

CHAPTER I

INTRODUCTION

1.1 Background of the Research

As social beings, humans have an inherent need to socialize and communicate with other humans. Humans mostly use language in their daily interactions to build communication with others. With language, humans can convey whatever is in their minds and understand what others communicate. The study of meaning as expressed by the speaker and understood by the listener is the focus of pragmatics (Yule, 1996). As social beings who constantly communicate with others, this communication can be done verbally and non-verbally (Goffman, 1959). In verbal communication, communication is used by expressing words verbally or in written forms to convey a message. With words, someone can convey a message clearly and structured. Non-verbal communication is a form of communication through body movements and facial expressions that display and convey messages more subtly. Therefore, understanding the two forms and ways of communication is very important to understanding the social context. Understanding the other person's condition is needed to communicate well. Politeness becomes one of the things that makes communication suitable and makes the other person comfortable communicating with the speaker.

According to Maynard (1967), in everyday social interactions, politeness is used to achieve broader social goals, such as reducing the potential for conflict, maintaining social harmony, and maintaining good relations between individuals.

Politeness is a part of pragmatics that serves as a guide for the use of language and proper communication. In communicating, language conveys emotions, requests, intentions, goals, and other things. It is essential to exhibit excellent and courteous behavior when conveying these things to ensure the reception of a positive response from the interlocutors. However, listeners can interpret actions and words differently, resulting in favorable or negative reactions. Therefore, politeness is essential in communication to preserve the feelings of the interlocutors.

According to Goffman (1967), the face is a positive public image one tries to obtain when interacting socially. In interacting, someone wants to protect their self-image and hopes to show a positive image to the interlocutors. If someone cannot protect the face of the person they are talking to, communication can break down and worsen the situation. Things that can damage and offend the self-esteem of the person they are talking to are called the Face Threatening Act (FTA). Face Threatening Act (FTA) is a term used to describe communicative actions that have the potential to disrupt or damage someone's self-image or dignity when interacting in a social environment. These experts use the concept of face-saving by explaining that politeness protects the reputation of both the speaker and the listener from situations with positive and negative consequences. A positive face encompasses the positive image that one has of oneself and the desire to gain approval or support from others. On the other hand, negative face is a basic human demand for personal space, privacy, and the right not to be disturbed. Appropriate politeness strategies are required to

implement face-saving actions. Referring to the face theory, Brown and Levinson developed a theory of politeness that focuses on threats to face (FTA). The strategies are divided into four types: bald on record, positive politeness, negative politeness, and off-record. These four strategies are common behavioral patterns that can be applied to facilitate communication.

Based on Leech (1983), besides maintaining effective communication, speakers use politeness to maintain social relations and harmony between speakers. The use of positive politeness strategies aims to make the conversation easier. In other words, when the listener understands the speaker well, they will respond to the speaker when they talk. Positive politeness also shows in various settings, such as interviews and daily conversations. Interviews, in general, are recognized as a platform where there is an interviewer and an interviewee. Interviews aim to acquire information related to the topic of discussion. In interviews, the interviewer and the interviewee may need to be more closely acquainted or have yet to meet. Nonetheless, both are responsible for ensuring the conversation flows smoothly from beginning to end. In this research, the author analyzes the use of positive politeness strategies found in the utterances made by Jennie Kim, a member of the famous Korean-pop girl group Blackpink, in her interview videos.

Jennie Kim is a member of the Korean-pop girl group known as Blackpink. She was born on January 16, 1996, in Cheongdam-dong, Seoul, South Korea. At age 10, Jennie Kim and her mother decided to live in Auckland, New Zealand, for educational

purposes. Since living and starting her education there, she began to learn and speak English. When she was 15 years old, Jennie planned to continue her studies in America. However, her strong desire to become a singer led her to change her decision and return to her country, South Korea. It made Jennie fluent in English; she grew up and had an educational background in Auckland, New Zealand.

Jennie Kim, currently a member of the Korean pop girl group Blackpink, has reached the pinnacle of success. She is not only successful in the field of music but also successful in fashion. Quoted from a Vogue media article states that Jennie has achieved achievements such as attending the Met Gala, walking the red carpet at the Cannes Film Festival, walking the runway at the Jacquemus Fall 2024 Show, and becoming a brand ambassador for famous fashion brands such as Chanel and Calvin Klein. It makes her a fashion icon. Due to her career, the international media often invites Jennie for interviews regarding her career, activities, fashion, and everything related to her. She answers various questions related to herself or Blackpink with politeness and fluency. As a result, when Jennie had an interview, she could communicate with the host very well.

Here is an example of Jennie Kim's utterance during an interview with the host in the video

Host : So, you are about to walk on the carpet. What do you think happens after that? What do you think happens when you get inside?

Jennie : *That is really good question. Because I see people wearing these **crazy dresses**. I am so curious to see how they sit down.*

Host : Right.

In the example above, the dialogue comes from an interview with Jennie Kim and Emma Chamberlain in an interview video entitled **Blackpink's Jennie Kim on Attending Her First Met Gala | Met Gala 2023 With Emma Chamberlain** uploaded on May 02, 2023, by **Vogue** YouTube Channel. The Met Gala is the biggest and most prestigious event in the fashion industry. This event is attended by world-famous celebrities who display and show off clothes following the dress code set on the red carpet. At this event, Emma is a red-carpet correspondent representing Vogue. In the video, Jennie wore a mini dress with a scalloped neckline, a black ribbon around the bustier, and opaque black gloves and stockings that made her appearance stunning. Emma asked Jennie how she felt about her first attending the Met Gala. Jennie answered that she was very excited when she saw people wearing crazy dresses, and she also mentioned her curiosity about how people who wear crazy dresses sit comfortably and still maintain their elegant appearance because these dresses have luxurious and complicated designs at events such as the red carpet. In this situation, the author finds that Jennie uses a positive politeness strategy to respond to the host's question. Jennie's utterance can be concluded as an **Exaggeration strategy**. It happens because Jennie answers the question by expressing her feelings with exaggerated intonation. It can be seen when Jennie mentions that she is **very excited** about the current situation. With her excited gesture, Jennie maintains the smoothness of the conversation between her and the host. She also preserves her positive image as a member of Blackpink.

In the current era, many fans of Korean idols come not only from the younger generation but also from children and adults. One of the most popular cultures today is Korean Pop culture. From a positive perspective, we can learn so many things from Korean Pop culture. One example of the Korean Pop phenomenon is the presence of a girl group known as Blackpink. Blackpink is a music group from South Korea with four members: Jennie, Lisa, Rose, and Jisoo. They have fans from various parts of the world, and their fans are called BLINK. BLINK is a fan community that includes people of all ages, from children to adults. Therefore, the attitudes and behavior of Jennie and other members can serve as examples and references for anyone in terms of speech and conduct. Based on these reasons, the author will find and analyze Jennie's utterances that contain positive politeness strategies and the factors that justify the use of these strategies in her interviews.

1.2 Theoretical Framework

In Pragmatics, there is a branch called politeness. Brown and Levinson (1987) state that politeness is an essential issue in pragmatics because politeness is a phenomenon that applies universally to the use of language in social contexts. So, politeness is a part of pragmatics that serves as a guide for the use of language and proper communication. The author of this research discusses positive politeness strategies, including Pragmatics, Face, Politeness, Politeness Strategy by Brown and Levinson, Positive Politeness strategy by Brown and Levinson, and the Factor of Choosing the Strategies.

1.2.1 Pragmatics

In Linguistics, there is a field called Pragmatics. The study of meaning as it is conveyed by the speaker and understood by the listener is the focus of Pragmatics (Yule, 1996). So, Pragmatics is a field of science that studies meaning in communication. When interacting, humans use language as a communication tool, and it requires understanding the meaning someone wants to convey. According to Leech (1983), if someone does not understand the pragmatics of how to use a language in communication, that person will not understand the true meaning contained in that language. It will have a harmful impact because it results in poor communication and not running smoothly, leading to misunderstandings. According to Bowen (2001), pragmatics are the rules for using language in specific social contexts, such as what is appropriate to talk about, how to convey it, when to say it, and how to make the language acceptable to others. Levinson (1983) said pragmatics is the study of the relationship between context and language in communication, which is the basis for understanding language. According to Yule (1996, p.21), context is easy to recognize because of its strong impact on the interpretation of referenced expressions.

For this reason, pragmatics is fundamental to learn because people who study it will understand and be able to see the situation when communicating, so that person will be more careful in choosing sentences according to the current context. Pragmatics is a field that studies the rules regarding the appropriate use of language

in a particular social context. By understanding the rules for using this language, communication with the person you are talking to will run smoothly. Understanding the situation and context is the core of smooth communication.

1.2.2 Face

Face is a theory that proposed by Erving Goffman in 1955. According to Goffman (1955), face can mean honor, self-esteem, and a positive public self-image shown in social interactions. Usually, someone wants to look good when interacting with the person they are talking to protect their self-esteem in front of other people. According to Yule (1996, p.60), the face is a self-image created by someone in public with the hope that this self-image will be respected. Regarding face, politeness means realizing that other people interact to avoid differences between the speaker and the listener.

When interacting, an action is hazardous to damage another person's self-esteem. It is called the Face Threatening Act (FTA), which is an action that can attack and damage self-esteem. Brown and Levinson (1987, p. 65-68) divide actions that threaten face into positive face and negative face. A positive face is a positive inner image that a person has and a desire to gain approval. In contrast to a positive face, a negative face is a person's basic demand for territory, private parts, and the right to be disturbed by others.

For this reason, politeness is a tool to facilitate interaction between the speaker and the listener. It aims to avoid threatening someone's face or FTA. The use of politeness to neutralize the FTA must be appropriate.

1.2.3 Politeness

The most popular politeness theory proposed by Brown and Levinson (1987) states that politeness is an important issue in pragmatics because politeness is a phenomenon that applies universally to the use of language in social contexts. Politeness is a strategy for reducing actions that can offend the interlocutor by damaging the speaker's and interlocutor's self-esteem. Politeness is an expression that arises from the listener as a form of response to someone's words. In communicating, there are differences, such as age, social status, strength, and background of a person. With these differences, this is vulnerable to resulting in conflict in communication. Therefore, politeness is necessary to show respect for other people. Based on Brown and Levinson (1987, p.91), they say that politeness is a person's awareness of other people's faces in communicating. With this politeness, someone can show how to respect the person they are communicating with. It also becomes a bridge to facilitate and create a comfortable atmosphere when talking with the interlocutors. Politeness is an effort shown by a person to save his face or the face of the interlocutors.

For the example:

A: *Excuse me, Mr. Jacob. Would you mind talking to me for a while to discuss some things?*
B: *Hey Jacob, talk to me!*

The first example (A) is a sentence uttered by someone to an interlocutor at a higher level than the speaker. This sentence may be in a conversation between students and teachers. The student realized he had to speak politely to his teacher because he respected social distance. Meanwhile, the second type (B) sees when someone talks to someone they are talking to who is already familiar with them. It is because, at social distance, the speaker is familiar with and close to the person talking to him. This example is in conversations between close friends who have a sense of solidarity in their friendship.

1.2.4 Politeness Strategy: Brown and Levinson's

According to Brown and Levinson (1987), applying several positive politeness strategies can preserve the listener's face and self-esteem. They explain how specific strategies aim to build and facilitate social relationships. Therefore, the speaker should understand how to make conversations flow smoothly. Politeness strategies can reduce the risk of the the Face Threatening Act (FTA) and also as part of a social accelerator; when the speaker uses it, it indicates that he wants to 'come closer' to the listener (Brown & Levinson, 1987, p. 101). Brown and Levinson (1987, p.94) divide politeness strategies into four parts: Bald on Record, Positive Politeness, Negative Politeness, and Off-Record.

a. Bald on Record

Using this strategy is when the speaker does not do anything or make any effort to minimize the risk of threats to the face of the interlocutors. It can also mean that the speaker has more power to say or do something according to the speaker's words. The speaker uses a strategy by speaking directly or without addressing the listener. Very close people, such as friends or family members, usually use this strategy. This strategy reduces FTA when the speaker is in a critical situation where the speaker and listener have a very close relationship.

For example:

Come home right now!

(Brown and Levinson, 1987, p.97)

In the example above, the speaker has a close relationship with the listener. In the first example (A), this sentence can be found in a conversation between family members, such as a mother telling her child to go home. The speaker uses a bald-on-record strategy by saying this sentence without considering reducing the listener's FTA because he has more power in their relationship.

b. Positive Politeness

This strategy aims to show how close the relationship is between the speaker and the interlocutor, who is not someone close to the speaker. To facilitate communication, the speaker tries to give a good impression and has the same desires as the person he is talking to in order to make him more familiar and unified.

Positive politeness strategy is used not only for face-threatening act (FTA) redress but, in general, as part of a social accelerator; when the speaker uses it, it indicates that he wants to 'come closer' to the listener. (Brown and Levinson, 1987:101).

For example:

You must be hungry, it's a long time since breakfast. How about some lunch?

(Brown and Levinson, 1987, p.103)

In the example above, the speaker tries to understand the listener's situation and invites the listener to have lunch together. With positive politeness, he offers something to the listener to build a closer relationship with a strong sense of solidarity.

c. Negative Politeness

This strategy has similarities with positive politeness, which contains bare acts of respectful behavior. However, the difference is that this strategy is unavoidable by the interlocutor because the speaker displays supporting functions to minimize a particular burden. It shows that this negative politeness strategy is an action carried out by the speaker to save or redeem the negative face of the interlocutor and the speaker's desire to free himself from burdens with the intention that these actions are not disturbed or hampered. Brown and Levinson state that in negative politeness, there is a distance between the listener and the speaker (1987, p.129). It means that the speaker can use this strategy without worrying that the listener will

carry out his wishes; the speaker does not care whether achieving his wishes because of the politeness in his words. According to Wardaugh (2010, p.292), negative politeness leads to apologizing, indirectness, deference, and formality in the use of language. For example:

*I'm sorry, would you possibly consider turning down the volume a bit?
It's a bit loud for me.*

The example above is a sentence that describes an indirect style of doing something as depicted in the sentence, namely, the speaker asking to lower the volume. The speaker also added a sentence indicating that he felt annoyed by the volume being too high without directly criticizing or telling the other person to lower the volume. In this example, the speaker uses indirectness to ask the listener to take action without causing the other person to feel uncomfortable.

d. Off-record

This strategy is used when the speaker wants to carry out a face-threatening action against the person he is talking to but does not want to take responsibility for his actions. Its use is not clearly visible and is described in a subtle way. This ambiguity makes the speaker's way out of the action and allows the interlocutor to understand and interpret the action himself. For example:

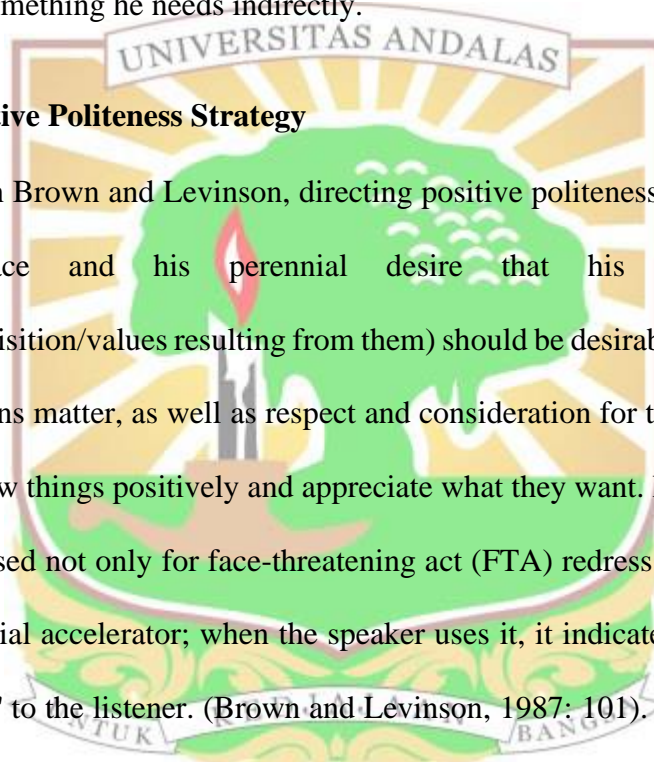
Oh God, I've got a headache again.

(Brown and Levinson, 1987, p.215)

In the example above, it can be seen that the speaker does not directly ask for help or treatment for a headache. With the sentence above, the speaker indirectly wants attention or care. Also, this sentence was said by the speaker with the aim of avoiding the listener feeling forced or pressured to provide assistance. Thus, the sentences spoken by the speaker reflect an off-record strategy to communicate a request or something he needs indirectly.

1.2.5 Positive Politeness Strategy

Based on Brown and Levinson, directing positive politeness to the addressee's positive face and his perennial desire that his wants (or the actions/acquisition/values resulting from them) should be desirable. In other words, these concerns matter, as well as respect and consideration for the interlocutors so that they view things positively and appreciate what they want. Positive politeness strategy is used not only for face-threatening act (FTA) redress but, in general, as part of a social accelerator; when the speaker uses it, it indicates that he wants to 'come closer' to the listener. (Brown and Levinson, 1987: 101). This strategy aims to facilitate relationships in communication by the speaker showing that he wants to be more familiar with the interlocutors. This strategy aims at interlocutors who are not close to the speaker. This strategy has 15 types:



Strategy 1: Notice, attend to H (his interests, wants, needs, goods).

In this strategy, the speaker must pay attention to various conditions from the listener, such as noticeable changes, remarkable possessions, or anything that the listener wants the speaker to pay attention to and agree with. For example,

What a beautiful vase this is! Where did it come from?

(Brown and Levinson, 1987, p.103)

In the example above, the speaker talks about things that the other person has. He/she starts the utterance with a sentence of praise, which will please the interlocutors. The compliment sentence ends with a question that will attract the interlocutors' attention and make them enjoy the conversation more.

Strategy 2: Exaggerate: interest, approval, sympathy with the hearer.

This strategy applies by showing interest, approval, and sympathy with the listener. These things are shown by exaggerating intonation, stress, and other aspects of prosodics. In this strategy, some words indicate exaggeration, such as marvelous, fantastic, really, excellent, and other words. For example,

What a fantastic garden you have!

(Brown and Levinson, 1987, p.104)

In the example above, the speaker shows how he satisfies the positive face of the listener. The word *fantastic* here shows the exaggeration strategy.

Strategy 3: Intensify interest to the hearer

This strategy is implemented by drawing the listener into what is being discussed and making a good story. It aims to satisfy and gain interest from the listener. For example,

Black I like. I used to wear it more than I do now, I very rarely wear it now. I wore black jumper, and when I wear It my Mum says 'Ah', she said. But Len likes it, he thinks it looks ever so nice and quite a few people do. But when my Mum sees it she said, 'Oh it's not your colour, you're more for pinks and blues.'

(Brown and Levinson, 1987, p.106)

In this example, the speaker describes how his family reacted to him. He attracts the listener's attention by explaining why he is in the situation he describes. Of course, this explanation will help the listener understand more and be satisfied with what they are discussing.

Strategy 4: Use in-group identity markers.

In this strategy, the speaker shows a sense of solidarity with the person he is talking to by using markers that show a shared identity or group. Including using address form, language or dialect, jargon or slang, and ellipses. As an example,

Bring me your dirty clothes to wash, honey.

(Brown and Levinson, 1987, p.108)

In the example above, the speaker asks the listener to give the speaker his dirty clothes. Using an identity marker for the word honey shows how the speaker minimizes FTA.

Strategy 5: **Seek agreement.**

This strategy is carried out by seeking approval from the interlocutors. In this strategy, there are two ways, namely, safe topics and repetition. In safe topics, the speaker emphasizes his agreement with the interlocutors about what they are discussing. Meanwhile, repetition is a way of repeating the words said by the interlocutor. It aims to show agreement, interest, or surprise at what the interlocutor's utterance. For example,

A: I had a flat tyre on the way home.

B: *Oh God, a flat tyre!*

(Brown and Levinson, 1987, p.113)

In the conversation above, the listener shows interest by repeating what the speaker said. Repetition emphasizes agreement with the speaker's words.

Strategy 6: **Avoid disagreement.**

In this strategy, the speaker tries to avoid conflict with the other person. There are three types of this strategy, namely, token agreement, pseudo-agreement, and hedging opinions. For example:

A: Have you got friends?

B: *I have friends, so-called friends. I had friends. Let me put it that way.*

(Brown and Levinson, 1987, p.114)

In the conversation above, person B twists his answer to show his agreement or to hide his disagreement. This example is included in the token agreement type.

Strategy 7: **Presuppose/raise/assert common ground**

This strategy applies by gossiping or small talk; the speaker can emphasize similarities with the listener. This strategy also uses methods of looking at different points of view or point-of-view operations and presupposition manipulation. For example:

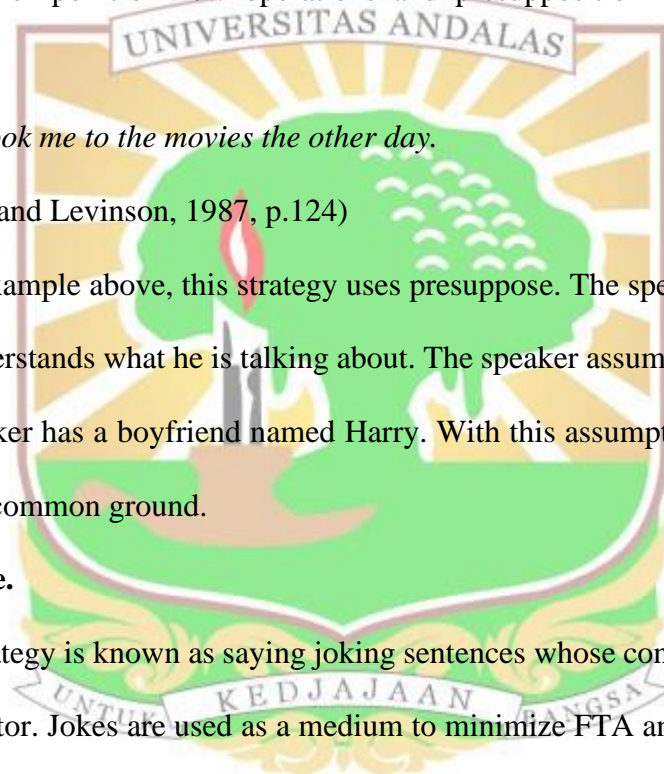
Harry took me to the movies the other day.

(Brown and Levinson, 1987, p.124)

In the example above, this strategy uses presuppose. The speaker assumes that the listener understands what he is talking about. The speaker assumes that the listener knows the speaker has a boyfriend named Harry. With this assumption, this indicates that they share common ground.

Strategy 8: **Joke.**

This strategy is known as saying joking sentences whose context is understood by the interlocutor. Jokes are used as a medium to minimize FTA and respond to faux pas from the interlocutor. The use of this strategy can be seen in sentences such as: "OK if I tackle those cookies now?". The use of jokes like this can redefine the size of the FTA. (Brown and Levinson, 1987, p.124)



Strategy 9: Assert or presuppose S's knowledge of and concern for H's wants.

In this ninth strategy, the speaker shows that he and the listener cooperate. It indicates that the speaker has knowledge and attention to the listener's wishes. The speaker pays attention to what the listener wants. For example:

I know you love roses but the florist didn't have any more, so I brought you geraniums instead.

(Brown and Levinson, 1987, p.125)

In the example above, the speaker knows the listener's desire for roses, but the situation shows that he cannot get what the listener wants. The speaker also offers other things similar to the listener's wishes. The speaker begins with an offer and ends with an apology.

Strategy 10: Offer, promise.

In this strategy, offer refers to offering things that satisfy the interlocutors. Meanwhile, a promise shows that the speaker is committed to doing something or promises the person speaking to show seriousness in what is being discussed. "I'll drop by sometime next week" is an example of a promise made by the speaker to the interlocutors. (Brown and Levinson, 1987, p.125)

Strategy 11: Be optimistic.

This strategy is a way of communicating that emphasizes or expresses optimism or a positive view of something. The aim of using this strategy is to reduce tension or conflict by creating a positive atmosphere. *"I just dropped by for a minute to invite you*

all for tea tomorrow, you will come, won't you?" This example shows that the speaker feels confident and optimistic that what he says will be carried out by the listener. It shows the use of the be optimistic strategy. (Brown and Levinson, 1987, p.127)

Strategy 12: Include both S and H in the activity.

The use of the "we" form is essential in this strategy. It can be seen in the word *let's* which indicates that the speaker invites the listener to do something. *"Let's get on dinner, eh?"* This sentence exemplifies the speaker's action in inviting the listener to get involved in the activity that will be carried out. (Brown and Levinson, 1987, p. 127)

Strategy 13: Give (or ask for) reasons.

In this strategy, the speaker invites the listener by giving reasons for what he wants from the listener. In reducing FTA, this strategy often uses the words 'why not' or 'why don't.' For example:

"Why don't I help you with that suitcase."

(Brown and Levinson, 1987, p.128)

Strategy 14: Assume or assert reciprocity

This strategy is carried out by providing evidence of reciprocal rights or obligations between the speaker and the listener. For example, "I'll do X for you if you do Y for me" shows the elimination of the debt aspect in terms of reciprocity. Using this strategy can soften the FTA. (Brown and Levinson, 1987, p.129)

Strategy 15: Give gifts to H (goods, sympathy, understanding, cooperation)

This last strategy aims to satisfy the positive face of the interlocutors by fulfilling their wishes. It is not just a thing; it can be like the desire to be liked, admired, cared for, about, understood, listened to, and so on.

1.2.6 Factors of Choosing the Strategies of Politeness

Brown and Levinson (1987, p.71) state that an action is formed from additional values (3 dependent variables) of society to decide the use of politeness strategy. Here are the explanations of those factors in choosing the strategies of politeness,

a. The social distance between the speaker and the listener (D)

The first factor is social distance (D), which is determined by age and social status differences between the speaker and the interlocutor. For example, someone older than the person they are speaking to tends to use politeness strategies that cause high image damage. The opposite situation occurs in someone younger than the interlocutors. Social distance also refers to how close the relationships between communicating people are. The degree of social distance influences the choice of politeness strategies in formal relationships differently than in informal or more intimate relationships. In more formal, socially distanced interactions, a more formal, indirect speaking style is used to maintain civility, whereas, in more intimate relationships, more direct strategies may be used.

b. The relative power between the speaker and the speaker and the listener

(P)

The next factor is Power (P). In this factor, a person's power level (strength) is very influential in determining the politeness strategy used to communicate. Simply, it refers to a person's social authority or communication dominance. A person with a higher power can enact self-image-threatening actions (FTA) against an interlocutor with a lower power. When speaking to those in higher positions of power, people tend to use politeness strategies to protect themselves from being perceived as impolite. It can be seen when someone with a higher status, such as a boss in a company, has strong power to ask or force his employees to do something because of their higher position.

c. Degree or ranking of imposition of the action (R)

The last factor is the degree or ranking of imposition. The relative position of an act of communication with other acts of communication is what is focused on from absolute degrees. In certain acts of communication, the speaker and the interlocutor can use politeness strategies with a high level of image damage, while in other acts of communication, the speaker and the interlocutor cannot use politeness strategies with a higher level of image damage. Everything depends on the role of the communication act in the ongoing situation or circumstances. Allotment rating refers to how seriously a culture or society considers an action. Different cultures can have different

views on actions that are considered impolite. A person will adjust their communication to minimize the impact of rationing on the self-image of the interlocutor. In simple terms, a person will use politeness strategies appropriate to the level of rank of imposition to minimize the negative impact on social relationships. For example, someone at a company meeting will not criticize what a colleague is saying out of respect for the person speaking.

1.2.7 Context

In analyzing the meaning of a speech, pragmatics cannot be separated from the context. In narrow terms, context is something behind a speech (where, when, to whom, and so on). According to Yule (1996, p.21), context is more straightforward to recognize because of its strong impact on interpreting the referenced expression. To understand what is being said, the speaker and the interlocutor must understand the context being discussed or taking place. Context plays a crucial role in determining the level of politeness in communication.

According to Asher (1969), context not only includes things such as words but also how physical movements and activities are carried out in an environment. With physical movement, a person can more easily understand language better. In communicating, the level of politeness is greatly influenced by context. Context includes situations, relationships, and culture that influence message understanding. For example, in a formal environment such as a business, the level of politeness may be higher than in an informal conversation. The emphasis on polite language can also

change depending on whether the person speaks to superiors, peers, or subordinates. Understanding context helps people adapt their communication style to suit prevailing cultural norms and etiquette, creating more effective and harmonious relationships.

1.3 Review of Previous Studies

The author read several studies that used Positive Politeness as the topic. The research not only formed a thesis but also some articles discussed Politeness and Positive Politeness. In this review, the author uses five studies related to the topic of Politeness or Positive Politeness.

The first research is entitled *Positive Politeness Strategies Used in The Perfect Date Movie* written by Ni Luh Dina Velia Rayani, etc (2023). In this article, they try to find out the most common strategies that the main character used in the Perfect Date movie. The data is taken from the utterances of the main character and the script of the movie. When collecting the data, the researchers used the observation and taking note technique to get the specific utterances related to the topic. After collecting the data, the researchers used the qualitative method to analyze the data based on the Positive politeness theory by Brown and Levinson (1987). After conducting the research, they found all of the Positive politeness strategies used by the main character when communicating with other characters in the Perfect Date movie. The researchers also found the reason why the main character mainly used all of the positive politeness strategies happened because other characters that communicate with the main character are the family, schoolmates, and also the people who are the same age as the main

characters. The strength of this article is that it has a study object in the form of films that are popular and watched by many people, and the data was presented using appropriate methods. The weakness of this article is that the researchers only give one example for each strategy without explaining the factors that influence the use of that strategy.

The second research article is entitled *Positive Politeness Strategies Used by The Main Character in The Animation Movie "Enchanto,"* written by Ni Wayan Anjeli Rupeani Chandra Dewi and Putu Nur Ayomi (2023). In this article, Dewi and Ayomi focus on utterances that contain the positive politeness strategies used by the main character in the movie. The researchers used the theory proposed by Brown and Levinson. For the analysis, the researchers also used the qualitative descriptive method and the observation method to find the data in the movie. For the result, Dewi and Ayomi found twenty data points related to positive politeness strategies and then grouped them into nine strategies. The research concludes that the researchers found that the dominant positive politeness strategy used by the main character in the movie "Enchanto" was Give or Ask for Reason. This research has strength because the research object is a popular film watched by many people that can be an example for the audience of the moral values seen in this movie's scenes. The weakness of this article is that the data found by researchers and used as research material is considered small, which means there is only a tiny amount of material that can be used as an example. Therefore, the results of the analysis needed to be more detailed regarding

the amount of data used as a reference based on films. Apart from that, this research also does not explain factors in the use of politeness strategies.

The third research is the thesis that conducted by Parluhutan in 2021. This thesis entitled *Positive Politeness Strategies as Used by Judges in American's Got Talent Competition Show* focuses on analyzing the utterances used by the judges in commenting on the participant's performance in the American Got's Talent Competition show. The theory used by Parluhutan is the positive politeness strategies proposed by Brown and Levinson (1987). This research concludes that Parluhutan found 26 utterances that contained positive politeness strategies, and the judges only used ten strategies to minimize the FTA and save participants' faces. The factors that influence the use of the strategies are social distance and power. This research has the strength of a research object that explains how a judge in a competition uses politeness strategies in the context of the competition, and the results found are explained clearly and easily understood. Besides that, this research has a weakness because it only focuses on certain episodes in the competition, considering that the competition has a large number of episodes. Thus, the generalization of findings can only be limited by considering the variations among the total number of episodes available.

The following research thesis is entitled *Politeness Strategies As Found in Little Big Shots Talk Show With Kid As The Guests Star*, written by Syarah Febiani in 2020. In this research, Syarah, as the author, discusses the analysis of politeness strategies used in the Little Big Shots Talk Show, which contains the conversations between the

speakers and the hearer in the talk show. Syarah uses the politeness theory proposed by Brown and Levinson. The result of this research showed that the number of uses of positive politeness strategies is very dominant, and the purpose of this strategy is to distinguish the way the speaker talks to the hearer, like to adults and children. This research has strength because the object of research focuses on how a person talks to an interlocutor who is younger than himself. Since the politeness strategy is important, it shows that politeness is not only applied to people of the same age but even to small children. However, the weakness of this research can be seen in that the researcher does not explain what factors influence the choice to use this politeness strategy.

The last research is entitled *Positive Politeness Strategies Used by the Leader of Bangtan Boys on Interviews* by Ocha Cyntia Apriliani (2020). Ocha focuses on this thesis in the utterances of Kim Nam Joon, the leader of the Bangtan Boys group, because he is the only member who can speak English fluently. While working on this thesis, Ocha used the Positive Politeness theory by Brown and Levinson. This thesis aims to identify Namjoon's utterances while conducting an interview. The author uses all of the strategies to get the data and arrange them to find the strategies Namjoon used the most when he was conducting the interview with the Bangtan Boys. In conclusion, Ocha found that Namjoon mostly used strategies, but the author could not find several strategies. Only a few of these strategies are often used, such as strategy 15, which gives gifts to the hearer. This research has the strength of presenting a new contribution to the research on positive politeness. The researcher focuses the analysis on the

Bangtan Boys leader in interviews that can interest readers interested in the study of politeness and celebrity. When choosing Bangtan Boys as the research subject, this research captures readers' great interest, mainly because of their significant influence and popularity. However, this thesis has a weakness in data limitation. This thesis only uses a few videos from BTS interviews, focusing on one member, RM. This selection may be too limited, considering that various other interviews can provide variations of positive politeness strategies. The time limitation of the video and only one group member may make the findings less representative.

Based on previous research, this research also uses two theories about positive politeness strategies by Brown and Levinson (1987) and context by Yule (1998). The difference between this research and previous studies lies in the object research. In the first research, written by Ni Luh and her friends, they examined positive politeness strategies in the movie entitled *Perfect Date*. In the second research, the object studied by Dewi and Ayomi was positive politeness strategies in the movie entitled *Enchanto*. Parluhutan used *America's Got Talent Competition Show* as the object of his research. Next, Syarah used conversations between the host and the kid as the guest on *the Little Big Shots Talk Show*. In the last research, Ocha used the utterances of *the leader of the Bangtan Boys* as the object of her research. The object of this research is Jennie Kim's utterances. The primary source of this research is the video interviews conducted by Jennie Kim herself and with her group, Blackpink. The data for this research are the utterances in the dialogue made by Jennie Kim and the interviewer. This research

explains the types of positive politeness strategies. Describe the context related to the dialogue between Jennie and the interviewer and analyze Jennie Kim's utterances, which contain positive politeness strategies.

1.4 Research Questions

This research will focus on analyzing the use of positive politeness strategies by Jennie Kim, a member of the K-pop group known as Blackpink, in interviews. The following questions will be addressed:

1. What are the positive politeness strategies found in Jennie Kim's interview?
2. What are the factors that influence Jennie Kim in using the Positive Politeness Strategies?

1.5 Objectives

The objectives of this study are as follows:

1. To identify the Positive Politeness Strategies Jennie Kim found in her interviews.
2. To find out the factors that influence the use of those strategies.

1.6 Scope

This research aims to identify and find the Positive Politeness Strategies used by Jennie Kim in several interview videos taken from the YouTube platform. Jennie Kim, known as Jennie Blackpink, is a member of the Korean-pop girl group Blackpink, which is based in South Korea. Although born as a South Korean, Jennie can speak

English fluently because she lived and studied in Auckland, New Zealand. There are so many interview videos that the author found on YouTube but many of them use Korean. Therefore, the author only used five videos of Jennie's interviews from YouTube that use full English and there is a host who interviews Jennie. The videos are about her career in music and fashion. The author focuses on Jennie's utterances because she is a pop star and a fashion icon. She is the most well-known member and is surrounded by paparazzi at Fashion Week and also has a lot of fans, ordinary things she does can become international news as written in the Harper's Bazaar article: <https://www.harpersbazaar.com/culture/art-books-music/a62157646/jennie-kim-debut-album-interview-2024/>.

This research highlights Jennie's utterances from each interview, which contain Politeness Strategies, and also focuses on Positive Politeness Strategies and what factors influence her to use the strategies. The author used the Politeness theory and the factor of choosing the strategy of Politeness by Brown and Levinson (1987).

