. They are context of situation 7 data 19%, context of purpose 8 data 22%, context of place 6 data 17%, context of time 6 data 17% and context of object 9 data 25%.

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