

An Analysis of Positive and Negative Politeness Strategy in Ome TV by Fiki Naki on Youtube

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Abstract:

The aims of this study were to identify the types of positive and negative politeness strategies and to find out the most dominant type of positive and negative politeness strategies found in Ome TV by Fiki naki on Youtube. The theory of politeness strategies was by Brown and Levinson (1987). The research method was descriptive qualitative research with content analysis, because the data were collected from document. The researchers chose 4 videos and title first "cewek paling cute and sweet" in Ome TV launched in February 5th, 2021 with a duration of 17 minutes, second "Fiki naki senang banget ketemu calon istri baru cantik" launched in October 4th, 2021 with a duration of 13 minutes 19 second, third " Ciwi ciwi Norwegia histeris karna ini", launched in April 19th 2021 with duration 19 minutes 33 second , fourth "Aku Buat Heboh Cewe - Cewe Di Ome TV" launched in April 14th 2021 with duration 18 minutes 33 second. There were some steps in collecting the data, such as: familiarizing and organizing, coding and reducing, interpreting and representing. The result showed that there were 38 Positive and Negative politeness strategies found in Ome TV by Fiki naki on Youtube, they were: positive politeness 30 (79%), negative politeness 8(21%) . The most dominant type of politeness strategies found in Talk Show by Jimmy Fallon was Positive Politeness. Positive Politeness was done by speaker and hearer to made enjoyable situation, build good relation, good interaction. In conclusion, with this research we must be careful when used a language to communicate with other so that the conversation become run well.

Keywords: pragmatics; positive politeness strategies; negative politeness strategies; ome Tv

I. Introduction

In daily life, communication between one human to others frequently involves a language. Language is a backbone of communication process in human life. People produce language not only in order to convey information but also to maintain relationship among people as members of society. Thus, language which is crucial object in linguistics plays an important role in communication. Communication is the process of delivering messages by someone to other people to tell, change attitudes, opinions or behavior either directly orally or indirectly through the media. In this communication requires a reciprocal relationship between the delivery of messages and recipients namely communicators and communicants (Hasbullah, et al: 2018). Based on that important role, the language users should always obey cooperative principles so as to avoid misunderstanding or communication breakdown. In social relationship they should consider to the politeness strategy. As social life being, people need and involved in daily interactions in order to share information, exchange ideas, greet each other and other interactions. Pragmatics is a linguistic subdiscipline.

According to Leech (1983: 6), pragmatics is the study of meaning in relation to speaking situations. And according to Yule (1996: 3) pragmatics is the study of the speaker's meaning (Simaremare, Nainggolan and Herman, 2021). The study of meaning like delivered by the speaker (or author) and interpreted by the listener (or reader). One of the aspects included in pragmatics is politeness. Grice (1975) stated that in the conversation, the participants should also consider the principles of decency (Pardede, Herman and Manurung, 2021) . He said that the role of politeness in society very important and necessary. A good interaction needs the politeness principle to organize how to communicate and give the information to others. Using politeness can make listeners give a good response to the speaker's questions or requests. In the interaction of everyday life, positive politeness is very important for us, especially in speaking activities.

There are some reasons why positive politeness is important. First, positive politeness is a sign that we respect to the other people who speak with us. Second, positive politeness indicates that we are a professional person. Third, people will respect with us, if we use positive politeness in communication to others. So that, people are doing politeness will be respected by other people. Commonly, in order to make the communication run well, people will try to be polite and maintain their face or public-self image when they deliver refusal. Yule (1996:61-62) divides the public self image into two: negative face and positive face. Negative face of a person can be assumed as the need of a person to be independent and gain freedom. Meanwhile, positive face of a person is the need of a person to be accepted by the others.

Face, in pragmatics, is divided into two: positive face and negative face. According to Brown and Levinson (in Watts, 2003:86) positive face is an aspect of a person who wants to be accepted by others. Meanwhile, negative face is a desire of a person whose wants is to be not imposed by others. In refusing the interlocutor's offer/command/request/suggestion/invitation, a speaker have to be aware of the interlocutor's face. In language, being polite is one of the complicated problems. Be polite means acting by considering the norms that apply in society.

Politeness phenomenon do not only occur in a daily conversation related to politeness are we use formal or informal situation, we use politeness by looking at the social context, participant, times, location and circumstance in conversation. This can be a phenomenon in culture and therefore what is considered polite in one culture. And from this phenomenon researchers choose in the speech delivered by the speakers so that there is no misunderstanding because of intimidation of problem language used. As one example the speech in You Tube channel by FIKINAKI with a content through OME TV, for those who don't know, OME TV is a video chat site application that connects other users of different backgrounds and even different countries. With OME TV you will chat with other people or randomly and cannot choose your own. The audience of that in You Tube is mainly youngers, they are teenager and adult people maybe can interest to learn other languages. And how we polite way in conversation with different countries, different language, different culture and different background.

Based on the background the researchers choose a speech from OME TV by FIKINAKI video as a object so the of this researchers so it can be a medium to show the formal social interaction to viewers, so that the researchers can make the reader got the purpose of this research, then OME TV video enables people to observe how languages are used. In this case, the researchess choose a speech from OME TV by FIKINAKI with the

data source of this study. The focus of this research is to identify the types of Positive and Negative politeness strategies and the most dominant type based on pragmatic theory. The problem can be identified as follows:

1. What are the types of Positive and Negative Politeness strategy used in Ome TV by Fiki Naki on YouTube?
2. What is the most dominant type of Positive and Negative Politeness strategy applied in Ome TV by Fiki Naki on YouTube?

This study was conducted to identify the types of Positive and Negative Politeness strategies were used in Fiki Naki on YouTube and to find out the most dominant types of Positive and Negative Politeness strategies in Ome TV by Fiki Naki on YouTube.

II. Review of Literature

2.1 Definition of Pragmatics

In addition, Yule states that pragmatics is a study of contextual meaning. The contextual meaning proposed by Yule is the location, time, circumstances, and participants of the conversation which can affect the meaning of the speaker's utterance. Therefore, the hearer has to be able to relate the utterances spoken by the speaker with the surrounded context to understand the speaker's real intention. Another similar definition about pragmatics is delivered by Lycan. In pragmatics perspective, the hearer has to be able to read the context where the conversation takes place to interpret the meaning of the speaker's utterance. Since context is often described in many definitions of pragmatics context holds an important element in conversation to interpret the meaning of the speaker's utterance (van Thao, Purba and Herman, 2021).

2.2 Politeness

According to Yule (1996: 60), politeness can be defined as a way to show alertness towards the face of someone else (Hutahaean, Herman and Girsang, 2021). The theory of linguistic politeness first appeared in 1987 by Brown and Levinson as the famous one in this term. According to Brown and Levinson (1987) a politeness theory is based on the concept that people have a social self-image. The face of either the hearer or the speaker is one of several things which have to be considered by the speaker in making communication. Yule (1996: 60) defines a face as an expressive and shared attributes of someone which is deliberately purposed to be showed in order to make people acknowledge it. Meanwhile, Brown and Levinson (in Goody, 1978: 61) define face as an emotionally invested attribute which has to be presented in interaction and it can be maintained or lost.

In daily communication, we will definitely choose the right strategy to communicate with others, namely in a polite manner. Being polite is one of the ways people conducting speech quality. The theory of linguistic politeness first appeared in 1987 by Brown and Levinson as the famous one in this term. According to Brown and Levinson (1987) a politeness theory is based on the concept that people have a social self-image. The face here means the speaker must be aware of the listener's needs about their faces, consider the listener's feelings, and minimize face threatening act (FTA). On the other hand, Yule (1996, p. 130) states that FTA is an action which gives threat to a person's face. Thus, in brief, politeness is an act of showing awareness of the hearers' social self-image.

According to Lakoff (1975), politeness as a form of behavior developing in society to reduce frictions in communication (Isabella et. al., 2022). With similar vein, Leech (1983) states that politeness is a form of behavior aimed to develop and maintain mutual interpersonal relationship. This kind of strategy is indicated by the speaker act in which the utterance indicates a direct speech act which may cover an imperative device, such as suggestion, request, invitation, offer or order.

Yule (1996, p. 60) states that politeness in communication can be defined as the way to show awareness to others' face. Face is defined as the public self-image every adult portrays, which must be attended to in communication. With this, communication between human being will seem more intimate, full of feelings of friendship and solidarity between one to another s. There are two kinds of face in politeness strategies according to Yule (2006, p. 107) as follows:

1. Positive Face

The first one is positive face which is the desire to gain approval from others. Positive face is the need to be accepted, if it may be liked by others, is required as a member of the same group and knowing that his wish is shared with others. Thus, positive face is the need to be informed. According to Cutting (2002, p. 48) the positive politeness strategy shows the speakers recognize that the hearer has a face to be respected. The aim of saving positive face is to demonstrate solidarity and closeness, appealing friendship, making other people feel good and emphasising that both speaker and listener have the same goal.

2. Negative Face

The second one is negative face which can be considered as the desire to have freedom and not to be imposed others. Negative face is the need to be independent, to have freedom of action, and not pressured by others. Negative word here does not mean ugly, negative word is just the opposite of the positive. Thus, negative face is the need to be independent.

In politeness strategy people should also be aware on the context itself. Politeness does not lie on the form and the words themselves but in the function and intended social meaning (based on the context). There are two main context inn politeness strategy, such as social and cultural context. Social context deals with the social distance and the power relation between the speakers. The degree of familiarity between the speakers has a huge impact on doing politeness strategy in which the more people know each other the less polite people behave. Difference's role, ages, status, gender, class or ethnicity have also given a huge impact on politeness strategy in which the lower class may act polite to the higher. Differences on culture also bring any effect on politeness strategy. People may behave differently with the others who have different background culture.

They are Bald on Record, Positive Politeness, Negative Politeness and Off Record. According to Yule (2006, p. 107-112) there are also four types of politeness strategies as follows:

a. Bald on Record (most direct and least polite)

Bald on record is a speech, for example a request addressed directly to others where the pressure is communicative of a speech is made explicit. In other words, bald on record is asking for something to others directly. The most direct utterances of bald on-record contain an imperative form without mitigating devices. This form is usually found with people who know each other well and they have a close relationship. For instances:

- Give me a duster!
- Lend me your vacuum cleaner!

b. Positive Politeness (more direct a less polite)

Positive politeness is the act of saving face with regard to a positive face of other people. It is concerned with the person's positive face that tends to show solidarity and emphasize that both speakers want the something and that they have a general aim. In positive politeness strategy, the speaker knows well that the hearer has desire to be respected. It minimizes threats to the positive face, such as self-image. Positive politeness strategy is more directs and less polite. For instances:

- How about letting me use your duster?
- Merry, dear, I need to borrow your vacuum cleaner!

c. Negative Politeness (less direct and very polite)

Negative Politeness is the act of saving face is manifested on the face of the negative person will tend to show respect, stresses the importance of interests and other people's time, and included an apology for coercion or interruption. The speakers know well that the addressee wants to be respected. However, the speaker is assumed that in the equal way the speaker may be improving on the listeners. In this politeness, a face saving more frequently showed to the person's negative face. Negative politeness strategy protects the politeness face. It is oriented to the person's negative face that tends to show the difference. For instances:

- I'm sorry to bother you, but could you lend me a duster or something?
- I know you're busy, but could I please borrow your vacuum cleaner for just an hour?

d. Off Record Strategy

The last strategy of politeness proposed by Brown record, a strategy which lets the speaker to do indirect face threatening act. This strategy is often used by the speaker who wants to do face threatening act without taking the full responsibility for doing it. In this strategy, the speaker violates maxim of relevance, maxim of quantity, maxim of quality, and maxim of manner.

The violation of those maxims leads the speaker to do the face threatening act in a vague manner. As a result, the hearer has to interpret the real intention by himself. Thus, the result of the face threatening act depends on the knowledge of the hearer and the context surrounding the conversation.

2.3 Youtube

According to Sianipar (2013) YouTube is a database that contains video content that is popular on social media and provides a variety of very helpful information. YouTube has a function to search for information, videos or view videos directly. YouTube was founded by Chad Hurley, Steve Chen, and Jawed Karim, who were previously PayPal's first employees. Hurley studied design at Indiana University of Pennsylvania, while Chen and Karim studied computer science at the University of Illinois at Urbana-Champaign. According to stories repeatedly published in the media, Hurley and Chen developed the idea of YouTube in the first months of 2005 after having a hard time sharing a video of a dinner party at Chen's San Francisco apartment. Karim did not come to the party and refused the party never happened, while Chen commented that the idea of YouTube was sparked after the dinner party "was added by a marketing method that focused on creating a story that was easy for consumers to digest. Alexa ranks YouTube as the third most visited site on the Internet, after Google and

Facebook. FikiNaki is capturing the public's attention with her language skills. This is because the teenager born in Pekalongan is able to speak various foreign languages, ranging from English, Romanian, to Russian. This is known through a video on his personal YouTube channel. Through this platform, Fiki often shares a number of video conversations with strangers in OME TV. He also always amazes the other person with stunning language skills. Fiki himself is a YouTuber from Pekanbaru, Riau. Currently, he is studying at UIN Sultan SyarifKasim Riau. FikiNaki or who is familiarly called Fiki was born in Pekalongan on July 24, 2000. This teenager whose full name is Muhammad FiqihAyatullah is a student, YouTuber, as well as a content creator. Fiki is known for his expertise in foreign languages, from English, Russian, French, to Romanian. In addition, this 20-year-old teenager also understands a little of Mandarin and German. Apparently, Fiki's language skills are obtained by self-teaching. Through a video on YouTube, he admits that he taught himself at home through videos on YouTube. Initially, Fiki was interested in Romanian and Russian languages. He also started learning letters, spelling, and the pronunciation of the language sentences via YouTube. Not only that, he also admitted that he often practiced both languages by himself. After teaching himself, Fiki began to practice his language skills with foreigners in OME TV so that he became more fluent. For now, Fiki admits that he wants to focus on foreign language content in OME TV. However, it is possible if he will present other content in the future.

III. Research Method

The type of this research was descriptive-qualitative research since this research aimed to give deep understanding and a clear description about the types of positive and negative politeness strategies and to find out the the most dominant types. The instruments of this research were the researchers themselves as the primary instrument and a data sheet as the secondary instrument. The data source in this study was on the transcripts of interviews by FikiNaki which was taken from the websites information especially you tube on FikiNaki OME TV dialogue between the You tuber and guest. Besides, the researchers also watched the video then downloaded from YouTube to analyze and to understand how the expressions were used. Researchers also collected secondary data from other sources such as books, journals, etc. It was able to complete data for answer the research problem.

In collecting the data, the researchers will do some steps, they are: The first step, watching the FikiNaki OME TV on Youtube and then reading the scripts the conversation. After that, collecting data also was done by re-watching the talking and re-reading the FikiNaki OME TV on YouTube script. Then after the all data was collected, the data was divided into positive and negative politeness strategies.

The procedures in analyzing data were follows:

1. The researchers categorized the type of data based on the two of four of Brown and Levinson's politeness strategy namely positive politeness and negative politeness strategy.
2. The researchers classified the categorized data based on the sub strategies: 15 strategies of positive politeness and 10 strategies of negative politeness.
3. The researchers analyzed Positive and Negative politeness strategies.
4. The researchers drew a conclusion based on the collected data.

IV. Results and Discussion

4.1 Results

After analysis the data quality, According to the theory of Brown and Levinson (1987).The reseachers found two findings, namely:

1. There wee two types of politeness strategies, they were Positive Politeness and Negative Politeness, in Ome TV by Fiki Naki on youtube. In Positive Politeness, it was divided into 12 types, namely: noticing there were 5, exaggerate there were 4, intensifying interest there were 2, seeking agreement there was 1, avoid disagreement there were 2, joking there were 2 presupposing there were 2 , joking to put the hearer there were 4, asserting there was 1, offering there was 1, being optimistic there were 2, giving or asking the reason there was 1, asserting there was 1 , giving gifts to hearer were 3. In negative politeness, It was divided into 4 types, namely: being conventionally indirect there was 1, questioning and hedging there was 1, being pessimistic there were 2, apologizing there were 2.

Table 1. Data Findings of Positive Politeness Strategies

No	Types Positive Politeness Strategies	Frequency	Percentage
1.	Noticing, attending to hearer	5	16,7%
2.	Exaggerating	4	13,5%
3.	Intensifying interest to the hearer in the speaker's contribution	2	6,6%
4.	Using in-group identity markers in speech	-	-
5.	Seeking agreement in safe topics	1	3,3%
6.	Avoiding disagreement	1	3,3%
7.	Presupposing, raising, asserting common ground	2	6,7%
8.	Joking to put the hearer at ease	6	20%
9.	Asserting or presupposing knowledge of and concerning for hearer's wants	1	3,3%
10	Offering, promising	1	3,3%
11.	Being optimistic that the hearer wants what the speaker wants	2	6,7%
12.	Including both speaker and hearer in the activity	-	-
13.	Giving or asking for reasons	1	3,3%
14.	Asserting reciprocal exchange or tit for tat	1	3,3%
15	Giving gifts to hearer (goods, sympathy, understanding, cooperation)	3	10%
	Total	30	100%

Table 2. Data Findings of Negative Politeness Strategies

No	Types Positive Politeness Strategies	Frequency	Percentage
1.	Being conventionally indirect	1	17%
2.	Questioning and Hedging	1	17%
3.	Being Pessimistic	2	33%
4.	Minimizing the Imposition	-	-
5.	Giving Deference	-	-
6.	Apologizing	2	33%

7.	Impersonalizing speaker and hearer	-	-
8.	Stating the Face threatening Act	-	-
9.	Nominalizing	-	-
10	Going on record as incurring a debt	-	-
	Total	6	100%

2. The most dominant type of politeness strategies that was found in Ome TV by Fiki naki on Youtube was Positive Politeness. It can be seen with 30 data or 79 %.

4.2 Discussion

After analyzed and identified data above, the researchers would like to made discussion clearly about Politeness strategies . Youtube was one example of media that gave lesson about politeness . Ome TV is video that you can strike up a conversation with stragers, meet interesting people, and anonymous video conversation with ramdom peole. Ome TV launched on march 25 2009. Less tha a month after launch Omegle garnered around 150,000 page view a day. Many people used Ome TV young adult. Fiki naki before starting the youtube channel, Fiki Naki was not fully confident to appear in front of the camera. Fiki said that he could only speak English at the age of 18. Then because of his curiosity about the Russian language, he began to learn Russian by himself. In Ome TV by Fiki Naki on Youtube, the reseachers found, there were 36 data of positive and negative politeness strategies which is motsly appear in every uttarances because this Ome tv meet random people we first meet and and get to know each other so because of that politeness politeness is needed to have a better conversation to made enjoyable situation between speaker and hearer become run well.

Moreover, there were similarities and differences found with previous relevant of the research that conducted by A Pragmatic Analysis Of Positiv and Negative Politeness Strategies Of Refusals in RICHARD LINKLATER'S BOYHOOD, The first similarities the researchers used a classification of politeness strategies proposed by Brown and Levinson. Brown and Levinson , and then the similarities both of this research was the metodology which is same used the descriptive qualiative research . And differences in this research was used postive and negative of politeness strategy refusal and only found the type positive and negative politeness strategy .The second An analysis of positive and negative politeness strategies in an interview of mark rutte on METRO TV'S *FACE 2 FACE with Desi Anwar* Program . The first similarities Brown and Levinson's theory of politeness, that was, the positive and negative politeness strategies. The second similarities were used a qualitative research aimed to find the positive and negative politeness strategies in minimizing the potential face's threat on interlocutor's face based on the sociological variables (power, distance and imposition) in a communication. The difference is An analysis of positive and negative politeness strategies in an interview of mark rutte on METRO TV'S *FACE 2 FACE with Desi Anwar* Program the problem only found the type positive and negative politeness strategy.

V. Conclusion

After analyzing the data, the researchers concluded that:

1. There were 36 Positive Politeness and Negative Politeness found in " Ome TV by Fiki naki on Youtube ". In Positive Politeness, it was divided into 12 types namely: noticing attending to hearer, exaggerating, intensifying interest to the hearer, seeking agreement, avoid disagreement, joking, presupposing, joking to put the hearer, asserting, offering, being optimistic, giving or asking the reason, asserting, giving gifts to hearer. In negative

- politeness, it was divided into 4 types namely: being conventionally indirect, questioning and hedging, being pessimistic, apologizing
- The most dominant type of politeness strategies found in " Ome TV by Fiki naki on Youtube " was Positive politeness with 30 data or 79%. Most of the speaker and hearer in used a positive politeness to made enjoyable situation, build good relation, good interaction between speaker and hearer so the conversation become run well.

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