

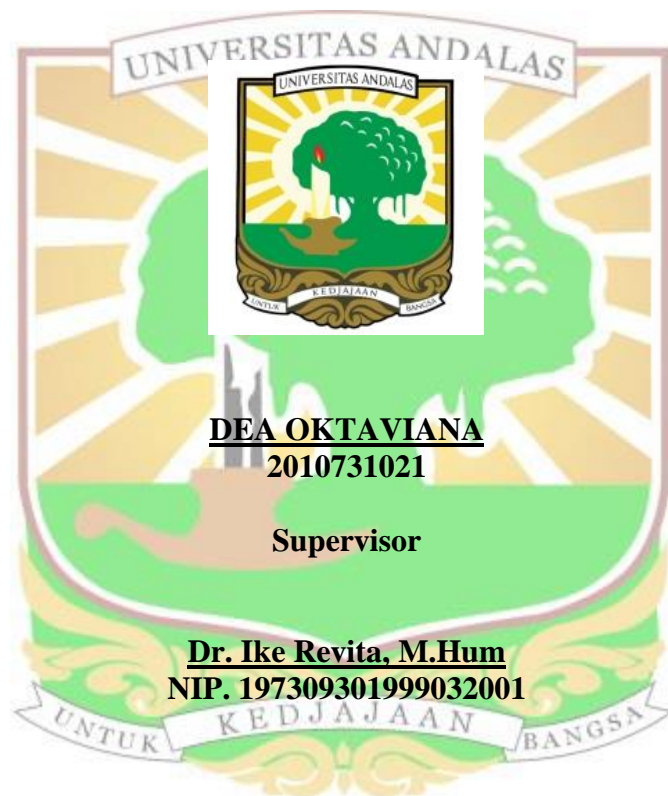
POSITIVE POLITENESS STRATEGIES USED BY JENNIE KIM

“BLACKPINK” IN THE YOUTUBE INTERVIEW VIDEOS

A Thesis

Submitted in Partial Fulfilment to the Requirement for the Degree of Sarjana

Humaniora



DEA OKTAVIANA
2010731021

Supervisor

Dr. Ike Revita, M.Hum
NIP. 197309301999032001

ENGLISH DEPARTMENT – FACULTY OF HUMANITIES

ANDALAS UNIVERSITY

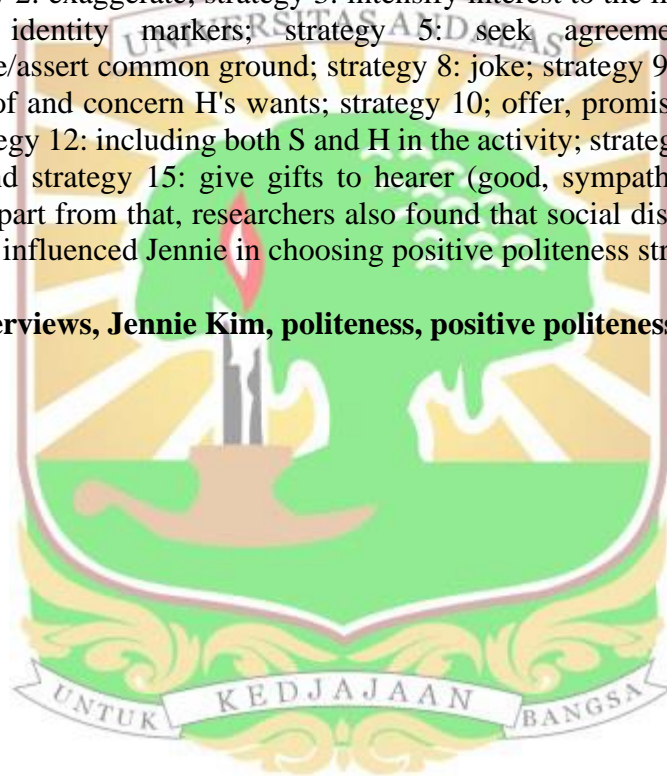
2024

ABSTRACT

This research discusses the positive politeness strategies used by Jennie Kim in answering questions when interviewed. The data for this research comes from Jennie Kim's speech which contains positive politeness strategies in her interview videos on YouTube media. In analyzing, this research uses Brown and Levinson's (1987) theory regarding 15 positive politeness strategies and other supporting theories.

Based on the results of the data analysis, researchers found that there were 49 data points, which included 13 positive politeness strategies used by Jennie in answering questions in her interviews. These strategies are 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; and strategy 15: give gifts to hearer (good, sympathy, understanding, cooperation). Apart from that, researchers also found that social distance (D) was the factor that most influenced Jennie in choosing positive politeness strategies.

Keywords: interviews, Jennie Kim, politeness, positive politeness strategies



ABSTRAK

Dalam penelitian ini membahas strategi kesantunan positif yang digunakan Jennie Kim dalam menjawab pertanyaan saat diwawancara. Data penelitian ini berasal dari tuturan Jennie Kim yang mengandung strategi kesantunan positif dalam video wawancaranya di media YouTube. Dalam menganalisis, penelitian ini menggunakan teori Brown dan Levinson (1987) mengenai 15 strategi kesantunan positif dan teori pendukung lainnya.

Berdasarkan hasil analisis data, peneliti menemukan 49 poin data yang mencakup 13 strategi kesantunan positif yang digunakan Jennie dalam menjawab pertanyaan dalam wawancaranya. Strategi tersebut adalah strategi 1: *give gifts to the listener*; strategi 2: *exaggerate*; strategi 3: *intensify interest to the listener*; strategi 4: *use in-group identity markers*; strategi 5: *seek agreement*; strategi 7: *presuppose/raise/assert common ground*; strategi 8: *joke*; strategi 9: *assert or assume S's knowledge of and concern H's wants*; strategi 10: *offer, promise*; strategi 11: *be optimistic*; strategi 12: *including both S and H in the activity*; strategi 13: *give (or ask for) reasons*; and strategi 15: *give gifts to hearer (good, sympathy, understanding, cooperation)*. Selain itu, peneliti juga menemukan bahwa jarak sosial (D) menjadi faktor yang paling mempengaruhi Jennie dalam memilih strategi kesantunan positif.

Kata Kunci: *wawancara, Jennie Kim, kesopanan, strategi kesopanan positif*

