Politeness Strategies Used By Deddy Corbuzier In Interviewing Entertainer and Non-Entertainer In Hitam Putih Talk Show

Sri Rahmawati¹, Suratman², Ramli³,*

¹STKIP Taman Siswa Bima
²srirahma1903@gmail.com, ³suratman83@gmail.com, ³Ramlialfatih88@gmail.com
⁴Corresponding Author

Abstract
This research aims to analyze what are the types of politeness strategies, the contrast of politeness strategies that used by Deddy Corbuzier in interviewing entertainer and non entertainer. This research is qualitative descriptive. The data source from the video on Youtube. The collecting data technique is non participant method. The data are analyzed by using Brown and Levinson’s theory politeness strategy. The results of this research showed that there were 14 different kinds of politeness strategies used by Deddy Corbuzier in interviewing entertainer and non entertainer. From the 3 groups, in his interview, Deddy Corbuzier tend uses Positive Politeness in interviewing entertainer the guest who have close relationship and low distance with him eventhough not from entertainer. Then, tend uses Bald on Record and Negative Politeness in interviewing non entertainers.

1. INTRODUCTION

This research was an attempt to described the politeness strategies that are used in Hitam Putih talk. As a field of research, linguistic offers many objects to be analyzed in language through many theories it has, and one of them is pragmatics. In this research, The researcher focuses on the pragmatics field. Brown and Levinson (1987) are widely regarded as one of the co-founders of pragmatics. It is the research of language used (Levinson, 1983: 5) and also the interpretation of what people mean in a particular context and how the context influences what is said (Yule, 1996: 3). There was some topics are discuss in pragmatics, one of the study is politeness strategies. Being polite is trying to determine what are appropriate to say to someone else and what not (Holmes, 1992: 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 superordinate in this section.

Some acts done by the host can possibly do the Face Threatening Act (FTA) which is an act that inherently threaten the face of the hearer or the speaker by acting in opposition to the wants and desires of the other, furthermore it may offend the guest’s positive face (Brown and Levinson, 1987: 60). FTA is described as when the speaker says something that represent a threat to another individual’s expectations regarding self image (Yule, 1996: 61)

Politeness is not something person’s born with itself, but something people have to learn and be socialized into, and no generation has been short of teachers and handbooks on etiquette and ‘correct behavior’ to help us acquire polite skill (Watts, 2003,p.10). Politeness is as a strategy of communication to minimize FTA and to maintain the relationship, since the politeness strategy considers the feeling of addressing (Brown and Levinson, 1987). Moreover in the interaction, the way people talk is also influenced by social factors such as participant, topic and setting (Holmes, 2008: 280). It means that people should choose appropriate ways in speaking to save addressee’s face and
also minimize the FTA. Otherwise people shall consider to whom they speak and what they talk about to maintain the relationship. From those points, it means that politeness is very significant to maintain the relationship with others and also consider about other people’s feeling. However the degree of politeness in every person in the world are not the same, due to age, sex, state of health, personality and emotional (Trudgill, 2000). According to Holmes (2008: 297) “the representation of self image that the female tend to be more polite than male”.

In brief, this research is aimed at identifying what kinds of politeness strategies are used by the participants to be communicated through the conversation in Hitam Putih Talk Show.

Research questions

The research questions of this research is bellow: 1) what are the types of Politeness Strategies used by Deddy Corbuzier in interviewing entertainer and non-entertainer in Hitam Putih talk show?; and 2) what are the contrast of Politeness Strategies used by Deddy Corbuzier in interviewing entertainer and non-entertainer in Hitam Putih talk show?.

Review and Literature

A theory of politeness should concern with the discursive struggle over politeness, i.e. over the ways in which impolite behavior was evaluated and commented on by lay members and not with ways in which social scientist lift the term ‘(in) politeness’ out of the real of everyday discourse and elevated it to the status of a theoretical concept in what is frequently called Politeness Theory.

Brown and Levinson’s theory of politeness was focused on face of people. Face referring to an individual’s feeling of self-worth or self-image, a reputation or good names that everyone had and expected everyone else to recognize. In interaction, Politeness could be employed to show awareness of another person’s face. In this sense, politeness could be accomplished in the situation of social distance. Socially distance represents respect of deference. Whereas, socially close was described in terms of friendliness, camaraderie, or solidarity.

Kind of Politeness Strategies

Brown and Levinson outline four main kinds of politeness: Bald on-Record, Negative Politeness, Positive Politeness, Off-Record (Brown and Levinson 1987).

Bald on Record

Bald on record strategy usually do not attempt to minimize the threat to the hearer’s face, although there are ways that bald on record politeness can be used in trying to minimize FTAs implicitly.

Positive Politeness

Positive politeness is used to satisfy the positive face of the hearers, desire of being liked and accepted, by regarding them as people who have close relationship with the speaker. Holmes states that positive strategy expresses solidarity and minimize status difference (1992:297).

According to Brown and Levinson, positive politeness consist of fifteen strategies, they are: 1) Notice attend to H; 2) Exaggerate; 3) Intensify interest to H; 4) Use in group identity marker; 5) Seek agreement; 6) Avoid disagreement; 7) Presuppose/Raise/assert common ground; 8) Joke; 9) Assert/presuppose S knowledge; 10) Offer, promise; 11) Be optimist; 12) Include both S and H; 13) Give or Ask for reason; 14) Assume of assert reciprocity; and 15) Give gifts to the H.

Negative Politeness

Negative politeness strategies are oriented mainly to satisfy the hearer’s negative face, its basic want to claim territory and self determination. In other word, this strategy is desire to remain
autonomous so the speaker is more apt to include an out for the hearer. Thought distancing styles like apologies. For the reason, sometimes the speaker is humbling. Not showing off, being formal, and restraining him/herself. This strategy might cause some social distance or awareness in the interaction. Therefore, the tendency to use of negative politeness is the speaker is aware of and respects the social distance between him/her and the hearer.

According to Brown and Levinson, positive politeness consist of fifteen strategies, they are: 1) Be conventionally indirect; 2) Question and Hedges; 3) Be pessimistic; 4) Minimize the imposition; 5) Give deference; 6) Apologize; 7) Impersonalize S and H; 8) State the FTA as general rule; 9) Nominative; and 10) Go on Record as incurring a debt or as not indebting H.

Off Record

Off Record is simply described as indirect utterance. Based on Brown and Levinson (1978:211-227), off record might violate the whole maxim of Grice (1975). There are two ways to represent off record strategy. The first is to invite conversational implicature. The second is to be vague or ambiguous.

Purposes of the Research

Based on the research questions, the purposes of the research are to: 1) To figure out the types of politeness strategies used by Deddy Corbuzier in interviewing entertainer and non-entertainer in Hitam putih talk show; and 2) To find out the contrast between politeness strategies used by Deddy Corbuzier in interviewing entertainer and non-entertainer in Hitam putih talk show.

2. RESEARCH METHOD

Research Design

Based on the purpose of the research, this research belongs to descriptive qualitative research because the data are one of social phenomena, that is a language usage, and the researcher figures out the kind of Politeness Strategies used by the speaker using descriptive method. Furthermore, the result of data analysis is presented in description of words, not numbers. This research would be analyzed by using the theory of Politeness Strategies by Brown and Levinson. The data in this research was obtained not in the form of numbers but in the form of words. The main purpose in did this research is to described and explained the politeness strategies that are used by the participants in talk show interaction.

Data Sources

Source of the data is talking about where the researcher took and collecting the data. There are two kinds of data sources: 1) Primary data, In collecting the primary data, the researcher get those data from internet, www.youtube.com, as data source and taken transcript by the conversation on the talk show. In episodes of the talk show, there was 6 guest from different life background; and 2) Secondary data, the secondary of data source has been to support and complete the primary data usually was ranged into documents model (Sumardi Suryabrata, 1983:39). The data is taken from many kinds of books and relevant materials such as book of politeness theory, pragmatics theory, kinds of politeness strategies, many jurnals that relatd with this research and also the data is taken from internet website.

Research Instrument

Instrument is the tool that is used to collect the data (Arikunto,1998:215). Based on the statement above, the main instrument to collect the data, the researcher used: 1) Video, this instrument taken by some guest of selected in Hitam Putih talk show. There are ten (6) videos that would be put into 3 (three) groups which from differences guest who have differences backgrounds'
life also; and 2) Transcript, a transcript is an inventory of the courses taken and grades earned of a student throughout a course of study. There are official transcripts and transcripts which can be made by the students and verified and attested by an authorized person. This instrument taken by conversation between Deddy Corbuzier with the guest in interviewing Hitam Putih talk show that analyzed in this research to break them through some different extracts.

**Technique of Data Collection**

According to Sudaryanto (1993: 131-143) there are several methods that can be used to collect data namely Participant Observation, Non Participant Observation methods. In this opportunity, the researcher used Non Participant Observation method, because the researcher did not involve in the conversation as the data of research. The steps of collecting data in this research are: 1) Download the chosen video on Youtube in order to ease the analysis; 2) Watching the video closely; 3) Choose the episodes on the talk show to be analyzed; 4) Take 3 episodes with the different guest and then made 3 groups; 5) Transcript the conversation discussed in the video; 6) Identifying all Deddy Corbuzier’s politeness used; 7) Classifying the data by the first problem statement of this research; and 8) Describe the politeness strategies used by Deddy Corbuzier.

**Technique of Data Analysis**

After the is obtained from the data sources, the data is analyzed by: 1) Make some extracts of politeness strategies; 2) Classifying the data into: politeness strategies used by Deddy Corbuzier do interviewing the guest such as: entertainer and non entertainer; 3) Determining the kinds of politeness strategies used by Deddy Corbuzier in give treatment to the guest; 4) Identifying the contrast the using of politeness strategies who applied in interviewing between entertainer and non entertainer, the both of entrepreneur, the president victorious and entertainer who already to be vice regent; and 5) Drawing conclusion.

3. **FINDINGS AND DISCUSSIONS**

The focus of this research was to identify the kinds of politeness strategies used by the host in interviewing the both of the guest. The main purpose of this title was to answer the question as it was presented in the first sub title concerned to how many types of politeness strategies used by Deddy Corbuzier in interviewing entertainer and non-entertainer.

**Types of Strategies Used**

Deddy Corbuzier as the host of Hitam Putih Talk Show uses some different types of strategies in interviewing entertainer and non-entertainer. All of the conversation, the host uses the strategies are Bald on Record, Positive Politeness and Negative Politeness.

**Politeness strategies used by Deddy Corbuzier when he interviewing entertainer and non-entertainer, Thursday, 03 January 2019.**

This episode, talk about “tsunami” in which the talk show discussed about the tsunami that happened in Banten and Bandar Lampung. They were Ade Jigo as entertainer who safe from that tragedy at Pandeglang Banten, and Mr. Subandi with his son namely Adit, it happened at Bandar Lampung. In this part, Deddy Corbuzier just to the point asked to Ade Jigo. Meanwhile, Deddy Corbuzier tend more make joke and fun when he interviewing Adit. Because he knows, as a child, absolutely need support, give optimist in order to make him did not sad and buried, eventhough the tsunami made his family was pass away.
Interviewing Entertainer

This sub title will be contained the analysis of politeness strategies used by Deddy Corbuzier in interviewing entertainer. The entertainer who is invited in this chosen episode is Ade Jigo who safe from tsunami Selat Sunda. He is a comedian artist.

The researcher would like to explain several extracts taken from every single strategy. The detail explanation as below:

**Positive Politeness**

**EXTRACT 1**

Deddy: *Ade jigo, silahkan!* (Ade Jigo, please take a sit)

**Type:** offer, promise

**Analysis:**
The action of offering the guest to have a seat might indicate his good intention towards the guest. Besides, he might seem to be a cooperator with the guest. The host would like to show his solidarity with the guest in order to maintain the guest’s positive face.

**Negative Politeness**

**EXTRACT 6**

Deddy: *Ade, maaf gue mau Tanya sebenarnya, kenapasih, a sorry ya pertanyaan gue tapi kenapa elu bawa istri lu dan anak-anak lu, itu kan kerjaan itu job. Apa,apa yang pada saat itu kenapa lo bawa?librankanahkan atau apa?* (Ade, pardon me, I just want to ask you actually, why aaa sorry about my question but why you bring your wife and your child, it’s the occupation its job. Why you bring at that time! Is holiday or what?)

**Type:** apologize

**Analysis:**
The words *maaf* becomes the main marker of kind of apologize strategy. By saying apologize, the host indicates his aims to not impinge on the guest by that sensitive question. Another marker of that strategy is the hedge *apa*. This word also minimizes the impingement towards the guest indeed, because it can omit the judgment of the utterance. In addition, the host even repeats the hedge *apa*, it might strengthen more his feeling of respect towards the guest. The host actually does not want to impinge on the guest too much by giving a sensitive question. He also wants to maintain the guest’s negative face. In addition, this utterance is a kind of Be Conventionally Indirect Strategy of Negative Politeness also in Extract 7. It can be seen clearly from the utterance, the host does not ask directly the question. Before questioning the guest he says hedge such as *gue mau tanya sebenarnya*. It shows that the host wants to minimize the imposition of that question.

**Bald on Record**

**EXTRACT 11**

Deddy: *kita akan kembali lagi setelah yang satu ini, jangan kemana mana tetap di hitam putih* (don’t do anywhere, stay tune on hitam putih)

**Type:** Cases of non minimization of the face threat

**Analysis:**
As we know that commercial break is a part of the talk show which cannot be separated. The utterances above were produced by the host Deddy (*kita akan kembali setelah yang satu ini jangan kemana mana tetap di Hitam Putih/ don’t do anywhere stay tune on hitam putih*) as a clear examples of the host’s duty to give signals when the commercial break would come and had to save time for it. By applying this strategy, he delivers his command to the audiences directly, clearly, and unambiguously.
Interviewing Non Entertainer

This sub title will be contained the analysis of politeness strategies used by Deddy Corbuzier in interviewing non entertainer. The non entertainer who is invited in this chosen episode is Mr.Subandi and his son who safe from tsunami Bandar Lampung. He is fisherman and his son is a junior footballer was being followed football competition.

Bald on Record

EXTRACT 2

Deddy: jadi anak anda sedang? (so, your child is being is?)

Type: Cases of non minimization of the face threat

Analysis:
The host asks the direct question to the guest without any additional words to less the imposition. The host basically uses this strategy because he wants to avoid misunderstanding.

Positive Politeness

EXTRACT 3

Deddy: di Bandar Lampung (in Bandar Lampung)

Type: seek agreement

Analysis:
This utterance is a kind of Seek Agreement of Positive Politeness. It is shown by the repetition done by the host. By repeating the guest’s answer, the host might emphasize his interest towards the guest and shows that he listens carefully to the guest. He needs to appreciate the guest in order to keep his Positive Face.

Negative Politeness

EXTRACT 9

Deddy: okay, tapi kita sempat ngobrol, kayanya beliau tau pada saat ada tsunami datang ya (okay, but we had conserving that it seems he knows when the tsunami is coming)

Type: Nominalize

Analysis:
This utterance is a type of Nominalize Strategy of Negative Politeness. The host indicates reluctance more to the non entertainer than entertainer.

From the presentation of data finding above, the researcher uses table to make easier to know frequency of Politeness strategies in each interviewing the guest. The table is as below:

**Table 1. The frequency of the politeness strategies in 1st groups**

<table>
<thead>
<tr>
<th>No.</th>
<th>Types of politeness strategy used</th>
<th>Ade (Entertainer)</th>
<th>Subandi &amp; Adit (Non-entertainer)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Bald on Record</td>
<td>5 extracts</td>
<td>6 extracts</td>
</tr>
<tr>
<td>2.</td>
<td>Exaggerate</td>
<td>1 extract</td>
<td>1 extract</td>
</tr>
<tr>
<td>3.</td>
<td>Use in group identity marker</td>
<td>9 extracts</td>
<td>3 extracts</td>
</tr>
<tr>
<td>4.</td>
<td>Seek agreement</td>
<td>3 extracts</td>
<td>3 extracts</td>
</tr>
<tr>
<td>5.</td>
<td>Joke</td>
<td>-</td>
<td>4 extracts</td>
</tr>
<tr>
<td>6.</td>
<td>Offer, promise</td>
<td>1 extract</td>
<td>1 extract</td>
</tr>
<tr>
<td>7.</td>
<td>Give gifts to H</td>
<td>1 extract</td>
<td>1 extract</td>
</tr>
<tr>
<td>8.</td>
<td>Be conventionally indirect</td>
<td>1 extract</td>
<td>-</td>
</tr>
<tr>
<td>9.</td>
<td>Apologize</td>
<td>3 extracts</td>
<td>1 extract</td>
</tr>
<tr>
<td>10.</td>
<td>Nominalize</td>
<td>1 extract</td>
<td>5 extracts</td>
</tr>
</tbody>
</table>
Politeness strategies used by Deddy Corbuzier in interviewing both of the non-entertainer, 09 January 2019.

This episode, talk about “creativepreneur” who the both of the guest are non-entertainer. They are Putri Tanjung as Founder and CEO of Creativepreneur Event Creator and Najelaa Shihab as Founder of Sekolah Cikal, Semua Murid Semua Guru. In this episode, including in 2nd group, there are 2 conversations. 1st Conversation is interviewing Putri Tanjung and 2nd Conversation is interviewing Najelaa Shihab.

Interviewing Putri Tanjung

This subtitle will be contained the analysis of politeness strategies used by Deddy Corbuzier in interviewing the first guest. The guest who is invited in this chosen episode is Putri Tanjung. She is a founder and CEO of Creativepreneur Event Creator. In this conversation, she told about her experience did event creator. In addition, she is a close friend of the host.

Positive Politeness

EXTRACT 3

Deddy: Okay! Kalo misalnya lu aaaa lu punya duit 10 juta, Cuma 10 juta ya, lu ngapain?(Okay!!! If you have money 10 millions. Just 10 millions right, what do you want?)

Type: use in group identity marker

Analysis:
This utterance is a type of use in-group identity marker. It can be seen from the use of slang. The word lu is basically an informal addressee form. It only used by people with close relationship as friends.

Interviewing Najelaa

This subtitle will be contained the analysis of politeness strategies used by Deddy Corbuzier in interviewing the second guest. Before going to the explanation, the researcher would like to introduce a bit about the guest. The guest who is invited in this chosen episode is Najelaa Shihab. She is a teacher and founder of Sekolah Cikal Semua Murid Semua Guru. In this conversation, she told about how terrible the education in Indonesia. How the children can be mistake in take of their major.

Positive Politeness

EXTRACT 9

Deddy: okay, salah jurusan itukadang kadang karna mereka mau mengambil titik aman (how education is the same can teach children are different?)

Type: give (or ask for) reason

Analysis:
From the conversation, the host uses a kind give (or ask for) reason of positive politeness. It can be seen from the response of the host after hearing the guest statement. The host states a reason of why the most of children mostly mistake in take a major based on their passion. The host aims to cooperate with the guest in order to maintain the guest’s positive face.

From the presentation of data finding above, the researcher uses table to make easier to know frequency of politeness strategies in each interviewing the guest. The table is as below:

<table>
<thead>
<tr>
<th>No.</th>
<th>Types of politeness strategy used</th>
<th>Putri Tanjung</th>
<th>Najelaa Shihab</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Bald on Record</td>
<td>4 extracts</td>
<td>2 extracts</td>
</tr>
<tr>
<td>2.</td>
<td>Intensify interest to H</td>
<td>1 extract</td>
<td>-</td>
</tr>
<tr>
<td>3.</td>
<td>Use in group identity marker</td>
<td>10 extracts</td>
<td>3 extracts</td>
</tr>
</tbody>
</table>
Politeness strategies used by Deddy Corbuzier when he interviewing the non-entertainer and entertainer, Tuesday, 15 January 2019.

This episode, talk about “official state” in which the talk show discussed about the story of the both of the guest on the talk show. First, an entertainer or public figure dicided to be Vice Regent of West Bandung and as marriage witness. He is Hengky Kurniawan, artist and vice regent. Then, the non-entertainer is working as massager but was chosen to be president fictitious.

Interviewing non entertainer

This sub title will be contained the analysis of politeness strategies used by Deddy Corbuzier in interviewing non entertainer. The non entertainer who invited in this chosen episode is Mr.Nurhadi who works as massager but he challenged to become a fictitious presidential candidate on social media by carrying out the tronjal tronjol party prominently with funny quotes style.

The researcher would like to explain several extracts taken from every single strategy. The detail explanation as below:

Negative Politeness

EXTRACT 4
Deddy: ya kenapa? Presidenkan kerjanya sibuk, nanti banyak yang ngata-ngatain (why? The president’s work is busy, so many will say something)

Type : be pessimistic
Analysis:
In this conversation, the host asked about the guest who may to be fictitious president, but the host bit make the guest pessimistic, the host threaten the guest negative face with imposing the job of the guest.

Bald on Record

EXTRACT 12
Deddy: apa itu komunitas angka 10?(what is the number 10 community?)

Type : cases of non minimization of the face threat
Analysis:
This conversation opened by the host asking about ten community to the guest. The host asks directly without additional word again. In order to make the guest unambiguous.

Positive politeness

EXTRACT 17
Deddy: baik pak Nurhadi. Selamat, saya harap anda terpilih nanti (Okay congratulation Mr.Nurhadi, I hope you was chosen later)

Type : exaggerate
Analysis:
The rest of the words in the utterance indicate his sympathy towards the guest. In this utterance, we can see that the host impressed by the guest who appears to be very optimist. The host wants to satisfy the guest’s positive face by giving kind of approval and appreciation and reluctance.
Interviewing entertainer

This sub chapter will be contained the analysis of politeness strategies used by Deddy Corbuzier in interviewing entertainer. The entertainer who invited in this chosen episode is Hengky Kurniawan. He is an artist then decided to be vice regent west Bandung, he invited on Hitam Putih talk show to share his experience as vice regent and to become witness a marriage in West Bandung.

The researcher would like to explain several extracts taken from every single strategy. The detail explanation as below:

Negative Politeness

**EXTRACT 2**

Deddy: betul. Tapi gue punya pertanyaan nih ama lu, lu ngapain, ngapain, lu terkenal udah, jadi pejabat trus lu gak punya kerjaan lain? Datengin keorang kawin? (that’s true. But I have a question to you, what are you doing, you was famous, to be official, then have you no occupation another in order to invited a marriage)

Type: be conventionally indirect

Analysis:
As we can see in the utterance, the host does not ask directly the question. Before questioning the guest he says hedge such as gue punya pertanyaan nih ama lu and even repeats the things that has been said by the guest before. It shows that the host wants to minimize the imposition of that question.

Positive politeness

**EXTRACT 6**

Deddy: justsu karna itu dipilih ya (precisely because it’s be chosen)

Type: intensify interest to H

Analysis:
This utterance is a kind of intensify interest strategy of positive politeness. He sums up the guest answer as the feedback to the guest.

From the presentation of data finding above, the researcher uses table to make easier to know the frequency of politeness strategies in each interviewing the guest. The table is as below:

**Table 3. The frequency of the politeness strategies in 2nd groups**

<table>
<thead>
<tr>
<th>No.</th>
<th>Types of politeness strategy used</th>
<th>Hengky Kurniawan (Entertainer)</th>
<th>Nurhadi (Non-entertainer)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Bald on Record</td>
<td>1 extract</td>
<td>3 extracts</td>
</tr>
<tr>
<td>2.</td>
<td>Exaggerate</td>
<td>2 extracts</td>
<td>1 extract</td>
</tr>
<tr>
<td>3.</td>
<td>Intensify interest to H</td>
<td>1 extract</td>
<td>-</td>
</tr>
<tr>
<td>4.</td>
<td>Use in group identity marker</td>
<td>2 extracts</td>
<td>-</td>
</tr>
<tr>
<td>5.</td>
<td>Seek agreement</td>
<td>2 extracts</td>
<td>1 extract</td>
</tr>
<tr>
<td>6.</td>
<td>Presuppose</td>
<td>1 extract</td>
<td>-</td>
</tr>
<tr>
<td>7.</td>
<td>Joke</td>
<td>6 extracts</td>
<td>5 extracts</td>
</tr>
<tr>
<td>8.</td>
<td>Offer, promise</td>
<td>1 extract</td>
<td>1 extract</td>
</tr>
<tr>
<td>9.</td>
<td>Give of ask reason</td>
<td>-</td>
<td>1 extract</td>
</tr>
<tr>
<td>10.</td>
<td>Be conventionally indirect</td>
<td>1 extract</td>
<td>-</td>
</tr>
<tr>
<td>11.</td>
<td>Be pessimistic</td>
<td>-</td>
<td>1 extract</td>
</tr>
<tr>
<td>12.</td>
<td>Nominalize</td>
<td>1 extract</td>
<td>2 extracts</td>
</tr>
</tbody>
</table>

The Contrast of Strategies Used

There are several contrastive found in the politeness strategies used by Deddy Corbuzier in interviewing entertainer and non-entertainer. Those contrastive include the tendency of using bald on
record in interviewing both of the guests, the tendency of using intimate language and raising common ground, the tendency of being cooperative, the tendency of showing sympathy and interest, and the tendency of showing reluctance.

Firstly, the host tends to use more of bald on record strategy to interview the non-entertainer than the entertainer based on interviewing group 1 and group 3. We can see the contrast between both is far enough. It is the same as three to one, it can be seen clearly on group 3. It means that the host is likely to be more to the point in interviewing the non-entertainer than the entertainer. It shows that the host prefers to state simply and get the clear response from the guest than to satisfy the guest’s face with other strategies.

Secondly, the host appears to be more intimate to the entertainer than the non-entertainer and the someone who have close relationship with the host although not entertainer. It is proved by the use of identity marker strategy, presuppose/raise/assert common ground strategy, and also jokes. In conversing with Putri Tanjung, she is non entertainer but low distance and have relationship very closer, the host uses many in-group identity marker, slang and even code switching of language. While conversing with the non-entertainer, the host sometimes use any kind of in-group identity marker strategy, it would be applied by the host based on the situation and the topic also. In addition, the host also tends to uses assert common ground strategy with the entertainer by showing his familiarity with the guest in some utterances. Meanwhile, in interviewing the non-entertainer, he only uses the kind of strategy for once. Joke is one of the familiarity markers because joke indicates the shared knowledge among speech participant. This situation could happen because the host has more shared knowledge with the entertain and the guest who close withness with the host although they are not entertainer.

In contrast, the host is more to show his sympathy and interest towards not only the non-entertainer but also the entertainer. This thing could happen due to the topic discussed as like interviewing in group 1, the both of the guest do incredible moment. So, the host sympathizes and admires a lot to the both of non-entertainer and entertainer. But the contrast is the host tendency uses kind of use in group identity as like code switching and slang words than the non-entertainer.

The host uses more various positive politeness strategies in interviewing the guest, not only the entertainer but also non entertainer with indicate the host and the guest low distance even not from entertainer, because the host has more shared knowledge, then, he can raise more common ground. In contrast, he uses more various negative politeness strategies in interviewing the guest because based on the topic that they discussed, then, the host should show his respect and reluctance at particular time.

4. CONCLUSION

From the previous title of this article, the researcher draws some conclusions which are obtained from Politeness Strategies Used by Deddy Corbuzier in interviewing entertainer and non-entertainer, and the contrast of the politeness strategies used by Deddy Corbuzier in interviewing entertainer and non-entertainer.

Based on the data findings and discussions, there are 16 different types of Politeness Strategies used by the host in interviewing both entertainer and non-entertainer in 3 groups:

First groups in interviewing the entertainer he uses of Bald on Record (5 utterances), 5 types of Positive Politeness Strategy (15 utterances), 3 types of Negative Politeness (5 utterances). In addition, in interviewing the non-entertainer he uses Bald on Record Strategy (6 utterances), 6 types of Positive Politeness Strategy (11 utterances) and 3 types of Negative Politeness Strategy (7 utterances).
Second groups, interviewing the guest who are from non-entertainer, the first guest was has close relationship with host, she is close friend of him. So the researcher found Bald on Record (4 utterances), 5 types of positive politeness (18 utterances) and 1 types of negative politeness. In addition, second guest is had great distance with the host. So, the host used Bald on Record (2 utterances), 3 types of positive politeness, and 2 types of negative politeness (2 utterances).

Third groups, in interviewing non entertainer the host uses bald on record (5 utterances), 5 types of positive politeness (10 utterances) and 2 types of negative politeness (3 utterances). Meanwhile, the uses Bald on Record (1 utterance) in interviewing entertainer who also his close friends, uses 7 types of positive politeness (15 utterances), and 2 types negative politeness (2 utterances).

There are several contrastive found in the used of Politeness Strategies in interviewing both entertainer and non-entertainer. First of all, the host tends to use bald on record strategies in interviewing the non-entertainer than the entertainer. Second, the host appears to be more intimate to the guest entertainer and non-entertainer also who has close relationship and low distance with the host. Furthermore, the host is more to show his sympathy and interest towards the non-entertainer than the entertainer. In addition, the host indicates his reluctance more to the non-entertainer than the entertainer.

Daftar Pustaka


