

POLITENESS STRATEGIES IN *THE TONIGHT SHOW STARRING JIMMY FALLON* WITH TAYLOR SWIFT AS A GUEST STAR

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ABSTRAK

Penelitian ini membahas tentang strategi kesantunan dalam acara *The Tonight Show Starring Jimmy Fallon* dengan bintang tamu Taylor Swift. Tujuan dari penelitian ini adalah untuk mengetahui jenis-jenis strategi kesopanan dan jenis strategi kesopanan yang paling dominan dalam acara *The Tonight Show Starring Jimmy Fallon* dengan bintang tamu Taylor Swift. Penelitian ini dilakukan dengan menggunakan metode kualitatif dengan sumber data yang dibutuhkan berasal dari interaksi antara Jimmy Fallon dan Taylor Swift dalam acara *The Tonight Show Starring Jimmy Fallon* dengan bintang tamu Taylor Swift. Berdasarkan hasil penelitian dengan menggunakan teori Brown dan Levinson (1987), terdapat empat jenis strategi kesantunan yang digunakan oleh Jimmy Fallon dan Taylor Swift selama interaksi mereka dalam acara talk show tersebut. Berdasarkan metode penelitian kualitatif yang digunakan dalam penelitian ini, dapat ditemukan bahwa terdapat 321 ujaran yang mengandung strategi kesopanan, yang terdiri dari 219 ujaran untuk kesopanan positif, 45 ujaran untuk kesopanan negatif, 29 ujaran untuk on record dan 28 ujaran untuk off record. Berdasarkan penelitian yang dilakukan, dapat disimpulkan bahwa jenis strategi kesantunan yang paling dominan adalah strategi kesantunan positif dengan jumlah 219 ujaran (68,22%).

Kata Kunci: Strategi Kesopanan, Kesopanan Positif, Kesopanan Negatif, Kesopanan Bald-on Record, Kesopanan Off-record, Acara bincang-bincang

ABSTRACT

This study deals with "Politeness Strategies in The Tonight Show Starring Jimmy Fallon with Taylor Swift as a Guest Star". The objective of the study is finding out the types of politeness strategies and the most dominant type of politeness strategies in The Tonight

Show Starring Jimmy Fallon with Taylor Swift as a guest star. This study was conducted by using qualitative methods with the required data sources derived from the interaction between Jimmy Fallon and Taylor Swift in The Tonight Show Starring Jimmy Fallon with Taylor Swift as a Guest Star. Based on the results of the study using Brown and Levinson's theory (1987), there are four types of Politeness Strategies used by Jimmy Fallon and Taylor Swift during their interaction in the talk show. Based on the qualitative research method applied in this study, it can be found that there are 321 utterances containing politeness strategies, which consists of 219 utterances for positive politeness, 45 utterances for negative politeness, 29 utterances for bald-on record and 28 utterances for offrecord. Based on the research that has been conducted, it can be inferred that the most dominant type of politeness strategy is positive politeness with 219 utterances (68.22%).

Keywords: Politeness Strategies, Positive Politeness, Negative Politeness, Bald-on Record, Off Record, Talk show

1. INTRODUCTION

Language is a significant tool for humans to communicate in daily life, especially in social life. Every human often engages in language to convey their thoughts, feelings and desires to satisfy their daily needs in interacting. Interaction is one of the things that occurs between each other in the communication process. By simply using language, every human being does not have to figure out how to communicate what they feel or want. Given this crucial role, people who use language should always follow cooperative principles to prevent unintended misunderstandings. These principles can be found in the scientific study of language, namely linguistics.

Linguistics is a growing and exciting area of study, with an important impact on fields as diverse as education, anthropology, sociology, language teaching, cognitive psychology,

philosophy, computer science, neuroscience, and artificial intelligence, among others (Akmajian, 2017:5). Linguistics encompasses a very wide variety of topics related to language and communication. One of the linguistics sub-disciplines related to this research is Sociolinguistics.

Sociolinguistics is an essential discipline that studies the relationship between language and society. Language and society are interrelated because a society mobilizes through language. Thus, sociolinguistics links linguistic behavior to social requirements. In sociolinguistics, one of the central concepts is politeness.

Politeness is a key way of communication in establishing and reinforcing the bond between each other (Kádár, 2013). As such, politeness teaches people a way of maintaining a proper relationship with one another by using language. Therefore, the politeness

phenomenon can be found around us, both in formal and informal situations. For instance, when interacting in real life, such as on a talk show broadcasted.

Talk show is guided by a host and presents one or several people in. One of the numerous talk shows broadcasted all over the world is *The Tonight Show*. *The Tonight Show* is one of the longest-running talk shows on television. *The Tonight Show Starring Jimmy Fallon* has been attracting huge audiences since its debut in 2014. Known for his massive online presence, many videos from the *The Tonight Show Starring Jimmy Fallon* have even become viral.

A talk show program will usually feature a guest star who has interesting matters and a big impact on society, such as a public figure. One example of a public figure is an artist. An artist is someone whose life will always be consumed by the public. Taylor Swift, an American singer-songwriter from the United States, has a myriad of works and achievements, especially in the music industry. Known for her songwriting, musical versatility, artistic reinvention, and influence on the music industry, she is a leading cultural figure of the 21st century. Taylor Swift is one of the most awarded artists in the music industry.

When a public figure especially artist interacts in front of the public, of course, they need to pay attention to how to communicate things to the audience appropriately. Delivering ideas when we communicate with others must be clear to be received well because good

communication happened if the speaker and the hearer can get the meaning appropriately. By using politeness in a public occasion, for instance, a talk show that has a lot of audience, a public figure can interact optimally and attractively in public, regardless of the role of a public figure who is required to be flawless in every way. Therefore, politeness is one of the things that public figures such as artist, musicians, and others need to know, as well as how these politeness strategies are implemented when they interact in daily life.

By considering the above facts, this research focuses on how public figure use their language politeness strategies while communicating on a well-known TV talk show which is watched by many people. The writer chooses politeness as the topic of discussion as the writer believes that when humans interact with each other, they should learn how to respond to what the other says and communicate properly and respectfully, especially when the artists interact with each other. Therefore, *The Tonight Show Starring Jimmy Fallon* with Taylor Swift as a guest star was also chosen because the writer found some interesting politeness strategies in the utterances used when Taylor Swift interacting on the talk show. In addition, Taylor Swift as a public figure is someone who has influence in society, especially in the music industry, must use language politeness in the talk show and will be watched by the fans.

Based on the background of the study that stated previously, the problem of the study is formulated as the following:

1. What types of politeness strategies are used in *The Tonight Show Starring Jimmy Fallon* with Taylor Swift as a guest star?
2. What is the most dominant type of politeness strategies used in *The Tonight Show Starring Jimmy Fallon* with Taylor Swift as a guest star?

2. THEORETICAL FRAMEWORK

There are some relevant theories that are used for conducting this research, they are Sociolinguistics, Politeness and Types of Politeness Strategies

A. Sociolinguistics

Holmes (2013) conveys that Sociolinguistics is related to the relationship between language and the context of its use. This science explores how languages blend into different societies depending on certain social aspects such as social status, gender, or even the environment the speakers are in.

Language is a communication tool used by everyone in an organization or community when interacting to be able to understand each other. Holmes (2013) also says that language can provide more than one way of conveying the same thing whether it's giving compliments to others, welcoming each other or explaining things. It means that language offers many different ways to express

the same thing when interacting with others.

Furthermore, when humans interact with others, the social and cultural background of the other person is sometimes crucial to consider to make a proper impression. Being polite is one of the best ways to respect someone.

In this case, politeness is one of the units studied in sociolinguistics. Politeness is one of the crucial things in society to gain respect for each other when interacting. So, it can be inferred that language has an essential part in social life.

B. Politeness

Politeness in an interaction can be defined as the means employed to show awareness of another person's face. Showing awareness for another person's face when that other seems socially distant is often described in terms of respect or deference. Face means the public self-image of a person. It refers that emotional and social sense of self that everyone has and expects everyone else to recognize (Yule, 1996:60)

On the other hand, Brown and Levinson (1987) say that politeness is the act of conveying speech very politely to avoid the possibility of disputes that occur between each other. In addition, they say "Politeness is how people behave in a way that attempts in considering of the feelings of their addressee" (Brown and Levinson, 1987:17). In this research, the writer used theories related to Brown and

Levinson (1987). Brown and Levinson's politeness theory is considered to be the most universally acceptable among all existing politeness theories.

C. Types of Politeness Strategies

Brown and Levinson (1987:94-95) concluded that people's politeness behavior is divided into four strategies including bald-on record, positive politeness, negative politeness and off record strategies.

1) Bald-on Record

Brown and Levinson (1987:94-99) conclude that this strategy is following with the maxim proposed by Grice, i.e. Grice's Maxim (1975). Bald-on record strategy employed by S (speaker) by conducting FTA (face-threatening action) directly with maximum efficiency without attempting to satisfy H's (hearer) face. According to Brown and Levinson (1987), there are different types of bald-on record usage in different circumstances. These strategies fall into two classes, namely cases of non-minimization of the face threat and cases of FTA-oriented bald-on record usage.

2) Positive Politeness

Positive politeness is a strategy for doing an FTA in a face-saving way or maintaining a positive face of the opponent's speaker (Brown and Levinson, 1987). In this strategy, the speakers recognize that the hearer has a desire to be respected. Positive politeness strategies can be used not

only for FTA redress but generally as a kind of social accelerator, where S when using them, indicates that he wants to 'get closer' to H. There are some strategies of positive politeness including: (a) Notice, attend to hearer, (b) Exaggerate, (c) Intensify interest to hearer, (d) Use in-group identity markers, (e) Seek agreement, (f) Avoid disagreement, (g) Presuppose/raise/assert common ground, (h) Joke, (i) Assert or presuppose S's knowledge of and concern for H's wants, (j) Offer, promise, (k) Be optimistic, (l) Include both S and H in the activity, (m) Give or ask for reason, (n) Assume or assert reciprocity and (o) Give gifts to H.

3) Negative Politeness

According to Brown and Levinson (1987:129-190), negative politeness is redressive action addressed to the addressee's negative face: his want to have his freedom of action unhindered and his freedom of action unimpeded. Thus, negative politeness strategies consist of several ways based on Brown and Levinson (1987), they are: (a) Be conventionally indirect, (b) question hedge, (c) Be pessimistic, (d) Minimize the imposition, (e) Give deference, (f) Apologize, (g) Impersonalize S and H, (i) State the FTA as a general rule, (j) Nominalize and (k) Go on record as incurring a debt, or as not indebted H

4) Off Record

Brown and Levinson (1987) state that off record utterances are “essentially indirect uses of language: to construct an off-record utterance one says something that is either more general (constraint less information in the sense that it rules out for possible states of affairs) or different from what one means (intends to be understood)”. In doing off-record, the speaker can perform it using several ways, including the following: (a) Give hints, (b) Give association clues, (c) Presuppose, (d) Understate, (e) Overstate, (f) Use tautologies, (g) Use Contradiction, (h) Be ironic, (i) Use metaphor, (j) Use rethorical questions, (k) Be ambiguous, (l), Be vague, (m) Over generalize, (n) Displace hearer, and (o) Be incomplete.

3. RESEARCH DESIGN

In conducting this study, the writer used descriptive qualitative methods. Qualitative methods are utilized to clarify and describe the data. According to Arikunto (2006), qualitative study is developed concepts based on existing data, emphasizes the versatility and validity of research, and involves researchers in their ability to catch, analyze, and react to data. The writer used descriptive qualitative methods because the purpose of this study is to describe a phenomenon of interaction in daily life, particularly regarding how the politeness of language is used in the utterances of Jimmy Fallon and Taylor Swift when interacting on the talk show.

The data of this study is taken from the utterances in *The Tonight Show Starring Jimmy Fallon* with Taylor Swift as a guest star. This study used scripts from eight talk show videos entitled: “*Taylor Swift Reacts to Embarrassing Footage of Herself after Laser Eye Surgery*, *Taylor Swift Has Some Big Ideas for Lover Fest*, *Name That Song Challenge with Taylor Swift*, *Taylor Swift’s 10-Minute Version of All Too Well Almost Wasn’t Recorded (Extended)* | *Tonight Show*, *Taylor Swift’s Easter Eggs Have Gone Out of Control (Extended)* | *The Tonight Show*, *Box of Lies with Taylor Swift* | *The Tonight Show Starring Jimmy Fallon*, *Taylor Swift Spill on Record-Breaking Midnights Album and Teases a Potential Tour* | *Tonight Show*, and *Taylor Swift Reveals Star-Studded Cameos in Her Easter Egg-Filled ‘Bejeweled’ Music Video*”.

The formulation of the problems carried out from this study is as follows:

1. What types of politeness strategies are used in *The Tonight Show Starring Jimmy Fallon* with Taylor Swift as a guest star?
2. What is the most dominant type of politeness strategies used in *The Tonight Show Starring Jimmy Fallon* with Taylor Swift as a guest star?

To analyze this study, the writer collected data using the following steps:

1. Searching and downloading the talk show videos on the YouTube channel.
2. Watching the talk show videos repeatedly
3. Transcribing the transcript of the talk show videos.

4. Identifying the utterances in the talk show videos according to politeness strategies.
5. Rewriting the talk show' politeness strategies in this study.

4. DISCUSSION

The data of this study were taken from the utterances between Jimmy Fallon and Taylor Swift in eight talk show videos of *The Tonight Show Starring Jimmy Fallon* with Taylor Swift as a Guest Star. The utterances had been transcribed into the transcript, then the writer identified all the utterances based on the types of politeness strategies proposed by Brown and Levinson (1987). This study is done by the descriptive qualitative research.

A. The Types of Politeness Strategies

After the data were analyzed, the writer found that all four types of politeness strategies were used in *The Tonight Show Starring Jimmy Fallon* with Taylor Swift as a guest star. They are bald-on record, positive politeness, negative politeness and off record strategies.

1) Bald-on Record

Bald-on record (BoR) is a strategy where the speaker does not need to use politeness when conveying the utterance. This strategy can also be used when in an urgent situation. These strategies fall into two classes, namely cases of non-minimization of the face threat and cases of FTA-oriented bald-on record usage.

Table 4.1

The Percentage of Bald-on Record Strategy

No	Bald-on Record	Frequency	%
1	Case of Non-minimization of the face threat	15	51.72%
2	Case of FTA-oriented bald-on record usage	14	48.28%
Total of occurrences		29	100%

2) Positive Politeness

Positive politeness (PP) strategy is a strategy used between interlocutors who already know each other and have a relationship, so speakers prefer informal diction. This strategy includes compliments to the interlocutor, jokes, and other sentences spoken to avoid conflict and create familiarity with each other.

Table 4.2

The Percentage of Positive Politeness Strategy

No	Positive Politeness	Frequency	%
1	Notice, attend to hearer	13	5.93%
2	Exaggerate	12	5.47%
3	Intensify interest to hearer	35	15.98%
4	Use in group identity markers	18	8.21%
5	Seek agreement	49	22.37%
6	Avoid agreement	33	15.06%
7	Presuppose/raise/assert common ground	0	0.00%
8	Joke	10	4.56%
9	Assert or presuppose S's knowledge of and concern for H's wants	1	0.45%
10	Offer, promise	7	3.19%
11	Be optimistic	7	3.19%

12	Include both S and H in the activity	18	8.21%
13	Give or ask for reason	2	0.91%
14	Assume or assert reciprocity	0	0.00%
15	Give gifts to H	14	6.39%
Total of occurrences		219	100%

3) Negative Politeness

Negative politeness (NP) is a politeness strategy used to have a conversation with distance, such as never knowing before, or there is a gap caused by conflict between the speaker and the listener. Speakers tend to use formal diction to avoid conflict and to appear more polite.

Table 4.3
The Percentage of Negative Politeness Strategy

No	Negative Politeness	Frequency	%
1	Be conventionally indirect	7	15.56%
2	Question hedge	9	20.00%
3	Be pessimistic	4	8.89%
4	Minimize the imposition	0	0.00%
5	Give deference	1	2.22%
6	Apologize	14	31.11%
7	Impersonalize S and H	9	20.00%
8	State the FTA as a general rule	0	0.00%
9	Nominalize	0	0.00%
10	Go on record as incurring a debt, or as not indebting H	1	2.22%
Total of occurrences		45	100%

4) Off Record

This strategy uses indirect language and eliminates the potential for the speaker to coerce others. So, the hearer is required to find out the meaning of the utterance conveyed by the speaker.

Table 4.4
The Percentage of Off Record Strategy

No	Off Record	Frequency	%
1	Give hints	5	17.86%
2	Give association clues	9	32.14%
3	Presuppose	0	0.00%
4	Understate	1	3.57%
5	Overstate	6	21.43%
6	Use tautologies	0	0.00%
7	Use contradiction	3	10.71%
8	Be ironic	1	3.57%
9	Use metaphor	0	0.00%
10	Use rhetorical questions	0	0.00%
11	Be ambiguous	1	3.57%
12	Be vague	1	3.57%
13	Over generalize	0	0.00%
14	Displace hearer	0	0.00%
15	Be incomplete	1	3.57%
Total of occurrences		28	100%

B. The Most Dominant Type of Politeness Strategies

The most dominant type of politeness strategies in *The Tonight Show Starring Jimmy Fallon* with Taylor Swift as a guest star can be known based on the percentage of occurrence of each type by using *Arikunto's* (2010) formula as follow:

$$X = \frac{F}{N} \times 100\%$$

Table 4.5
The Occurrences of The Types of Politeness Strategies

No	Type of Politeness Strategies	Frequency	%
1	Bald-on Record (BoR)	29	9.03%
2	Positive Politeness (PP)	219	68.22%
3	Negative Politeness (NP)	45	14.02%
4	Off Record (OR)	28	8.72%
Total of Occurrences		312	100%

From the table 4.5, it could be seen that the percentages of positive politeness in *The Tonight Show Starring Jimmy Fallon* with Taylor Swift as guest star are as many as 68.22%, negative politeness in *The Tonight Show Starring Jimmy Fallon* with Taylor Swift as guest star are 14.02%, bald-on record in *The Tonight Show Starring Jimmy Fallon* with Taylor Swift as guest star are 9.03% and off record in *The Tonight Show Starring Jimmy Fallon* with Taylor Swift as guest star are 8.72%. So, by this evidence, the most dominant type of politeness strategies in *The Tonight Show Starring Jimmy Fallon* with Taylor Swift as guest star is Positive Politeness as many as **68.22%**

5. CONCLUSIONS

Having analyzed the politeness strategies in *The Tonight Show Starring Jimmy Fallon* with Taylor Swift as guest star, it can be concluded that:

1. There are four types of politeness strategies found in *The Tonight Show Starring Jimmy Fallon* with Taylor Swift. Those are bald-on record (BoR) with 29 occurrences, positive politeness

(PP) with 219 occurrences, negative politeness (NP) with 45 occurrences and off record strategies (OR) with 28 occurrences.

2. The most dominant type of politeness strategies in *The Tonight Show Starring Jimmy Fallon* with Taylor Swift as guest star is positive politeness as many as 219 (68.22%) occurrences out of total of 321 occurrences.

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