

POSITIVE POLITENESS IN TMGW PODCAST

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Abstract

This study aims to analyze the types and the factors of using positive politeness strategies in the podcast video. The writer used Brown and Levinson's (1987) theory with qualitative methods in analyzing the data. The data source was taken from a podcast video by Grace Helbig and Mamrie Hart on a YouTube channel. The results of this study show that there are 10 various types of positive politeness strategies such as 6 notice attend to hearer, 4 Intensify interest to H, 2 seek agreement, 1 avoid disagreement, 3 presuppose/raise/assert command ground, 10 include both S and H in the activity, 1 give or ask reason, 1 give gift to H, 1 Joke to put the hearer at ease, and 1 Assert or presuppose Ss knowledge of and concern for H's wants. On the other hand, the factors found in the analysis are 16 social distance and 14 Payoff. Based on the results of analyzing the data, the most frequently used in the conversation is to Include both S and H in the activity. It appears 10 times in the conversation. Furthermore, their utterances also are influenced by some factors such as payoff and social distance. From 30 utterances, the writer found social distance is the factor that often occurs in the podcast which appears 16 times.

Keywords: *Pragmatics, Politeness, Positive Politeness, Podcast.*

1. INTRODUCTION

Language is used to communicate with people in the world. Someone can not deliver a message, advice, assumption, or suggestion without language. According to Wardhaugh (1972) defined language as a system of vocal symbols used for human communication. Besides, language can command someone to do something. The function of language is to communicate with other people or social interaction, express feelings and emotions, and express their wants, needs, and others. Therefore, people should learn about the importance of language communication and understand how to use language appropriately and effectively in many circumstances for good communication.

Pragmatics helps us to learn how language is used in different situations, how to comprehend its meaning, and how to use language appropriately and efficiently. According to Yule (2010, p. 128) stated that "pragmatics is the study of "invisible" meaning, or how we recognize what is meant even when it isn't said or written". It can be concluded that by studying pragmatics, people can understand the hidden meaning that is said by other people based on the context. By using pragmatics science in daily conversation, people can convey or ask others without telling the real meaning to avoid unpleasant feelings.

People can create good communication when they use politeness. That is why everyone should comprehend the concept of politeness in

speaking, especially for young people. Nowadays, many people talk about bad words to other people. She talks with rude words that can hurt someone's feelings. That's why the politeness concept should be introduced to society to educate them on how to speak politely with other people.

Politeness expression should be used in communicating with people to create warm relationships. Talking politely can be used in many activities, such as through talk show videos, news, podcast videos, and others. According to Brown and Levinson (1987), politeness shows how people behave in a way that considers the feelings of others. Politeness strategies are used in all areas of communication. One of the uses of politeness strategies exists in a podcast video on a YouTube channel. One of the YouTube channels that frequently makes podcast videos, shares information, and talks about someone's experience is This Might Get Weird podcast or in short, TMGW. This podcast talks about the host's experience and adventure for the past week and is delivered with great humor and excitement. So that, it can entertain the viewers. It can be proven from the number of viewers in each video, which reached thousands of viewers.

Based on the explanation above the writer is interested in analyzing a podcast video from This Might Get Weird YouTube channel, entitled "Grace Goes to the Wrong Airport." This Might Get Weird, or in short, TMGW is a YouTube channel created in 2018 with 169.000 subscribers and hosted by Grace Helbig and Mamrie Hart, who come from the United States of America. In the podcast, Grace and Mamrie talk nonsense, and common sense and make jokes. So that, the writer is interested in analyzing the used politeness strategies in the conversation. On the other hand,

by choosing this podcast as the object of the research, it is hoped that it can provide experience and examples of how to communicate well either with older, younger, or the same age. Therefore, many people can improve the way of communication.

2. LITERATURE REVIEW

2.1 Pragmatics

Language is used to connect individuals globally. Linguistics is a science that studies language components. It covers all aspects of language, both internal and external. One of the parts of linguistics study is pragmatics. Pragmatics is a linguistic science that studies the use of language concerning the context of its use. The meaning of the language can be understood if the context is known. According to Yule (2010, p. 128), "pragmatics is the study of "invisible" meaning, or how we recognize what is meant even when it isn't said or written." From the statement above, it can be concluded that by studying pragmatics, people can understand the hidden or implicit meaning that people speak. Besides, by studying pragmatics, people can know the intended meaning of someone else based on its context.

2.2 Politeness

In daily life, people as human beings use language as a communication tool with others. In daily communication, people are faced with various of people different ages or groups who make us pay attention in communicating with them by using polite words to get good feedback and create a good relationship in society. According to Yule (2010, p. 135). "Politeness can be defined as showing awareness and consideration of another person's face" Based on the definition above, it can be concluded that politeness is a term in giving a good

manner through good utterances to maintain and save other's faces in communication.

2.3 Positive Politeness

Positive Politeness aims to avoid offending others and causing conflict by emphasizing friendliness, contrasting criticism with praise, establishing common ground, employing jokes, nicknames, honorifics, tag questions, unique discourse markers (please), and in-group jargon and slang. Besides, the speaker also shows interest to the hearer by sharing the same knowledge, giving the approval to fulfill the hearer's desire, and showing appreciation to the hearer and others. According to Brown and Levinson (1987, p.70) stated that "Positive Politeness is an approach based it 'anoints' the face of the addressee by indicating that in some respects, S wants H's wants by treating him as a member of an in-group, a friend, a person whose wants and personality traits are known and liked". Brown and Levinson (1987) divided positive politeness strategy into 15 strategies. There are as following:

1) Notice, attend to H (her/his interests, wants, needs, goods, etc.)

This strategy shows that speaker should pay attention to components of the hearer's situation. According to Brown and Levinson (1987, p. 103) stated that "In general, this output suggests that speaker should take notice of aspects of hearer's condition (noticeable changes, remarkable possessions, anything which looks as though Hearer would want Speaker to notice and approve of it)". For example: "*What a beautiful vase this is! Where did it come from?*" (Brown and Levinson, 1987, p. 103).

2) Exaggerate (interest, approval, sympathy with the hearer).

This strategy often involves using exaggerated intonation, emphasis, and intensifying modifiers. For example: "*What a fantastic garden you have!*" (Brown and Levinson, 1987, p. 104).

3) Intensify interest to hearer

This strategy allows the speaker to demonstrate their intention to get the listener's interest in their contribution to the conversation by telling a good story. For example:

"I come down the stairs, and what do you think I see? a huge mess all over the place, the phones off the hook, and clothes are scattered all over" (Brown and Levinson, 1987, p. 106).

4) Use in-group identity markers.

This method conveys in-group membership; examples of in-group identity markers include address forms, slang, jargon, and nicknames. For example:

"Come here, honey!". (Brown and Levinson, 1987, p. 108).

5) Seek agreement in safe topics.

This method aims to reach an agreement with the hearer. There are two approaches to achieve agreement: safe topic and repetition. Using a safe topic allows the speaker to emphasize their agreement with the listener, satisfying their want to be 'correct' or have their opinions validated. Then, repetition is used to emphasize emotional agreement with the statement. For example:

A: "*John went to London this weekend!*"

B: "*To London!*" (Brown and Levinson, 1987, p.113)

6) Avoid disagreement

This strategy involves making neutral or disguised disagreement comments to avoid conflict or negative

interactions with the audience. It can be accomplished through hedging, softening, or indirect wording. For example:

A: *“That’s where you live, Florida?”*

B: *“That’s where I was born.”* (Brown and Levinson, 1987, p. 114)

7) Presuppose/raise/assert common ground.

This strategy consists of three ways: gossip or small talk, point of view

operations, and presupposition manipulation, which are addressed by approach. For example:

A: *“Oh, this cut hurts awfully, Mum.”*

B: *“Yes dear, it hurts terribly, I know.”* (Brown and Levinson, 1987, p. 119)

8) Joke to put the hearer at ease

Jokes could be used to emphasize a shared history or set of beliefs. According to Brown and Levinson (1987, p. 124) stated that “jokes are based on mutual shared background knowledge and values”. Joking is a basic positive politeness strategy for calming down the listener. Furthermore, jokes could be used to abuse politeness strategies to redefine the size of the FTA. For example:

“OK, if I tackle those cookies now.” (Brown and Levinson, 1987, p. 124).

9) Assert or presuppose Ss knowledge of and concern for hearer wants.

To carry out this strategy, the speaker should improve his understanding of the listener and concentrate on the needs of the hearer. For example:

“Look, I know you want the car back by 5.0, so should(not) I go to town now?” (request). (Brown and Levinson, 1987, p. 125).

10) Offer, promise

The terms “offer” and “promise” denote that the speaker attempts to cooperate with the hearer. According to Brown and Levinson (1987, p. 125) said that “In order to redress the potential threat of some face threatening acts, speaker may choose to stress his cooperation with hearer in another way”. For example:

“I’ll drop by sometime next week” (Brown and Levinson, 1987, p. 125).

11) Be optimistic

This strategy is associated with the cooperative strategy. Brown and Levinson (1987) One result of this strategy is presumptuous or enthusiastic expressions of face-threatening acts. When speaking optimistically, speakers can use phrases that emphasize positive outcomes. In this strategy, the speaker presumes that the hearer wants to fulfill his wants and help the speaker obtain his goals. For example:

“you’ll lend me your lawnmower for the weekend, I hope.” (Brown and Levinson, 1987, p. 126).

12) Include both S and H in the activity.

This strategy involves two people in the same activity. According to Brown and Levinson (1987, p. 127) stated that “By using an inclusive ‘we’ form, when speaker really means ‘you’ or ‘me’, he can call upon the cooperative assumptions and thereby redress face threatening acts”. For example:

“Give us a break” (Brown and Levinson, 1987, p. 127).

13) Give or ask for reason

By doing this strategy, the speaker expects that hearer knows what the speaker hopes for him. Brown and Levinson (1987, p. 128) said that “Another aspect of including hearer in

the activity is for speaker to give reasons as to why he wants what he wants”. In other words, giving reasons is a way of implying “I can help you” or “you can help me,” assuming cooperation, and also a way of showing what help is needed. For example:

“Why not lend me your cottage for the weekend” (Brown and Levinson, 1987, p. 128).

14) Assume or assert reciprocity

In conducting this strategy, both speaker and hearer should have a cooperate when they show any reciprocity or feedback between them. For example:

“I’ll lend you my car if you lend me some money”.

15) Give gifts to H (goods, sympathy, understanding, and cooperative).

This is the last strategy of the positive politeness strategy. In this strategy, to satisfy the hearer, the speaker should give the gift to the hearer. It can be good, sympathy, well understanding, and cooperation. Everyone likes to be cared about by other people. Hence, this strategy is beneficial in daily conversation to build a good relationship. For example:

“Please, let me know if you need some help. I can do for you”.

3. RESEARCH METHOD

In conducting this study, the writer applied a qualitative method by considering the aims of this study to analyze the types of positive politeness strategies used by the host in the podcast and to find out the factors that influenced in choosing positive politeness strategies. There are 30 data samples that have been collected and taken from dialogue a podcast on the YouTube channel.

The data of this study were taken from the utterances of two hosts in the podcast entitled Grace Goes to the Wrong Airport in TMGW YouTube channel. TMGW is a YouTube channel created in 2018 with 169.000 subscribers and hosted by Grace Helbig and Mamrie Hart, who come from the United States of America. In analyzing the data, it was divided into 2 stages of analysis, the first stage is analyzing the types of positive politeness strategies used by the host in the podcast, and the second stage, analyzing the factors that influenced in choosing positive politeness strategies by using the theory of Brown and Levinson (1987).

In this study, data was analyzed in two steps: during collecting the data and after getting the data collection. The first procedure is mentioned with the following steps.:

- 1) The writer watched the podcast video for several times in order to understand the content.
- 2) While watched the video, the writer read transcript of the conversation because the object of the study is the utterances between two the hosts.
- 3) The writer identified positive politeness strategies and the factors that influence in choosing the strategies.
- 4) The writer underlined/mark the speaker's utterances that contain the types of positive politeness strategies.
- 5) The writer listed all the data found.

The second method was carried out using the following steps:

- 1) The writer classified and categorized the data into the types of positive politeness strategies.
- 2) The writer focused on classifying the factors that influenced in choosing the strategy according to Brown and Levinson's theory.

- 3) The writer analyzed and explained the obtained data based on the context.

4. RESULT AND DISCUSSION

This study aims at finding the types of positive politeness used by the host in the podcast and to find out the factors that influence in choosing positive politeness strategies in the podcast.

- (1) Mamrie: ” **We** are rolling cheers Grace Helbing” (00:00:43).

According to the utterance above, Mamrie used positive politeness strategy Include both S and H in the activity. It can be seen In the utterance ” We are rolling cheers Grace Helbing” Mamrie engages Grace in the same activity. By using the pronoun “we”, it is a sign that Mamrie involves Grace in that activity. Mamrie and Grace as the host of the podcast are seen sitting across from each other and ready to start to talk interesting story. Before the conversation begins, Mamrie invites Grace to cheer with a can of soft drink as the opening and warm welcome of the podcast.

The factor that influenced Mamrie in choosing this strategy is social distance. Mamrie and Grace as the host ready to start to talk in the podcast. Mamrie looks enthusiastic to start the podcast. as does Grace also looks very excited to start the podcast and talk about Grace experience in a week. By saying the strategy above, Mamrie certainly does not feel awkward because Mamrie and Grace have a friendship. Therefore, by cheering together there are no strange feelings between Mamrie and Grace.

- (2) Grace: “**I was talking about resolution and one of the things I’am so bad at resolution themselves.** I feel like they for me, they become just like cliché thing. I

feel like I should write down and I never really do them” (00:01:44).

Based on the utterance above, Grace used positive politeness strategy of Intesify interest to Hearer. By saying the utterance above, Grace tries to tell her resolution and gives knowing her feelings at the beginning of the podcast to attract Mamrie’s attention and interest. Grace says that Grace is bad in making the resolution. She feels hard to achieve something, and Grace just wants to do list and tries everything in that year. As a result, by telling this utterance, Mamrie gives the response as proof that Mamrie is interested in Grace's story.

The factor that influences Grace in choosing this strategy is social distance factor. Grace as a friend of Mamrie is not reluctant to tell anything to Mamrie, either a bad or good story, Grace never feels shy to talk about that because Grace and Mamrie have known each other. By saying the utterance above, Grace does not feel worried about getting a negative response from Mamrie because Mamrie will not give the worst judgment to Grace. As a result, no FTA occurs in Grace's face.

- (3) Mamrie: “**We’re the attempt girls, yeah**” (00:02:44)

Based on the utterance above, Mamrie used positive politeness strategy of joke to put the hearer at ease. When Mamrie and Grace talk about cooking in the podcast Grace said that she wants to try everything on every menu and Mamrie answers by making a joke by saying “we’re the attempt girls” to Grace. It means that Grace and Mamrie are women who can taste all flavors of food. Suddenly, the podcast changed to full of laughter. So that, the conversation does not seem stiff.

The factor that influences Mamrie in choosing this strategy is social distance factor. Mamrie dares to say this utterance above because Mamrie has 2the close friendship with Grace that Mamrie and Grace have known each other very well. Therefore, Grace does not feel offended by Mamrie's utterance.

- (4) Grace: **“I've been buying a lot product that like I see Tiktok recommending, and 1 week ago bought one of those sunrise clocks”** (00:09:05)

Based on the utterance above, Grace used positive politeness strategy Intensify interest to hearer. Grace tells Mamrie that Grace bought the unique clock is shaped like a sunrise when the alarm goes off. Surely, it provokes a good response from Mamrie. Mamrie seems interested in the clock that Grace bought. It can be seen from Mamrie's expression who looks very enthusiastic to hear Grace's story in detail about the clock.

The factor that influences Grace in choosing this strategy is social distance factor. Grace as Mamrie's friend always tells everything to Mamrie, such as: Grace's resolution, activities, habbit, and in this time, Grace talks about the unique clock. Even though it is just a little thing, Grace wants to tell Mamrie. It is evidence that Grace has an intimacy with Mamrie. As a result, Grace does not hesitate to say anything to Mamrie.

- (5) Mamrie: **“I don't remember if we podcasted since then”** (00:18:12).

According to the utterance above, Mamrie used postive politeness strategies Include both S and H in the activity. By using this strategy, Mamrie tries to involve Grace in the same activity. Mamrie said, “I don't remember if we podcasted since then”. By saying

that utterance, Mamrie does not realize that Mamrie and Grace have made the podcast for quite a long time and Mamrie has told many things with Grace from good story until bad story Grace and Mamrie have told in the podcast

Factor that influences Mamrie in choosing this strategy is social distance. At the time Grace talks about the podcast time by time. Grace tells Mamrie that the podcast program was created, and it turns out that Mamrie does not realize that the podcast has been going on for quite a long time. Mamrie says to the point like the utterance above, because Mamrie has known the character of Grace. So that, Mamrie does not need to speak politely. When Mamrie says the utterance above, Mamrie believes that the FTA will not occur in the Grace positive face.

- (6) Mamrie: **“It's so interesting how people go like”** (00:20:23).

In the datum above, Mamrie says, “It's so interesting how people go like.” in this utterance, Mamrie used positive politeness strategy notice attend to H. Mamrie as the interlocutor with grace in the podcast pay attention to the grace wishes that wants to do the podcast with the harpist because grace likes how the harpist plays the harp and grace is interested in this music instrument. Therefore, by saying, “It's so interesting how people go like,” Mamrie knows about Grace's wants and interests. So that Mamrie can think that if the podcast happened, it would be something exciting and fun.

The payoff factor influenced Mamrie in choosing this strategy. Mamrie knows that she will gain advantages by implementing this strategy. Mamrie will reduce FTA towards the positive politeness of grace and give a sense of confidence by

supporting grace and agreeing with Grace, who at the time wanted to do the podcast with a harpist.

- (7) Mamrie: **“You should absolutely find out her name, send her email, and be like can I conduct the interview with you”** (00:22:32).

Based on the utterance above, Mamrie used a positive politeness strategy give gift to H. By saying, “You should absolutely find out her name, send her email, and be like, can I conduct the interview with you?” Mamrie, as Grace's partner in the podcast, tries to be cooperative by giving suggestions and ideas about what Grace should do when interviewing the harpist. So, it will be a great question when Grace does a podcast with the harpist.

The factor that influenced Mamrie in choosing this strategy is the “social distance” factor. Here, Mamrie, as Grace’s best friend, really understands what Grace wants because Mamrie has been friends with Grace for a long time. Therefore, Mamrie knows what Grace feels. By conveying the utterance above, Grace feels that Mamrie is a good support system for Grace.

- (8) Grace: **“I got exactly what you mean because I do feel”** (00:27:57).

Based on the utterance above, Grace used positive politeness strategy presuppose/raise/ assert common ground. Grace says, “I got exactly what you mean because I do feel.” this means that Grace really understands what Mamrie feels that meeting someone who has not seen her for a long time will make the situation full of awkwardness and confusion about what to talk about. So that Grace gives empathy to Mamrie.

The factor that influenced Grace in choosing this strategy is social distance

factor. Because of the closeness that exists between them, Grace feels what Mamrie feels. She also feels his friend's condition at that time. By saying the utterance above, Grace understands her friend would feel that the awkwardness when meeting someone she has not seen for a long time is normal. Because other people feel the same thing. Therefore, Mamrie will not feel anxious and will not blame herself.

- (9) Grace : **“Because we can’t talk super succinctly”** (00:30:42).

Based on the utterance above, Grace used positive politeness strategy Include both S and H in the activity. This strategy is signed by using the pronoun “ we” in the utterance. By saying “Because we can’t talk super succinctly” means Grace involves Mamrie in the same activity. At the time Mamrie and Grace were talking about the intimacy between Grace and Mamrie, that between Mamrie and Grace are clicked into each other’s thoughts. Hence, when Mamrie and Grace talking something it would be a long conversation and they would have more time to talk something.

The factor that influences Grace in choosing this strategy is social distance. When Grace said the utterance above, Grace knew that the friendship between Grace and Mamrie had been created for a long time. Besides, Grace and Mamrie have done many things together. Such as: telling something until spending a long time. Because of Mamrie and Grace have

- (10)Mamrie: **“Why did you engage?”** (00:47:03).

Based on the utterance above, Mamrie used positive politeness strategy of Give or ask for reason. Mamrie asks the reason why Grace did not follow the

girls that she met in the airport to see the girls' restaurant and talk for a longer time. Finally, Grace gives the reason why Grace did it. Because Grace was so tired at the time. Grace was in the car for about 3 hours. It makes Grace cannot talk for a long time with the girl.

The factor that influences Mamrie in choosing this strategy is social distance factor. Mamrie says the utterance above directly because Mamrie wants to know the reason from Grace to relieve his curiosity. Mamrie asks to Grace directly without any hesitation, any doubt and without any clumsiness because mamrie has a friend relationship. Grace and Mamrie are bestfriend. Hence, Mamrie does not need to talk formal with Grace.

5. CONCLUSION

According to the research findings, there are types and the factors of using positive politeness strategies applied by Grace Helbig and Mamrie Hart in the podcast on TMGW YouTube channel. Out of 30 utterances, the writer found 10 various types of positive politeness strategies which "include both S and H in the activity is the most frequently used which appears 10 times in the conversation. These findings stated that Grace and Mamrie are involved in the same activity. The reason Grace and Mamrie often use include both S and H in the activity is because they did the same activity together for some times.

Furthermore, chosen strategies are likely to occur due to some factors. The writer found there are 2 factors such as: payoff and social distance. From 30 utterances, social distance is the most frequently used in the podcast which appeared 16 times, and followed by payoff factor which appears 14 times in the podcast. This is because Grace and Mamrie have a friendship.

To increase knowledge of pragmatics study within a particular

context, the writer suggests to the next writer to analyze other types of politeness strategies that consist of four strategies. Secondly, the writer suggests the next writer explore other objects not only in the podcast on the youtube channel but also in other media such as: television programs, social media comments, movie scripts, talk show videos, and others. The last is the writer truly recommends to the readers and the next writers to analyze the data using the current or the newest theory such as: Wijana (1996), Rustono (1999), Muslich (2006), and others.

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