

## The Use of Politeness Strategy and The Influence Factors in Political Talk Show

Haryanto Haryanto<sup>a</sup>, Novita Indriani<sup>b</sup>, Muh. Safar<sup>c</sup>, Fini Widya Fansiska<sup>d</sup>, Dyah Utami Dewi<sup>e</sup>

<sup>a</sup>Fakultas Tarbiyah dan Ilmu Keguruan, Universitas Islam Nahdlatul Ulama Jepara,  
[haryanto@unisnu.ac.id](mailto:haryanto@unisnu.ac.id)

<sup>b</sup>Program Studi Pariwisata, Politeknik Negeri Samarinda, [novita20@polnes.ac.id](mailto:novita20@polnes.ac.id)

<sup>c</sup>Pendidikan Bahasa Indonesia Fakultas Keguruan dan Ilmu Pendidikan, Universitas Muhammadiyah Bone,  
[safarmuhammad785@gmail.com](mailto:safarmuhammad785@gmail.com)

<sup>d</sup>Program Studi S1 Keperawatan Fakultas Kesehatan Universitas Muhammadiyah Pringsewu,  
[finiwidyafansiska@umpri.ac.id](mailto:finiwidyafansiska@umpri.ac.id)

<sup>e</sup>Institut Bisnis dan Informatika Kosgoro Jakarta, [thee.eich@gmail.com](mailto:thee.eich@gmail.com)

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### ABSTRACT

Maintaining etiquette in speech acts is a part of politeness strategies conducted in communication. This study aimed to describe the use of politeness strategies and the influence factors found in the political talk show of Mata Najwa. The research method employed a descriptive qualitative one as proposed by Brown and Levinson's four politeness strategies. Face is indicated as an inherently political element in the theory of Goffman. The data is a dialogue transcription taken from Mata Najwa YouTube on 18 October 2023. The techniques of collecting data were documentation by watching, listening, transcribing, reviewing the transcription, and selecting the speakers' utterances. The data analysis involved identifying, and classifying utterances based on politeness strategies, analyzing frequency, interpreting the data, and drawing conclusions. The analysis of 193 utterances showed that 114 of them had positive politeness strategy data (59%), 34 had bald-on politeness strategy data (17,6%), 24 had negative politeness strategy data (12,4%), and 21 had off-record politeness strategy data (10,9%). The positive politeness method is the most commonly employed tactic. It suggests that the inclination toward familiarity between speakers and listeners as well as the sentiment to reveal people's individuality by lowering FTA in each phrase is generated by particular factors. That becomes a point for speakers to build and maintain relationships.

**Keywords:** politeness strategy, Mata Najwa, political talk show

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### 1. Introduction

This study is taken from the political talk show of Mata Najwa since the dialogue has become a hot issue to discuss. Human beings show consideration to others in social phenomena to avoid an offence that results in misunderstanding. Therefore, they have to behave appropriately with other people they meet depending on the situation in which the conversation is taking place and to whom they speak so that they would not be rude. Politeness, stated by (Mills, 2011) as a part of pragmatics is a way to show respect toward other people to avoid offences without hurting others by considering situations where they speak to (Dewanti, 2007). According to Leech (1980) and Brown & Levinson (1988), variable factors that influence politeness include social distance, social status, and gender to

respect and face-saving (Leech, 1980). Pragmatically, the bond of interpersonal relationships through speakers' attitudes may be employed to address, demand, blame, contradict, interrupt, and apologize. They may ask "What do you mean by X?" to figure out what political issue occurred. This question, for instance, is meant to demonstrate awareness of being polite linked to social proximity or distance (Azzahra et al., 2023; Haryanto & Mubarok, 2018).

Politeness strategy in communication is a way for someone to be polite to convey his/her message via utterances (Basyar, 2022). The way to convey politeness depends on the situation and the context of communicative events engaged. Politeness tactics, which are a subset of pragmatics, use social communication techniques to address how people convey their thoughts and feelings through their words (Purwanto & Soepriatmadji (2013). Pragmatics looks at how people use language in various contexts (R. Susanti et al., 2024; Mey, 2015). Popularization of the politeness strategy, one should be nice and preserve their public image by being polite to others. Nonetheless, there are instances when rudeness is directed against other people (Cutting, 2002; King & Wardhaugh, 1970).

Politeness has a high significance in communication in making interlocutors feel respected and building positive relationships. The way to express polite language, expressions illustrated honorific are addressed such as "sir" and "madam." The use of *mbak*, "pak," and *bu* as referent honorifics is commonly employed in Bahasa, and the use of *mbak* and *mas* in the Javanese language. In this case, two major honorifics categorize referent honorifics, such as pak Ganjar, Mr. Brown, Prince William, etc., and addressee honorifics (Okamoto, 2010). Specific words chosen to convey the relationship between the speaker's social status and the person being addressed are employed in addressee honorifics regardless of content. What the addresser and addressee talk about contains meaning beyond their languages. The name of metapragmatic talk is a talk behaviour that talks about other people's general behaviour through their speech about issues concerning language use and meaning in context interpreted by interactants (Verschuere, 2012). English-speaking researchers usually use the term politeness instead of speech etiquette used in Russian linguistics (Duskaeva, 2021; Ryabova, 2015). It reveals etiquette relationships in verbal behaviour to maintain as a part of the politeness strategy conducted in universal ideas-based communication about socially approved. Through this strategy, human beings build respect and boost self-esteem and confidence to improve relationships and communication skills (Borris & Zecho, 2018).

Various relationships determine speakers' decision to choose the way to speak via languages with the appropriate degree of politeness attached to them (Seken, 2011). Thus, the speakers are required to identify social status, to make social distance, and to anticipate how authority is possessed by the addressee to decide how much speakers deliver politeness investment without offending the addressee in communication. Politeness strategy contains political behaviour constrained by sociocultural norms to achieve personal relationships during the process of interaction. During the interaction process, a positive public self-image is paid (Goffman & Deeb, 1955). According to Levinson (1992), pragmatic courtesy is used to maintain face (i.e., public self-image), and this involves threatening and saving face (Sapitri et al., 2019).

There are four strategies of politeness conducted using the theory (Brown & Levinson, 1988), namely bald-on record politeness strategy, positive politeness strategy, negative politeness strategy, and off-record politeness strategy. The politeness strategies that the speakers utilize to achieve certain goals in social relationships are showing face-threatening acts (FTA), public self-image, and the feeling of self (Marpudianto, 2020). The strategies and the connectivity of using FTAs in politeness are shown in Figure 1. Several factors of politeness are performed involving social distance, social power, and rank of imposition as the sociological variables (Brown & Levinson, 1988).

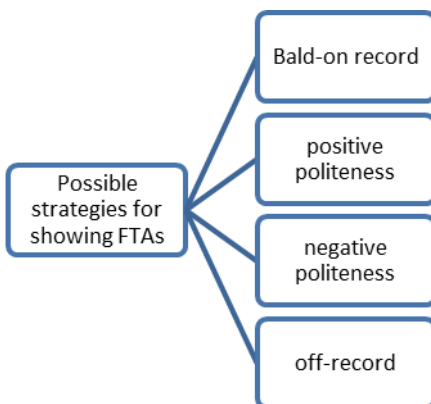


Fig. 1 Possible strategies for showing FTAs (Brown & Levinson, 1988)

Building positive relationships among community members is another aspect of being polite, in addition to the behaviours that take place in society to honour one another and reduce the likelihood of conflicts (Lakoff, 1975).

The previous research that discussed the positive politeness strategy (Marpudianto, 2020) aimed to gratify the hearers' positive face by admitting them as friends or group as Yule's statement that positive politeness strategy proposes speakers to investigate by questioning for certain objectives even friendship (Yule, 1996). The tendency is to highlight familiarity between speakers and hearers by giving satisfaction to the interest owned by interlocutors. In this case, to conduct a positive politeness strategy, speakers employ their feelings to show persons' personality by reducing FTA in every utterance produced. The strategies used are to seek agreement, to assert of presume speakers' knowledge and concern of hearers' wants, to use in-group identity markers, avoid disagreement, and to include both speaker and hearer in the activity of communication (Indahsari & Surjowati, 2021). The other strategies are exaggerating as showing sympathy, intensifying interest, joking, presupposing common ground, offering and promising, being optimistic, giving or asking for reasons, assuming or asserting reciprocity, and satisfying listeners to show understanding, sympathy, and cooperation (Servitia, 2017).

Bald on record politeness strategy characterized speakers to show a refusal to minimize FTA on the hearer. It is usually conducted by speakers who have authority level to individuals who have less authority or power. Most of the time, this strategy is not performed due to the risk of injury to the recipient's face. In other words, the use of straightforward form when the speaker produces language in communicating characterizes directness, clarity, and conciseness (Amalia et al., 2023; Haryanto, 2017). Nonetheless, this strategy works best when addresses and addressee are close and intimately familiar. This strategy has the purpose of giving suggestions or advice, showing disagreement, showing imperative form, asking, threatening, and warning.

The manifestation of the negative politeness strategy is generally conducted formally for speakers and interlocutors who are not too close to each other. It deals with respectful behaviour (Febiyani & Fitriana, 2019). Sometimes, the communication occurs and, thus, seems awkward. It is the most elaborated politeness strategy and the most conventionalized set of linguistic strategies for FTA redress. It has ten strategies, namely being indirect conventionally, questions, hedges, minimizing the imposition, apologizing, giving deference, being pessimistic, impersonalizes speaker and hearer, stating the FTA as a general rule, nominalizing, and going on record as incurring debt (Brown & Levinson, 1988). The main point is to avoid offence to the addressee's face and to let the addressee choose to agree or disagree with the addresser's saying or asking.

The politeness strategy of off-record has intended meaning due to the use of indirectness form

as a strategy to avoid doing FTAs by letting interlocutors interpret messages by themselves with two mechanisms, namely inviting conversational implicature and being vague. By inviting conversational implicature, speakers give clues to the interlocutor to interpret. In this case, speakers violate the maxims of the cooperative principle. Besides, violating maxims are considered as a strategy to perform off-record politeness strategies, which are understated, overstated, and tautologies (violate quantity maxim); contradiction, irony, metaphors, and rhetorical questions (violate quality maxim); ambiguous, vague, over-generalized, displacing hearers, and ellipsis (violate manner maxim) (Brown & Levinson, 1988). Several researchers have analyzed off-record politeness strategy and have been concerned with a few ways of being a polite act which include using hedging and indirectness as the way to convey uncertainty and ambiguity, using polite deceit, and using euphemism by exploiting ambiguity and connotation to disguise meaning.

Discussion about politeness strategies draws the attention of several researchers to investigate it in written text such as the politeness strategy used by characters in novels (Widyastuti, 2019), in presidential debates (Batubara et al., 2022; Sibarani & Marlina, 2018), in classroom's interaction (Astia, 2020; Rahayuningsih et al., 2020; Fitriyani & Andriyanti, 2020; Saputra et al., 2021; Sudarmawan et al., 2022), in social media (Sinaga et al., 2022), in a TV show (Hutahaean et al., 2021), in the business world (Kusumarini et al., 2021; Zhang et al., 2021; Rababah et al., 2021), in the movie (Kristyaningsih & Arifin, 2022; Isabella et al., 2022; Kristyaningsih & Arifin, 2022; Rajagukguk et al., 2021; Kendenan et al., 2023), in speech (Alamsyah et al., 2023; Azzahra et al., 2023). Researchers might also examine civility tactics in talk shows (Syah, 2021). The novelty of this research from previous research is the use of politeness strategy and the influence factors in the political talk show of Najwa Shihab; as a hot issue politically occurs in Indonesia's election with political strategy at sharing ideas; to identify and to interpret the language to gain the strategy to mitigate face-threatening act and to demonstrate positive politeness act to controlling ego.

As language is a component of the social system and necessitates communication strategy, a variety of elements, including individual, societal, and linguistic ones, influence how language is used (Hartati, 2021). Previous studies have undertaken similar research since this study analyzes politeness strategies using the Najwa Shihab talk show (Silitonga, 2022; Indahsari & Surjowati, 2021). The prior research differs in that it did not explain the variables that influenced speakers to generate their languages or provide an explanation for the dominating technique that was discovered; instead, it only classified and studied politeness strategies. The research's innovation is in determining the politeness approach and the factors that influence presidential candidates' language production, as discussed by the host and guest on Najwa Shihab's political talk program.

The presidential election campaign of candidates in Indonesia is still running to seek support from the citizens of Indonesia. The three presidential candidates are Prabowo Subianto, Ganjar Pranowo, and Anis Baswedan. The vice presidents of their respective running mates are Gibran Rakabuming, Mohammad Mahfud MD, and Muhaimin Iskandar (Irawanto, 2019). As a well-known journalist, Najwa Shihab reveals the latest issues through talk shows she conducts to gain data or information. She is also celebrated for delivering a satirical message in her episodes (Restendy, 2023). The video of the interview she made is mostly about comments and political issues in Indonesia. One of them is ahead of the 2024 presidential election taken as the data. This study is interesting to discuss since the political temperature has been warming up in Indonesia before the official start and during the presidential election campaign. Najwa Shihab conducted a talk show on the current issue trend exclusively to one of the presidential candidates and the vice president, Ganjar Pranowo and Mohammad Mahfud MD, and made an interview posted on her YouTube on October 19<sup>th</sup>, 2023.

This study aimed to describe the use of politeness strategies and the influence factors found in the political talk show of Mata Najwa conducted on 18 October 2023 in an interview between

Ganjar Pranowo and Mahfud MD about the strategy to face the 2024 presidential election.

This research employed (Brown & Levinson, 1988) theory of four politeness strategies which involves bald-on record, positive, negative, and off-record politeness strategies.

## 2. Methodology

The design of this research is descriptive qualitative to examine the condition of natural objects, which produces descriptive data in the form of words and sentences. The researcher took the role of the key instrument in analyzing transcription data (Sugiyono, 2010).

The research data is the conversations among the participants of the interview. The data are the dialogue transcription taken from Najwa Shihab's YouTube channel. These data describe the principles of politeness so that what is obtained is a description of the use of language politeness strategies used by the participants of the interview.

The object of this research is a talk show by Najwa Shihab conducted on 18 October 2023 in an interview between Ganjar Pranowo and Mahfud MD as a pair of the presidential candidate and the vice presidency about the strategy to face the 2024 presidential election. The talk show was conducted on 18 October 2023. This study employs Brown & Levinson's (1988) theory of four politeness strategies which involves bald-on record, positive, negative, and off-record politeness strategy. The theory explicates politeness aspects of verbal formulation in face-to-face interaction.

Data collection techniques are a way for researchers to obtain data. This research uses note-taking techniques. The listening technique is one of the techniques used to obtain data by listening to the language used (Sugiyono, 2010). The researcher chose the note-taking technique because the observed object is an interview and requires transcripts for analysis. The researcher watched and listened to the interview conducted by Najwa Shihab as interviewer, and Ganjar Pranowo and Mohammad Mahfud as interviewees, transcribing the conversation employed in a talk show, reviewing the transcription of the conversation, and selecting the speakers' utterances.

The flowchart below illustrates the research method:

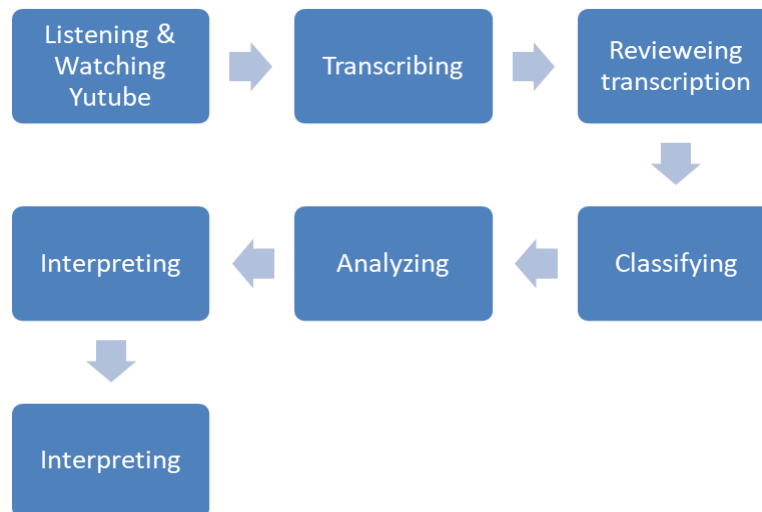


Figure 2 Process of research method

The data analysis technique applied by Miles et al. (2014) qualitative data analysis in four steps, namely data collection, data reduction, data display, and conclusion. The researcher identified the utterances by using Brown and Levinson's theory of politeness strategies, classifying utterances based on politeness strategies, analyzing frequency, interpreting data, and drawing conclusions.

### 3. Result and Discussion

#### 4.1. Result

Following the data collection and analysis of utterances made during conversations about political issues in the run-up to the 2024 presidential election by Mohammad Mahfud MD, the vice president, Ganjar Pranowo, the host of the Mata Najwa talk show, and Najwa Shihab, the host, entitled “Strategy Ganjar-Mahfud” (Ganjar-Mahfud Strategy), the data of their utterances that included politeness strategies was discovered. A total of 199 politeness strategies - that is, positive, bald-on, negative, and off-record—have been identified. In 172 of the talk show participants' joint remarks, 193 politeness methods were identified. Using the table below (see Table 1), the data were categorized and collated into frequency and percentage.

Table 1 Percentage of Politeness Strategies in conversation conducted in Mata Najwa Talk Show on October 18<sup>th</sup>, 2023

Politeness Strategies	Frequency	Percentage
Positive	114	59 %
Bald-on	34	17.6%
Negative	24	12,4%
Off-record	21	11%
Total	193	100%

Table 1 shows that 114 (59%) of the 193 data have a positive politeness strategy (59%) followed by 34 (17,6%) with the bald-on politeness method, 24 (12,4%) negative politeness strategy, and 21 (10,9%) with off-record strategy. The following diagram illustrates language functions found as the politeness strategy conducted by participants in the political talk show of Mata Najwa. The frequency and percentage of politeness strategies in a conversation conducted in Mata Najwa Talk Show on October 18<sup>th</sup>, 2023 can be seen in Figure 3:

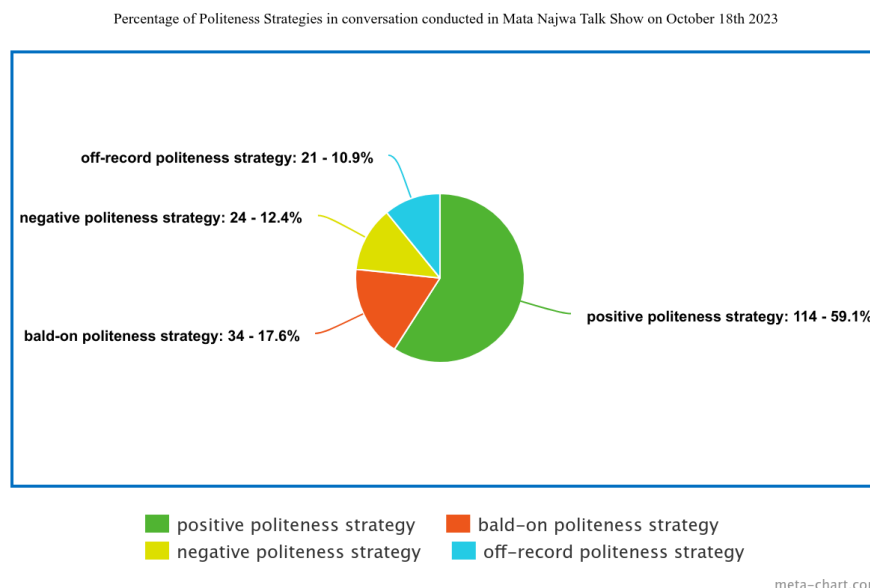


Figure 3 Frequency and percentage of politeness strategies in a conversation conducted in Mata Najwa Talk Show on October 18<sup>th</sup>, 2023

As shown in Figure 1, the most common strategies found in the Najwa Shihab talk show on October 18, 2023, were positive politeness, which involves including both the speaker and the hearer in the communication process, indicating one's identity, seeking agreement, assuming speakers know what the hearers want, avoiding agreement, being optimistic, making promises, satisfying listeners to demonstrate understanding, assuming or asserting reciprocity.

## 4.2 Discussion

To distinguish between positive, negative, bald-on, and off-record politeness methods, the politeness strategies used by participants in Maat Najwa on October 18, 2023, were categorized based on their utterances. The following strategies describe the finding of politeness tactics and their factors involved rank of status and the way to maintain their power of language. The factor that influenced in positive politeness strategy is social distance which the speakers are close to each other. The negative politeness used is influenced by the rank of status with a rank of imposing in maintaining argument.

### 4.2.1 Positive Politeness Strategy and the Factors' Analysis

The talk shows participants employ ten language functions on positive politeness strategies, namely seeking consensus, assuming speakers' knowledge and concern for listeners' needs, using in-group identity markers, avoiding disagreement, involving both speakers and listeners in communication, presuming common ground, offering and promising, being upbeat, assuming or asserting reciprocity, and satisfying listeners to demonstrate understanding. The following are the examples of utterances:

(1) The factor of positive politeness is to include both the speaker and the hearer in the activity of communication.

The language factor of position rank of *kita* (we) in the utterance of *Hari ini adalah hari pertama pendaftaran capres cawapres dan kita sudah lihat tadi pagi dimulai dengan pendaftaran capres eh Anis, Muhaimin Iskandar dan kemudian dilanjutkan dengan pendaftaran capres Ganjar Pranowo dengan Mahfud MD* (Today is the first day of registration for presidential and vice presidential candidates and we saw this morning starting with the registration of presidential candidates Anis, Muhaimin Iskandar and proceeded to register presidential contenders Ganjar Pranowo with Mahfud MD) is a positive politeness tactic described by Najwa Shihab that aims to involve both the speaker and the listener in the communication process. She gave the listeners a pleasant expression by welcoming them into the group discussion and saying "Kita" seven times. The other utterance which uses *kita* is *Boleh ditunjukkan di sini tidak sih supaya kita bisa melihat ini jadi baju itu Anda titipkan ke ibunda ya?* uttered by Najwa Shihab to Mohammad Mahfud MD.

(2) The factor of positive politeness to mark identity.

The status factor influences language use of *mas* in the utterance of *Apakah banyak dari awal tuh mau berusaha mencari nama-nama yang pas gitu lho, Mas* uttered by Najwa Shihab to show honorific and how closeness of relationship they are. These honorifics sign Javanese culture where the conversation is taking place. The word *mbak* is also categorized honorific uttered by Ganjar Pranowo and Mohammad Mahfud MD to Najwa Shihab as well as the word *pak* to address Mohammad Mahfud MD.

(3) The factor of positive politeness to seek agreement

The use of a positive politeness strategy to seek agreement occurs in the utterance *Kita tunggu ya. Kita tunggu, oke* (Let's wait, okay? Let's wait, okay) uttered by Najwa Shihab as a host who has the power of language. She tried to negotiate while waiting for the tag name. Other situations illustrated

the meaning of seeking agreement to safe topic strategy uttered by Najwa Shihab also illustrated in the utterance *lebih lugas?* (more straightforward?), *suka tidak suka* (like it or not), *harus diikuti?* (should be followed?), *tidak benar?* (not true?), *jadi tidak secara sengaja tapi itu menguatkan?* (so it's not intentional but it strengthens it?), *dua minggu yang lalu itu ya?* (two weeks ago, right?), *Oke deal dengan Mahfud MD?* (OK, deal with Mahfud MD?), and *Mas kaesang toh maksudnya?* (What you mean is Mr Kaesang, right?).

(4) The factor of positive politeness is to assert or presume speakers' knowledge and concern of hearers' wants.

The use of a positive politeness strategy to assert of presume speakers' knowledge and concern of hearers' wants occurring in the utterance *Menurutmu apa namanya karena surprise* (What do you think it's called because it's a surprise) uttered by Mohammad Mahfud MD to Najwa Shihab about surprise tag name. Other scenarios demonstrated the meaning of assuming the speaker's knowledge and expressing concern for the hearer's desires in response to Najwa Shihab's comments and her desire to be heard in the utterance "*Mungkin lewat Najwa juga orang-orang saya kan ga pernah..tiba-tiba muncul kan?*" (Maybe it was through Najwa that my people never...suddenly appeared, right?).

(5) The factor of positive politeness to avoid agreement.

The use of a positive politeness strategy to avoid disagreement occurred in the utterance *tapi itu faktor yang bikin OKE* (but that's the factor that makes it OK) uttered by Najwa Shihab to avoid disagreement using *tapi* to deny that the relationship between Ganjar Pranowo and Mohammad Mahfud MD was not something common with others. The factor of Najwa Shihab producing the utterance is her host status with its language power behind her language. Other situation illustrated meaning of avoid agreement also occurred in the utterance *tapi sempat masuk radar cawapresnya pak Prabowo Subianto* (but it was on the radar of Mr Prabowo Subianto's vice presidential candidate); *berarti anda menjawab tegas tidak pada tawaran itu* (that means you answered firmly no to the offer); *tapi bukan kepada melainkan kepada Anis melainkan kepada ketua PKS itu yang datang ke tempat saya beramai-ramai* (but not to Anis but to the chairman of the PKS who came to my place in a group); *Tetapi tidak langsung* (But not directly); *tapi yang jelas dulu juga pak Mahfud mau diajak pak Jokowi jadi wapresnya?* (But surely Pak Mahfud also wants to invite Pak Jokowi to become his vice president?);

(6) The factor of positive politeness to be optimistic

The use of positive politeness to be optimistic occurred in the utterance *Saya yakin saya bisa berdiskusi dengan beliau* (I'm sure I can discuss it with him) was uttered by Ganjar Pranowo optimistically if he was able to discuss with Mohammad Mahmud MD. The hint used is *yakin* (sure). Other utterance employed is *sudah pastilah sudah pastilah* (that's for sure) with the hint *pasti* (sure); *maka saya katakan tadi sudah saatnya, mbak, hitam putih tidak abu-abu dalam penegakan hukum itu dilaksanakan* (So I said earlier that it is time, sis, that black and white is not gray when it comes to law enforcement) with the hint *sudah saatnya* (it is time); *makanya sekarang saya lugas* (that's why now I'm straightforward) with the hint *sekarang saya lugas* (now I'm straightforward); *sama sekali* (at all) is to connect earlier words which the full utterance is *tidak terpengaruh sama sekali* (I'm not affected at all); *tim kami siap* (our team is ready) with the hint of *ready*; *Saya kira pak Jokowi pasti sudah paham* (I think Mr Jokowi definitely understands) with the hint of *definitely*; *yakin* (I'm sure) is shown that presidential candidate of Ganjar Pranowo will get support from President Jokowi; *Menurut saya dari pidatonya mas ganjar dan bu mega memilih saya justru mereka itu memilih saya karena saya ini peluru tidak terkendali* (In my opinion, from his speech, Mas Ganjar and Bu Mega chose me, in fact they chose me because I am an uncontrollable bullet) with the hint *in fact* shown that Mohammad Mahfud MD considered that himself was like a bullet meant that he will not be influenced anyone. The reason factor that Ganjar Pranowo and Mohammad Mahfud MD produce



their languages is their position as a presidential candidate and a vice presidential candidate which has an optimistic at 5 years leading Indonesia's future.

(7) The utterance of positive politeness to promise

The use of positive politeness to promise occurs in the utterance *Pokoknya kalau ada yang keliru ya kita besok perbaiki* (Anyway, if there's something wrong, we'll fix it tomorrow) illustrates promise by the hint of *will* uttered by Mohammad Mahfud MD. It is a part of him as a vice presidential candidate to promise to fix regulations. This factor is influenced by the status of Ganjar Pranowo and Mohammad Mahfud MD as a presidential candidate and a vice presidential candidate who should keep their promise as a commitment.

(8) The utterance of positive politeness to satisfy listeners to show understanding

The use of positive politeness to satisfy listeners to show understanding occurred in the utterance *ya yang salah mungkin kalau saya katakan MK salah tetapi MK dalam memutuskan itu kalau mau ditindak itu bukan tindak pidana lho, bukan lalu ditangkap-tangkap gitu memutuskan itu bukan tindak pidana* (Yes, what is wrong is that if I say that the Constitutional Court is wrong, the Constitutional Court is wrong in deciding that if you want to take action against it, it is not a criminal act, you know, it is not that then they are arrested and then they decide that it is not a criminal act) uttered by Mohammad Mahfud MD who knew a lot about regulations, showed understanding to Najwa Shihab who asked about the regulation. The factor of this positive politeness is the language power impinged to explain and to inform to public.

(9) The utterance of positive politeness presupposes a common ground

The use of positive politeness to presuppose common ground occurred in utterance *semua yang sudah diatur dalam regulasi, tugas eksekutif itu adalah mengeksekusi, melaksanakan perundang-undangan yang berlaku* (everything that has been regulated in the regulations, the executive's task is to execute, to implement applicable laws and regulations) is uttered by Ganjar Pranowo to show basic information. This politeness was also uttered by Mohammad Mahfud MD in his utterance *Misalnya, orang mau minta izin ini ada dong jadwalnya. Izinnya begini kalau gak keluar harus jelas masalahnya apa dan jangan ditumpangin lagi* (For example, if someone wants to ask for permission, there's a schedule (The permit is like this, if it doesn't come out, it has to be clear what the problem is and don't try it again). The background of their knowledge is an important factor socially to explain the common ground of real issues.

(10) The utterance of positive politeness to assume or assert reciprocity

The use of positive politeness occurred in utterance *Saya sudah mengikuti prosedur tapi kok nggak beres ya. Ya itu keliru. Itu keliru* (I've followed the procedure but how come it's not working? Yes, that's wrong. That's wrong) was uttered by Ganjar Pranowo. He intended to show the payoff of the situation, as the factor, he experienced with the hint of following procedure to not working.

#### 4.2.2 Bald-on Politeness Strategy and the Factor's Analysis

There are 6 categories of factors covered in the functions of positive politeness strategies including to give suggestions and to advise, to show disagreement, to show imperative form, to ask, to threaten, and to warn. The factors influenced are the rank of status and the social distance among speakers who are involved in politics. However, two strategies to show bald-on politeness strategies used by participants in talk shows are to show disagreement and to ask directly. The illustration of utterances is as follows:

(1) The utterance of bald-on politeness to ask

The use of bald-on politeness in the utterance *catat ya* (notice) showed direct asking uttered by Ganjar Pranowo when he asked the hearers to pay attention. It was also uttered by Najwa Shihab in her utterance *apa pak yang keliru?* (what's wrong, sir?), *tidak berani?* (no dare?), *kurang nyali?* (lacking

guts?), *tapi tukeran gitu?* (but what's the exchange?), *salah?* (wrong?), *berarti yang salah siapa, pak?* (I mean, whose fault is this?), and *yang sekarang sedang dilakukan adalah melaporkan ke dewan etik?* (what is being done now is reporting to the ethics board?).

(2) The utterance of bald-on politeness shows disagreement

The use of bald-on politeness in the utterance *enggak, mbak* (no, sis) uttered by Ganjar Pranowo directly to decline and to deny. Other utterances are similar such as *enggak..saya nggak ada pengaruh apa-apa* (no...I don't have any influence), *bukan hukum* (not law), *enggak* (no), and *tidak sama sekali* (not at all).

#### 4.2.3 Negative Politeness Strategy and the Factors' Analysis

Ten language factors that constitute negative politeness strategies include conventionally indirect communication; questions; hedges; minimization of imposition; apology; deference; pessimism; impersonalization of speaker and hearer; statement of the FTA as a general rule; nominalization; and going on record as incurring debt. Talk show participants, however, employ two techniques to demonstrate negative politeness. They can be customarily oblique, hedge, reduce imposition, apologize, be pessimistic, impersonalize speaker and hearer, and proclaim the FTA as a general rule.

The following are the examples of utterances:

(1) The utterance of negative politeness to apologize

The use of negative politeness in the utterance "sorry" was uttered by Najwa Shihab to the crew about the sound leaking. She said sorry to ask to fix the leak. A similar apology is also uttered by saying *maaf, mbak* (sorry, sis), *Mohon maaf Saya orangnya mau yang tegas-tegas* (Sorry, I'm someone who wants to be firm).

(2) The utterance of negative politeness to minimize the imposition

The use of negative politeness in the utterance *Kalau dengan pak Prabowo atau minimal dari kubu pak Prabowo yang menawarkan ke Anda apakah juga tegas dijawab tidak? Karena tanpa bermaksud mengadu domba tapi pertanyaannya adalah apakah ini karena yang pertama nawarin mas Ganjar dan sebetulnya pak Mahfud OKE saja juga dengan pak Prabowo kalau saja tawaran itu datang, pak?* (If it was Pak Prabowo or at least from Pak Prabowo's camp who made the offer to you, would the answer be a firm no? Because I don't mean to pit people against each other, but the question is, is this because the first one offered Mr. Ganjar and actually Mr. Mahfud was OK with Mr. Prabowo if the offer came, sir?) uttered by Najwa Shihab to Ganjar Pranowo with the hint of *tanpa bermaksud mengadu domba* intended to minimize the imposition. Other situation illustrated negative politeness is in the utterance *anu aja. Untuk apa namanya ya. Gak tahu pokoknya memberi sentuhan tersendiri kalau pakai baju ini karena dulu begini* (just like that. What's the name for? I don't know how to give your own touch if you wear this shirt because it used to be like this) with the hint *gak tahu pokoknya* (just like that). It also occurred in the utterance "*Pak mahfud belain saya.*" *Pak, kenapa ya bu mega merasa ingin dibela oleh Anda pak?* ("Mahfud defended me." Sir, why do you feel like Miss Mega wants to be defended by you, sir?) uttered by Najwa Shihab to Mohammad Mahfud MD through question which illustrates to minimize the imposition of him in the hint of *pak, kenapa ya*.

(3) The utterance of negative politeness to hedges

This politeness is used by speakers to mitigate language and to avoid imposing on others by using hedges such as the utterance *kalau begitu saya tanya, pak* (then I'll ask, sir) to save face by the language going to convey. The other words used were *menurut anda* (you think); *tadi malam ada pertanyaan ni pada saat deklarasi* (Last night there was this question during the declaration) is uttered as hedges to avoid imposition occurred before threatening; and *Dan kalau anda bisa mengingatkan lewat Mata Najwa apa yang ingin anda sampaikan mas ke pak Jokowi?* (And if

you could remind me through Mata Najwa, what would you like to convey to Mr Jokowi?) with the hint *kalau anda bisa mengingatkan lewat Mata Najwa* (And if you could remind me through Mata Najwa).

(4) The utterance of negative politeness to state the FTA as a general rule

The politeness used by speakers to state the FTA as a general rule does not indicate intentionally threatening the addressee's face but is forced *lho itu kesimpulan Anda. Artinya anda itu kan sudah punya kesimpulan begitu tu kesimpulan umum. Ndah usah ditanyakan ke saya* (Well, that's your conclusion. This means that you already have a conclusion, that's a general conclusion. No need to ask me) with the hint *ndak usah ditanyakan ke saya* (no need to ask me) to stop Najwa's question. Before forbidding Najwa to continue her statement of threatening Mahfud about the decision, Mahfud used a mitigating statement of *lho itu kesimpulan Anda. Artinya anda itu kan sudah punya kesimpulan begitu tu kesimpulan umum* (Well, that's your conclusion. This means that you already have a conclusion, that's a general conclusion. No need to ask me) to stop.

#### 4.2.4 Negative Politeness Strategy and the Factors' Analysis

The utterance of off-record politeness which the function is to show euphemism by exploiting ambiguity and connotation to disguise meaning in the utterance *bertemu secara diam-diam juga ketika seseorang bertemu di udara* (meet secretly also when someone meets in the air) is categorized negative politeness strategy. This utterance was uttered by Mohammad Mahfud MD to exploit the connotations *bertemu di udara* (meet in the air) and *ketemu di bawah* (meet below). He described meeting secretly without being known by the public.

The utterance of off-record politeness exploits ellipsis to omit saying words but it can be understood from contextual clues. The utterance *umpama itu nama-nama ya* (for example, those are names) did not finish the word but contextually could be understood from precedent text. It also occurs in the utterance *Sekarang gak jahit, jadi. Kalau dulu, jahit, ngga jadi* (Now there's no sewing, so... If you used to sew it, it wouldn't work) uttered by Mohammad Mahfud MD. There is an omission in his utterance due to the schemata of the story about the white T-shirt given when he was ever asked to be the candidate for vice president of Jokowi but it did not happen. Therefore, he did not do the same thing about sewing T-shirts unless buying them. The utterance is only understood if listeners know the situation that made the T-shirt in his mother's hand.

Based on the research result, four factors influence the use of positive politeness as the most common strategy in the Najwa Shihab talk show on October 18, 2023.

1) The participants.

Political participants between Najwa Shihab as the host of the Najwa Shihab talk show and two interlocutors consist of the 2024 presidential candidate Ganjar Pranowo and vice presidential candidate Mohammad Mahfud MD. They have similar backgrounds of social identity but are different in age, sex, and personal qualities. The social distance they made between speakers and interlocutors influenced their language to show the formal context in producing a positive politeness strategy. They have similar background knowledge about political issues. So, they have good schemata about the topic even though they have to argue with each other to gain agreement.

2) The environment.

The formal setting or backdrop of the discussion was one element that affected the politeness method used in the Mata Najwa talk show. This conversation is taking place in Mata Najwa. There is mutual respect between the parties involved and no intention of using violence. The way a person uses language in a given situation depends on a variety of social context-related aspects (Trudgill, 1974). Participants in the Mata Najwa chat program used the formal Indonesian language with a political register of English as the atmosphere in this talk show.

3) The topic.

The topic influenced the language used to act politeness strategy in communication. The topic used in the conversation, "Strategy Ganjar-Mahfud" (Ganjar-Mahfud strategy), illustrates formal political language that the participants conducted without language offence to bond interpersonal relationships among them through attitudes they employed in sharing feelings and thoughts. The honorific, which they employed like *pak*, *mbak*, *mas*, and even they are followed by names such as *pak Mahfud*, *mbak Nana*, and *mas Ganjar*, illustrates politeness as showing Javanese culture. The conversation conducted appeared that social power to intend rank imposition illustrated in the talk show was mitigated since they have a close relationship and have a particular aim to illustrate the truth of the political situation. Therefore, the speakers and the hearers tried to respect each other by minimizing the threat to the positive face, in order word to maintain self-image. The strategy used is more direct with an effort to develop one major topic to create good communication.

4) The function.

Ganjar Pranowo and Mohammad Mahfud MD's specific focus on political strategy is justified by the way they employ language as a tactful tactic. Essential expressions conveyed how they behaved in social situations, including how they asked questions, made requests, and encouraged others to take action to develop a strategy of positive politeness. Additionally, employing a negative politeness method in communication demonstrated how they make indirect requests to the hearer's face without using words that would offend the hearer's positive face. In her polite question, "Apa, pak, yang keliru?" (What is wrong, Sir?), Najwa Shihab addressed Mohammad Mahfud MD, stating, "Pokoknya kalau ada ya kita besok perbaiki," which translates to "If there is something wrong, we fix it." Here, the word "it" denotes regulation.

## 5. Conclusion

Following the discovery and analysis of politeness methods, 193 data sets representing positive, bald-on, negative, and off-record politeness tactics were found in 193 joint statements made by participants in the Mata Najwa talk show. They consist of 114 data with positive politeness strategies (59%), 34 data with bald-on politeness strategies (17,6%), 24 data with negative politeness strategies (12,4%), and 21 data with off-record politeness strategies (17,6%). Additionally, 114 data points (59%) from the Najwa Shihab talk show on October 18, 2023, indicate that the most common politeness strategy was positive politeness, which involves involving both the speaker and the hearer in the communication process to mark identities, seek agreement, assert speakers' presumed knowledge of hearers' needs, avoid agreement, be optimistic, promise, satisfy listeners to demonstrate understanding, assume or assert reciprocity, and be positive.

Four factors influence the use of positive politeness as the most common strategies in the Najwa Shihab talk show on October 18, 2023, namely the participants, the environment, the topic, and the function. The participants, the settings, the topic, and the function are the aspects that suggest to speakers when to use politeness methods. Because of the inclination toward familiarity between speakers and hearers as well as the desire to demonstrate a person's personality by lowering FTA in every word spoken, the positive politeness method is widely used. The main factors that influence positive politeness strategy as the dominant strategy are the rank status, the social distance, and the rank of imposition among speakers. The status of speakers is politicians who are close to each other. The rank of imposition that they employ during conversation indicates keeping an argument. They believe that their language has the power to be maintained.

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