

BROWN AND LEVINSON'S POLICY STRATEGY IN HABIB JAFAR AND ONAD'S PODCAST VIDEO EPS.21 BORIS IN A DRESS MAKES HYSTERIC AND ITS IMPLICATIONS FPR INDONESIA LANGUAGE LEARNING IN HIGH SCHOOL

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Abstract

This study aims to describe the forms of politeness in the Habib Jafar and Onad podcast video Episode 21: Boris in Dress Makes Hysteric and implications for Indonesia language learning in high school. Using a descriptive qualitative approach, data were obtained from the speech of Habib Jafar, Onad, and Boris through the technique of free listening and note taking. Analysis was carried out through data reduction, presentation, and drawing conclusions using informal techniques. 43 politeness strategy data were found, consisting of direct strategies (41,86%), indirect strategies (2,33%), positive politeness strategy (37,22%), and negative politeness strategy (18,60%). These findings can be applied in Indonesia language learning, especially in negotiation texts.

Keywords: pragmatic, politeness strategy, podcast, learning implication.

1. INTRODUCTION

Pragmatics is the study of the relationship between form and language use in communication (Mutia et al., 2022:102). When someone speaks clearly and conveys their message well, their speech has fulfilled the requirements of language form and use. Pragmatics encompasses principles of how a person speaks according to the context and situation, one of which is politeness. Pragmatics studies the principles of how people speak in all situations, encompassing several rules on various pragmatic scales (Sumala et al.) (in Pranata and Saputry, 2023:44). Pragmatics encompasses principles that govern how a person speaks according to the situation. One such principle is politeness or courtesy. By understanding these principles, speakers can apply them when communicating (Anggraini et al., 2023:87).

Politeness in language demonstrates attitudes that contain moral and ethical values in everyday interactions (Mislikhah) (in Pranata and Saputry, 2023:44). According to Indriastuti et al., (2021:1), politeness is a principle that every individual should possess, both in language behavior. Therefore, politeness is used to maintain harmonious relationships between communications.

According to Brown and Levinson (in Firdaus, et al., 2020:135) when communicating there are times when someone can say something that causes the person they are talking to or even themselves to lose their face or experiencing a face threat. "Face" is a person's self-image that they want to maintain and safeguard. Therefore, politeness strategies are an alternative way to help reduce face threats.

Politeness strategy is a way used by speakers to reduce face threats to their interlocutors by delivering speech that can please their interlocutors (Kusumaswari, 2018:1). Brown and Levinson (Irene 2022:1059) there are two faces known as Face Threatening Acts (FTA), namely positive face and negative face. So Brown and Levinson (Ismi, 2024:58-60) present several strategies for face threats, namely direct strategies (on record), indirect strategies (off record), positive strategies, and negative strategies.

This study aims to discuss the speech interactions found in the Habib Jafar and Onad podcast video episode 21 Boris in the dress makes hysterical and the implications for Indonesia language learning in high school. The research on the podcast video aims to enable researchers to determine the realization of the use of politeness strategies in informal and friendly interactions.

The theory used in this research is the language politeness strategy proposed by Brown and Levinson. The results of this research can be used as Indonesia language learning material for negotiation test material related to writing about the use of polite, logical, effective and contextual language by applying the use of polite language strategies.

2. METHODOLOGY

This study uses a qualitative approach with a descriptive qualitative research type. According to Walidin (in Rijal, 2021:35) qualitative research is research used to understand a phenomenon presented in the form of words. Data is studied systematically according to the context contained in the speech. The data taken is speech containing politeness strategies in the Habib Jafar and Onad podcast video episode 21 in collecting data using the technique SBLC and technique nte taking. Here the researcher is not directly involved in the conversation but only as a listener and observer. The note taking technique by recording findings from the field. The data will be analysis in the form of data reduction, data presentation, and drawing conclusions.

3. RESULTS

Based on the research conducted politeness strategies were indicated to be used in the Habib Jafar and Onad podcast episode 21 "Boris in a Robe Makes You Hysterical". The strategies indentifird included direct, indirect, positive, and negative strategies.

Table 1. Percentage Types of Politeness Strategy

No	Types of Politeness Strategy	Data Count	Percentage
1	Bland on strategy	18	41,86%
2	Off record strategy	1	2,33%
3	Positive strategy	16	37,22%
4	Negative strategy	8	18,60%
	Total	43	100%

3.1. Politeness Strategies in Podcast Video

a. Bland On Strategy

A direct strategy is a strategy used by speakers who are straightforward and don't indicate they're trying to save face. This strategy is used with close friends and in informal settings.

Data 1

Habib : "Siapa itu?"

Onad : "Ah gue udah tau siapa nih"

Boris : "Assalamualaikum. Assalamualaikum"

Onad : "Gak, pintunya Bang, itu ada tulisan lest party Abang tutup"

Habib : "**Ini digeser. Anda masuk studio aja ga bisa apalagi masuk Islam**"

The conversation occurred in a casual setting when Boris was having difficulty closing the studio door, prompting a spontaneous reaction from Habib. Habib remark "Ini digeser. Anda masuk studio aja ga biasa apalagi masuk Islam" was sarcastic, referring to a sensitive religious topic. Because he was in a close friendship, Habib didn't consider his interlocutor's feelings.

b. Off Record

Indirect strategy is a strategy used to make the interlocutor understand the meaning of the utterance according to his understanding, this strategy is used to minimize the face threat to the interlocutor.

Data 18

Onad : "Sini, Habib duduk sini, sebentar aja"

Habib : "Tunggu ini bentar"

Boris : "Kenapa?"

Habib : "**Panas di sini, panas**"

The conversation takes place in a relaxed, friendly atmosphere when Pnad asks to switch seats with Habib and Habib agrees. Habib utterance "Panas di sini, panas" is an implicit statement, meaning that Onad place make him uncomfortable due to their different religions. Habib doesn't want appear to be directly insulting Onad, so he protects his negative façade.

c. Positive Politeness Strategy

Positive strategies are strategies used by speakers to make their interlocutors feel appreciated and accepted so that the relationship becomes closer and communication continues to run smoothly.

Data 21

Onad : "Pegel punggung, mau ngasih tau doang pegel"

Habib : "Iya"

Onad : "**Gimana kabar Bib?** Udah hampir mau episode 20 loh"

The conversation takes place in a relaxed setting and between two people who are already familiar. The utterance "Gimana kabar Bib? Udah hampir mau episode 20 loh" is a positive strategy of showing attention. Here, Onad asks how Habib is demonstrating his concern and attention for Habib as a coworker.

d. Negative Politeness Strategy

Negative strategies are strategies used by speakers to show respect, appreciation, and not threaten the privacy of the person they are speaking to.

Data 17

Onad : "Eh Bor tapi tetep lo belum jawab gimana ko lo bosa banyak pengetahuan Islam?"

Boris : "**Engga, engga banyak tahu. Apalah tau gue Onad cuma ya loh seujung jari kuku pun tidak ada Onad**"

The conversation took place in a relaxed atmosphere. The utterance "Engga, engga banyak tahu. Apalah tau gue Onad cuma ya loh seujung jari kuku pun tidak ada Onad" is negative, namely pessimistic. Here, Boris feels his knowledge of Islam is limited, only limited to the existence of Habib, a religious leader who certainly has greater understanding and deserves to be praised.

3.2. Implications For Learning in High School

The results of this study can be implied in Indonesia language learning in Independent Curriculum Senior High School, even semester, grade X phase E, on negotiation text material in writing elements. Where students can write negotiation texts according to the structure and language rules, then students can create them into a dialogue form. By understanding politeness and politeness strategies, students can create negotiation text with polite, effective language, and can make good speech without threatening the face of the interlocutor.

From the research results, it was found that the most dominant use of politeness strategies in language was the bland on strategy with a total of 18 data and the positive strategy of the a total 16 data. Because the context of the podcast had an informal and relaxed nuance, the speakers still paid attention to politeness in language to show respect and appreciate the norms of politeness

CONCLUSIONS

In this study, it can be concluded that the use of politeness strategies in language is still used and is appropriate to the context even in relaxed and friendly situations in order to maintain communication creating harmonious communication and avoiding conflict. The results of this study can also serve as teaching materials for students to use polite language and maintain their speech so as not to offend or threaten the face of their interlocutors.

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