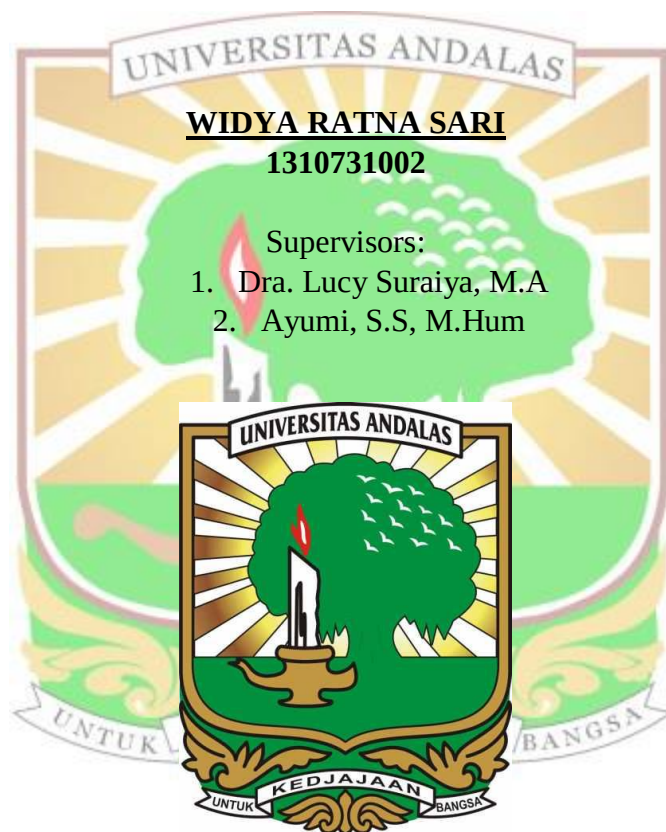


**POSITIVE POLITENESS STRATEGIES AS USED BY JUDGES IN
MASTERCHEF US COMPETITION SHOW**

A THESIS

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ANDALAS UNIVERSITY
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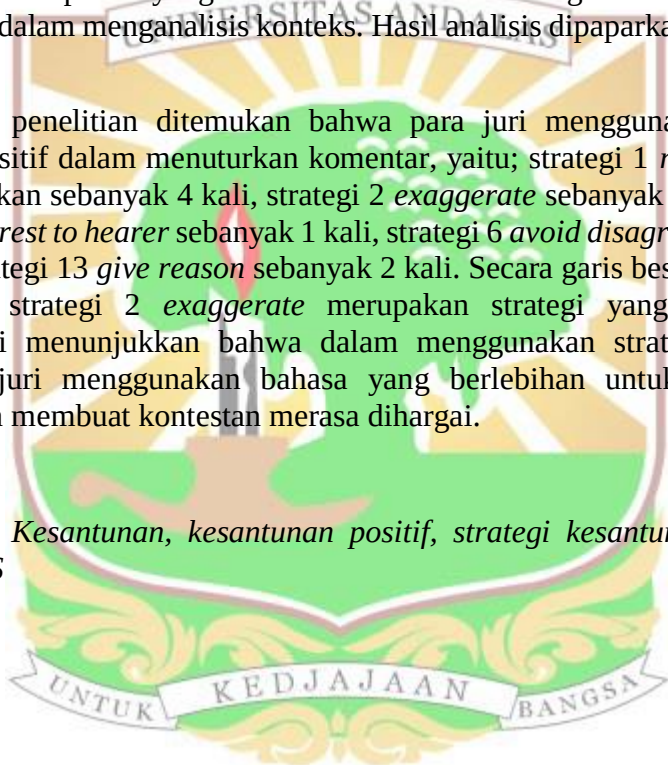
ABSTRAK

Di dalam skripsi ini dibahas tentang strategi kesantunan positif yang dipakai oleh para juri dalam kompetisi masak Masterchef US. Tujuan penelitian ini adalah untuk mendapatkan gambaran tentang penggunaan strategi kesantunan positif dalam berkomentar yang diaplikasikan juri dalam ujarannya dan menentukan strategi yang paling sering digunakan.

Data dalam penelitian ini dikumpulkan dengan metode observasi dan teknik simak bebas libat cakap (SBLC), yaitu dengan menonton siaran tersebut beberapa kali, mencatat percakapan, mencari sumber-sumber dan referensi percakapan dan menyajikan dalam bentuk beberapa percakapan serta klasifikasi strateginya. Dalam menganalisis data, penulis menggunakan teori Brown and Levinson (1987) tentang strategi kesantunan positif yang terdiri dari lima belas strategi dan teori Yule (1998) sebagai acuan dalam menganalisis konteks. Hasil analisis dipaparkan secara formal dan informal.

Dalam penelitian ditemukan bahwa para juri menggunakan 5 strategi kesantunan positif dalam menuturkan komentar, yaitu; strategi 1 *notice, attend to hearer* ditemukan sebanyak 4 kali, strategi 2 *exaggerate* sebanyak 10 kali, strategi 3 *intensify interest to hearer* sebanyak 1 kali, strategi 6 *avoid disagreement* sebanyak 1 kali, dan strategi 13 *give reason* sebanyak 2 kali. Secara garis besar hasil analisis menunjukkan strategi 2 *exaggerate* merupakan strategi yang paling sering digunakan. Ini menunjukkan bahwa dalam menggunakan strategi kesantunan positif, para juri menggunakan bahasa yang berlebihan untuk memperhalus ucapannya dan membuat kontestan merasa dihargai.

Kata kunci : Kesantunan, kesantunan positif, strategi kesantunan berbahasa. Masterchef US



ABSTRACT

This thesis discusses the positive politeness strategies as used by judges in cooking competition Masterchef US. The aims of this research are to get an overview of the use of positive politeness strategies in commenting that the judges apply in their utterances and determines the most frequent used strategy.

The data in this research were collected by observation method and technique of *simak, bebas, libat, cakap (SBLC)*, that is by watching the competition show several times, recording conversation, finding sources and references of conversation and presenting in the form of several conversations and classification of strategy. In analyzing the data, the writer used Brown and Levinson (1987) theory about a positive politeness strategy consisting of fifteen strategies and Yule's theory (1998) as a reference in analyzing the context. The results of analysis are presented formally and informally.

In this research, there are fifteen positive politeness strategies used and found that 5 positive politeness strategies used in judges' utterances, they are : strategy 1 is *notice, attend to hearer* occurs 4 times, strategy 2 is *exaggerate* occurs 10 times, strategy 3 is *intensify interest to hearer* occurs 1 time, strategy 6 is *avoid disagreement* occurs 1 times, and strategy 13 is *give reason* occurs 2 times. In general, the results of the analysis show exaggerate strategy is the most strategy the judges used. This shows that in using positive politeness strategies, the judges use excessive language to refine their utterances and make the contestant to be respected.

Key words : *Politeness, Positive Politeness, Politeness strategies, Masterchef US*

