

CHAPTER IV

CONCLUSION AND SUGGESTION

4.1 Conclusion

After analyzing the videos from the YouTube platform regarding Jennie Kim's interview, the author concluded that 13 out of 15 positive politeness strategies were found in Jennie's utterances from 49 data. The strategy is strategy 1: give gifts to the listener; strategy 2: exaggerate; strategy 3: intensify interest to the listener; strategy 4: use in-group identity markers; strategy 5: seek agreement; strategy 7: presuppose/raise/assert common ground; strategy 8: joke; strategy 9: assert or assume S's knowledge of and concern H's wants; strategy 10; offer, promise; strategy 11: be optimistic; strategy 12: including both S and H in the activity; strategy 13: give (or ask for) reasons; strategy 15: give gifts to hearer (good, sympathy, understanding, cooperation). From all the strategies found in the data, the most dominant strategy used by Jennie is strategy 15: give gifts to the hearer (good, sympathy, understanding, cooperation). With this strategy, Jennie tries to make the interview atmosphere run smoothly and comfortably even though she has just met the interlocutor.

Furthermore, the author also found that among the 3 factors that influence the choice of positive politeness strategies, such as social distance (D), power (P), and degree or ranking of imposition of the action (R), Jennie's utterances are most influenced by social distance (D). This factor influenced Jennie because she tried to make the interview atmosphere run smoothly. She also tries to get closer to the person

she is talking to, minimizing the distance between her and the interlocutor even though it is their first meeting.

4.2 Limitations

The research entitled Positive Politeness Strategies Used by Jennie Kim “Blackpink” in the YouTube Interview Videos is still far from perfect. This research aims to identify the strategies used by Jennie Kim when interviewed and the factors that influence the use of these strategies in her interview videos on YouTube. These interview videos have limited categories, using full English and having fashion and music themes. This research can be used as a reference for research on positive politeness strategies using different research objects. This research is useful for increasing knowledge of language use, especially when conducting interviews.

4.3 Suggestion

The author suggests that future researchers will research positive politeness strategies with different objects to deepen the analysis of each strategy further and be able to find all positive politeness strategies. Future researchers are also expected to be able to use other branches of politeness such as bald on record, positive politeness, negative politeness, and off record in existing interview videos.

