

**Strategi Kesantunan Berbahasa yang Digunakan oleh Boy William  
dalam *Breakout* Wawancara dengan Ruel**

**Language Politeness Strategies Spoke by Boy William in the *Breakout* Interview with Ruel**

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**Abstrak (Bahasa Indonesia)**

Penelitian ini bertujuan untuk (1) mengetahui jenis-jenis strategi kesantunan yang diucapkan oleh Boy William dalam *Breakout* interview dengan Ruel, (2) menemukan strategi kesantunan yang paling dominan, dan (3) menemukan kontribusi strategi kesantunan dari perspektif pragmatis. Penelitian ini bersifat kualitatif. Data penelitian berupa percakapan antara Boy William dan Ruel dalam acara talk show "*Breakout Interview with Ruel*" di channel YouTube. Data penelitian diambil dari tuturan Boy William saat berkomunikasi dengan Ruel. Data penelitian dianalisis dengan menggunakan teori model kualitatif deskriptif Miles dan Huberman (2014). Data penelitian dikumpulkan dengan cara menonton video *talk show* di YouTube, mendengarkan, merekam, menganalisis, dan mengklasifikasikan tuturan pembicara (Boy William) saat berkomunikasi dengan bintang tamu (Ruel). Hasil penelitian menyatakan bahwa 21 ujaran telah dianalisis sebagai strategi kesantunan berbahasa yang diucapkan oleh Boy William dalam *Talkshow Breakout Interview with Ruel*, yaitu; 12 (57,142%) strategi kesantunan positif, 4 (19,047%) botak tidak direkam, 1 (4,761%) kesantunan negative, dan 4 (19,047%) tidak direkam. Dapat disimpulkan bahwa Boy William cenderung lebih sering menggunakan strategi kesopanan positif dalam mewawancarai tamu (Ruel).

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Kata Kunci; *Breakout*; kesantunan; pragmatik

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**Abstract (English)**

This study aims to (1) find out the types of politeness strategies spoken by Boy William in a breakout interview with Ruel, (2) find the most dominant politeness strategies, and (3) find the contribution of politeness strategies from a pragmatic perspective. This research is qualitative. The research data is in the form of a conversation between Boy William and Ruel in the talk show "*Breakout Interview with Ruel*" on the YouTube channel. The research data

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was taken from Boy William's speech when communicating with Ruel. The research data were analyzed using Miles and Huberman's descriptive qualitative model theory (2014). Research data was collected by watching talk show videos on YouTube, listening, recording, analyzing, and classifying the speaker's speech (Boy William) when communicating with the guest star (Ruel). The results of the study stated that 21 utterances had been analyzed as language politeness strategies spoken by Boy William in the Breakout Interview Talkshow with Ruel, namely; 12 (57.142%) positive politeness strategies, 4 (19.047%) Bald Off Record, 1 (4.761%) negative politeness and 4 (19.047%) Off Record. It can be concluded that Boy William tends to use positive politeness strategies more often in interviewing guests (Ruel).

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Keywords; Breakout; politeness; pragmatics

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## PRELIMINARY

Talk shows usually contain conversations to convey information by speakers guided by a presenter who will later undergo a question and answer session face to face (face to face) or telephone (via telephone) (Timberg & Erler, 2002). Guests in a talk show usually consist of people who have studied or have extensive experience related to the issue being discussed (Cavett, 2010). A talk show can be delivered formally or relaxedly and sometimes receive calls from questions or responses from viewers or people outside the studio (Sharpe, 2020). The success of a talk show program lies in how the presenter can spark questions for the guests. Questions can be asked systematically (King, 2011). The presenter must consider how he raises controversial questions, contemporary issues that are developing in society, and questions that need clear answers (Bernays, 2013). Talk shows are more popular if the guest stars are from influential circles such as artists, influencers, or specific figures where the statement that the guest will answer will become public consumption (Sammis et al., 2015).

One of the interesting talk shows is Breakout on NET TV, guided by Boy William, he is multi-talented, smart, active, and famous for his language style of communication (Net, 2019). This program always invites competent, informative, and interesting guests to discuss, especially music, and this research choose the episode "Interview with Ruel" (Net, 2019). In this research, the researcher tries to analyze what types of politeness strategies are used by Boy William in the "Breakout" interview with Ruel using theory (Brown et al., 1987) and to find out which types of politeness strategies are most dominantly used by Boy William. In this research, what distinguishes the research from previous research looking for the most dominant type of politeness and knowing the contribution of politeness strategies in Pragmatics.

The researcher used some previous studies to guide this research. The first research was conducted by (Selfi Marlina, 2016) "An Analysis of Politeness Strategies Used by Deddy Corbuzier in Hitam Putih Talk Show". This result finding shows that the host of the Hitam Putih

talk show used four types of politeness strategies with different presentations. The most dominant politeness strategy used was Positive Politeness with 58 %. Another dominant politeness strategy used was Bald on Record (18 %), Negative Politeness (15 %) dan Off Record (9 %). It can be concluded that the positive politeness strategy (*strategi kesan positif*) is the most dominant strategy used by the host in the Hitam Putih talk show.

The second is a research conducted by (Fedyna & Franko, 2016), entitled "The Pragmatics Of Politeness In The American Tv Talk Show Piers Morgan live" This research aimed to examine the negative and positive politeness strategies used by Piers Morgan as an interviewer using Brown and Levinson's theory of politeness, the results show that the use of positive politeness applies to the interviewer's communicative behavior. Positive politeness strategies contribute to (a) closing the social distance between the interlocutors and (b) placing the interviewee comfortably by creating a friendly atmosphere to allow them to 'open up'. Using this strategy is manifested in every utterance so that the interview process goes well.

The Third is research conducted by (Rabab'ah, and Ghaleb Naimi, 2019). The study showed that there was a difference in the use of positive politeness strategies due to the addressee's ethnic group background (African-American and Caucasian). However, it was not dominant. Based on the findings, this article concludes with some implications for foreign/second language speakers.

The fourth is research conducted by (Syah, 2021). The results indicate that there are 16 types of politeness strategies of the Satu Jam Lebih Dekat program namely Bald on record, Positive Politeness-attend to the hearer, Positive Politeness-intensify interest, Positive Politeness-use group identify marker, Positive Politeness-seek agreement, Positive Politeness-avoid disagreement, Positive Politeness-assert speaker's knowledge, Positive Politeness-include both speaker and hearer in activity, Positive Politeness-give or ask reasons, Positive Politeness-give gifts, Negative Politeness-be conventionally indirect, Negative Politeness-question, hedge, Negative Politeness-give deference, Negative Politeness-impersonalize speaker and hearer, Off record-give hints, and Off record-give association clues. The most dominant use of politeness strategy is positive politeness-asking an agreement with 42 percent. The politeness strategies of this speech act to support the effectiveness of the talk show and will minimize threats, protect, and extract information from interviewees without any compulsion due to the use of this politeness strategy.

The last previous study is a research conducted by (Dharmayanti et al., 2018) entitled "Politeness Strategies Used in Ellen DeGeneres's TV Talk Show with Barack Obama as the Guest Star". Politeness strategies and the factors that influence the choice of strategies have a close connection to each other, whether when the speaker talks to a male or female, has

different social status, has a close relationship, or always tries to act politely in every situation. In two episodes of Ellen DeGeneres's talk show with Barack Obama as the guest star, the politeness strategy mostly applied the positive politeness strategy. It also has a connection with the factor influencing the choice of strategy.

The five studies above explain the same focus: the formal object or language politeness perspective in talk shows. However, the object material is different. The first study used Deddy Corbuzier's object in the Black and White Talk Show. While the second study uses the object of The American Tv Talk Show Piers Morgan live. Then the third study used the material object of differences in the background of the recipient ethnic group (African-American-Caucasian). The fourth research uses the object of the One Hour Closer talk show on TV One. Then the final research uses the object of the Ellen DeGeneres TV Talk Show with Barack Obama as a Guest Star. What distinguishes this research from previous studies is the material side of the object. The researcher examines the conversation between Boy William and Ruel in the talk show "Breakout Interview with Ruel" on Youtube and the pragmatic contributions in it. Whereas previous research only focused on the types of language politeness strategies and the most dominant types of language politeness used.

This research is qualitative research with a framing analysis approach. Research that describes social phenomena (Moeloeng, 2011). It is research to analyze the media or the like (D'Angelo & Kuypers, 2010). The researcher analyzed the Breakout talk show on YouTube. The research data is in the form of language politeness strategies spoken by boy William to Ruel. Data collection techniques are carried out by 1) watching Breakout talk show videos on YouTube; 2) Listening carefully to the video and recording the words spoken by the speaker (Boy William) when communicating with the guest star (Ruel); 3) Choosing Boy William's speech which contains politeness strategies. After collecting the data, the next step is to analyze the data. Data analysis was carried out with the following steps: 1) Collecting data from conversations and identifying the utterances between the presenter (Boy William) and the guest star (Ruel) in the talk show; 2) Classifying and grouping data based on type, politeness according to the theory of (Brown et al., 1987), 3) Calculating the total and dominance of the politeness strategy used by Boy William uses the following formula; (% of each type = Frequency of each type of politeness strategy X 100 All types used in the video); (4) Analyzing the factors that influence the host (Boy William), using positive politeness strategies when communicating with guest stars (Ruel); (5) Conclude data analysis.

## DISCUSSION

### ***Figurative Language;***

Defines figurative language as words that make explicit distinctions between other things using figures of speech like metaphors and similes. To convey complex meanings, colorful writing, clarity, or dramatic comparisons, figurative language deviates from the meanings of traditional work order language (Hinestroza, 2018). Fiction authors typically use figurative language to engage their readers with a more imaginative tone that inspires thought and creativity. Moreover, Danceygier stated symbolic languages have their meaning and can be constructed listener's imagination. Listeners need to think about understanding the implicit meaning behind the song. A person has characteristics of using language in everyday communication and everyday life through impressive use of diction in work (Ilham & Akhiruddin, 2022).

### ***Language Politeness Strategies;***

A language is a communication tool used by humans to relate to each other in daily life because language plays an important role in human life (Spolsky et al., 1998). Communication always has a purpose to convey meaning, either directly or indirectly, and can be in the form of spoken or written, using body language, for example, facial expressions or actions. According to (Lyons, 1977) language has the most important function which is the delivery of information. That is the reason language has an important role in life because without language we cannot communicate with other individuals (Burridge & Stebbins, 2019). Pragmatic is a branch of linguistics concerned with speech use, according to (Yule & Widdowson, 1996). Pragmatic learn the basic use of language in communication where the basic use of language is determined by the use of the context behind the use of the language (Hovy, 1988).

Politeness is one of the studies in linguistics whose theory is Pragmatic (Mills, 2014). In communicating with each other we must use politeness strategies, politeness is a basic foundation in pragmatics because the use of politeness in a social context is a universal phenomenon (Brown et al., 1987). Language politeness is a dignity that humans have to express language based on the norms and rules of society that apply (Simatupang & Naibaho, 2021). Politeness is included in the area of spoken and written language. Politeness applies by adjusting the area of the language speakers (Lakoff & Bucholtz, 2004). According to (Holmes, 2013), politeness is something that shows a person's behavior or language used in daily life when interacting to respect that person, politeness is not only used in daily interactions but can also be used in other interactions such as in television programs, one of which is "Talk Show" (Brown et al., 1987).

***Politeness Strategies Used by Boy William in Breakout Interview with Ruel***

According to (Brown et al., 1987), politeness is a strategy in communication to minimize FTA and maintain the relationship or face of others, because politeness strategies take into the feelings or faces of others. Brown and Levinson present four strategies for dealing with (FTA = Face Threatening Action) there are four politeness strategies that speakers can use in communicating, namely (1) Bald-on Record Strategy (2) Positive politeness (3) Negative politeness (4) Off-record, here's the explanation. The focus of this research is the types of politeness strategies, what politeness strategies are the most dominantly used by Boy William in a talk show, and the contribution of politeness strategies in Pragmatic.

The data for this study were collected from interviews between Boy William and Ruel. The interview was conducted on April 8th, 2019. The data comes from Boy William's utterance which contains politeness strategies (Net, 2019).

1. The Type of Politeness Strategies Used By Boy William In the *Breakout* Interview With Ruel (Net, 2019).

**Table 1.** Types of Politeness Strategies

No.	Politeness Strategies	Data	Percentage (%)
1.	Positive Politeness Strategies	12	57.142%
2.	Bald On Record	4	19.047%
3.	Negative Politeness	1	4.761%
4.	Off Record	4	19.047%
Total		21	100%

- a. Bald On Record

The concept of bald on record strategy is “to the point”, which means the speaker conveys his wishes clearly to the listener according to the subject being discussed. Some examples of utterance in this Talkshow are discussed as follows:

- 1) Requesting

“Tell me three fun facts about you that I didn't know”

This is another sub-strategy of Bald on Record. This type of sub-strategy is used with the speaker giving or making a request to the listener to convey the speaker's point, in the bald-on record strategy, this utterance can be interpreted as a request because Boy William asked Ruel to tell three fun facts about himself, and Boy William also asked Ruel to stand because Boy William wants to see Ruel's tall body

2) Using Imperative Form

“Ok Ruel we have some questions on Twitter for you and you can answer some questions from your fans”

The subject always used your word (the interlocutor) because the person issuing the command will always ask for something in the second person or you, seen from Boy William's utterances, Boy William commanded Ruel to answer some of his fans' questions from Twitter.

3) Showing Disagreement

“Yes it's everyone's talent, many people say it's not talent”

This can be seen from Boy's utterance about Ruel's hidden talent, which is catching snacks with his mouth, according to Boy catching snacks with his mouth is not a hidden talent, because everyone can do it, this is contrary to Ruel, according to him it is a hidden talent that has.

b. Positive politeness

This strategy is typically utilized amongst listeners who have known each other and been friends for a long time to enhance engagement between the speaker and the listener by showing solidarity with the listener by demonstrating positive things.

1) Giving notice, attending to the hearer (his interest, wants, needs, goods)

“Hi friend, how are you?”

Gifts are not only in the form of goods but can be in the form of sympathy, understanding, and cooperation because everyone likes to be noticed, heard, appreciated, and understood. The utterance above is classified as giving attention or sympathy, Boy shows his sympathy by asking about Ruel's condition. This is a positive strategy that is usually used to greet people although asking how they are is common, it makes the other person feel appreciated.

2) Exaggerating (interest, approval, sympathy, with hearer)

“It's rare for an artist to win The ARIA Music Awards, and you did very well, incredible”

In the utterance, Boy William exaggerates he complimented Ruel (guest) by saying “It's rare for an artist to win The ARIA Music Awards, and you did very well, incredible “ that Boy William revealed demonstrates the use of positive politeness strategies with exaggerates interest and approval or acknowledgment (approval) to Ruel.



3) Intensifying Interest to Hearer

"I read your dad gave your recorded music video to a GRAMMY or music producer"

In carrying out this strategy, the speaker emphasizes interest and goodwill to the listener by contributing to offering the listener a positive response and building a good story in the dialogue, the speaker provides a clear explanation or description. Boy stated that he read about the news of his achievement, and the speaker indirectly had an interest, this shows that Boy William is interested in discussing the awards that Ruel won.

4) Joking

"You only have one ugly facial expression? (laughing out loud)"

Jokes are the fundamental strategy of positive politeness because with jokes the speaker and listener can knowledge sharing and Jokes can minimize FTA (Face Threatening Action). In his utterance Boy seemed to make a joke by asking if Ruel only had one ugly face because Ruel was also known as a singer who had a handsome face.

5) Being Optimistic

"This is very easy"

In using this strategy the speaker believes that the listener has the same desire to communicate and will support what he wants by showing a positive FTA image that seems effective in reducing the magnitude of the threat. A boy plays *sambung lirik* with Ruel and gives instructions to Ruel, saying "this is very easy" which means Boy is optimistic that Ruel can answer the song guess by convincing Ruel.

6) Giving or asking for reasons "Thi is your dream?"

The above utterance is included in the giving or asking for a reason, because in his utterance "This is your dream" Boy William asks the reason why Ruel can win in the "Breakthrough" category, is this what Ruel wants to be an accomplished singer like now?

7) Including Both Speaker and Heare in the Activity

"Here we go"

This is included in both speakers and here in activity strategy because it can be seen from Boy William's utterance "here we go" Boy used the word "we" to manipulate the subject of an activity that is carried out together and is usually used to soften requests



8) Offering, Promising

“Whenever you want back to Indonesia, please come”

In this strategy the speaker can show his good intentions towards the listener by emphasizing cooperation with the speaker will help the listener to get what he wanted, this is a good way to satisfy the listener's positive face. Boy William's utterance above contains delivery of speech by using or inserting the meaning of the offer or promise expressed to Ruel as a listener, the utterance can be indicated by the clause “Whenever you want back to Indonesia, please come and Consider this your second home” which means Boy offers Ruel to come back to Indonesia and consider Indonesia as his own home.

c. Negative Politeness

This strategy is used in an attempt to avoid coercion on the listener. The speaker respects the interlocutor's negative side by maintaining social distance to avoid compulsion. A negative strategy is a politeness strategy used to maintain social distance and Speakers tend to use formal diction to avoid conflict.

1) Being pessimistic

“I challenge Ruel to say *uler mager melingkar muter-muter di pager*, it's quite a difficult mate”

In this strategy, the speaker shows an expression of doubt as if the speaker is not sure the listener can do what he wants. Speakers also do not pressure listeners to do FTA. This can be seen from Boy's utterance, who hesitated with Ruel to speak "*Uler mager melingkar muter-muter di pager*" because Ruel is a foreigner and many foreign people have difficulty pronouncing the letter R in Indonesian.

d. Off Record

This strategy is usually used indirectly by eliminating the speaker's potential to force others subtly and unobtrusively by clearly communicative (*basa-basi*) and using metaphors, the speaker tells the situation in the hope that others will understand it, this strategy, the speaker does off-record to make the listener interpret the utterance produced by the speaker.

1) Using rhetorical questions

“What is your hidden talent?”

This is included in the strategy using rhetorical questions because it can be seen from Boy William's utterance that asks Ruel a question and Boy wants Ruel to reveal information about his hidden talents.

2) Giving Association Clue

"Okay I'll give you some clue, so you're still thinking of me, just like I know you should (song lyrics)"

This utterance is an example of an off record, it resembles providing association strategy guidance. The clue of this utterance is in the okay sentence "I'll give you some clue, so you're still thinking of me just like I know you should (song lyrics)" which means Boy William as the presenter gives instructions by singing a few lyrics of this song, this aims to make it easier for Ruel to guess the title and connect the lyrics of the song.

3) Using Metaphors

"(high-five with Ruel) yeah I like that, that's the Dutch beside you"

In Boy William's speech, it is seen using the sub-strategy using metaphor because Ruel can pronounce the letter "R" in Indonesian even though as we know that his pronunciation is not so good, but to keep Ruel's face, Boy says "that's the Dutch side of you".

4) Understating

"If you can guess all, you are a real musician, this is a very famous song"

This is included in the type of understating strategy, seen in Boy William's utterance "if you can guess all, you are a real musician, this is a very famous song" in his utterance Boy seems to underestimate Ruel, if he can't guess the title of the song he means, because Ruel is a famous artist with good musical insight.

2. Dominant Type of Politeness Strategies

After analyzing and finding the types of politeness strategies used by Boy William, the most dominant type of politeness used by Boy William in Talkshows Breakout Interview with Ruel based on the table above is positive politeness with a total of 12 or (57,142%). Because politeness in communication is importantly used for maintaining and developing relationships (related goals) this strategy is employed to make listeners feel good about themselves and the environment while achieving goals without endangering the dignity of others or causing harm to their faces. Boy William in this case used more positive politeness strategies in Talkshow because Boy William is a famous presenter, known for his style of language and familiarity with guests, Boy William always maintains an attitude, especially in his utterances in communicating

with other people to save face or protect himself and the face of the other person to strengthen relationships and avoid conflict by creating a comfortable atmosphere in his talk show.

### 3. Contribution of politeness strategies in Pragmatics

Pragmatics concerns the meaning associated with related matters with the speech situation so the concepts of civility and pragmatics might both contribute because Pragmatics is a branch of linguistics that discusses the use of utterances, what should be said, how to say it, when to say it, and how to say it acceptable to others. According to (Yule & Widdowson, 1996) looking at pragmatics in four: first, Pragmatics is the study of speaker intent. Second, pragmatics is the study of meaning contextual. Third, Pragmatics is the study of how to get more delivered than is said. Fourth, Pragmatics is the study of how distant relationships are expressed. The theory put out by (Brown et al., 1987), which claims that the problem of politeness is one of the essential elements in pragmatics, is the most influential theory on politeness. There is a tight relationship between pragmatics and the concept of politeness (Yeomans et al., 2018).

## CLOSING

After analyzing the application of politeness strategies by Boy William in the Talkshow Breakout Interview with Ruel on April 8, 2019. The research can draw several conclusions as follows: 21 utterances have been analyzed as a politeness strategy used by Boy William in the Talkshow Interview with Ruel which consists of 12 (57.142%) Positive politeness strategies, 4 (19.047%) Bald Off Record, 1 (4.761%) Negative politeness, and 4 (19,047%) Off Record. We can conclude that Boy William tends to use positive politeness strategies more often in an interview with the guest. Boy as the presenter Boy must be mindful of his guests' feelings to keep their goodwill and prevent FTA. (Face Threatening Act) by using positive politeness strategies towards their guests which is incidentally a figure who has a high social status in the world of international music. The boy chose to use this strategy to maintain social relations with his guests and to create an atmosphere of intimacy so that this talk show is not stiff, even Boy William still maintains a distance socially by occasionally using Bald Off Record, Negative Politeness, and Off Record.

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