

An Analysis of Positive Politeness Strategies on You Tube Video Entitled “Ariana Grande I Full Video”

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Abstract

The aim of this research is to find and explain the occurrence of positive politeness strategies from You Tube video entitled “Ariana Grande I Full Video”. In analyzing the data, researchers took the theory of positive politeness strategies in the scope of Pragmatics by Brown & Levinson (1987) that consists 15 strategies. Descriptive qualitative method was applied by researchers in this research. In collecting data, researchers took observational method, such as watching and listening careful to the video, finding the words that contain the occurrence of positive politeness, collecting the data from the video, divide them based on positive politeness strategies, analyze the words, and explain the result of the analysis. After done doing the analysis, researchers found 68 phenomenon that occur in 10 positive politeness strategies, they are 3 occurrence of the first strategy (Notice, attending to hearer), 13 occurrence of the second strategy (Exaggerating (Showing interest, approving, and give sympathy to hearer)), 8 occurrence of the fourth strategy (Using in group identity marker), 21 occurrence of the fifth strategy (Seeking agreement), 3 occurrence of the sixth strategy (Avoid disagreement), 10 occurrence of the seventh strategy (Presupposing, raising, or asserting common ground), 1 occurrence of the eighth strategy (Giving joke), 1 occurrence of the twelfth strategy (Including or getting both speaker and hearer into the activity), 7 occurrence of the thirteenth strategy (Giving or asking for reason), and 1 occurrence of the fifteenth strategy (Giving gifts to H in the form of goods, sympathy, understanding, and cooperation).

Keywords: Pragmatics; Politeness; Positive politeness strategies.

1. Introduction.

Nowadays, communication is known as the most important factor in our daily life. Humans communicate by using language. Language is a system of signs used to express ideas, signs, and formulations politely (Sartika & Johan, 2021). Language is often used on a daily communication such as through telephone or in conversation between people (Simanjuntak & Johan, 2022). According to Chomsky (2006), the principles and norms of language as a biological system are generated from internalized knowledge. In order to make communication become success, people must be able to understand the context of the conversation. Yule (2010) explained that the set of different words used in the same phrase is called context. Context can help hearers to understand the meaning of the utterance from speaker even it is not stated directly inside the sentence.

In linguistics, there is a study that discuss about context that is called pragmatics. According to Kasper & Kulka (1993), pragmatics is a study that has a function of understanding people's intention and how people use language to produce utterance that contains context. On the other hand, Yule (2010) also stated pragmatics as a branch of linguistics studies that focus on the context of

the sentence uttered by speaker where the meaning is not stated directly from the sentence. Based on 2 statements above, the function of pragmatics is very important as the study that talks about implied meaning in linguistics.

Besides the ability of understanding context in conversation, the understanding of politeness in pragmatics is also very important. According to Yule (2006), politeness is known as demonstrating awareness or consider another person's reaction or face. The focus of politeness is in analyzing another person's face to understand what they expect us to do. Politeness is one of the aspects in language that can increase speakers' emotional intelligence in communication, where both speakers are not only required to convey the truth, but must remain committed in maintaining the harmony between each other (Afriana & Mandala, 2018). The definition of politeness was also stated by Watts (2005) where politeness is a set of tactics or strategies that has the function for preventing conflict. On the other hand, politeness can be defined as the relation between speaker and hearer where the focus is on the message's potential for offensiveness. By using politeness in our conversation, it can reduce the possibilities of threat to other's person face.

Politeness is divided into four forms, where Brown & Levinson (1987) had divided it into positive politeness, negative politeness, on record and off record. In this research, researchers focus on positive politeness as the theory for the analysis. Positive politeness is compensation directed to the positive face of the recipient, the enduring desire that his wish should be regarded as desirable. Positive politeness consists of maximizing polite illocutions where it is addressed to recipient's positive face (Watts, 2003). Positive politeness has its own strategies, where Brown & Levinson (1987) divides it into fifteen strategies, they are notice (attending to hearer), exaggerating, intensify interest to H, use in-group identity marker, seek agreement, avoiding disagreement, presupposing or raising or asserting, joking to entertain hearer, asserting or presupposing the knowledge of and concerning what H wants, offering or promising, being optimistic, getting both S and H into the activity, giving or asking for reason, assuming or asserting reciprocity, giving gifts to H in the form of goods, sympathy, understanding, and cooperation. Each strategy above divides forms of the occurrence of positive politeness.

The phenomena of the occurrence of politeness strategies does not only occur in common conversation. It can also occur on the other activities, such as interview. One of the examples of interview that consists politeness can be found in You Tube video entitled "Ariana Grande I Full Interview" where researchers also use this video as the data source in analyzing positive politeness strategies. The reason researchers use this video as the data source is because the interview guest is known a very famous singer and the conversation consists many random jokes that can entertain the audience. The focus of this research is on analyzing the strategies of positive politeness in the conversation between Ariana Grande, Zach Sang, and other speakers on the interview video from You Tube entitled "Ariana Grande I Full Video".

2. Review of Literature.

2.1. Pragmatics.

In communication with the others, the understanding of contexts uttered in a sentence is very important. In Linguistics, there is a study that discuss about context, called pragmatics. Kasper & Kulka (1993) stated the definition of pragmatics as a study that discuss about the context or people's intention in the usage of language by creating utterance or sentence. Pragmatics is a branch of linguistics that focus on human's understanding to the context in

using language in different situations (Trosborg, 1995). On the other hand, Yule (2010) also explained pragmatics as invisible meaning study, where it talks about how people know something that is not expressed directly by someone. In addition, pragmatics study plays big role in our daily life.

Learning pragmatics can give us some advantages and disadvantage. In learning language, pragmatics can give benefits where one can guess people's intended meaning, assume them, knowing their aims or objectives, and types of actions (for example: supplication) that they show when they are talking. In contrast, the big disadvantage is that all these human notions are difficult to analyze in a consistent and objective way. Some predictions of knowing what people want based on what they said is not always correct. This is because each person has its own personality and shows different ways in communication. Therefore, the deeper understanding of pragmatics is needed in order to understand more about the context in communication, such as studying politeness as one of the scopes of pragmatics.

2.2. Politeness.

The practical application of good manners or etiquette in order to avoid offending other people is referred to as politeness. Politeness is known as the way of how we speak in showing respect for others. According to Yule (2010), politeness is the study of how we show our awareness and considers of other's people face. Watts (2003) also explained politeness as the study that maximize polite illocutions that is addressed to recipient's positive face. Interactions can minimize ambiguity and generate a favorable reaction between the speaker and listener by adopting politeness (Tantri, 2020). Politeness is a theory that focused on the concept based on face where people tend to protect their self-image. The word "face" has a meaning as the self-image where everyone possesses an emotional and social sense of self, which they expect other people to perceive. The objective of politeness is to avoid acting in a hostile manner so as not to offend others and cause all individuals to feel loose and comfortable with each other or minimizing face threatening acts (FTA). Face threatening acts are acts that refers to something that gives threat to other

people's self-image (Yule, 2010). As the result, politeness is an expression of aware to hearer's social self-image.

In politeness, there are 2 kinds of face as stated by Brown & Levinson (1987), they are:

- Positive face, where each member's wish that his wish be shared by at least a few other people. In positive face, speaker wants to obtain approval from the hearer where the person needs others people to accept what has been stated by him. The desire of getting respected is very strong in positive face. A positive face can give the values of solidarity, informality, recognition, and the acceptance from the others.
- Negative face, as the desire of every competent adult member for not to be impeded by others. Negative face refers to the freedom where speaker wants the desire to remain independent, free from outside interference, and the existence of outsider respect for that independence.

The form of politeness can change based its circumstance (Afriana et al., 2023). Brown & Levinson (1987) had divided politeness into 4 types, they are:

- Bald on Record, where a speech such as a request made directly to another person where there is pressure to make the communicative aspect of the statement obvious. In other words, making a direct request is known as bald on record. The imperative form is used in the baldest on-record utterances without any amelioration.
- Positive Politeness, is known as a compensation directed to the positive face of the recipient, the enduring wish that his wish (or the act/acquisition/value resulting from it) should be regarded as desirable. It is focused on the positive face of people, which tends to convey solidarity and underline that both speakers desire for something.
- Negative Politeness is an attempt to save face that appears on the faces of those with a tendency to be negative. It includes an apology for compulsion or interruption and emphasizes the value of the other person's time and attention. The speaker is well aware of the other person's desire for respect. However, the speaker believes that by being

equal with hearer in communication, it can improve himself. The person's negative face is more frequently displayed in this courtesy than their positive one. Negative manners techniques conceal the courteous face. Oriented toward a person's unfavorable appearance who frequently displays differences.

- Off Record, where the speaker's ability to impress listeners is diminished by this tactic, which makes use of the most indirect language. One truly need not ask for anything, but one may choose to say something. Other people are not directly shown these tactics. One can present the statement as being unusual. This approach as the if statement may or may not be effective, but if it does, it was communicated rather than mentioned earlier.

2.3. Positive Politeness Strategies.

In analyzing positive politeness, Brown & Levinson (1987) created 15 strategies of politeness that are divided into 3 broad mechanisms. They are:

- a. Claiming common ground.
 - Notice, attending to hearer.
 In this strategy, speaker must be able to know hearer's condition. Speaker usually notice and express it to the hearer in the form of compliment in order to make good impression.
 - Exaggerating (Showing interest, approving, and give sympathy to hearer).
 This strategy is often accomplished by exaggerating intonation, stressing, and other prosodic aspects, as well as by giving intensify to the modifiers. Speakers make the things look like more important than it should be to gain interest from the hearer.
 - Intensifying the interest to hearer.
 In this strategy, speaker tries to give contribution by telling a good story in the conversation and tries to bring hearer into the story that is being talked in order to get interest from the hearer.
 - Using in group identity marker.
 By using countless ways of addressing or calling the hearer, speaker can give solidarity and getting closer with the hearer. The identity markers can be done by using address forms, dialect, slang and also ellipsis.
 - Seeking agreement.

- This technique enables the speaker to consider scenarios in which he or she will agree with the listener-safe topic statement. The agreement can occur in the form of safe topics and repetition.
- Avoiding disagreement.
 In this strategy, the focus is on responses to initiate actions that require approval, meanwhile those holding the agreement have different stances or thoughts. Avoiding disagreement can occur in the form of token agreement where the speaker pretending to agree to the hearer, pseudo agreement where use "then" as the marker for bringing conclusion, white lies where speaker lies to the hearer in order to avoid the request, and hedging opinions where speaker pretend not to be clear about his own opinion in order to hide his disagreement.
 - Presupposing, raising, or asserting common ground.
 The interlocutors receive same interests, convictions, and opinions from the speaker. With the help of small talk, this technique draws the hearer into the conversation. Pronouns are a tool that speakers can use to bring the audience in the conversations.
 - Giving joke.
 The function of jokes can be used to emphasize shared backgrounds or shared values in the conversation. By giving joke, speaker can reduce the possibility of face threatening acts.
 - b. Conveying that speaker and hearer are the cooperator.
 - Asserting or presupposing speaker's knowledge and concerning of the hearer's wants.
 By highlighting the fact that speaker is familiar with hearer's private information, the speaker expresses solidarity. Additionally, the speaker tries to convey what the hearer wants by expressing partnership in order to follow the speaker.
 - Giving offer or promise.
 The speaker may make an offer or a pledge to the listener in order to lessen potential threat and to show that the two parties are cooperating. The speaker may promise to the hearer that they will receive something.
 - Being optimistic.
 Being optimistic is very good in doing communication. The hearer will believe

- to the speaker because he knows the speaker has the commitment that results to hearer that gives cooperation.
- Including or getting both speaker and hearer into the activity.
 In this strategy, speaker uses the verb "let's" or pronoun "we" as the inclusive form to make hearer feels appreciated by speaker as a friend or member of a group where it can help to obtain hearer's positive face.
 - Giving or asking for reason.
 By providing or posing a reason, the speaker of this method demonstrates cooperation with the conversation partner. The speaker does this in order for the listener to understand his wish. As a result, the audience agreed to the speaker in making because of the reason that is reasonable.
 - Assuming or asserting reciprocity.
 By demonstrating the mutual rights or obligations attained between speakers and speech partners, the existence of collaboration between speakers and speech partners can also be required or compelled.
 - c. Fulfilling hearers want for some X (things).
 - Giving gifts to H in the form of goods, sympathy, understanding, and cooperation.
 By fulfilling one of the listener's desires, the speaker can maintain the listener's good reputation. This tactic can be used by providing not only commodities but also empathy, comprehension, cooperation, and etc.

3. Research Method.

In this research, researchers use descriptive qualitative method as the method of making this research. Sugiyono (2012) explained qualitative method is related to the interpretation of the data that was found in the field. The reason is because qualitative method is usually used by researchers to find data that contains meaning. Qualitative method is also known as the study used to investigate, comprehend, and explaining social phenomena in environment (Creswell, 2007). Based on the explanation of qualitative method, researchers conclude this research has social phenomena that fits to the method that can be found on the occurrence of positive politeness strategies from You Tube video entitled "Ariana Grande I Full Video".

In collecting the data, researcher took observational method. According to Sugiyono (2012), observational method is not limited to

people, but also can be applied to the other natural object. In this research, researchers took few steps in order to collect the data, such as watch and listen careful to the video, find the words that contain the occurrence of positive politeness, collecting the data that have been found from the video, divide it based on positive politeness strategies by Brown & Levinson (1987) theory, and analyze the word and explain the data found based on positive politeness strategies.

4. Analysis and Findings.

In analyzing the data, researcher use the theory of positive politeness strategies from Brown & Levinson (1987) that consists fifteen strategies. Researchers will take 1 data as a representation of the total data from each strategy and explanation will be given to the data based on the rules of the strategy.

4.1. Discussion.

The explanation of each strategies of Positive Politeness from the tables above can be seen below.

1. Notice, attending to hearer.

(Ariana) : I showed you the lipstick forever ago.

(Zach) : **Yes, you're beautiful.**

From the statement above, it can be known that Zach still remember Ariana from previous meeting and he noticed Ariana was using lipstick. Due to Ariana that talks about her lipstick, Zach respond to her and said "Yes, you're beautiful" that shows Zach noticed what Ariana wants.

2. Exaggerating (Showing interest, approving, and give sympathy to hearer).

(Zach) : I have so much to tell you like life things everything but over the last year you've been on tour I've learned so much from you solely based on your work at the head **it's unreliable.**

From the statement above, it can be seen that Zach exaggerated Ariana's work ethic by using "it's unreliable" that means he got impressed by how workaholic Ariana is.

3. Using in group identity marker.

(Zach) : Okay. **Ariana Grande**, love you **dude.**

(Ariana) : Thank you, love you **dude.**

From the conversation above, both Zach and Ariana Grande were using the word "dude" and the name of the guest "Ariana Grande" to address the hearer. The way they address the hearer from the conversation above is included in the third strategy of positive politeness.

4. Seeking agreement.

(Zach) : But it really is like, it so it's a lot of work.

(Ariana) : **Yeah.**

Based on the conversation above, it can be seen that Ariana agreed to Zach about lots of work. The agreement on the conversation above is included in the fifth strategy, which is seeking agreement.

5. Avoiding disagreement.

(Ariana) : That's true you listen to none of them. he listens to none of them

(Zach) : **Some of them I do, but i've learned once or twice each weird one talking you with like mics and from my face because it's been so long.**

Based on the conversation above, it can be seen that Zach tried to cover up his disagreement by using token agreement as the method in avoiding disagreement strategy.

6. Presupposing, raising, or asserting common ground.

(Ariana) : And you follow around whatever actors you passed and you just round around after them and you are trying to watch a story and **you know**, all the normal characters don't look at you and they just acting and whatever but witches, like three witches or whatever can look at you and like pull you into rooms.

Based on the statement above, it can be seen that Ariana are using personal centre switch as one of the methods in the strategy. Ariana use the filler words "you know" to show that hearer's knowledge is equal with Ariana's knowledge.

7. Giving joke.

(Ariana) : **Your voice, just came through like god** (laughing).

Based on the statement above, it can be seen that Ariana made a joke by saying Heather's voice just like a god.

8. Including or getting both speaker and hearer into the activity.

(Zach) : **Are we doing a Halloween Horror nights?**

(Ariana) : **We should, we definitely should. That's our thing.**

Based on the conversation above, it can be seen that both Zach and Ariana used "we" form in order to include both the speaker and hearer into the activity.

9. Giving or asking for reason.

(Zach) : **What makes it fun?**

(Ariana) : **The company. Everyone was so nice, not just the cast, the cameraman, the props guy.**

Based on the conversation above, it can be seen that Zach was asking for reason and Ariana was answering the question in order to give the reason.

10. Giving gifts to H in the form of goods, sympathy, understanding, and cooperation.
 (Ariana) : Should we set it off then?
 (Zach) : **Yeah, we will.**

Based on the conversation above, it can be seen that Zach understand to Ariana where she wants to end the interview. Zach said "Yeah, we will" to Ariana in order to give his understanding to what Ariana wants.

5. Conclusions and Suggestions.

Based on the analysis of the occurrence of the phenomenon of positive politeness from You Tube video entitled "Ariana Grande I Full Interview", researchers found 68 phenomenon that occur in 10 positive politeness strategies, they are 3 occurrence of the first strategy (Notice, attending to hearer), 13 occurrence of the second strategy (Exaggerating (Showing interest, approving, and give sympathy to hearer)), 8 occurrence of the fourth strategy (Using in group identity marker), 21 occurrence of the fifth strategy (Seeking agreement), 3 occurrence of the sixth strategy (Avoid disagreement), 10 occurrence of the seventh strategy (Presupposing, raising, or asserting common ground), 1 occurrence of the eighth strategy (Giving joke), 1 occurrence of the twelfth strategy (Including or getting both speaker and hearer into the activity), 7 occurrence of the thirteenth strategy (Giving or asking for reason), and 1 occurrence of the fifteenth strategy (Giving gifts to H in the form of goods, sympathy, understanding, and cooperation). In contrast, there are 5 strategies that were not occur inside the data source, they are the third strategy (Intensify interest to hearer), the ninth strategy (Asserting or presupposing speaker's knowledge and concerning of the hearer's wants), the tenth strategy (Giving offer or promise), the eleventh strategy (Being optimistic), and fourteenth strategy (Assuming or asserting reciprocity). Based on the discovery of the occurrence frequency, researchers conclude the fifth strategy which is seeking agreement as the strategy that appears most frequently compare to the others strategies. Researchers also added that the phenomena of positive politeness that occur inside You Tube video entitled "Ariana Grande I Full Video" are spoken

by Ariana Grande and Zach Sang with the aim of avoiding offending each other by applying friendliness. As the result, positive politeness strategies can be applied by speakers to show closeness in friendship through communication.

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