

## **Politeness Strategies Used in Mata Natjwa Program; *Cipta kerja: Mana Fakta Mana Dusta***

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### **ABSTRACT**

This paper is aimed at analyzing the types of Politeness strategies used by the host of Mata Natjwa when she makes an interview with the guest stars. This study is interesting to be done because it reveals whether the power relations between the host and the guests influence the use of the politeness strategies. The study is descriptive qualitative study in which all the data were analyzed described based on the theory proposed by Brown and Levinson (1987). There data were taken from the MN episodes whose topic is *Cipta kerja: Mana Fakta Mana Dusta*. After the data were collected, and reduced, they were classified based on the classification in Brown and Levinson (1987) theory. The analysis started by classifying the types of PS and then they were divided again into subdivision of types of Politeness strategies. In order to make the analysis more clearly, those data were displayed. The findings show that Natjwa used positive politeness with the type of seeking agreement, asserting of presuppose S's knowledge of and concern for H's want, avoiding agreement, using in group identity marker, and including both speaker and hearer to the activity. The types of negative politeness and bald on strategy are not as many as that found in positive politeness, namely; minimizing imposition on the other person, and questioning and hedging., meanwhile the last type of PS is tasking oriented which belong to bald on record strategies.

**Keywords:** Politeness Strategies, positive politeness, negative politeness, bald on records

### **INTRODUCTION**

Language is a means of communication which means that it is used to convey thoughts, ideas, concepts, or even a feeling. As Halliday mentions that language has interactional functions as it serves to maintain the relationship in order to keep communications running smoothly, delivering jokes, master jargon, idioms used by the particular conversational partner (1996). Hence in doing communication and interaction speakers have to pay attention to some factors which are essential for the success of communication. According to Wang (2010), speakers have to be able to choose numerous communicative strategies to maintain a good relationship between both speakers and they also need to use strategies to construct a good conversation. In other words, speakers have to use particular strategies of communication to maintain good relationship each other.

Each of them has to satisfy each other's feeling, and do not impose and intrude each other space. These strategies are also known as politeness strategies (PS).

The main concept of Politeness is building good communication. As stated by Holmes that when people want to be polite, they have to respect the person they are talking to and avoid offending that person (1995). It means that besides the linguistics factors, speakers must consider another factor needed in communication such as extralinguistic factors such as culture, and emotion. Culpeper (2009) defines politeness as a strategy that is used by people to build a harmonious communication. Therefore, when somebody tries to have a polite conversation, he or she also has to pay attention to the hearer's feeling. Leech adds (1983), the general purpose of the politeness principle is to minimize disrespected and uncomfortable feeling when a conversation going on between the speaker and the hearer.

Regarding to the importance of using PS in doing communication, many researches have been done to present different types of PS by different people from different circumstances. Some of the researches focus on PS used by speakers (S) which have equal power relation (Santoso and Musyahda; 2014, Siburian; 2016, Devi; 2019). The subjects of those researches were popular entertainers and there are no powerful relationships between the guests and the interviewers. Meanwhile the subjects of the current research are outstanding politicians and government officials. The writer is curious to find out whether the type of PS used by the presenters is the same or different, however, since the guests of the program have different background, it is assumed that the type of PS used will be different. Therefore, Mata Natjwa (hereby MN) become the main data course in this research.

MN is one of the talk shows programs in one of private TV stations in Indonesia. It is guided by a woman whose name is Najwa Shihab. She has a smart, straightforward and courageous character and has strong charisma in the eyes of the viewers. Najwa Shihab's questioning style is firm, piercing and often a little provocative combined with specific treatments to accommodate the character of the guest stars in order to present interesting shows throughout the duration of the program. MN is realized once a week in the super primetime slot, it has the potential to attract male viewers with a wide age range (youth - oldies). The aspect which attracts the writer to analyze MN from the PS point of view is based on the viewers' opinions that Natjwa is considered too aggressive in interrogating the guest stars which often is considered impolite so that the writer is curious in identifying the PS used by Natjwa

Politeness is a social phenomenon whose role in promotion of harmonious interpersonal relations is, at present, clearly needed. PS promoted by Brown and Levinson (1987) are developed in order to save the hearers' (H)'s "face." Face refers to the respect that an individual has for him or herself, and maintaining that "self-esteem" in public or in private situations. They, furthermore, explain the notion of 'face' in order to illustrate 'politeness' in the broad sense. That is to say, all interactants have an interest in maintaining two types of 'face' during interaction: 'positive face' and 'negative face'. Positive face is defined as the positive and consistent image people have of themselves, and their desire for approval. On the other hand, negative face is the basic claim to

territories, personal preserves, and rights to non-distraction. Social distance is the main reason for using negative face strategy.

Politeness strategies are developed for the main purpose of dealing with these FTA's. Interaction, such cooperation is based on the mutual weakness of face. Generally, every participant of the interaction will try to maintain each other's face, because everyone's face depends on everyone else being maintained. Instead, the aspect of face can be told as basic requirements, which every participant knows the desires of every other member's interest to partially satisfy.

This research is aimed to describing the types of politeness strategies used by Natjwa Shihab in her program MN. The finding of this research gives contribution to the theory of politeness strategies. Knowing and understanding the PS, the people are expected to be able to communicate well in the right place and time.

## LITERATURE REVIEW

### Politeness

Politeness strategies are defined as speech acts that express concern for others and minimize threats to self-esteem ("face") in particular social contexts. It is the expression of the speaker's intention to mitigate face threats carried by certain face threatening act's toward another, In everyday usage the term "politeness" describes behaviour which is somewhat formal and distancing, where the intention is not to intrude or impose...Being polite means expressing respect towards the person you are talking to and avoiding offending them... (Mills, 2003). Furthermore, politeness [is] behaviour which actively expresses positive concern for others, as well as non-imposing distancing behaviour' (Holmes, 1995).

There are four politeness strategies proposed by Brown and Levinson (1987).

#### 1. Bald on record

S mostly uses bald on record when he wants to do FTA with maximum efficiency toward the H's face (Brown and Levinson, 1987). Since using this strategy will make the H shock or embarrass, therefore this strategy is most often utilized between people who have close relationship such as family or close friends. For example:

- a. Close the door
- b. Drive me to school
- c. Help!

#### 2. Positive politeness

Positive politeness is redress directed to the addressee's positive face, his perennial desire to his wants or actions acquisitions and value resulting from them should be thought as desirable face (Brown and Levinson, 1987). It is a strategy when a S is trying to Positive politeness strategies are intended to avoid giving offense by highlighting friendliness.

Positive face is the need to be accepted, even loved by others, to be treated as a member of the same group and to know the his or her wants are shared by others (Yule (1996). Therefore, in this strategy, the S involves the H as a group member and share

similar interest and likes. The S tries to reduce the distance between him and the hearer by expressing friendliness and similar interest and minimizing the FTA. For example:

I am so tired of my job

Just relax, why don't we hang around the beach?

### 3. Negative politeness

Negative politeness is "the basic claim to territories, personal preserves, and rights to non-distraction" (Brown and Levinson, 1978). This strategy is functioned to minimize the particular imposition that the FTA unavoidably effects. By applying this

strategy, a S is making a social distance. The reasons of applying this strategy are assuming that the S may be imposing and intruding on the H.

For example;

I think everyone realize that they are very happy

I wonder if she drove her sister to school

### 4. Off record

In order to be polite, sometimes a S has to use a strategy of off record. Brown and Levinson (1987) say that off record strategy is used when a S wants to do an FTA but he does not want to avoid the responsibility of doing it (Brown and Levinson, 1987). Some strategies are categorized as off record strategies are giving hints, giving association clues, presuppose, understate, overstate, using tautologies, using contradictions, being ironic, using metaphors, using rhetorical questions, being ambiguous, being vague, over generalizing, displacing H, being incomplete or using ellipsis. These strategies make the S possible to hide what she expects to the H as they reflect the implicature of politeness among the participants. For examples:

A : Where's Bill?

BL: There's a yellow VW, he may be in  
Sue's house. (Yanti, 2017).

## RESEARCH METHOD

This research is a descriptive qualitative research focusing on describing the types of politeness strategies used by Natjwa while interviewing her guest stars in her program MN. The data collected were taken from one of MN episodes whose topic is *Cipta kerja: Mana Fakta Mana Dusta*. This topic was chosen with the following consideration; firstly, this topic is related to the government policy which is considered unfair to the group of grassroots, secondly, the power relation between the presenter and the guest stars are clearly seen as the guest stars are all the elite people in Indonesia who are in charge of this law, and the last, this issue of omnibus is the source of chaos in some of the cities in Indonesia.

The technique of data collection was documentation because the writer did not do observation or interview, but she just collected the document in the form of YouTube which presented the interview between Natjwa and the guest star. Documents contain text (words) and images that have been recorded without a researcher's intervention (Bowen, 2017). The procedures of data collections were the data were collected, transcript, reduced, classified and displayed. The next step done was analyzing the data. The analysis was done by using Brown and Levinson concept of PS (1987). Firstly, the data were

classified based on the types of PS, secondly, they were coded and interpreted. The last step of analysis is discussing the findings to find out whether, they accept, reject or modify the theory..

## RESULT AND DISCUSSION

After doing some procedures of data collections, the writer finds that Natjwa, the presenter of MN program used three types of PS namely positive politeness, negative politeness and bald on record. Each of those strategies are divided into different strategies. The following types of PS are elaborated below:

### a. Positive Politeness

#### 1. Seek Agreement

This type of PS is one of the positive politeness strategies which can be carried out in two ways namely choosing safe topics and repetition. This is done in order the S achieved an agreement with the H and therefore S can satisfy the H's wants. In this dialogue between Natjwa and the guest stars, the ways done by Natja to satisfy the Hs' wants is by repetition, as seen in the following data:

- (1) *Pak Beni saya ingat bahwa minggu lalu sempat bilang ini undang undang adalah undang undang hantu. Apa maksud anda. Apakah ini salah satu contohnya undang undang yang hantu itu kah karena prosesnya yang seperti ini ?*
- (2) *Jadi anda mengakui bahwa berubah naskahnya?*
- (3) *Berarti memang memperbaiki substansi. Padahal undang undang menyebutkan tidak boleh memperbaiki substansi.*

The above data indicate how the S tries to minimize the distance with the H. The S wants to show that she tries to put herself in a friendly position that she respects what the H has done by showing her agreement towards the H's answer. Although the S' strategy seems to support the H's statement, the real purpose can be identified in the next statements that she wants to use her strategy to dig more information about the H's controversial action in a pleasant way.

#### 2. Assert of presuppose S's knowledge of and concern for H's wants

The second strategy exercised by the S in MN program is asserting of presuppose S's knowledge of and concern for H's wants. This strategy is used to indicate that S and H are cooperators and those potentially to put pressure on H to cooperate with S, is to assert of H's wants and willingness to fit one's own wants in with them

The current research finds that the S implemented this strategy to impose the H to cooperate with her by asserting her knowledge about the two different texts being debated. Hence, the S shows to the H that she has the same information and knowledge as the H has. it is expected that by showing her prior knowledge about the changes in the texts, the H will be willing to cooperate with her. For example;

- (4) *Pak Baidowi, kami membandingkan naskah yang diketok di paripurna dan naskah yang dikirim ke Presiden hari ini. Dan kami menemukan banyak perubahan yang sifatnya substansial. Apa penjelasan anda pak ?*
- (5) *Kenapa tidak dimasukkan ke paripurna pak. Kenapa tidak dimasukkan ke naskah paripurna. bukankah yang diketok di paripurna setelah itu tidak boleh diubah lagi, jadi yang diketok di paripurna dikembalikan lagi ke hasil pembahasan yang di Panja begitu ?*

The above data shows that the S stresses a lot of substantial changes found in the text sent to the president and the one which is passed in the plenary. The S wants to know the H' explanation about the changes in the text but before she points out to it, she opens the questions by showing the H that she has learned about the changes in the texts which raise a lot of questions for the people. In other words, the S shares knowledge to the H and therefore, this strategy helps the S build a good relationship with the H. What is done by the S is face saving act (FSA).

### 3. Use in-group identity markers

This type of PS is the strategy in which a S uses other address forms to convey such as in group membership include generic names and terms of address. In this research, the S several times uses specific terms of addressee such as wakil ketua, ketua, pak DPR, and bang, as seen in the following data

- (6) ..... *Kita ke **bang ajiz** dulu.*  
***Bang ajiz** ini naskah yang dikirimkan hari ini. Ini 812 halaman. Dan yang ini yang diketok di DPR ..... Apa anda sudah membandingkan belum antara yang ini dan yang ini.*
- (7) *Tapi bahkan **ketua balig** sendiri mengakui ada penghapusan dan penambahan kata dalam dan ayat pada naskah yang dikirimkan kepada Presiden. Pengakuan itu muncul dalam konferensi pers kemarin pak ketua balig berdiri disamping anda ketika bilang ada perubahan*
- (8) *Kalau hanya mengejek secara random. Kenapa anda yakin sekali menyebut tidak ada substansi yang berubah dari naskah 812 ini dan naskah 905 halaman ini. Keyakinan itu darimana **pak DPR**?*

The addressing term bang is used by the S to give an image to the viewer and H that the S wants to maintain friendly relationship with the H. The term bang is an addressing term used by someone who has close relationship with an addressee, usually both of the S and H are sibling. However, this term is also used by two people who do not have sibling relationship but they are quite close. Therefore, the S in this program chooses the dressing term bang to show that she

wants to be close to the H. Although the tone of the question is a little bit aggressive, the term *bang* is intended to cover all the stiff atmosphere in during the program. The similar strategy is also identified in data 8 and 9, however they are used to give an image that the S respects The H because he is one of government official who has important position in the government.

#### 4. Avoid disagreement

This strategy sees the S uses the ‘Token’ agreement (Yes, but, then and so) to convey disagreement. H in reciprocate shows that he or she agree but actually he disagree with S or the other way around. The willingness to satisfy the H wants is implemented by showing the S’s agreement or just show that she pretends to agree with H by producing ‘token’ agreement. For example:

(9) A: **Tapi** bahkan ketua balig sendiri mengakui ada penghapusan dan penambahan kata dalam dan ayat pada naskah yang dikirimkan kepada Presiden. Pengakuan itu muncul dalam konferensi pers kemarin pak ketua balig berdiri disamping anda ketika bilang ada perubahan.

B: Nah itu silahkan tanya ke pak Balig. Kalau pembahasan sama saya kan tidak. Mengenai tidak secara substansi.

(10) A: **Jadi** melihat sekilas saja. Apakah ada perubahan atau tidak itupun tidak pokoknya anda terus langsungkan saja karena itu administrative.

B: Saya hanya mengecek secara random. Saya tidak mungkin secara satu per satu. Saya tidak ikut secara Panja. Tidak ikut IMI

(11) B: **Jadi** begini mbak Nana. Yang kita sepakati di tingkat Panja kita. apabila ada perubahan substansi rumusan dari substansi itu sesuai keputusan di panja.

A: **Berarti** memang memperbaiki substansi. Padahal undang undang menyebutkan tidak boleh memperbaiki substansi.

Data 10 and 11 are the examples of the strategy of avoid disagreement implemented by the S in MN program. The S asks about the changes in document 812 and 905. The S is sure that there are some changes in both of those documents and is not satisfied with the H’s answer, however, the S does not want to show her disagreement to maintain good relationship with the Hs, hence, she has to implied a strategy which could minimize the H’s FTA. The similar way is also implemented by the S as she asks the guest stars’ a question whether the H read the document thoroughly or not. When the H responds that he just does not read thoroughly, the S repeats the H’s answer by using token agreement, *Jadi* or so. The similar thing can also be identified in datum 11 where the guest star is telling that the formula of substance change is decided in the level of Panja. This statement reveals the fact that the document was changed, however, to respect the guest star, Natjwa uses a strategy which seems to support the guest’s statement by including the token agreement, *berarti* in her response to the guest’s statement.

Avoid disagreement, therefore, is used with the purpose to save the H's face, to create and maintain good relationship between the S and H. It approves that the relationship is friendly and close. Positive politeness strategy shows that the H wants to be respected. It also confirms that the relationship is friendly and expresses group by avoiding the FTA (Brown and Levinson, 1987).

#### 5. Include both speaker and hearer in the activity

The positive politeness strategy shows that the H has an intention to be respected. It also indicates that the relationship between the S and the H is friendly and expresses group reciprocity. Therefore, the positive politeness strategy is meant to show solidarity and therefore the FTA is avoided by appealing to the H's positive face (Brown and Levinson, 1987). The use of term "we" found in the research datum shows that the S wants to show her cooperative with the Hs and thereby redress FTAs.

(12) *Ok. Kita harus break. Kita akan kembali lagi setelah pariwisata. Terimakasih pak Baidowi wakil balig yang telah hadir di mata najwa mala mini. Kita akan Kembali setelah ini.*

In the above datum, the S uses the term kita when she decides that they have to break for a while. This strategy gives an image that there is an agreement to break the program so that there is no image who controls the program and determines when it is stopped.

#### b. Negative Politeness

Negative politeness is different from positive politeness strategy since this strategy is oriented towards a hearer's negative face. The negative politeness strategy is more oriented in redressing the hearer's negative face (Brown and Levinson, 1978). They further say that negative politeness is repressive action addressed to the addressee's negative face; his want to have his freedom of action unhindered and his attention unimpeded.

In using the Negative politeness strategy, the S has the desire to have freedom of action, freedom of imposition and not to be impeded by others. Therefore, it is assumed that there might be some social distances or awkwardness's in the situation between the S and the H. In this research, there are three strategies used by the S in MN program and those are elaborated below:

##### 1. Minimize imposition on the other person

This strategy is identified when the S in MN program is asking the guest star about the legal basis of the amendment of the article that has been approved in plenary, as seen below:

(13) *Ok saya hanya ingin tanya, Apakah ada dasar hukum untuk bisa mengubah ubah pasal yang sudah diketok di paripurna?*

In that situation, Natjwa is trying not to be close so that she wants to be free from the image of imposing the H as she opens the questions by saying ok

saya hanya ingin tanya. It means that she asks the H's permission first about the actions that she wants to do. This strategy gives a description that Natjwa wants to put herself in a lower position as if the H is the person who can give accurate information that Indonesians need or Natjwa wants to show to the H that she really needs accurate information from him because she does not enough information about that. Therefore, the expression, saya hanya ingin tanya is meant to show her respect by minimizing her imposition to H.

## 2. Questions and Hedges

Hedges are those pragmatic markers which attenuate (weaken) the strength of an utterance (Willamova, 2005 in Warsono, 2016). Using the hedges in a dialogue will make the communication friendly and far from the image of imposing to each other as the purpose of this strategy is "to soften the propositional content of the message". This strategy can be seen in the following data:

(14) *Kenapa tidak dimasukkan ke paripurna pak. Kenapa tidak dimasukkan ke naskah paripurna. **bukankah** yang diketok di paripurna setelah itu tidak boleh diubah lagi, jadi yang diketok di paripurna dikembalikan lagi ke hasil pembahasan yang di Panja begitu?*

To express her curiosity about the process of legalizing the documents, the S seems to ask questions aggressively, however, she switches her strategy by using a hedge in her statement. Intentionally or not, this strategy carries a hidden purpose to lessen the stiff situation. The S wants to satisfy the H's negative face and does not want to do FTA to the H. Adding the word *bukankah* in her statement gives an implication that she agrees with the H's knowledge about the process of legalizing the documents so that the H does not feel that his face is threatened by the S.

### c. Bald on Record

This type of strategy is implemented by some people who know each other very well, and are very comfortable in their environment, such as close friends and family. However, according to Myers (1989), the choice to use bald on record is decided when they feel that sometimes they demand for efficiency may "override the demands of politeness". In general, the efficiency and clarity is the main purpose of using this strategy.

In MN program, it can be seen that the relationship between Natjwa and the guest stars normally have unequal power relation since the guest stars are the government officials. However, this power relation can not be identified clearly. From several data identified, Natjwa seems to control the situation quite well. This can be identified from the pattern of the questions and the strategies she implements. The bald on record strategies found in the research data are mostly task oriented and include both speaker and hearer in the activity.

1. Task oriented

- (15) *Tetapi tidak tercermin dalam naskah yang diketok palu pak. Bukankah spesifik undang undang menyebutkan begitu diketok palu tidak boleh dirubah jika kecuali penulisan teknis. **Saya ingin lempar** ke ahli hukum tatanan negara. Mas Zainal Arifin Mochtar. Bagaimana Mas Jainal?*
- (16) ***Saya ingin langsung ke anggota Balig fraksi Demokrat.** Bang Beni. Apa konsekuensi dari perubahan yang diketok di paripurna dan naskah yang dikirim ke presiden. Adakah konsekuensi hukumnya?*
- (17) *Ok. **Kita harus break.** Kita akan kembali lagi setelah pariwisata. Terimakasih pak Baidowi wakil balig yang telah hadir di mata najwa mala mini. Kita akan Kembali setelah ini.*

As the host in MN program, Natjwa has the right to control the program; when the guests have to speak and what they have to say, as seen in data 16. The power of Natjwa can be seen in the above data in which she is successful in determining who is going to speak and whether the guests have to speak or not. As it is seen in datum 14 in which the S does not give a chance to the H to continue explaining why there is a change in the document's substance and in data 15, she also does not show her interest in the guest' explanation and continue telling her intention to ask another guest to speak.

The strategy implemented by the S above is bald on record strategy. In this strategy, the S does not need to reduce the impact of the FTA as she considers that the relationship with the Hs is good and equal. Though, this may sound impolite and make the Hs uncomfortable, the S has her own reason for implementing this strategy which is to create friendly situation as usually happen in the conversation among close friends

## CONCLUSION

Studying politeness strategy is interesting as from the research done, some interesting findings can be drawn and give contribution towards the theory and the society. This current research finds that the PS used by Natjwa in her program is quite various namely negative politeness and positive politeness strategy and bald on record strategy. Those strategies are furthermore divided into subtypes of strategies. Types of positive politeness used by Natjwa is seek agreement, assert of presuppose S's knowledge of and concern for H's want, avoid agreement, use in group identity marker, and include both speaker and hearer to the activity. The types of negative politeness and bald on strategy are not as many as that found in positive politeness, namely; minimize imposition on the other person, and questions and hedges., meanwhile the last type of PS is task oriented which belong to bald on record strategies. From the findings, it can be concluded that the host of MN program, Natjwa, does not want to create a distance with the guest

stars because of different power relations they have. She tends to express friendliness and solid interest in the H'S need to be respected.

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