Positive Politeness Strategies as Used by Judges in American's Got Talent Competition Show

A Proposal

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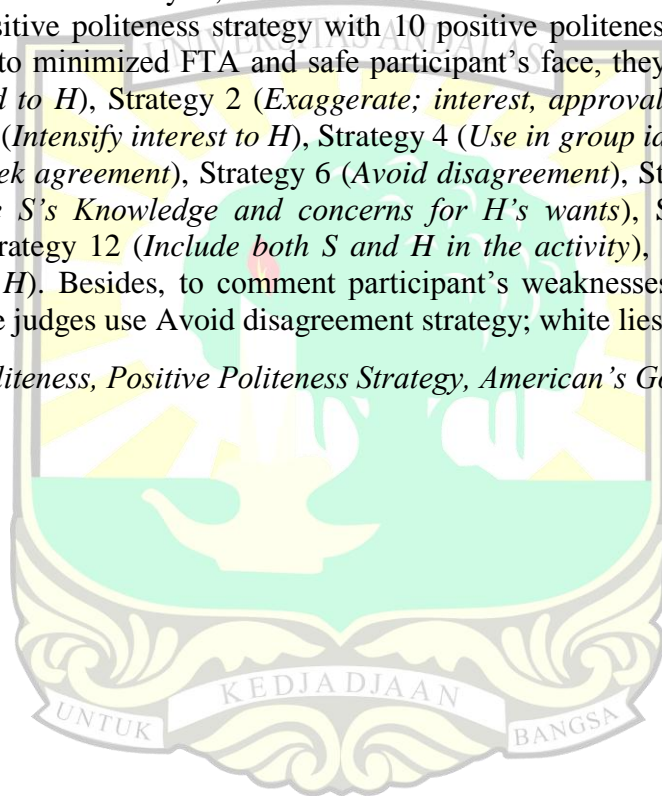
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ABSTRACT

This research analyses the positive politeness strategies used by Judges in American's Got Talent competition show in commenting and judging the participant's performance. This research was done by observation and analyzing the judges utterance which contain positive politeness strategies. The analysis focus on the judges' utterance which used positive politeness strategies to save participants face. This research uses the theory proposed by Brown and Levinson (1987); *The Fifteen Positive Politeness Strategies*. The theory is supported by other theories that are considered relevant to the topic in this research.

Based on the analysis, the writer found that there are 26 utterances containing positive politeness strategy with 10 positive politeness strategies that the judge use to minimized FTA and safe participant's face, they are: Strategy 1 (*Notice, attend to H*), Strategy 2 (*Exaggerate; interest, approval, sympathy with H*), Strategy 3 (*Intensify interest to H*), Strategy 4 (*Use in group identity markers*), Strategy 5 (*Seek agreement*), Strategy 6 (*Avoid disagreement*), Strategy 9 (*Assert or presuppose S's Knowledge and concerns for H's wants*), Strategy 11 (*Be optimistic*), Strategy 12 (*Include both S and H in the activity*), and Strategy 15 (*Give gifts to H*). Besides, to comment participant's weaknesses in American's Got Talent, the judges use Avoid disagreement strategy; white lies.

Keywords: Politeness, Positive Politeness Strategy, American's Got Talent

ABSTRAK

Skripsi ini adalah kajian strategi kesantunan bahasa positif yang digunakan oleh juri American's Got Talent dalam memberikan komentar terhadap setiap pesertanya. Skripsi ini meneliti dan menganalisis setiap tutur bahasa yang mengandung strategi kesantunan bahasa positif. Skripsi ini menggunakan teori Brown dan Levinson (1987) yaitu 15 strategi kesantunan bahasa positif dan didukung dengan teori lainnya yang berhubungan dengan topik penelitian ini.

Berdasarkan hasil analisis data, peneliti menemukan 26 tutur bahasa yang mengandung kesantunan bahasa positif dengan 10 strategi kesantunan bahasa positif yang digunakan juri untuk mengurangi FTA. Strategi itu adalah: Strategi 1 (*Notice, attend to H*), Strategi 2 (*Exaggerate; interest, approval, sympathy with H*), Strategi 3 (*Intensify interest to H*), Strategi 4 (*Use in group identity markers*), Strategi 5 (*Seek agreement*), Strategi 6 (*Avoid disagreement*), Strategi 9 (*Assert or presuppose S's Knowledge and concerns for H's wants*), Strategi 11 (*Be optimistic*), Strategi 12 (*Include both S and H in the activity*), and Strategi 15 (*Give gifts to H*). Selain itu, penulis juga menemukan strategi yang digunakan juri dalam mengkomentari kekurangan dari peserta. Strategi tersebut adalah Avoid disagreement; White lies.

Kata Kunci: *Kesantunan, Strategi Kesantunan Bahasa Positif, American's Got Talent.*