AN ANALYSIS OF POLITENESS STRATEGIES USED BY TWO SPEAKERS ON INTERNATIONAL LANGUAGE EDUCATION CONFERENCE

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Abstract

Politeness strategies is a branch of pragmatic. When people interact and communicate, they should know how to respond to the answer or topic to lead a pleasant conversation with the right strategy. The purpose of this study is to examine how two presenters on an international webinar employed four different sorts of politeness strategies: off-record politeness, bald-on-record, positive politeness and negative politeness. The researcher also intends to examine the dominant strategy employed there. In this study, the qualitative descriptive method was used. The information was obtained via recording of an international webinar. The data was analyzed using Brown and Levinson's (1987) theoretical framework. Following analysis, the findings showed that both speakers only employed the three politeness methods of negative politeness, positive politeness and off-record politeness. Both speakers do not employ "bald on-record" because it is used by persons with close relationships. The first speaker utilized 57 strategies in total. The second speaker uses 46 different politeness strategies in total. Positive politeness is a dominant strategy that is used by two speakers while delivering their material on international webinar. The importance of this research is to understand the message communicated by speakers when delivering their material.

Keywords: Politeness Strategies; Pragmatic; International Webinar; Positive Politeness

INTRODUCTION

Language plays an important role in communication. According to Helen (2011) cited in Pasaribu et al. (2020), language is the fundamental communication system for humans. Pasaribu et al. (2020) cited in Hutahaean et al. (2021) also say that language serves as a key tool for people to connect with one another. It means that language as a key for communication is important to express thoughts, feelings, and intentions. When communicate with each other it is better to use clear words, actively listen, and understand one another to make communication more effective. Effective communication occurs when both the speaker and the listener use the language that help them understand each other. Pragmatics, which is the study of language in context, can provide insights into how people convey meaning and intentions through communication. In other words, examining pragmatics can help to understanding of how language works in real-life situations and contributes to effective communication.

Pragmatics, as a branch of linguistics, focuses on how language is used in different contexts. Fadoli (2022), states that pragmatics is the study of how the speaker conveys meaning and how the listener interprets it. Meanwhile, pragmatics investigates how a speaker or writer's intended meaning can be understood by the listener or reader. (Yule, 1996 cited in Rahmayani & Dwiyuliana, 2018). Moreover, to gain a purpose in delivering a meaning to others, the interaction needs to happen and it is important for the listener to understand the meaning given by the speaker and respond to it.

To interact with each other, people should know how to lead a pleasant conversation. Joahnnis (2022) says that pleasant conversation can happen when the speaker delivers the utterance without harming the hearer's face. Therefore, the context of "face" here is not the literal meaning; it's people's self-image and how they want to be seen. People tend to have a self-image because they want to maintain a positive social identity in interactions. Sapitri et al. (2019) state that face involves two connected elements: a positive face and a negative face. Positive face refers to an individual's desire to be accepted by others. Meanwhile, negative face represents an individual's desire for being free and independent. Brown and Levinson (1987) cited in Rahmi (2020) state that in specific situations, face is something that needs to be respected and supported. It means all the types of face are everyone right, people should recognize and respect it.

A lot of people want to maintain their self-image. When the others might misunderstand the intended meaning to address this issue, people can employ the politeness strategies. Fatimah and Simanjuntak (2021) argue that politeness is the way conversation is handled and organized by the utterance. In addition Silitonga and Pasaribu (2021) believe that politeness strategies are tools that used to handle misunderstanding and to respect each other. Therefore, politeness strategies can help listeners from the misunderstanding in interpreting the utterances. Brown and Levinson (1978) identified four categories of politeness strategies.

1. The first is bald-on-record politeness, which is used to to ask directly or explicitly of another person and is often employed by people who know each other closely or have a close relationship.
2. Second is positive politeness, which is concerned with the speaker showing appreciation and interest to the listener.
3. The third is negative politeness, which is used to display respect, convey concerns, and apologize for any imposition.
4. The fourth is off-record politeness, a strategy to express something indirectly to another person. off-record politeness is how the speaker acts/says something unclear, giving hints and clues to the listener and let them interpret the meaning by their own.

Politeness strategies can be found in daily activities, such as in teaching-learning process, daily interaction and so on. Several researchers have conducted studies about politeness strategies. The first previous research by Hutahaean et al., (2021) they investigated the many type of politeness strategy. that were used and decided which kind was the most frequent, and learned What elements influenced the politeness strategy in variety show using qualitative descriptive approach. They found that in this variety show all the type of politeness strategies are employed and positive politeness was the most strategies that were used in the show. Because this type of strategy leads to social interaction, excellent ties, and contact. The factor that affects this strategy is circumstances.

The second research is from Farhana (2021), and the researcher employed a descriptive qualitative approach. The goal of that study Was discovered about whether the politeness strategies suggested by Brown and Levinson (1987) were employed in movie called Enola Holmes or not and what are the most common types of politeness strategies used. Based on the findings, It revealed that all politeness strategies were applied in the movie, and the most frequently used was the bald-on record, because there was a close relationship among the characters in the movie.

The third research by Fitri (2022) had the goal of analyzing the politeness strategies used by the main character in the movie called Mulan. The researcher employed a qualitative method. The findings of that study showed that all the politeness strategies suggested by Brown and Levinson (1987) were applied by the main character in the movie. The most common strategy was positive politeness, and the second most common strategy were bald-on record and negative politeness.

However, politeness strategies are not only found in variety shows and movies, but also in formal occasions such as international webinars. The purpose of this research is to analyze the various types of politeness strategies. and the most dominant strategies used by two speakers at an international webinar called the International Language Education Conference (ILEC). To fulfill the research's aims, the researcher analyzes the video of two speakers delivering the material in the webinar. The focus of this research is on how the two speakers deliver their messages using politeness strategies and identifying the politeness strategies commonly employed by the two speakers.

METHOD

This research applies a qualitative research method, employing a qualitative descriptive approach as the research design. Keegan (2009) cited in Ardila (2021) explains that qualitative research involves asking questions what, why, and how much, and focusing more on understanding meanings rather than precise measurement. American Psychological Association classifies qualitative research into eight types: content or document analysis, narrative inquiry, case studies, grounded theory, basic interpretative studies, ethnography, historical studies, and phenomenological studies (Ary et al., 2010 cited in Hutahaean et al., 2021), In this research, data analysis implied to examine the politeness strategies suggested by Brown and Levinson (1987). Researcher utilizes document analysis in the process of collecting data, after collecting the data descriptive results provided.

Data for this research was collected from recorded videos of two speakers presenting their material at an international webinar, serving as the primary instrument. In the process of collecting data, the researcher watched, listened, transcribed, and analyzed the recorded videos from the international webinar. After that, the researcher displayed the results in a table. The last step involved the researcher providing a descriptive summary of the politeness strategy analysis

RESULTS AND DISCUSSION

Results

The purpose of this research is to analyze the employment of politeness strategies by both speakers using Brown and Levinson's framework (1994). The study's goal is to discover the most common politeness strategies used by speakers when delivering their topic. The findings will be provided in a table, with information on the frequency and distribution of politeness methods used by the speakers. Table 1 below shows the details of the data:

Table 1. Politeness Strategies Frequencies of Two Speakers

No	Types of Politeness Strategies	1st Speaker Frequencies	2nd Speaker Frequencies
1	Positive Politeness	29	28
2	Negative Politeness	27	17
3	Bald-on Record	0	0
4	Off-record	1	1
	Total	57	46

By seeing the table above, it can be stated that the two speakers used the politeness strategies while delivering their material on the international webinar. They have the same

implementations in employ politeness strategies while delivering the method. Both speaker often use positive politeness. For more detail the explanation followed by:

Bald-on record
Based on the analysis the researcher discovered that none of the speakers employed bald-on-record to deliver the information. This because both speakers were in formal situations, they do not have a close relationship with the audience, and did not have any urgent situation to communicate with audience. This strategy are employed to express information straightforwardly and urgently without minimizing the impact on the listener.

Positive Politeness
Based on the analysis, both speakers employed positive politeness in expressing and delivering their messages to the audience. This was evident in the statements or utterances made by them:
1st Speaker: "*I'm really happy that I can be here with you all today*"
2nd Speaker: "*It really warms my hearts to have students, had so much gratitude for their transform writing style*"
Based on the data above, both speakers used positive politeness to express their feelings. The first speaker expressed the feelings in a manner that could have made the audience feel appreciated and happy to hear the statement. Meanwhile, the second speaker also conveyed the positive feelings and perception toward her students.

Negative Politeness
Based on the analysis, both speakers used negative politeness while delivering the material, but then the first speaker employed this strategy more frequently than the second speaker. This was evident in the statements or utterances made by them:
1st speaker: " *So, I think students' participation becomes very big homework for us*."
2nd speaker: "*Well, I'm wondering how I can get these box off my screen, is that possible?*"
It was noted that the first employed the phrase 'I think.' The use of 'I think' in politeness strategies, especially in negative politeness strategies, indicates that the statement is just the speaker's opinion, and the speaker does not have any responsibility of the fact from his/her utterance. It is up to the audience to interpret their own opinions on the matter. On the other hand, the second speaker used the phrase *'is that possible*?' Using *'is that possible*?' as a negative politeness strategy serves to soften the request by avoiding a direct demand for action. This kind of phrase in negative politeness allows the audience to provide a solution voluntarily rather than feeling forced.

Off-record
Based on the analysis, both speakers employed off-record politeness while delivering the material. This was evident in the statements or utterances made by them:
1st speaker: "*I know that with workshop or training programs, the formal one, it might be a bit difficult because you have to invest your time. But actually, we have more Lenin kind of program where you can share and collaborate*"
2nd speaker: "*so, I wanted to mention that there's more about these three strategies in this book if you're interested*"
Both speakers employed off-record politeness to invite and offer something with indirect expression. In the case of the first speaker, the audience could decide whether they wanted more information without feeling pressured. As for the second speaker, when the speaker offered something, the audience did not have to feel like they had to participate.

Discussion

The overall study found that both speakers mainly employed positive, negative, and off-record politeness. Meanwhile, they did not use the "bald on record" politeness because this strategy was employed to express straightforward utterances without minimizing face, and it is usually applied by individuals with close relationships.

Additionally, the researcher found that positive politeness was a dominant type of politeness strategy employed by both speakers in delivering the topic. The speakers' positive politeness in delivering the material at the International webinar made the audience enjoy hearing the material, resulting in the smooth delivery of the content. This aligns with the findings Hutahaean et al., (2021) about the dominant politeness strategies that applied by *Pesbukers* in their variety show is positive politeness. It also supported by Siburian (2016) which says that positive politeness is the most strategy that used in Soimah Talkshow program. this strategy was used by the speakers to ensure the material delivered smoothly.

CONCLUSION

This research has two objectives: to investigate the many types of politeness strategies and to identify the most frequent type of politeness strategies used by two speakers in an international webinar. Based on the findings and discussions, the researcher discovered that both speakers in the international webinar utilized 103 politeness strategies, with positive politeness being the most frequently. Positive politeness is the dominant use by the two speakers while delivering the material, to make the audience more comfortable and enjoy listening to the material presented by the speaker.

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