

## Positive Politeness Strategies Used in “Johnny’s Communication Center” Vlog

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**Abstract:** This study aims to find out strategies of positive politeness from “Johnny Communication Center” vlog episode 27 on NCT DAILY YouTube channel. The method of this study is descriptive qualitative. Meanwhile, in collecting the data, the researchers downloaded “Johnny’s Communication Center” episode 27 from NCT DAILY YouTube channel purposively. Furthermore, in analyzing the data the researchers employ a framework purposed by Brown and Levinson (1987). According to Brown and Levinson, positive politeness contain fifteen strategies, there are notice, exaggerate, intensify interest to hearer, use in-group identity markers, seek agreement, avoid agreement, assert common ground, joke, assert or presuppose speaker’s knowledge of and concern for hearer’s wants, offer, be optimistic, include both speaker and hearer activity, give for reason, assume or assert reciprocity, and give hints to hearer. The results of this study show that there are twelve strategies of positive politeness used in this vlog. The dominant strategies of positive politeness used is exaggerate. It is done because their relations are close to each other.

**Keywords:** *nct, positive politeness, pragmatics, vlog, youtube*

### RESEARCH BACKGROUND

Pragmatics is already an established subfield of linguistics and the Gricean distinction between literal and speakers' meaning is one of the foundations of modern linguistic theory (Sauerland and Schumacher, 2016). According to Aryani (2017), pragmatics is already an established subfield of linguistics and the Gricean distinction between literal and speakers' meaning is one of the foundations of modern linguistic theory. Levinson (1983) says “pragmatics is the study of the ability of language users to pair sentences with contexts in which they would be appropriate”. Thomas (1983) asserted Pragmatic competence as “the ability to use language effectively to achieve a specific purpose and to understand language in context. Moreover, Thomas (1983) stated that interlocutors tend to perceive a pragmatic failure as an offence rather than simply a deficiency in language knowledge. Thus, the lack of pragmatic proficiencies could lead to communication breakdown. A conversation is communication between multiple people which consists of speaker and audience or hearer. It depends on how many people involved in the conversation (Aryani, 2017). Leech (1999) describes pragmatics as the study of how language is used to communicate. It explains language use in a context including the effect on an utterance and the goal that the speaker wants to reach through expression. In having conversation, people are advisable to be careful in using strategy in order to maintain the communication. Leech (1999) also emphasizes pragmatics as a study that analyzes the meaning in connection with speech situations.

A vlog or Video Blog, as the name implies is a video blog. More to explain again, a Vlog is a video containing opinions, stories or activities which is usually written on a blog. Since the emergence of Youtube in 2005, then making Vlogs is getting more and more popular. Vlogs cannot be categorized into educational content but rather to provide good information of a general nature such as new places or new fashion trends or it could be personal information (David, 2017). According to Priana (2017) Vlog or Video Blogging that then also called V-blogging is aone part of the form of blogging activities is one of the internet-based media facilities thatusing video as a medium deliver messages over text and audio as main source.

Research on politeness strategies has been done by several students. Researchers have collected data from several studies related to this research. The first study by Eka Yuniarti, M. Natsir, Ririn Setyowat (2020) is entitled " POSITIVE POLITENESS STRATEGIES ON CATWOMAN MOVIE". They describe the strategies of positive politeness found in the Catwoman movie based on the theory from Brown and Levinson (1987). As a result, by focusing on Patience Phillips's utterances, they found 20 data employed by Patience Phillips in the conversation. There are 15 types of positive politeness strategy based on Brown and Levinson by focusing on the conversation Patience Phillips. The second research was conducted by Dian Rahayuningsih, Mursid Saleh, and Sri Wuli Fitriati (2020), entitled "The Realization of Politeness Strategies in EFL Teacher-Students Classroom Interaction" Album". They focused t analyzing the realization of politeness strategies and sociological factors influencing the choice of politeness strategies in EFL Teacher-students classroom interaction at SMP Semesta Bilingual School e based on Brown and Levinson (1987) framework of politeness strategies.. The third study was completed by Veronika Anggun Indahsari (2020) title is "Politeness Strategies Used in Mata Natjwa Program; Cipta kerja: Mana Fakta Mana Dusta". She used the theory of Brown and Levinson (1987) about the types of politeness strategies. The results use positive politeness in the way Natjwa seeks approval, anticipate concerns about S's knowledge and H's desires, avoid approval, use ID markers in groups, and include activities. Shows that both the speaker and the listener were involved in. There is no more type of negative politeness and bald strategy than in the case of positive politeness. Not only questions and peace of mind, but also minimize the burden on the other party. The last type of PS, on the other hand, is task-oriented and belongs to the bare strategy.

## RESEARCH METHOD

This study used descriptive qualitative method. According to Nazir (1988), descriptive method is a method in examining the status of a group of people, an object, a set of conditions, a system of thought or a class of events in the present. This study explains the strategies of positive politeness found in the "Johnny's Communication Center" vlog episodes 27. The data used were taken from NCT DAILY's on YouTube channel purposively. To collect the data the researchers used the following steps: (1) Downloaded the vlog "Johnny's Communication Center" episodes 27 from NCT DAILY's YouTube channel. (2) Transcribed the video by watching the video many times. (3) Read and check dialogues related to research. (4) Analyze the strategies of positive politeness contained in the video. Meanwhile, in analyzing the data, the researchers employ a framework purposed by Brown and Levinson (1987) used the following methods: (1) The researcher analyzed the strategies of positive politeness contained in the video and classified them using a pragmatic approach. (2) Concluding data analysis.

## RESULT AND DISCUSSION

In this section the researcher describe the results of research related to strategies of positive politeness found in the “Johnny’s Communication Center” vlog episodes 27. which include two things, namely (a) what types of strategies of positive politeness are in the video blog and (b) what is strategies of positive politeness often used by the two speakers. Based on the results of the research, in the video, strategies of positive politeness was found based on form. Positive politeness based on form can be divided into notice, exaggerate, intensify interest to hearer, use in-group identity markers, seek agreement, avoid agreement, assert common ground, joke, assert or presuppose speaker’s knowlade of and concern for hearer’s wants, offer, be optimistic, include both speaker and hearer activity, give for reason, assume or assert reciprocity, and give hints to hearer.

**Table 1.** The percentage of positive politeness

Forms of Positive Politeness Strategies	Quantity	Percentages (%)
Notice, attend to the hearer	0	0%
Exaggerate	6	26%
Intensify interest to the hearer	0	0%
Use in-group identity markers	3	13%
Seek agreement	5	21,7%
Assert common ground	2	8,6%
Jokes	0	0%
Assert speaker’s knowledge	0	0%
Offer, promise	2	8,6%
.Be optimistic	1	4,3%
Include both in the activity	3	13%
Give (or ask for) reasons	1	4,3%
.Assume reciprocity	0	0%
Give gifts to H	0	0%
<b>TOTAL</b>	<b>23</b>	<b>100%</b>

Based on the table above, from the data that the researchers observed, the form of positive politeness that often appears or is used is the exaggerate.

### 1. Exaggerate

Ten : “Oh, you’re rich!”

John: “I know, I know”

The sentence spoken by Ten shows strategy 2 which is to exaggerate because in that conversation Ten said "you're rich" when he saw the contents of John's house. From this situation, it can be seen that Ten and Jo have a close relationship. So that there is no awkwardness between the Speaker and the Hearer.

## 2. Use in-group identity makers

John : "Oh, we gotta go buy some shirts"

Ten : "we can buy this, because actually I want to go for run later"

In the conversation above, John mentions the slang word "gotta" which type is included in the Use in-group Identity makers. The conversation happened when they were at the supermarket to buy something they needed.

## 3. Seek agreement

John : "Front parking here"

Ten : "Front parking? Okay"

In the conversation above, Ten answered "front parking?" indicates that the sentence is a Seek agreement because to ask for approval and there are two ways to use it, asking for approval safe topics and repetition Safe topics are other ways to equalize statements to Hearer gives a way that allows to agree with the speaker.

## 4. Offer, promise

John: "You'll see her next time, she'll be back again"

John said this sentence because Ten previously thought that John's mother flew to Korea. But it turns out that John's mother does live in Korea, while John and Ten are in Chicago. Then John replied with the above sentence to promise Ten that Ten would meet his mother another time. Offer or promise spoken to be polite or to redress the threat of some FTAs, the speaker can offer or promise something to the hearer as cooperation.

## 5. Give (or ask for) reasons

Ten : "what did your mom put all these picture on?"

John : "I think se did because she knew you were coming"

The conversation in the data above is included in the give (or ask for) reasons strategy, because the speaker asks the hearer for reasons. It was written in the conversation that Ten asked Jon about the photos stuck on the refrigerator door then John gave the reason that his mother already knew that Ten would come.

## CONCLUSION

Based on the results of the discussion, the researcher can conclude about the types of positive politeness used by "Johnny's Communication Center" video. The researcher found the use of positive politeness, it can be classified as exaggerate, intensify interest to hearer, use in-group identity markers, seek agreement, avoid agreement, assert common ground, joke, assert or presuppose speaker's knowlade of and concern for hearer's wants, offer, be optimistic, include both speaker and hearer activity, give for reason, assume or assert reciprocity, and give hints to hearer. The positive politeness strategies that is often used is exaggerate.

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