

**AN ANALYSIS OF POLITENESS STRATEGIES USED
BY SIMON SINEK IN TED TALK SHOW**

A Thesis Proposal

Submitted as a Partial Fulfillment of the Requirements for S1-Degree

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ABSTRACT

Politeness Strategy is a strategy that has a concern on saving hearers face by formulating an expression that is less threatening for the hearer's face. The purposes of politeness strategy is to avoid and minimizing the FTA (Face-Threatening Act) that occurred in communication . The aim of this research was to find out the types of the Politeness Strategies which produced by Simon Sinek and the direct and indirect speech act based on Yule's theory. This thesis aims to analyze the phenomenon of politeness strategies used in the presentation "Simon Sinek TED Talk Show." This research applies politeness theory, particularly the framework proposed by Brown and Levinson, to understand how Simon Sinek and other participants in this show employ politeness strategies in their speech, striking a balance between self-expression and maintaining social harmony. Through text analysis and interviews, this study identified and evaluated various politeness strategies used by Simon Sinek.

The design of this research was descriptive qualitative research and used miles and huberman theory to obtain the data. There were some steps to get the data such as downloaded the video, watched the video, read the dialogue, collected the data, and categorized the data based on theory. Then to analyze the data, there were some steps such as data condensation, data displaying, and drawing and verifying conclusion. Investigator triangulation was used to validate the data.

Keyword : *Direct Speech, Indirect Speech, Politeness Strategies, Speech Acts.*

DECLARATION

I hereby state that this thesis entitled: An Analysis of Politeness Strategies Used by Simon Sinek in Ted Talk Show. Salinger is completely my own work. I am fully aware that I have quoted some statements, references, and ideas from various sources and those are properly acknowledged in the text.

Bandar Lampung, 13 February, 2023

Declared by



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MOTTO

وَقُلْ لِعِبَادِي يَقُولُوا الَّتِي هِيَ أَحْسَنُ إِنَّ الشَّيْطَانَ يَنْزِعُ بَيْنَهُمْ إِنَّ الشَّيْطَانَ كَانَ لِلْإِنْسَانِ عَدُوًّا مُبِينًا

Meaning:

53: *“And say to My servants, "Let them speak better (true) words. Indeed, the devil (always) causes discord among them. Indeed, Satan is a real enemy to mankind...”* (QS. Al-Isra : verse 53)¹

¹ Abdullah Yusuf Ali, The meaning of Holy Al-Qur'an, (Maryland: Amma Publication, 1987), p. 70

DEDICATION

All praise to Allah for his abundant blessing to me, and from my deep heart and great love, this thesis is dedicated to :

1. My Father and Mother who always pray for my success and give me motivation and support to study hard until now.
2. My little brother Afriyanto who always support me to finished this thesis.
3. My beloved lecturers and almamater UIN Raden Intan Lampung which has contributed a lot for my development.

CURRICULUM VITAE

The researchers name is Ristika Damayanti. She was born on October 21th, 1999 in Sukoharjo. She is the first child of Mr. Karjono and Mrs. Darmiati. She also has a brother named Afriyanto.

She studied at the first time in Elementary School of SD N 1 Pandan Surat and graduated in 2011. She continued in Junior High School of MTS Sukaharjo and finished in 2014. Then She continued his study in Senior High School of SMAN 1 Sukoharjo and finished in 2017. In 2017, She entered of The State Islamic of University Raden Intan Lampung and took an English Education as her major.

Bandar Lampung, 13 February, 2023

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When finishing this thesis, the researcher has obtained so many helps or support, and many valuable things from various sides. Therefore, the researcher would sincerely thanks:

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CHAPTER I

INTRODUCTION

A. Title Confirmation

This thesis is entitled “An Analysis of Politeness Strategies Used by Simon Sinek in Ted Talk Show”. As an initial framework to make it easier to understand this thesis and avoid confusion for the reader, it is necessary to describe and limit the sentences in the writing in the hope of obtaining a clear picture.

Politeness is one of pragmatics studies. Pragmatics is the study of the relations between language and context that are basic to an account to understanding the language.² Pragmatics is distinct from grammar, which is the study of the internal structure of language. Politeness as a communication strategy where people consider several choices of different kinds, like what they want to say, how they say it, and with whom they are speaking, to make good communication. This strategy is very essential for people to be applied in a conversation since it has a great effect on building social relationships.

Simon Sinek is an author, speaker, founder, and visionary. He wrote the global bestseller “Start With Why” in 2009. His Ted Talk video about inspiring other people has become the third most-watched video of all time, with over 40 million views.

TED talks are media of communication that contain native speaker presentations with lots of themes and science that covered in short videos and can be accessed by phone or laptop and played in online or offline mode. From this, someone can improve his ability in speech acts by paying attention and assessing how to communicate well with other speech partner.

I chose a talk show for this research because of the interaction and way of communicating using language that is more relaxed and easy to understand. Talk shows can be used as audiovisual media in learning English, especially in learning politeness and authentic English. For this reason, researchers are interested in analyzing and paying attention to language politeness in the talk show as a data source in this study, namely Young People Need to Hear This by Simon Sinek in the TED (Technology, Entertainment, Design) talk show.

B. Background of The Problem

Speech Learning pragmatics is considered important in daily communication. It might be because pragmatics is closely related to humans' interactions. In human interaction, everyone tries to understand the intended meaning of the word said by the partner of speech and relates it to the context of the situation. Then, it might lessen the risk of misunderstandings that happen among the participants in the speech. However, knowing the intended meaning and context of the situation is not the only way to lessen the risk of misunderstanding in interaction. Another way to avoid misunderstandings that happen in interactions, especially within cultures, is by showing politeness or good manners toward others. That kind of politeness shown in a particular culture can reduce the interruption given in social interaction.

Based on Yule, “Pragmatics is the study of the relationships between linguistic forms and the users of those forms”³. It means that this subject is related to human being and context situation. Pragmatics itself

² Edi Subroto, *Pengantar Studi Semantik dan Pragmatic*, (Surakarta: Cakrawala Media, 2011), P.9

³ Yule, George. 1996. *Pragmatics*. Oxford: Oxford University Press.

is a part of a semiotics study where semiotic is one of some branches of marcolinguistic.⁴ Learning pragmatics might ease people's communication because they are able to know the intended meaning of somebody else's utterances, including the context. Pragmatics is related to humans' interactions. In his or her interactions with others, he or she has to pay attention to the social and cultural background. Sometimes, he or she has to respect each other in order to have a good interaction. To respect other people, everyone has to consider politeness. Therefore, politeness becomes one of the units to be studied in pragmatics.

In communicating or in speech acts, the element of politeness is an important aspect to be raised. Brown and Levinson stated that politeness is an action to prevent and deal with speech acts that threaten the image of oneself or the faces of others and ourselves (face-threatening acts). Politeness is useful for creating good relationships and communication in social interactions between speakers. Politeness is an aspect of interaction that is intended to generate respect for others. By bringing out an element of politeness in communication, people can further strengthen their social relationships and respect each other's self-image.

Humans have a way to communicate indirectly, namely by using language. Language has many types and forms, among others, in the form of conversation or speech. Mey and Jacob explain that pragmatics studies the use of language by humans as determined by the conditions of society⁵. It means the language used by people depending on the social conditions in which they live. According to Yule, speech acts are generally defined as "actions through speech"⁶. Speech not only contains grammar and word structures but also contains actions. The speech that we give, either directly or indirectly, is influenced by certain elements or aspects. One of them is politeness.

Politeness is used by people to ensure smooth communication and to build an equilibrium of relationships in society. Watts states that politeness instructs the interactants to produce a harmonious social interaction. If someone wants to have a good conversation, they should pay attention to the strategy of politeness. There are two types of faces: negative and positive.

According to Goffman, as cited in Holtgraves, face is defined as the positive social value a person effectively claims for himself during a particular contact⁷. Brown and Levinson suggest that everyone has two types of faces: negative and positive. When people communicate and interact with others, speakers and hearers want to maintain their positive and negative faces. On the other hand, sometimes faces cannot be simply maintained as what one interactional party wants. The speakers and hearers faces are usually threatened by one another to varying degrees. As a result, the speakers and the hearers do an act that damages the faces of others in opposition to their face-saving and desire. This act is called Face Threatening Acts (FTAs). Brown and Levinson define FTAs as "acts that run contrary to the wants of the hearers and/or the speaker". FTAs are usually done within verbal communication, through utterances, for instance. The actions that threats negatively face include requests, orders, reminding, advice, suggestions, and warnings. Then, the actions that might threaten a positive face are expressions of disapproval, criticism, contradiction, disagreement, and also bringing bad news to the hearer. Furthermore, there are several actions that threaten both positive and negative faces, namely complaints, interruptions, threats,

⁴ Muhassin, M. 2014. Telaah Linguistic Interdisipliner Dalam Makrolinguistik. E-Journal Tadris Bahasa Inggris.

⁵ Mey, Jacob.L. 2001. Pragmatics: An Introduction. London: Blackwell.

⁶ Yule, George. 1996. Pragmatics. Oxford: Oxford University Press.

⁷ Holtgraves, T. 2002. Language as Social Action: Social Psychology and Language Use. Mahwah: Lawrence Erlbaum Associates Inc.

and also strong expressions of emotion. There are several ways to convey FTA. It can be conveyed directly, more politely, or indirectly.

A talk show is a kind of show that shows the conversation between the host and the guests. The conversation in the talk show can be studied from a politeness strategy point of view. By observing politeness strategies in the talk show, people are able to learn how to interview or make good communication with others. There are many talk shows that indicate some politeness strategies in the conversation. One of the talk shows that indicates politeness strategies is TED (Technology, Entertainment, Design) talks.

TED talks are media that contain native speaker presentations with lots of themes and science covered in short videos that can be accessed by phone or laptop and played in online or offline mode. From this, someone can improve his ability in speech acts by paying attention and assessing how to communicate well with other speech partners. Conversation is at the root of how we communicate as humans. After listening to a TED talk show, you will most likely be blown away by how fluent speakers are at conveying their ideas. Listening to and paying attention to how experts convey their thoughts is a good resource for perfecting our inner-speaking skills about how to convey information to others in a concise and clear way. TED talks are full of knowledge to broaden one's inner perspective. Frank stated that TED talk shows are often delivered in sophisticated studios with trendy backdrops and follow a format that focuses learners on the presenter with limited, extremely purposeful visual aids..

This study was conducted to identify the politeness strategies that were applied in Simon Sinek's speech on the TED Talk show. It describes the politeness strategy used by Simon Sinek as a motivator in front of many people, so he must be able to convince and give advice to motivate his audiences. The researcher used video in a TED talk show with a presentation about "Young People Need to Hear This" that was presented by Simon Sinek. Simon Sinek is a writer, leadership teacher, professor at the University of Columbia, and inspiring speaker (motivator). Simon Sinek is also an instructor of strategic communications at Columbia University. The researcher chose Simon Sinek for this study because he uses language that is fluent, easy to understand, and uses many politeness strategies that the researcher can examine. In this presentation material, "Young People Need to Hear This," it conveys information on how to help learners learn to think, act, and approach difficult situations professionally and maturely.

Based on the problem and some facts above, the researcher interest to conducts research with the title "An Analysis of Politeness Strategies Used by Simon Sinek in TED Talk Show".

C. Focus and Sub Focus of the Research

In this study, researcher conducted research related to politeness strategies carried out by speakers. The focus of this research is the politeness strategies in Simon Sinek video TED talk show related to politeness strategies. Therefore, the sub focus of this research is the types of politeness strategies according to Brown and Levinson there are bald on record, positive politeness, negative politeness, and off record based on the conversational data on the video.

D. Formulation of the Problem

Based on the background of the research, the problem was formulated as follows :

1. What are the kinds of politeness strategies used by Simon Sinek in TED talk show?
2. What are the most politeness strategies used by Simon Sinek in TED talk show?

3. What are the function of politeness strategies used by Simon Sinek TED Talk Show?

E. Objective of the Research

Based on formulation of problem above, the objective of this research are:

1. To know the kinds of politeness strategies used by Simon Sinek in TED talk show
2. To know the most politeness strategies used by Simon Sinek in TED talk show
3. To know the function of politeness strategy used by Simon Sinek in TED talk show

F. Significance of the Research

1. Theoretical

- a. This research helps in learning pragmatics, especially politeness strategies proposed by Brown and Levinson.
- b. This research can enrich the previous research on politeness strategy and find out the types of speech acts in politeness strategies used in talk show.

2. Practically

a. For The Fifth Semester English Education Students at UIN Raden Intan Lampung

For The Fifth Semester Students at UIN Raden Intan Lampung, This research can help them who are struggling in the field of study linguistics on language especially in politeness. In addition, if students are able analyzing language politeness, students are also more have better language skills. Excellent language skills students need so that the desired academic targets can be achieved well. This research can encourage them to be more aware of using politeness comments in language. This helps them to be able of using appropriate English politeness utterances in social situations.

b. For English Teacher in Senior High School

For English Teacher especially in senior high school, it will be an ample opportunity the quality of teaching and learning process in the classrooms, especially using TED Taks video. The teacher can also use this research as example of material about expressing politeness. Use and violation of principles language politeness can be used by students to increase knowledge. Futurmore that students can find out the forms of use and violations politeness in language and can also be applied in conducting discussions. This research can encourage them to assess and evaluate not only the grammatical skill, but also the students skill in using politeness language in social situations.

c. For the next Researchers

For the next researcher, this research can provide sufficient information about language politeness and can be a reference for their research.

G. Relevance studies

The relevance studies are intended as a review that aims to avoid any similarities from previous research and also to review the results of previous research and will be used as a research reference. Some of the studies found and related to this research include:

First, the thesis was written by Suryanti Ediyani, who analyzed Politeness Principles and Politeness Strategies in *Pride and Prejudice* as retold by Joan Macintosh. Second, the research by Heri Ciptadi, who observed the Politeness Strategies Used in the Surat Pembaca Column in *Suara Merdeka*, *Jawa Post*, and *Jakarta Post* Both researchers discuss the importance of using a politeness strategy. The research was done by Widanti Septiyani, who analyzed the use of Brown and Levinson's politeness strategies by the main characters of the *Bride Wars* movie. Then, the research by Shobriyah Nikmah, who analyzed *The Influence of Using TED Talk Toward Students Listening Comprehension at Eleventh Grade of SMA Yadika Bandar Lampung in the Academic Year of 2020/2021*, and the research by Febriana, her research

was conducted in order to find out Politeness Strategies Used to Minimize FTAs (Face Threatening Acts) Performed by Male and Female Instagram Users. The objectives are analyzed using Brown and Levinson's theory of politeness strategy and FTAs (Face Threatening Acts).

The next research is in a journal from Rochmat Budi Santosa entitled Indirect Speech in Politeness Strategies and Islamic Ethics (A Case Study at IAIN Surakarta). The data were analyzed, and the indirect speech act may be arguably used in communication. There are many reasons for using the direct or indirect speech act. In Islamic values, the notions of politeness and brotherhood become a portrayal of Islamic relationships among people. An example of the real use of indirect speech in terms of politeness strategies can be taken from an academic context. This will give authentic samples of the way people communicate to achieve the goal of interaction. This paper focuses on the study of indirect utterances for the interaction among participants at the campus of the Islamic State Institute (IAIN) in Surakarta.

Again, it is also found a thesis A Pragmatic Analysis of Politeness Strategies Reflected in "Nanny McPhee" Movie by Mifta Hasmi (2013). This thesis analyzes the types of politeness strategies employed by the main characters in Nanny McPhee movie and analyzes the way politeness strategies are realized in the utterances employed by the main characters in Nanny McPhee movie. In analyzing data, Mifta Hasmi uses descriptive qualitative method. The data source was Nanny McPhee movie script and collected by note-taking technique the classified and analyzed. The result of this thesis shows that Positive Politeness has the highest frequency (46 out of 104) among other strategies, Bald-on Record (31), Negative politeness (15), and Off Record (12).

And the last a thesis which entitled Politeness Strategies Used by the Main Character in "Black Swan" Movie by Choirul Nasihin. Again, this thesis analyzes the utterances of main character (Nina) taken from the script of Black Swan movie. The result shows there are 78 utterances of Nina which contain politeness strategy. Positive politeness is the most frequently used by Nina for 47 times with the percentage 60%. The Second is Bald-on record for 12 times (15%), the third is Negative politeness for 10 times (13%), and followed by Off-record for 9 times (12%). Nina mostly used positive politeness to show cooperation and also to maintain her close relationship with the other characters.

H. Research Methodology

1. Research Design

In this research, the researcher used descriptive qualitative research because the data that has been analyzed are in the form of writing and speaking words rather than number. According to Rahi, qualitative research is an approach which is focused on fresh data collection depend on the problem⁸. It typically works on objectives and measures through research to describe and interpret the data. Qualitative research is an approach to collecting data on a particular topic in detail, such as when a single person represents the group feelings and emotions of a person as data. It is typically used by the interpretive.

Bogdan and Biklen state that qualitative research is descriptive, which means the collected data is in the form of words or pictures rather than numbers⁹. The object of the qualitative method is content analysis, which can be all sorts of recorded communication materials analyzed, such as text books, newspapers, web pages, transcripts of interviews, speeches, television programs, YouTube, advertisements, musical compositions, or other types of documents.

⁸ Rahi S. 2017. Research Design and Methods: A Systematic Review of Research Paradigm, Sampling Issues and Instrument Development. *Int J Econ Manag Sci* 6: 403. Doi: 10.4 172/2162-6359. 1000403

⁹ Bogdan, R. C. & Biklen, S. K. 1992. *Qualitative Research for Education: An Introduction to Theory and Methods*. Boston: Allyn and Bacon.

As descriptive research, this study aims to provide a complete and detailed explanation or description of the results, factually as it is, offering many ideas and concepts. Researchers analyzed indirect speech acts. Then the results of the data were analyzed descriptively. They describe phenomena such as words, sentences, and speech. In this study, the researcher analyzed politeness strategies in indirect speech acts used by the host. The phenomenon is about how people use politeness strategies and indirect speech acts to communicate through this talk show. Explicitly, researchers conduct research on politeness strategies used by hosts in giving comments or asking and giving statements in this talk show.

2. Data Source

Rahardi, differentiates the data source into two categories, primary data and secondary data¹⁰. Primary data is the data gained directly from the source meanwhile secondary data is the one gained indirectly.

1. Primary Data

The primary data of this research is data of this study from the utterances of the Simon Sinek in TED talk show, September 15th, 2017. The writer gets those data from the internet, www.youtube.com, as the source of the data.

2. Secondary Data

Secondary data are any data would be obtained from other source. In this research the secondary data were from e-book, e-journal, and some previous research that discussed about the Politeness Strategies. The researcher also browsed the internet and open websites to search any information needed

3. Data Collecting

The aim of the research is to get data. The data are the important tools in the research, which are in the form of phenomena in the field and numbers. From the data, the researcher will know the result of the research. Collecting the data must be relevant to the problem of research. The data in this research is in the form of descriptive qualitative data and uses qualitative data procedures for the data analysis. Ary said there are three methods that are used in qualitative research to collect data. They are an interview, observation, and document or artifact analysis. This research was collected in the form of written documents to understand the phenomenon. Documentation is used in scientific research to collect data. In this research, we used the Simon Sinek TED Talk Show script as a written document.

The research collected the data through three steps. In collecting the data, the researcher found the transcript of the speech on the internet. Furthermore, a researcher does several steps to get a thick description of the data, such as watching the video and listening carefully, re-watching the video more than twice, and reading the transcript. To ensure the validity of the data, the researcher rechecked the utterances spoken by the speaker and analyzed everything that the speaker did during the speech. Then, finally, the researcher determines the utterances that may contain politeness strategies.

4. Data Analysis

Data analysis is an important step in every research project. According to Lodico et al., in all qualitative research, data analysis and interpretation are continuous throughout the study, so that insights gained in initial data analysis can guide future data collection.¹¹ In addition according to Ary, a qualitative researcher must organize and categorize or code the large mass of data so that they can be described and

¹⁰ Rahardi, Kunjana. 2001. *Sosiolinguistik, Kode dan Alih Kode*. Yogyakarta: Pustaka Pelajar Offset.

¹¹ Lodico, Marguerite G. et. al. *Methods in Educational Research: From Theory to Practice*. (USA: A Wiley Imprint, 2006).

interpreted¹². He also explain that the data analysis in qualitative research is a time-consuming and difficult process because typically the researcher faces massive amounts of field notes, interview transcripts, audio recordings, video data, reflections, or information from documents, all of which must be examined and interpreted.

According to Miles and Huberman, analysis can be define as consisting as three current flows of activity that is : data reduction, data display, and conclusion drawing/verification.¹³

In this research, the researcher used Miles and Huberman's theory in analyzing the data, so there are three steps to do, they are:

1) Data Reduction

Data reduction became the first step in analyzing the data in this research. According to Miles, data reduction refers to the process of selecting, focusing, simplifying, abstracting, and transforming the data into a written field note or transcript. In this research, the data was in the form of a transcript and a video of each Simon Sinek speech on the TED Talk Show. Based on Miles theory, in this step, the researcher first analyzes the data by watching the video, listening carefully, and checking the data by reading the transcription to see the context. Next, the researcher selects the sentences that contain the politeness strategies to be analyzed. After that, the researcher categorized the data based on the types of politeness strategies based on Brown and Levinson's theory: bald-on-record, positive politeness, negative politeness, and off-record. The researcher also took some notes related to the theory and politeness strategy found in the transcription of each Simon Sinek speech in the TED Talk Show and also made summaries to make it easier to analyze the data and continue the next steps.

2) Data Display

The second step is data display. According to Miles, generally, a display is an organized, compressed assembly of information that permits conclusion drawing and action. In this step, the researcher showed or displayed the data that contained the politeness strategy, not only generally but specifically and clearly. The researcher showed which sentences contain politeness strategy, what categories of politeness strategy are in those sentences, why it is categorized as its category of politeness strategy, and then extracted the meaning of the politeness strategy found in Simon Sinek's speech in the TED talk show.

3) Conclusion Drawing

After finishing data reduction and data display, the last step to analyze the data in this research was drawing conclusions. According to Miles, a final conclusion may not appear until data collection is over, depending on the size of the corpus of field notes and the coding, storage, and retrieval methods of the funding agency, but they often have been prefigured from the beginning, even when a researcher claims to have been proceeding inductively. In this step, the researcher concludes the result of the research based on the research problems and theories that are used.

5. Truthworthiness of Data

The validity of the data is needed in qualitative research. The use of validity in qualitative research is defined as the degree of confidence in the data from the study conducted by the researcher, and it can help the researcher check the data analysis in order to reduce the researcher's biases and prejudices. In this research, the researcher will apply the triangulation technique to support the validity of the data.

¹² *Op.Cit*, p. 435.

¹³ Miles, Mathew B., dan A. Michael Huberman. *Qualitative Data Analysis*. (London: Sage Publications, 2014), p.134.

Triangulation is a technique that utilizes data validity by checking someone else's.¹⁴ According to Martens, triangulation includes checking information that has been collected from different sources or methods for consistency of evidence across sources of data. For example, multiple methods such as interviews, observation, and documentation can be used, and information can be sought from multiple sources using the same method.¹⁵

To triangulate the data, Miles and Huberman divided the method into four types. Below is the explanation about the four types of triangulation:

1. Triangulation the Data Source

The triangulation of data source can be done by using some data resources with different situations and circumstances such as the data that taken from the different people, time or different places.

2. Methodological Triangulation

The methodological triangulation can be done by using the finding from the research that using the different method

3. Research or Investigator Triangulation

This type of triangulation can be done by engaging some different researchers to analysis the data

4. Theoretical Triangulation

This last types is done by using some theories related to the research in analyzing the data. Example: journal, article, book, expert of literature, etc.¹⁶

Based on the explanation above, triangulation is the way to check the validity of the data and give a proof of its validity. In this study, the researcher used the type of triangulation data to check the validity of the data. The source of data referred to the verbal and visual modes and the relationship among the modes in the ELT video. In checking the data, the researcher asked an expert to check the data that had been collected by the researcher. Its purpose is to lessen researcher bias or prejudice.

I. Systematic Discussion

To obtain a complete and integrated conclusion, the systematic preparation of the discussion in this study as a whole which consists of several chapters and each chapter consists of several sub-chapters the following:

CHAPTER I Introduction, is the first chapter of the discussion at it contains an explanation of the Title Affirmation, Background of the Problem, Focus and Sub Focus of the Research, Formulation of the Problem, Objective of the Research, Significance of the Research, Relevance Studies, Research Method, Systematic Discussion.

CHAPTER II Literature Review, is a discussion chapter on theoretical studies that aims to analyzed research, which includes an explanation of Pragmatic analysis theory and theory of Politeness Strategies by Brown and Levinson, discusses the definition of Indirect Speech Act, and Talk Show.

CHAPTER III a description of the research object, the chapter that discusses the general description of the object and the presentation of the facts and research data.

CHAPTER IV are data presentation and discussion which contain a descriptive analysis of the research from video recording and analyzing data related to the theory.

CHAPTER V is the closure which contains the conclusions and the suggestions, for the attachment, there are appendixes and references.

¹⁴M. Djunaidi Ghony and Fauzan Almanshur, *Metodologi Penelitian Kualitatif* (Yogyakarta:Ar-Ruzz Media, 2009, p.322

¹⁵Donna M. Mertens, *Research and Evaluation in Education and Psychology* (3th ed) (United States of Amerika: SAGE Publication Inc, 2010) p. 258

¹⁶Matthew B. Miles and A. Michael Huberman. *Qualitative Data Analysis* (Sage Publication Inc. @ 1994), p.267

CHAPTER II REVIEW OF LITERATURE

A. Pragmatic

Pragmatics is the branch of linguistics that examines language from the speaker's perspective and depends on the context of the utterance. Pragmatics is the study of contextual meaning. It is related to humans' interactions. In interaction with others, people have to respect each other in order to have a good interaction. To respect others, people have to consider politeness. Therefore, politeness becomes one of the units to be studied in pragmatics.

Levinson defines pragmatics as the study of language use, that is, the study of the relation between language and context, which is basic to an account of language understanding and involves the making of inferences that will connect what is said to what is mutually assumed or what has been said before¹⁷. Pragmatics can also solve the problem between the speaker and the hearer, especially the problem of point of view.

According to Yule, pragmatics is the study of contextual meaning; consequently, it has more to do with the analysis of what people mean by their utterances than what the words or phrases in those utterances might mean by themselves¹⁸. Pragmatics is the study of speaker meaning. This type of study necessarily involves the interpretation of what people mean in a particular context and how the context influences what is said. It requires consideration of how speakers organize what they want to say.

In addition, Horn and Ward define pragmatics as the study of those context-dependent aspects of meaning that are systematically abstracted away from the construction of content or logical form¹⁹.

Furthermore, Bublitz in Schauer defines pragmatics as the study of communication principles to which people adhere when they interact rationally and efficiently in social contexts. Speakers and writers follow these principles to imply additional meaning to a sentence, and hearers and readers follow these principles to infer the possible meaning of an utterance out of all available options in a given context²⁰.

Pragmatics is the study of contextual meaning. This approach also necessarily explores how listeners can make inferences about what is said in order to arrive at an interpretation of the speaker's intended meaning. This type of study explores how a great deal of what is unsaid is recognized as part of what is communicated. We might say it has an invisible meaning.

Pragmatics deals with the study of the ability of natural language speaking to communicate the purpose of communication. With the different terms, Thomas defines pragmatics as meaning in interaction. Meaning in interaction is not something that is inherent in the words alone, nor is it produced by the speaker or hearer alone; it relates to the context and meaning potential of an utterance. Thomas definition was later developed by Yule, who divided the definition of pragmatics.

The conclusion from all the definitions of pragmatics above is that pragmatics is the study of contextual meaning and also necessarily explores how listeners can make inferences about what is said in

¹⁷ Levinson, S. C. 1983. *Pragmatics*. Cambridge: Cambridge University Press.

¹⁸ Yule, George. 1996. *Pragmatics*. Oxford: Oxford University Press.

¹⁹ Horn, Laurence R. Ward, Gregory. 2006. *The Handbook of Pragmatics: Blackwell Handbooks in Linguistics*: Blackwell Publishing.

²⁰ Schauer, G. A. 2009. *Interlanguage Pragmatics Development: The Study Abroad Context*. New York: Continuum International Publishing Group.

order to arrive at an interpretation of the speaker's intended meaning. This type of study explores how a great deal of what is unsaid is recognized as part of what is communicated. We might say it has an invisible meaning. Pragmatics is the study of how more is communicated than is said.

1. Pragmatics is the study of speaker meaning

People do not always say what they mean to say. They mean much more than their words actually say. Pragmatics deals with the study of meaning uttered by the speaker and interpreted by the listener. Thus, it analyzed the meaning behind what people say rather than what the words might mean by themselves.

2. Pragmatics is the study of contextual meaning

In saying something, people also consider to whom they are talking to, where, when, and under what circumstances. It is because a particular context may influence what is said by the speaker.

3. Pragmatics is the study of how more gets communicated than what it said

In order words, pragmatics is the study of “invisible meaning”, it explores how a great deal of what is unsaid is recognized as part of what is communicated.

4. Pragmatics is the study of expression of relative distance

People will not say anything to anyone whom they don't recognize well. Therefore, closeness whether it physical, social or conceptual, implies shared experience.

B. Politeness

One of the language phenomena for communication is politeness. It is one of the linguistic studies that concerns social interaction in communication to avoid misunderstandings. In communication, politeness is an important aspect of creating better communication between speakers and opponents. Brown and Levinson suggested that the reason people choose to be polite is that they are concerned about maintaining two different types of faces²¹, there are :

- a. Positive face : the want of every member that his wants be desirable to at least some others.
- b. Negative face : the want of every ‘competent adult member’ that his actions be unimpeded by others²².

Face something that is emotionally invested, that can be lost, maintained, or enhanced, and that must be constantly attended to in interaction. In general, people cooperate (and assume each other's cooperation) in maintaining face in interaction, such cooperation being based on the mutual vulnerability of face.

Based on Grundy, politeness takes up the case of the relationship between something said and the hearer's judgment and responds to the speaker²³. This idea is not different from Yule, if politeness has a function to give respect with show the awareness for another person's face when respond with people

²¹ Brown and Levinson in Zeydan K. Omar and Sura Abdul Wahid, “A Pragmatic Analysis of Impoliteness in Some of Harold Pinter's Plays”.

²² Brown, P. & Levinson, S. 1987. *Politeness: Some Universal in Language Usage*. Cambridge: Cambridge University Press.

²³ Grundy, Peter. 2000. *Doing Pragmatics*. New York: Oxford University Press.

who has distance each other²⁴. Brown and Levinson cited from Ika Nurfaida Politeness are influenced by power, social distance, and ranking of imposition²⁵.

According to Yule, it is possible to treat politeness as a fixed concept, as in the idea of polite social behavior or etiquette, within culture. Based on that statement, we can see that politeness is a concept of interaction and social senses that includes 'emotion' that is used to show the self-image of a person²⁶.

Holmes also states that politeness is general speaking that involves taking account of feelings of other; a polite person makes others feel comfortable²⁷. Meanwhile, the definition of politeness according to Brown and Levinson is mentioned as follows: Given these assumptions about the universality of face and rationality, it is intuitively the case that certain kinds of acts, by their nature, run contrary to the wants of the addressee and of the speaker. By 'act' we have in mind what is intended to be done by a verbal or non-verbal communication, just as one more 'speech act' can be assigned to an utterance²⁸.

Everyday usage The term politeness describes behavior that 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. I will be using a broader definition of politeness. In this writing, politeness will be used to refer to behavior that actively expresses positive concern for others as well as non-imposing, distancing behavior. In other words, politeness may take the form of an expression of good will or friendship, as well as the more familiar nonintrusive behavior that is labeled polite in everyday usage.

This broader definition derives from the work of Goffman, Brown, and Levinson, who describe politeness as showing concern for people's faces. The term 'face' is a technical term in this approach. While it is based on the everyday usages 'losing faces' and 'saving faces', it goes further in treating almost every action (including utterance) as a potential threat to someone's face.

Every human has face needs or basic wants, and people generally cooperate in maintaining each other's faces and partially satisfying each other's face needs. Politeness involves showing concern for two different kinds of face needs: first, negative face needs, or the need not to be imposed upon, and secondly, positive face needs, or the need to be liked and admired. Behavior that avoids imposing on others (or threatening their face) is described as evidence of negative politeness; sociable behavior that expresses warmth towards an address is positive politeness behavior. According to this approach, any utterance that could be interpreted as making a demand or intruding on another person's autonomy can be regarded as a potential face-threatening act. Even suggestions, advice, and requests can be regarded as face-threatening acts since they potentially impede the other person's freedom of action.

To choose what politeness strategies should be used in conversation, politeness must be considered in the situation, whether it is formal or informal. Politeness is the expression of the speaker's intention to mitigate face threats carried by certain face-threatening acts towards another. Politeness consists of attempting to save face from face. Politeness theory states that some speech acts threaten others face needs. Politeness theory was created in 1987 by "Penelope Brown and Stephen Levinson," and their research has since expanded academia's perception of politeness.

²⁴ Yule, George. 1996. *Pragmatics*. Oxford: Oxford University Press.

²⁵ Nurfaida, Ika. 2016. Analysis of Politeness Communication in Instagram: Study of Language Use in Social Media. *Journal Proceedings of International Conference on Language, Literary and Cultural Studies (ICON LATERALS)*.

²⁶ Yule, George. 1996. *Pragmatics*. Oxford: Oxford University Press.

²⁷ Holmes, Janet. 2001. *An Introduction to Linguistics*. Edinburgh: Longman.

²⁸ Brown, P. & Levinson, S. 1987. *Politeness: Some Universal in Language Usage*. Cambridge: Cambridge University Press.

Politeness refers to behavior that actively expresses positive concern for others, as well as non-imposing, distancing behavior. Based on Holmes In other words, politeness may take the form of an expression of good will or friendship, as well as the more familiar non-intrusive behavior labeled “polite” in everyday usage²⁹. In its simplest terms, politeness consists of this recognition of the listener and his or her rights in the situation.

Being polite is a complicated business in any language. Being polite means expressing respect for the person the speaker-writer is talking to and avoiding offending them. It is difficult because it involves understanding not just the language but also the social and cultural values of the community. According to Holmes, people often do not appreciate just how complicated it is because people tend to think of politeness simply as a matter of saying “please” and “thank you” in the right place³⁰. In fact, it involves a great deal more than the superficial politeness routines that parents explicitly teach their children. Take the word “please,” for example. Children are told to say “please” when they are making requests as a way of expressing themselves politely. However, adults use “please” far less than one might suppose, and when they do, it often has the effect of making a directive sound less polite and more certainly.

Based on the definition of the term ‘politeness’ given by some authors, we can draw the conclusion that politeness describes behavior that is somewhat formal and distancing, where the intention is not to intrude or impose. Politeness, in an interaction, can be defined as the means employed to show awareness of another person’s face. In this sense, politeness can be accomplished in situations of social distance or closeness.

C. Politeness Strategies

According to Brown and Levinson’s Politeness Strategies, in any society, there are several rules and principles that regulate how people speak and behave. Brown and Levinson offer a descriptive analysis of strategies used by the participants to maintain their respective faces in social interaction. Brown and Levinson divided human politeness behavior into four strategies: balanced on-record, positive politeness, negative politeness, and off-record (indirect) strategy. This theory will enable a thorough analysis of the character dialogue and find out how the characters use politeness strategies when they are speaking.

There are a few differences between politeness and politeness strategy. Politeness is a broader sociocultural concept that refers to the social norms, customs, and behaviors associated with showing respect, consideration, and civility in interactions with others and encompasses the general principles of being courteous, avoiding rudeness, and maintaining harmonious social relationships. Politeness can vary across cultures and social contexts, as what is considered polite in one culture may differ from another.

Politeness strategies are specific linguistic or communicative techniques that individuals use within the framework of politeness to manage and mitigate potential face-threatening acts or situations. These strategies are practical tools employed to maintain politeness in communication while addressing various social needs and demands. Politeness strategies include actions like making indirect requests, using mitigating language, offering compliments, or using humor to diffuse tension. These strategies are often employed consciously or unconsciously to navigate social interactions effectively.

In summary, politeness is the overarching concept of adhering to social norms and behaviors associated with respect and courtesy, while politeness strategies are the specific communication

²⁹ Holmes, J. 1996. *Women, Men, and Politeness*. London: Longman.

³⁰ Holmes, Janet. 1992. *An Introduction to Sociolinguistics*. New York: Longman Publishing.

techniques used to uphold politeness in various situations, especially when face-threatening acts need to be managed.

1. Bald on-Record

Bald on record strategy is a to-the-point concept. It means that the speaker tells or does explicitly and directly what he or she wants for the hearer. According to Brown and Levinson, bald on record deals with Grice's maxims, which reveal that to get the maximum advantage in communication, people should consider quality, quantity, relevance, and also manner. It means that people should tell the truth, not say something less or more than is required, be relevant to the topic discussed, and avoid ambiguity. It is the best way to avoid misunderstandings, yet it has the greatest risk of threatening the hearer's face.

2. Positive Politeness

Positive politeness confirms that the relationships of both speakers and hearers are friendly, expressing group reciprocity to minimize the distance among them. Brown and Levinson state that strategy attempts to attend to the hearers interests, needs, wants, and good. Positive politeness addresses the positive wants of the interaction or desire for connection. In Brown and Levinson's view, positive politeness is assumed to be less polite than negative politeness. The important function of positive politeness is to share some degree of familiarity with the hearer. It can be considered the code or language of intimacy. This can be accomplished in various ways, for example, through the use of jokes and familiar terms of address.

The following are the sub strategies of positive politeness strategy

a. Strategy 1 : Notice, attend to hearer (her or his interest, wants, needs, goods)

This concept of this strategy is that speaker could satisfy hearer's positive face by noticing hearer's interest, wants, needs or goods. It can be illustrated by asking hearer's wants and needs, talking about his interest and praise his goods.

b. Strategy 2 : Exaggerate (interest, approval, sympathy, with hearer)

This strategy can be conducted if speaker shows his interest, approval or any sympathy towards hearer. It is often used with overstated intonation and stress.

c. Strategy 3 : Intensify interest to a hearer

In conducting this strategy, speaker may stress the interest and good attention to hearer. In this case, speakers can express his good intention dramatically and give good response to hearer in order to create a good story in the conversation.

d. Strategy 4 : Use in-group identity markers

This strategy concerns with the use of address form, in-group language or dialect, jargon, slang, contraction and ellipsis. Address form used by both speaker and hearer show their relationship whether it is close or not. The use of in-group language involves the phenomenon of code-switching from one language or dialect to another language or dialect. In addition, if both speaker and hearer use the same in-group language, it proves that they are in the same group. Moreover, the use of jargon and slang shows that speaker and hearer have the same knowledge of any particular object, for instance, brand names. The last, contraction and ellipsis in the utterances show that both speaker and hearer have the same knowledge, then they do not need to use long utterance.

e. Strategy 5 : Seek agreement

This strategy can be done if speaker use safe topic and repetition. In this case, speaker can talk about the topic believed to be right by hearer. The more speaker knows about hearer the more he can make a safe topic. Moreover, agreement can also be emphasized by repetition. Speaker can repeat a part of the whole of the hearer's utterance. This strategy shows that speakers wants to satisfy hearer's positive face which wants to be approved.

f. Strategy 6 : Avoid disagreement

There are three ways to avoid disagreement namely token agreement, white lies and hedging opinions. Those actions are the way to pretend to agree or to hide disagreement in order to avoid face-damaging of hearer.

g. Strategy 7 : Presuppose/raise/assert common ground

This strategy deals with gossip and small talk. Gossip and small talk indicate that speaker might know something about hearer. It represents kind of friendship and interest so that it might minimize the imposition given to hearer. The next strategy is presupposition manipulation. In this case, speaker can use presupposition manipulation of hearer's wants, presupposition of speaker-hearer's familiarity and the presupposition of hearer's knowledge. By presupposing the things about hearer, then the speaker might raise their common ground.

h. Strategy 8 : Joke

Jokes represent the basic strategy of positive politeness because jokes stress the shared knowledge among participants of speech. Jokes may minimize the FTA.

i. Strategy 9 : Assert the speaker's knowledge and concern for the hearer's desire

To conduct this strategy, speaker ought to raise his knowledge of hearer and focus on keeping hearer's wants.

j. Strategy 10 : Offer, promise

Offer and promise are two things which represent that speaker tries to cooperate with hearer. By doing these things, speaker could show his good intention towards hearer. These are good ways to satisfy hearer's positive face.

k. Strategy 11 : Be optimistic

In conducting this strategy, speakers assumes that hearer wants to fulfill his wants. In addition, both speaker and hearer have to cooperate each other because it will represent their mutual interest and approval.

l. Strategy 12 : Include both speaker and hearer in the activity

This strategy is generally conducted by asserting inclusive 'we' form. An inclusive 'we' form might decrease the FTA towards hearer.

m. Strategy 13 : Give or ask for reason

By conducting this strategy, hearer might know speaker's hope for him. It also may imply 'I can help you' or 'you can help me' and it shows their cooperation.

n. Strategy 14 : Assume or assert reciprocity

The cooperation between speaker and hearer could be seen if they show any reciprocity or feedback between them.

o. Strategy 15 : Give gifts to hearer (good, sympathy, understanding, cooperative)

To conduct thus strategy, speaker should give some gifts to satisfy the hearer. The gifts can be good, sympathy, understanding, and cooperative. Every person basically loves to be like, care about, listen and understood. That is why this strategy might be useful.

3. Negative Politeness

Negative politeness also recognizes the hearer's face. However, it also admits that the speaker is, in a way, imposing on the hearer. This is the most common and linguistically diverse strategy. Negatively polite constructions contain a negative face by demonstrating distance and wariness. A negative face represents the desire of every action to get freedom from impingement. Negative politeness is recessive action addressed to the addressee's negative face: his desire to have his freedom of action unhindered and his attention unimpeded. Based on these explanations, it can be seen that a negative politeness strategy is an action to prevent or minimize the threat to the hearer's negative face when the speaker wants something from the addressee, so the addressee's freedom and the speaker's desire will be overwhelmed or distracted. Such as positive politeness, negative politeness has also some strategies. There are ten strategies based on the Brown and Levinson idea³¹, they are:

a. Strategy 1 : Be conventionally indirect

In representing this strategy, the speaker ought to be indirect to minimize the imposition towards hearers. In this case, speaker should modify the direct utterance with particular words and hedges so that the utterance may not appear to be exactly direct.

b. Strategy 2 : Question, hedge

Question is necessary in conducting 'do not assume' strategy, because the speaker can ask question to the hearer instead of assuming by himself. Hedge is also necessary because it could modify the force in the utterance. Hedge can be encoded in particles of language, for instance 'really'. It also can be addressed to politeness strategy such as 'to be honest' and 'I hate to say this, but...'.

c. Strategy 3 : Be pessimistic

To indicate this strategy, the speaker needs to express kind of doubt explicitly. Expressing doubt may imply that speaker does not know whether hearer can fulfill his desire or not. Then, speaker does not appear to force hearer to do the FTA.

d. Strategy 4 : Minimize the degree of imposition

Strong imposition might damage hearer's face either negative or positive. Then, in a conversation, the speaker ought to consider the social factor as distance and power. By considering the factor, speaker can manage the weightiness of the imposition so that hearer might accept the imposition well.

³¹ Brown, P. & Levinson, S. 1987. *Politeness: Some Universal in Language Usage*. Cambridge: Cambridge University Press.

e. Strategy 5 : Give deference

There are two ways to convey giving deference strategy. First, speaker tends to be humble. Second, speaker treats hearer as superior. In this case, speaker realizes that he is not in the position where he can force the hearer. It is a kind of mutual respect among participants of speech.

f. Strategy 6 : Apologize

Asking for apologize may minimize imposition towards hearer's negative face. In conducting this strategy, speaker could admit the impingement, show his reluctance and beg forgiveness to the hearer upon the FTA given.

g. Strategy 7 : Impersonalize speaker and hearer

The basic concept of this strategy is avoiding reference to the person that involves in FTA. Speaker should avoid inclusive 'I' and 'you' in the conversation because it may indicate a little imposition.

h. Strategy 8 : State the FTA as a general rule

Stating the FTA as general rule in the conversation is a safe way to minimize the imposition. Speaker can reveal the FTA as a social rule or obligation that has to be done by hearer. Then, speaker does not seem to impose hearer.

i. Strategy 9 : Nominalize

The strategy of nominalize deals with the degree of formality. To conduct this strategy, speaker can replace or nominalize the subject, predicate, object, or even complement to make the sentence gets more formal.

j. Strategy 10 : Go on record as incurring a debt or as not indebted hearer

In this strategy, speaker generally imposes heavily on hearer by going on record. The speaker can also claim a debt explicitly as a redress or feedback of the FTA.

4. Off Record

The final politeness strategy outlined by Brown and Levinson is the off-record strategy. This strategy uses indirect language and removes the speaker from the potential to be imposing. According to Bousfield, "off-recording (indirect) takes some of the pressure off of the speaker. Its utterances are indirect uses of language, whose precise meaning has to be interpreted. The FTA performs off-record, typically through the deployment of an indirect illocutionary act that has more than one interpretation and, thus, allows for plausible deniability on the part of the speaker if the intended recipient takes offense at the threat inherent in the utterance".

Based on Brown and Levinson, this strategy is generally done through indirect speech acts, so the context and speech situation are important elements in understanding this politeness strategy. This strategy is used when the main purpose is to take some of the pressure off the speaker-writer. In this situation, the speaker-writer is removing himself or herself from any imposition, whatever.

The application of this theory will depend on how a speaker-writer addresses the other speaker or the listener-reader and how it is performed, whether it is off-record or on-record. In English, people tend to

use formal speech to address strangers and people of higher status. Meanwhile, Tillitt and Bruder state that informal speech is used to talk with family, friends, and colleagues³².

According to Brown and Levinson, off-record strategy is defined as a communicative act that is done in such a way that it is not possible to attribute one clear communicative intention to the act. Off-record utterances are important in the indirect use of language. For example, if somebody says, “Damn, I’m out of cash; I forgot to go to the bank today”, the hidden meaning of the utterances can be that the speaker wants the hearer to lend him or her some money. Off-record (indirect) strategies include metaphor and irony, rhetorical questions, understatement, tautologies, and all kinds of hints as to what a speaker wants or means to communicate without doing so directly. Brown and Levinson divided the Off record into 15 strategies; they are:

1. Give Hints

If speaker says something that is not explicitly relevant, he invites hearer to search for an interpretation of the possible relevance. The basic mechanism here is a violation of the Maxim of Relevance. It is accomplished by hints that consists in ‘raising the issue of some desired act A, for instance, by stating motives or reasons for doing A. For example: It’s cold in here (it means shut the window).

2. Give Association Clues

A related kind of implicature triggered by relevance violations is provided by mentioning something associated with the act required of the hearer, either by precedent in the speaker and hearer’s experience or by mutual knowledge, irrespective of their interactional experience. For example, Oh God, I’ve got a headache again, may be used to convey a request for an aspirin if S and H mutually know that they both have an association between S having a headache and S wanting H to give him an aspirin in order to swim off his headache.

3. Presuppose

An utterance of this strategy can be almost wholly relevant in context, and yet violate the Relevance Maxim just at the level of its presuppositions. For example: I washed the car again today. He supposes that he has done it before and therefore may implicate a criticism. The use of again forces H to search for the relevance of the presupposed prior event.

4. Understate

Understatements are one way of generating implicatures by saying less than required. Typical ways of constructing understatement are to choose a point on a scalar predicate (e.g., tall, good, nice) that is well below the point that actually describes the state of affairs, or to hedge a higher point that will implicate the lower actual state of affairs. For example: What a marvelous place you have here. B: Oh, I don’t know; it’s a place.

5. Overstate

If S says more than is necessary, thus violating the Quantity Maxim in another way, he may also convey implicatures. S may do this by using the inverse of the understatement principle by exaggerating or choosing a point on a scale that is higher than the actual state of affairs. However, the implications often lie far beyond what is said. For example: I tried to call a hundred times, but there was never any answer.

³² Tillitt, Bruce and Mary Newton Bruder. 1985. *Speaking Naturally: Communication Skills in American English*. Cambridge: Cambridge University Press.

6. Use Tautologies

A method of generating inferences from violations of the quantity maxim is to utter patent and necessary truths. By uttering a tautology, S encourages H to look for an informative interpretation of the non-informative utterance. For example, if I won't give it, I won't. (c.i., I mean it!)

7. Use Contradictions

Contradictions, as well as the ironies, metaphor, and rhetorical questions involve violations of the Quality Maxim. This may be done by stating two things that contradict each other. S makes it appear that he cannot be telling the truth. He thus encourages H to look for an interpretation that reconciles the two contradictory propositions. For example: A: Are you upset about that? B: Well, I am and I'm not.

8. Be Ironic

By saying the opposite of what he means, S can indirectly convey his intended meaning if there are clues that his intended meaning is being conveyed indirectly. Such clues may be prosodic (e.g., nasality), kinesic (e.g., a smirk), or simply contextual, such as John being a real genius. (after John has just done twenty stupid things in a row).

9. Use Metaphor

The use of metaphor is perhaps usually on record, but there is a possibility that exactly which of the connotations of the metaphor S intends may be off record. For example: Harry's real fish (c.i. He drinks/swims/is slimy like a fish).

10. Use rhetorical questions

This strategy can be accomplished by asking a question with no intention of obtaining an answer in order to break sincerity condition on questions, that S wants H to provide him with the indicated information. For example: How many times do I have to tell you...? (c.i too many)

11. Be Ambiguous

Purposeful ambiguity may be achieved through metaphor, since it is not always clear exactly which of the connotations of a metaphor are intended to be invoked. For instance, John's a pretty smooth cookie.

12. Be Vague

S may go off record with an FTA by being vague about who the object of the FTA is, or what the offence is. For example: I'm going to you-know-where.

13. Over-generalize

Rule instantiation may leave the object of the FTA vaguely off record. For example: Mature people sometimes help do the dishes. The use of proverbs can also be done though their implicatures may be conventionalized to the extent of being on record. For example: People who live in glass houses shouldn't throw stones.

14. Displace H

S may go off record as to who the target for his FTA is, or he may pretend to address the FTA to someone whom it wouldn't threaten, and hope that the real target will see that the FTA is aimed at him.

15. Be Incomplete, use ellipsis

Elliptical utterances are legitimated by various conversational contexts in answer to questions. But they are also warranted in FTAs. By leaving an FTA half undone, S can leave the implicature 'hanging in the air' just as with rhetorical questions. For example: Well, I didn't see you...

D. Function of Politeness Strategy

Politeness strategies in communication are techniques used to maintain social harmony and show respect in interaction. One prominent expert in this field is Penelope Brown and Stephen Levinson, who developed the politeness theory. According to their theory, politeness serve several function³³, there are:

1. Bald On-Record

This is when the speakers uses direct and unambiguous language, without politeness strategy. It is often used in situational where there is a high degree udah social intimacy and where the listener's face is not threatened.

2. Positive Politeness

This involve strategies that emphasize frindliness, solidarity, and intimacy. It aims to make the listener feel valued and respected. Brown and Levinson mention that positive politeness strartegies can include using humor, compliments, and expression of solidarity.

3. Negative Politeness

This is used to minimize threats to the listener's face, or face-esteem. It involves strategies that shows deferances, restraint, and respect to the listener authonomy. Example include using indirect language or hedging statements.

4. Off-Record

This involves inddirect strategies that allow the speaker to adresses a potentially face-threatening acts without directly imposing on the listener's face. For example Hinting at the request rather than making the direct demand.

In conclusion, these functions help people navigate various social conctects and mainting positive relationships in their interaction. In the view of Brown and Levinson, politeness strategies also serve several functions in communication, there are:

1. Face Saving

Politeness strategies help individual save face, preserving their own and others' dignity and self-esteem in social interactions.

2. Social Harmony

They contribut to the smooth functioning of social interaction and relationships by demonstrating respect and consideration.

3. Conflict Avoidance

Politeness strategies can prevent conflicts by allowing individuals to communicate sensitive or potentially offensive information tactfully.

4. Conveying Respect

They show respect for others, acknowledging their autonomy, opinions, and feelings, which fosters goodwill.

5. Negotiation of Request

Politeness makes request more acceptable and less demanding, increasing the likelihood of a positive response.

6. Curtural Sensitivity

Understanding and using appropriate politeness strategies are essential for effective cross-cultural communication.

³³ Brown, Penelope and Stephen C. Levinson. 1987. *Politeness. Some Universal in Language Usage*. Cambridge: Cambridge University Press

7. Establishing Social Roles

Politeness help establish and reinforce social roles and hierarchies, showing deference or solidarity.

8. Maintaining Professionalism

It is crucial in professional setting for maintaining a respectful and harmonious work environment.

9. Expressing Friendliness

Politeness can convey friendliness, warmth, and approachability, fostering positive relationships.

10. Adapting to Context

Politeness strategies are adaptable to different social contexts and relationships, allowing individuals to navigate various situation appropriately

From the explanation above, these functions illustrate the importance of politeness strategies in effective communication and building and maintaining positive social relationships.

E. Talk Show

A talk show is a program that is on television or radio. In accordance with the name, the show of people in the talk show features chatter from the speaker, guided by the presenter. A person or group of people can gather together and discuss various topics that can be packaged casually or seriously, guided by a moderator. A talk show usually presents guests according to the topic raised.

The talk show program aired for the first time on September 27, 1954, on the NBC television network. Under the title Night Show Eye, this talk show is interesting because it is dynamic and varied. The talk show program does seem to be one of the most popular events for the Indonesian audience, and the segments and themes taken can also vary. The audience can choose which talk show according to their interests and desires so that it can add insight and also inspiration.

F. TED Talk

TED, according to its formal website, is a non-profit organization that focuses on spreading ideas about technology, entertainment, and design converged (TED) by recording and posting short, powerful talks by some experts on their website. It was legalized in 1984, five years before the birth of the World Wide Web (WWW), based on Richard Saul Wurman's observation, which included a great concept among three fields: technology, entertainment, and design. In building TED, Wurman was not alone. The first TED was cofounded by Harry Marks. TED has many videos; it has providers' speakers who are experts in their occupations, whether it is education, technology, health and medicine, business, music, entertainment, or each other. According to Engele (2016: 2), most of the 2,000 TED talk videos are very inspiring and add to our insight. In 1984, TED, or Technology, Entertainment, and Design, was born in Monterey, California. TED formed from an observation that founder Richard Saul Wurman saw in the convergence of technology, entertainment, and design (TED). It has providers' speakers who are experts in their occupations, whether it is education, technology, health and medicine, business, music, entertainment, or each other. Ghasyia explains that TED also welcomes individuals from each discipline and culture who look for a more profound comprehension of the world. It accepts enthusiastically the energy of thoughts to change demeanors, lives, and, at last, the world. On TED.com, they were building a clearinghouse of free learning from the world's most roused masterminds and a group of inquisitive souls to draw in with thoughts and each other.

G. Simon Sinek Profile

Simon Sinek is a British-born American author, motivational speaker, and a lecture. He was born on October 9, 1973 in Wimbledon, London, United Kingdom. He grew up across continents and is currently based in New York, U.S.A. After working with reputed advertising agencies such as 'Ogilvy & Mather' and 'Havas Creative' (then known as 'Euro RSCG'), he launched his firm, 'Sinek Partners.' Gradually, he established his career as a motivational speaker and leadership coach. He has outlined his concepts and theories in five books, titled 'Start with Why,' 'Leaders Eat Last,' 'Together is Better,' 'Find Your Why,' and 'The Infinite Game.' He contributes regularly to widely read newspapers and online tabloids. He conducts workshops for large business conglomerates, government bodies, and agencies across the globe, advising entrepreneurs, politicians, and public servants. Sinek started his career working with the ad agency 'Euro RSCG' in New York City, U.S., and later moved to 'Ogilvy & Mather' (O&M), also in New York. After working at 'O&M' for a while, he returned to his previous employer. He also teaches strategic communications to undergraduate students at 'Columbia University,' New York.

In September 2009, Simon Sinek delivered his first 'TED Talk,' titled 'How Great Leaders Inspire Action.' Currently, the video has more than 50 million views and is one of the top-five 'TED Talk' videos. It was the second most-watched video back when it was released. His first book, 'Start with Why: How Great Leaders Inspire Everyone to Take Action,' was published by 'Portfolio' the following month³⁴. In 2019, his book 'The Infinite Game: How Great Businesses Achieve Long-Lasting Success' was published by 'Portfolio.' So far, all his books have broken sales records and have been bestsellers in their respective categories. They have also been translated into multiple languages, including Spanish, Portuguese, and Hindi. Simon Sinek collaborated with his regular publisher, 'Penguin Random House,' and created the imprint 'Optimism Press,' which released his book 'How to Make a Plant Love' on July 9, 2019.

Over time, he has built a successful career as a motivational speaker and leadership coach. He has been hired by many organizations to coach not only their employees but also their leaders. Some of the leading organizations that he has conducted workshops for are '3M,' 'MARS,' 'SAP,' 'Microsoft,' 'Intel,' and the 'United Nations Organization.'

³⁴ Sinek, S. (2009). Start With Why: How Great Leaders Inspire Everyone to Take Action. Penguin.

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