

Analysis Politeness And Impoliteness Youtube Chanel''Prabowo Subianto Bicara Gagasan Mata Najwa

Evi Lestaria¹, Desi Purnama Sari², Budiman³
^{1,2&3}Muhammadiyah Mahakarya Aceh University
^{1,2&3}Aceh

evilestariaummah123@gmail.com¹, desips2712@gmail.com², budimanummah123@gmail.com³

Received: June 15, 2024

Accepted: June 20, 2024

Published: June 24, 2024

Abstract

Politeness and impoliteness are integral aspects of pragmatics, deeply embedded in the fabric of social interaction. This study aims to analyze the manifestations of politeness and impoliteness in the live verbal interactions featured on the YouTube channel "Mata Najwa." Specifically, the focus is on the episode titled "Prabowo Subianto Bicara Gagasan Mata Najwa." By examining the discourse in this episode, the study seeks to elucidate how conversational strategies either adhere to or deviate from societal norms of politeness. Such an analysis is pivotal for understanding the dynamics of communication and the implicit power relations within social interactions. The findings can provide valuable insights into the mechanisms of face-saving and face-threatening acts, contributing to the broader field of pragmatics and its application to real-life media interactions. This investigation underscores the relevance of politeness theory in contemporary digital communication platforms.

Keywords: Public Speaking, Types of Public Speaking, Factors Affecting PublicSpeaking, and Multilingual World

1. Introduction

Public speaking is a kind of or a part of art of delivering speech in front of the audiences. It is also the art of communication science effectively and properly. However, in many social circumstances and contexts of public speaking, many speakers still seemingly anxious and cannot effectively and properly deliver their speech. This may happen due to some reasons such as unfamiliar with the topic, the background of the audience, lack of language mastery (for example English), the ways and norm, and rules as well to speak in public. This paper attempt to mainly discusses about the nature of public speaking, the common types of public speaking, factors affecting the public speaking, and public speaking in a multilingual world.

People have their unique style of communicating with others. Some people know the choice of words they choose, while others dont. If someone chooses to speak politely, it cannot cause conflict between two or more people, but someone does not care about the choice of words and unknowingly acts as they like, often when giving us rude words. They often have conflicts between themselves. In fact, whenever someone says something, the reaction feels like their politeness or rudeness from the listeners point of view. From the above cases, we all know that politeness is important in communication and interaction.

This paper attempt to mainly discusses about the nature of public speaking, the common types of public speaking, factors affecting the public speaking, and public speaking in a multilingual world.

(Politeness Strategies)

Politeness is defined as the use of communication strategies to create a social society always compact. There are several ways to do this such as including contextual adequacy, adherence to social and cultural norms, and social behavior. In other words, politeness is related to how people maintain relationships in society. Brown and Levinson state a strategy of politeness as a strategy aimed at saving the hearer's face by creating expressions that pose less threat to the hearer's face. Courtesy Strategy is a communication strategy that emphasizes the words and actions of Leaf. Brown and Levinson(1987, p. 92) classify them into four major politeness strategies, namely:

a) Bald on record

Brown and Levinson said that bald on record is the most efficient form of communication. Bald on record apply when the speaker is unable to minimize the risk to the hearer's face. Bald on record ranked as the most direct strategy. This refers to the most direct representation of the action. For example, "close the door".

b) Positive politeness

Positive politeness is a strategy for giving hearer's a positive look. This strategy shows that we are aware of the hearer's needs, such as compliments and courtesy. Brown and Levinson said that positive politeness is a modification that purposes at having a positive face and needs to be acknowledged, accepted, and desired. This type is common to minimize the distance between the speaker and the hearer. For example, "I've been here for a while, can you close the door?".

c) Negative Politeness

Negative politeness is a strategy aimed at filling the negative faces of listeners. Brown and Levinson define negative politeness as corrective action aimed at the negative face of the recipient. Therefore, remedies refer to freedom of action and listener autonomy. For example, "If you don't mind, could you close the door?"

d) Off record

Off record is a strategy that obscures the speaker's utterances, thus leaving the speaker irresponsible for the actions they take. Brown and Levinson said that off record is an act of communication that is not just with a specific intention. This means that the speaker's utterance contains some specific intent. Then, the listener needs to interpret the utterance and understand its true meaning. For example, "The window is not open" it's means that the speaker wants the listener to open the window.

(Politeness Maxim)

There is a principle of politeness with a saying of conversation similar to that formulated by Paul Grice. The Cooperative Principle and the courtesy principle are closely related in that they look at the use of language in communication in terms of maxim. Leech divided the principle of etiquette into six maxims, namely:

a) Tact Maxim

Tact maxim is related to minimizing expenses to others and maximizing benefits to others. In this maxim, the speaker minimizes the cost to the listener (and the maximizes the profit accordingly) (Maharani, 2017, p.3). For example, "Rina, get your classmates ready, please".

b) Generosity Maxim

Generosity maxim involves minimizing benefits to ourselves and maximizing costs to others. This maxim is self-oriented, while the beat maxim is others-oriented (speakers say that others should come first, not yourself). For example, "I will take this to your bedroom".

c) Approbation Maxim

Approbation maxim means minimizing criticism from other people and maximizing praise from other people. This maxim is used to avoid saying anything offensive to other people, especially hearers. For example, "Your English is fantastic".

d) Agreement Maxim

Agreement maxim related to minimizing the expression of disagreement between oneself and others and maximizing the expression of the agreement between oneself and other people. This disagreement with the maxim is usually expressed as regret or partial consent. For example: Susi: "Wanna help to change his diaper?" Rika: "Yes, I want"

e) Sympathy Maxim

Sympathy maxim means minimizing antipathy between you and others and maximizing empathy between you and other people. For example, you need to evaluate and evaluate the work of others. On the other hand, when a disaster strikes another person, we would like to express our sympathies and condolences. For example, "I know you feel awful"

f) Modesty Maxim

Modesty maxim is related to minimizing self-reward and maximizing self-hatred. Both the maxim of consent and the maxim of humility cope with the diploma of exact or horrific of the audio system assessment of the alternative individual or oneself. However, this maxim commonly happens whilst you make an apology for something. For example "Please receive this gift".

(Impoliteness Strategies)

Impoliteness is an act that makes the face worse in a given situation. It is an act of intentionally attacking a person's face. This behavior usually occurred when people looked down on others. Impoliteness is also related when the speaker does not follow polite rules. Impoliteness strategy is the opposite of targeting the face (that is, targeting the face) It is intended to attack the face, not to preserve or enhance it). Impoliteness strategies are used to attack someone in the context of communication. Culpeper classifies rude strategies into five types, namely:

a) Bald on record impoliteness

Bald on record impoliteness is a strategy that people use to attack someone directly. This strategy is used. Bald on record impoliteness is usually used when many faces are at risk and when the speaker intends to attack the listener's face. For example "Shut up! I don't want to hear you".

b) Positive impoliteness

Culpeper explains that positive impoliteness is a strategy aimed at hurting the positive face of the recipient. This strategy should be respected and recognized as equivalent to other strategies. Ignoring others, withdrawing from them, indifference and indifference are some examples of positive rudeness. For example, "Your shoes are ugly".

c) Negative impoliteness

Culpeper explains that negative impoliteness use a strategy aimed at hurting the recipient's negative face. This strategy is used because users want the freedom to do something. Scary, looking down, despising, or mocking someone is an example of negative rudeness. For example, "Stop wearing that stupid dress!".

d) Sarcasm or mock politeness

This strategy uses etiquette, but its implications are not true. Sarcasm can be used to express the opposite meaning of people's emotions towards something. For example, "Wow, your shoes look gorgeous" (in fact, they think it's ugly).

e) Withhold politeness

Withhold politeness is the strategy people use to expect politeness. Silence and non gratitude are implementations of this strategy. For example "not greeting someone back or not saying thank you".

2. Method

In this research, the researchers used a qualitative method as a method for selecting and collecting data from 'Prabowo Subianto *Bicara Gagasan Mata Najwa*' as research object. According to Bogdan and Biklen (1982), qualitative research is descriptive when data is collected in the form of words such as videotapes, documents, etc. Therefore, the researchers began to analyze the movie by using politeness and impoliteness strategies theory related to pragmatics study.

3. Findings and Discussion

(*Politeness Strategies*)

No	Strategies	Data	Context
1	Bald on record	1. "Saya juga kaget jadi saya, itu jelas itu tidak benar ya, tidak pernah ada rapat seperti itu saya juga jarang berhubungan dengan wakil menteri pertanian"	Refers to the firmness and honesty in stating a position or fact openly and without denial or concealment.
2	Positive Politeness	1. "Terima kasih bapak prabowo subianto, bapak silahkan minum kopi dulu, biasanya pak prabowo tu kalau minum kopi jadi lebih semangat" 2. "Boleh dong gue jawab"	The use of relaxed and familiar language shows that the speaker feels comfortable in the environment.
3	Negative Politeness	1. "Karena anda kayaknya cuek menanggapi fitnah itu" 2. "Tunggu tunggu .. ada jawabanya"	A situation where the speaker uses a negative approach in politeness to convey an unpleasant or stressful message or reaction.
4	Off record	1. "Terserah ya pak, trimakasi pak prabowo nanti saya yang atur". 2. "Enak aja diintrogasi terus"	Considered as an informal expression from the speaker, not intended to be taken as an official response or to be followed up formally.

a. In the first table, is used in the first example because the statement openly rejects a claim and states the fact that the person was not involved in the mentioned meeting. There is no attempt to hide or conceal the statement, hence it's considered

b. In the second table, is used in the second example because the statement expresses respect and courtesy towards Prabowo Subianto by saying thank you and inviting him to have coffee. It's a way to build a good and pleasant relationship

- c. In the third table, is used in the third example because the statement tries not to disturb or offend Prabowo Subianto by expressing disapproval of his perceived indifferent attitude. It's an attempt to remain polite while conveying dissatisfaction.
- d. In the last table, is used in the fourth example because the statement is intended not to be included in official records or to be known by others. It's a way to convey a message privately to Prabowo Subianto without making it part of a recording or official record.

(Politeness Maxim Table)

No	Strategies	Data	Context
1	Tact maxim	<ol style="list-style-type: none"> 1. "Saya sebetulnya mau agak protes gagasan besar untuk Negara besar seperti Indonesia kok hanya dikasih 10 menit." 2. "Pak prabowo mohon maaf saya ingatkan lagi waktunya ya pak." 3. "Saya kira semua institusi harus kita kaji, yang mana kita rasakan kurang pas ya kita perbaiki itu namanya reformasi reformasi hukum reformasi institusi dan sebagainya." 	Expressing dissatisfaction while demonstrating an attitude that is not disruptive or causing discomfort.
2	Generosity maxim	<ol style="list-style-type: none"> 1. "Kita harus berani memberantas kemiskinan, kita harus berani dan kita mampu, kita mampu menghilangkan kemiskinan di bumi Indonesia." 2. "Kalau begitu lain kali kita bikin 3 jam tapi yang lain-lainnya juga perlu 3 jam biar semiuanya sama rata." 3. "Nanti bersama-sama kita bikin lebih baik lagi ya." 	Regarding the generous, inclusive, and optimistic attitude in interacting with others, where attitudes like kindness, inclusivity, and optimism take center stage in polite communication.
3	Approbation maxim	<ol style="list-style-type: none"> 1. "Bagus jadi orang kaya menurut saya pak prabowo." 2. "Jadi tidak setuju dibubarkan ya Pak." 3. "Saya sangat setuju, pendidikan adalah kunci dari pembangunan bangsa." 	Where attitudes such as appreciation, acknowledgment, and approval take center stage in polite communication, whether it's by giving compliments, acknowledging the views, or expressing agreement.
4	Agreement maxim	<ol style="list-style-type: none"> 1. "Sangat bermanfaat pak atas dasar apa Pak penilaian itu karena misalnya sebagian pihak menilai justru independensinya menjadi tercederai..." 2. "Saya kira saya sudah jawab tadi yaa ,mbak nana sudah saya jawab banyak soal kebebasan berpendapat kebebasan pendapat itu hak asasi yang paling penting." 	Regarding the appreciation and acceptance of different viewpoints and attempting to achieve mutual understanding or agreement, the speakers demonstrate an open and responsive attitude towards diverse perspectives, and strive to reach consensus or mutual understanding through open and polite dialogue.
5	Sympathy maxim	<ol style="list-style-type: none"> 1. "Saudara-saudara sekalian dan ini membuat banyak Negara asing tidak suka, kita mau di boikot tapi kita tidak gentar kalau tanpa hilirisasi tidak mungkin kita menjadi Negara makmur." 2. "Enak aja diintrogasi terus." 	Conveying difficult or controversial situations faced by a country or group, while showing solidarity with those affected, and the importance of conveying understanding, empathy, and support in communication, especially in challenging or difficult situations.

6	Modesty maxim	<ol style="list-style-type: none"> 1. "Kalau saya bisa bicara 3 jam tapi saya tidak tahu mahasiswa tahan ga duduk 3 jam? Tahan?" 2. "Oh yang ketiga terimakasih saya terima akan saya pelajari dan kita akan bersama-sama ini masa depan anda kita akan berbuat untuk anda sodara-sodara sekalian terimakasih." 	Regarding humility and self-awareness, as well as appreciation for the opinions or feedback of others, and this highlights the importance of humility, self-awareness, and appreciation for the opinions or feedback of others in polite communication.
---	---------------	---	---

- a. In the first table, because it follows the rules of courtesy in conversation. Despite expressing dissatisfaction with the short time given, the speaker does so in a polite manner, showing respect to the interlocutor. They use gentle language without being derogatory, and add an apology as an additional form of respect to the interlocutor.
- b. In the second table, because it demonstrates a generous attitude in speech. The speaker expresses a strong determination to eradicate poverty with enthusiasm and conviction All of these aspects demonstrate a generous and considerate approach towards common interests.
- c. In the third table, overall, these statements exhibit a pattern of expressing agreement and positive evaluation, aligning with the Approbation Maxim.
- d. In the fourth table, in the first statement, the speaker demonstrates a willingness to agree or understand the interlocutor's, in the second statement, the speaker confirms that they have already provided an answer and emphasizes the importance of freedom of speech as a fundamental human right, which can be seen as a form of agreement or support for these values. Thus, both statements demonstrate principles of agreement within the Politeness Maxim.
- e. In the fifth table, the dialogue can be seen as an example of the Sympathy Maxim within the Politeness Maxim due to the expressions of empathy or understanding towards others. Both statements reflect a level of sensitivity towards the feelings or experiences of others, aligning with the Sympathy Maxim in the Politeness Maxim.
- f. In the last table, both statements reflect modesty and a willingness to adapt to the needs of others, in line with the Modesty Maxim within the Politeness Maxim

(Impoliteness Strategies)

No	Strategies	Data	Context
1	Bald on record impoliteness	<ol style="list-style-type: none"> 1. "Mereka alumni gajah mada saya alumni akademi militer yang dosen-dosenya dari gajah mada, dosen-dosenya dari gajah mada dan banyak killer juga, jadi aku dapet banyak merah dari dosen gajah mada ini." 	The behavior is rude or impolite. This reflects a lack of courtesy and sensitivity towards the feelings of others, and shows insensitivity towards polite communication norms.
2	Positive impoliteness	<ol style="list-style-type: none"> 1. "Terserah." 2. "Terserah ya pak, trimakasi pak prabowo nanti saya yang atur." 3. "Tidak ada toleransi untuk korupsi di partai G." 	The use of positive impoliteness strategies in communication, where speakers use words or expressions that indicate indifference, superiority, or rejection towards the needs or desires of others.
3	Negative impoliteness	<ol style="list-style-type: none"> 1. "Tunggu tunggu .. ada jawabanya." 2. "Enggak ga enak kalau manggil pantesnya itu anak-anakku tapi enggak nanti rasanya tua banget, enggak ya sudah anak adik-adikku adik-adik mahasiswa nanti kalian akan ambil alih Negara ini Negara masa depan kalian punya, kalau jadi pemimpin jangan seperti itu ga usah ya kan, baik-baik aja 	In communication, where speakers use words or expressions that directly indicate indifference, rejection, or even threats towards the interlocutor, the speakers demonstrate an attitude that lacks appreciation, respect, or even aggression towards others, without considering their feelings or needs.

		demokrasi itu harus baik-baik ya ini adu gagasan hana jangan 10 menit tapi okelah."	
4	Sarcasm or mock politeness	1. "Bapak udah siap jawab, bapak!" 2. "Oh, terima kasih banyak atas bantuannya."	The speaker conveys the message with a tone that is insincere or even sarcastic, which actually implies dissatisfaction or disagreement with the situation or action taken by the interlocutor.
5	Withhold politeness	1. "Udah cukup, gembira terus waktu itu bapak gembira terus." 2. "Tapi yang penting jangan ada kesan ini tidak baik bubarkan."	The speaker expresses disagreement or rejection indirectly towards the situation or action taken by the interlocutor, without providing the proper respect or acknowledgment.

- In the first table, because the speaker explicitly states something impolite or rude without using euphemisms or softer language. In this context, the expression "banyak killer juga" (many killers too) is used directly and without denial to indicate that the lecturers from Gajah Mada University are very strict or harsh in giving grades, without considering the fact that such an expression could be considered impolite or inappropriate.
- In the second table, because they demonstrate behavior that highlights the speaker's personal desires or interests without considering or respecting the feelings or desires of the interlocutor. This can be seen in the way the speaker responds to questions or requests from others with an attitude that is not particularly caring or polite.
- In the third table, because it shows behavior that belittles or disregards the interests or feelings of the interlocutor.
- In the fourth table, in impoliteness strategies, these dialogues are categorized as "Sarcasm or mock politeness" because they use words that appear polite or respectful, but actually imply the opposite of what is being conveyed. This is an example of dishonesty in communication aimed at mocking or deriding.
- In the last table, in impoliteness strategies because they involve a lack of explicit politeness or consideration for the feelings of the other person.

4. Conclusion

Based on the data of analysis the politeness and impoliteness strategies in the Prabowo Subianto and Nazwa shihab in Mata Nazwa youtube channel, the researchers have found many strategies of politeness and impoliteness. It was found that there were 7 examples of politeness strategies, 16 examples of politeness maxims, and 10 examples of impoliteness strategies. Politeness strategies consist of 1 example of bald on record, 2 examples of positive politeness, 2 examples of negative politeness, and 2 examples of off record. In politeness maxims, consist of 3 examples of maxim tact, 4 examples of maxim generosity, 3 examples of maxim approbation, 2 examples of maxim agreement, 2 examples of maxim sympathy, and 2 examples of maxim modesty. Impoliteness strategies consist of 1 example of bald on record impoliteness, 3 examples of positive impoliteness, 2 examples of negative impoliteness, 2 examples of sarcasm or mock politeness, and 2 examples of with politeness. From the result of the explanation, it can be concluded that in each conversation in Prabowo Subianto and Nazwa shihab, there were found politeness and impoliteness strategies in Mata Nazwa youtube channel. Using politeness speech in a conversation can create a comfortable conversational atmosphere so that neither the speaker nor the listener is offended or misunderstood.

5. References

Chen, G-M., & Starosta, W.J. (2005). *Foundations of intercultural communication*. Lanham, MA:

University Press of America.

Lustig, M.W. & Koester, J. (2010). *Intercultural competence: Interpersonal communication across cultures* (6th ed.). Boston, MA: Allyn & Bacon.

Martin, J.N., & Nakayama, T.K. (2010). *Intercultural communication in contexts* (5th ed.). New York, NY: McGraw-Hill

Megawati. (2017). *Introduction to Linguistics*. Yogyakarta: Graha Ilmu.

Rudolph Verderber, (1991). *Essentials of Informative Speaking: Theory and Context*. Belmont, CA: Wadsworth.

Wrench, Jason S.; Goding, Anne; Johnson, Danette Ifert, Attias, Bernardo A. (2011-10-01). *Stand Up, Speak Out: The Practice and Ethics of Public Speaking*/2/2/2022.

<https://youtu.be/V4W5Nokc&MU?si=R974tmqNazVD2Fv>

<https://www.lancaster.ac.uk/fass/events/alevel-ling/docs/jonathan-culpeper.pdf>