

**A QUALITATIVE STUDY OF POLITENESS STRATEGIES REALIZED
BY DEDDY CORBUZIER AND KAK SETO IN DEDDY CORBUZIER
YOUTUBE CHANNEL**

SKRIPSI

*Submitted in Partial Fulfillment of the Requirements
for the Degree of Sarjana Pendidikan (S.Pd.) in the
English Education Program*

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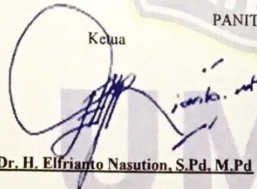
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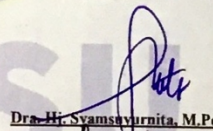
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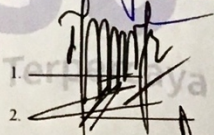
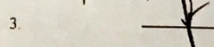
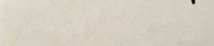
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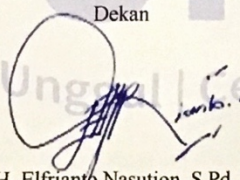
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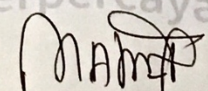

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Dengan ini menyatakan bahwa skripsi saya yang berjudul "A Qualitative Study of Politeness Strategies Realized by Deddy Corbuzier and Kak Seto in Deddy Corbuzier Youtube Channel" adalah benar bersifat asli (*original*), bukan hasil menyadur mutlak dari karya orang lain.

Bilamana dikemudian hari ditemukan ketidaksesuaian dengan pernyataan ini, maka saya bersedia dituntut dan diproses sesuai dengan ketentuan yang berlaku di Universitas Muhammadiyah Sumatera Utara

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ABSTRACT

Effendi, Cindy Rahmatullah. 1602050075. A Qualitative Study of Politeness Strategies Realized by Deddy Corbuzier and Kak Seto in Deddy Corbuzier Youtube Channel. Thesis. English Education Department Faculty of Teacher Training and Education University of Muhammadiyah Sumatra Utara. 2020.

This research examines the politeness strategies contained in a video on the YouTube channel social media entitled "We or the School is Stupid" owned by Deddy Corbuzier. The themes discussed are related to school, education, and children. The themes presented were Education, Human Rights (HAM) to children. The purpose of this study was to describe the strategy of assertive speech act politeness on the video podcast of Kak Seto and Deddy Corbizier using Brown and Levinson's politeness theory. As well as the implications for learning Indonesian. The method used in this research is a qualitative descriptive method using the technique of free speech involvement (SLBC) as a data collection technique. The results of this study are the use of assertive speech acts which include stating, suggesting, bragging and complaining. The strategies undertaken by the debate participants were the balance on record strategy, the negative politeness strategy, and the positive politeness strategy. The most widely used strategy is the bald on record strategy. This is due to the fact that the debate has less time but a large number of problems, so it is necessary to use the bald on record strategy. This also shows that in conducting the debate the thing that is sought is not who is the most polite, but the ability of a person to defend his argument. The implication of this research is the use of politeness strategies for anyone who wants to speak more politely.

Keywords: *politeness strategies, types, bald on record, positive politeness, and negative politeness.*

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Finally, the words can not be enough to expressed, except praise to be Allah the lord of the world, for blessing and guidance. Hopefully, the findings of this research are expected to be useful for those who read this thesis and interested to the topics.

Also the researcher realizes that her thesis is still far from being perfect in sprite of the fact she has done her best completing this work. Therefore, constructive criticism, comments, suggestions are welcomed for further improvement of this thesis.

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The researcher

Cindy Rahmatullah Effendi

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CHAPTER I

INTRODUCTIONS

A. The Background of the Study

Communication is fundamental for human beings as means of holding interactions with others. Crystal in 1997 cited in Harley (2001) lists eight functions of language. The primary purpose of language is of course to communicate, also use it to express emotion (e.g. by swearing), for social interaction (e.g. by saying “bless you!” When someone sneezes), to make use of its sounds (e.g. in various children's games), to attempt to control the environment (e.g. magical spells), to record facts, to think with, and to express identity (e.g. chanting in demonstrations)

As social beings, people must be able to use polite communication when interacting with other communities to avoid hurt feelings of being offended. In a situation where people are obligated to create a polite conversation, they will choose certain strategies to have polite conversation in order to maintain the communication. People do this in order to get their conversation to run well and more acceptable by others. The most influential theory of politeness is the theory formulated by Brown and Levinson (1987) which states that politeness is a fundamental thing in pragmatics because politeness is a universal phenomenon in the use of language in social contexts.

The concept of politeness strategies is developed by Brown and Levinson's adaptation of the concept of face, which is introduced by a sociologist named

Erving Goffman (1956) (Renkema, 2004). According to Goffman (1967), cited by Jaszczolt (2002), "face is a picture of self-image in the social attributes that have been agreed upon". In other words, the face can mean honor, self-esteem, and self-image in public (public self-image). According to Goffman (1956), as quoted by Renkema (2004), each participant has two needs in every social process: namely the need to be appreciated and needs to be free (not bothered). Needs of the first so-called positive face, while the second is negative face.

In conclusion, face is the public self image that every adult tries to project. On 1987, Brown and Levinson defined positive face in the two ways: as "the want of every member that his wants be desirable to at least some other executors", or alternately, "the positive consistent self-image or personality". Furthermore, negative face was defined as "the want of every competent adult member that his actions be unimpeded by others", or "the basic claim to territories, personal preserves, rights to non distraction, it means that the freedom of action, and freedom from imposition. Based on the concept of face which is proposed by Goffman, Brown and Levinson (1978) build a theory about the relationship intensity FTA (Face Threatening Acts) with the political reality in the language of politeness (Renkema, 2004). FTA (Face Threatening Acts) intensity expressed by weight or weight (W), which includes three social parameters, namely: first, the degree of disturbance or rate of imposition (R), in terms of absolute weight (absolute weight) a particular action in a particular culture, such as request "May I borrow your car? " have different weights with the request "May I borrow your pen?" and second, the social distance or social distance (D) between the

speaker with his interlocutor, for example, the weight of both the above request is not too large if the two expressions are intended to his own, and Third, authority or power (P) owned by other person (Renkema, 2004).

Examples.

a. *Maaf pak, numpang tanya?*

b. *Numpang tanya, Mas?*

In the example, speech (1a) may be pronounced speaker socially lower than his interlocutors, such as student to faculty or the young to the old, while speech (1b) might say to people who are socially closer distance (1a).

Politeness (civility) in this case can be understood as an effort to prevent and or repair of damage caused by the FTA; FTA threatens the stability of the intensity of communication, it is increasingly necessary politeness strategy. Politeness, face work technique, which aims to get the so-called solidarity politeness positive face, it can be done, for example, with honors, while politeness is done for the purpose of politeness instead called respect, it can be done, for example by performing cooperative actions in communication (Renkema 2004).

A negative face is a face that refers to the self-image of a person who wishes to be respected by the speaker allowing him to be free to do his actions or let him be free from having to do something.

Example:

Don't sleep too late, later wake up late!

The example is a polite speech because the speaker does not allow his speech partner to be free to do what he is doing. Speech impoliteness that

involves a negative face. Politeness regarding negative faces is called negative politeness.

In addition, the principle of politeness of Brown and Levinson does not concern the rules, but concerns strategies. There are five politeness strategies that can be chosen so that the speech is polite. The five strategies are: (a) Conduct speech acts as they are, without further a do. (b) Conduct speech acts using positive politeness. (c) Conduct speech acts by using negative politeness. (d) Doing speech acts off records; and (e) Not doing speech acts or saying nothing.

The choice of strategy depends on the size of the threat to the face. The smaller the threat to the face the smaller the number of strategic choices and the greater the threat to the face, the greater the number of choices of spoken strategy (Rustono, 1999).

The politeness of the language is also closely related to the context of the situation surrounding a speech act. The social context in communication is one of the important aspects in understanding language (Sukarno, 2015). Furthermore, in communicating, speakers and speech partners should pay attention to two aspects, namely the ability to choose words and pay attention to the context of the ongoing speech (Lam, 2016). Based on that language politeness is not only limited to the choice of words but speakers must also be able to understand the context of the ongoing speech. The context in question can be with whom the speaker communicates, the age of the speech partner, the social position of the speech partner and so on.

It has been set by the theories of Brown and Levinson and other experts who put forward a politeness strategy that must be carried out without having to harm yourself and others. Most in this modern age may have forgotten how to talk about proper decency, which is not deliberately offending the other person. Though the purpose of the speaker conveying the facts without knowing the facts is already hurting others.

For example:

"Hi, we haven't seen you in a long time. It looks like you're getting fatter."

From this we have seen, this includes negative politeness strategies that can harm yourself and harm others. Not only in everyday life, even now social media as we see it has changed a lot in delivering its arguments, in order to get accurate information. the speaker often drops the other person, or offends people who are not in the environment. This proves, the more advanced technology makes a person's politeness decreases in daily life and social media.

The accelerated development of electronic media technology has an impact on the use of language on social media. The problem in this research is the use of language on social media often does not pay attention to aspects of politeness in language. This is consistent with the findings (Tasliati, 2018) that there are three strategies of language impoliteness in online media. Impoliteness includes positive impoliteness, negativity, and apparent impoliteness.

Social media communication interactions such as YouTube are found in the use of language that shows immodesty, especially in commenting. Impoliteness in commenting is manifested in various ways such as commentary

sarcasm (Inderasari et al., 2018). Uploaders often do not pay attention to the content delivered when giving comments to the speech partner, it is not uncommon for these comments to hurt the feelings of the speech partner. Furthermore, the speaker in giving such impoliteness comments reaped the pros and cons of various parties. Speech can be said to be polite if the speaker does not violate the maxims of courtesy. Hestiyana (2018) revealed that polite or polite speech is reflected through a good understanding at the time of communication. In addition, politeness has a close relationship with prevailing social norms. This shows politeness not only related to the choice of language but also the norms prevailing in society.

Comments that are not polite in social media are realized through various ways including ridiculing, insulting, cornering and so on. Mocking is a form of immodesty in communication (Dyner, 2016). In addition to this, immodesty can also be realized by the use of profanity, taboo and harsh words (Maros & Rosli, 2017). The impoliteness of communication is not only limited to the things mentioned above but can develop if left without the practice of polite media.

For example I took it through Deddy Corbuzier's YouTube channel comment column with title "Kita atau sekolah yang bodoh?".

For example:

- a. Gaming said in Deddy Corbuzier's YouTube Channel comment column
"Anehnya system pendidikan Indonesia, ketika guru kimia diminta mengajarkan soal geografi, pasti menolak. Begitu juga guru-guru lain. Dengan alasan bukan bidangnya, kurang memahami. Tapi aneh nya, semua

murid dijejali semua mata pelajaran, dan dituntut harus pintar segala pelajaran. Kesimpulan, murid lebih hebat dari guru.”

- b. Amin said in Deddy Corbuzier Youtube Channel comment column is “*Nyesel gue terlalu serius belajar di sekolah mending gue bolos sama temen-temen dan menikmati hidup”*

As we know, Deddy Corbuzier is known as a person who always says something directly. Sometimes, he appears to be a little bit sarcastic in conveying what he wants. However, when he interviews entertainer who is actually his friend, he sometimes indicates politeness by showing his intimacy. In contrast, when he interviews non-entertainer who is actually stranger for him, he sometimes indicates politeness by showing kind of respect and reluctance. The different ways of Deddy Corbuzier in indicating politeness in interviewing entertainer and non-entertainer. Deddy Corbuzier knows who his interlocutor is, and if the interlocutor is young, he will talk casually like talking to his friend but still polite. If the interlocutor is like KakSeto, as we know is he is a meritorious in the world of education, mentally in children. Deddy Corbuzier also spoke with a type of positive politeness strategy. This is the reason why I want to research Deddy Corbuzier video podcast, and see how to deliver something delivered by Deddy Corbuzier and Kak Seto in a structured manner.

The principle of politeness according to Leech (in Rahardi, 2006) includes the maxim of wisdom, maxim of generosity, maxim of appreciation, maxim of simplicity, maxim of agreement and maxim of sympathy. Allan (in Wijana, 1996) added that each speech act participant was responsible for actions and deviations

from the linguistic rules in lingual interaction. Based on the above problems the researcher takes the title "The Investigation Of Communication in Podcast: A Qualitative Study of Politeness Strategies Realized by Deddy Corbuzier Between Kak Seto in Deddy Corbuzier Youtube Channel".

B. Identification of Problem

The problems of this research are identifying as follows:

1. The Listeners get difficulty to understand the message of politeness strategies used on Deddy Corbuzier's Youtube Channel Video.
2. The Listeners do not know which is the types of politeness strategies used on Deddy Corbuzier's Youtube Channel Video.
3. The listeners are less understand the difference of Politeness and Impolite Strategies.
4. The Listeners are often felt miss understanding of Deddy Corbuzier's attitude towards his speaking guest.

C. The Scope and Limitations

This study focuses on the use of politeness strategies in Deddy Corbuzier's Youtube Channel. The use of politeness strategies is limited on the use of types of politeness strategies in Deddy Corbuzier's Youtube Channel. Among them are Positive politeness strategy, Negative politeness strategy, Bald on Record and Off-record. This implies that an understanding of politeness strategies is needed to maintain the continuity and success of a person in communication.

D. Formulation of Problem

The problem of this research are formulates as follows:

1. What types of politeness strategies used by Deddy Corbuzier in interviewing Kak Seto in Deddy Corbuzier's Podcast?
2. How do the types of Politeness Strategies realized by Deddy Corbuzier and Kak Seto Podcast's Interview?
3. Why are the types of Politeness Strategies realized the way they are?

E. The Objective of Study

The objective of the study are stated below:

1. To find out the types of politeness strategies used by Deddy Corbuzier in interviewing Kak Seto in Deddy Corbuzier's Podcast.
2. To describe how do the types of Politeness Strategies realized by Deddy Corbuzier and Kak Seto Podcast's Interview.
3. To explain why the types of Politeness Strategies realized the way they are.

F. The Significance of Study

The findings of this research are expected to be theoretically and practically useful and having great contributions for the following respects.

Theoretically:

1. The finding of this research is expected increase knowledge about politeness strategies used by Deddy Corbuzier and Kak Seto, and the most frequent politeness strategies used by Deddy Corbuzier and Kak Seto.

2. This study is expected to enlarge the knowledge of Politeness Strategies, to provide better and clearer understanding on types of Politeness Strategies for the readers of the students of English Department.

Practically:

1. College students, to give knowledge about politeness strategies.
2. To the lecturer , as a material in supporting the teaching learning process.
3. Other researchers, who are interested in conducting further research related to this topic.

CHAPTER II

REVIEW OF LITERATURE

A. Theoretical Framework

1. Politeness Strategies

Politeness is a fundamental thing in pragmatics because politeness is a universal phenomenon in the use of language in social contexts (Brown and Levinson 1987). In general politeness is defined as social propriety, which is an act in which a person shows regular behavior and respects others according to the norms prevailing in society.

The concept of politeness is widely discussed by experts in the field of sociolinguistics, among others Lakoff (1975) which states that being polite is saying something related to the community correctly. With a more general approach Fraser and Nolen (1981) argue that to be polite one must obey the rules that apply in every social bond. A speaker will be considered impolite when he violates the rules. The concept of politeness is closely related to the element of right and wrong of a person's attitude as measured by a device called a rule.

Leech (1983) formulates the principle of politeness by putting it in six interpersonal maxims, namely (1) Tact maxim, (2) Generosity maxim, (3) Approbation maxim, (4) Modesty maxim, (5) Agreement maxim, (6) Sympathy. Tarigan (1990) translates maxims into the politeness principle delivered by Leech (1983) in terms of (1) Maxims of Wisdom, (2) Maxims of generosity, (3) Maxims of appreciation, (4) Maxims of simplicity, (5) Maxims of engagement , (6)

Maxims of sympathy. But from some of these approaches have not been found an agreement by the language experts about what actually politeness.

The most influential politeness approach is the theory formulated by (Brown and Levinson 1987) associated with the concept of saving face. These experts interpret politeness as taking action to consider the feelings of others in which paying attention to a positive face (positive face), namely the desire to be recognized and negative face (negative face), namely the desire not to be disturbed and free from burdens. Face needs are considered valid in all levels of culture where faces are formulated as something that can be lost, needs to be guarded, or needs to be supported. The assumption underlying this theory is that the face is constantly at risk because all forms of language action are called face threatening act - FTA (act of threatening the face) which has the function of connecting speakers with the speech partner is seen as a threat to language opponents. Therefore all actions that threaten the face must be neutralized by using the right dose of politeness. Precisely, politeness is understood as the basis for producing a social order. And it is a tool to facilitate interaction.

This theory tries to overcome the social disturbances faced by speakers in their interactions with others. When taking actions that are considered threatening to the face, the speaker will try to minimize the threats to the face that may arise unless the speaker is in a particular situation that requires him to do language efficiency, namely in times of emergency such as accidents etc.

2. Types of Politeness Strategies

As previously explained that Brown and Levinson's (1987) theory focuses on advance concepts. These experts then sort out this role model concept based on rationality and face. The politeness strategy was developed in order to save the speaker's "face".

Brown and Levinson (1987: 60) identified four politeness strategies or general behavior patterns that speakers can apply, namely (1) Bald-on Record Strategy (without strategy), (2) Positive politeness strategy positive / familiarity), (3) Negative politeness strategy, and (4) Face Threatening Act (FTA)

A description of each of these politeness strategies will be presented in the following sections.

2.1 Bald-on Record Strategy (without strategy)

According to Brown and Levinson(1978: 74), bald on record strategy is a direct way of saying things, without any minimization to the imposition, in a direct, clear, unambiguous and concise way, for example “Do X!”. Brown and Levinson (1987) claim that the primary reason for bald on record usage may be generally stated as whenever the speaker wants to do FTA with maximum efficiency more than s/he wants to satisfy hearer’s face, even to any degree, s/he will choose the bald on record strategy.

There are different kinds of bald on record usage in different circumstances. This is because the speaker can have different motives for her/his wants to do the FTA with minimum efficiency. The motives fall into two classes;

one is where the face threat is not minimized and therefore ignored or irrelevant, and the other is where in doing the FTA baldly on record, the speaker minimizes face threats by implication. Brown and Levinson (1978: 100) give an example of bald on record strategy and say that direct imperatives are clear examples of bald on record usage. Imperatives are often softened with hedges or conventional politeness markers, e.g., “Please send us the offers”. Verb “do” is used with imperatives, like in “Do call us”. While what Brown and Levinson call bald on record strategies might simply involve the Grecian maxims, politeness strategies, in contrast, would involve violating the maxims in specific way.

2.2 Positive politeness strategy (positive politeness strategy / familiarity)

According to Brown and Levinson (1978: 106), positive politeness is redress directed to the addressee’s positive face, his/her perennial desire to the his/her wants or actions acquisitions, values resulting from them -should be thought of as desirable. Furthermore, they describe that the redress consists in partially satisfying that desire that one’s own wants or some of them are in some respects similar to the addressee’s wants. Brown and Levinson also note that unlike negative politeness, positive politeness is not necessarily redressive of the particular face want infringe by the FTA. In other words, in positive politeness, the sphere of redress is widened to the appreciation of alter’s wants in general or to the expression of similarity between ego’s and alter’s wants .

“. . .the linguistic realizations of positive politeness are in many respects simply representative of the normal linguistic behavior between intimates, where

interest and approval of each others personality, presuppositions indicating shared wants and shared knowledge, implicit claims to reciprocity of obligations or to reflexivity of wants, etc. Are routinely exchanged. Perhaps the only feature that distinguishes positive politeness redress from normal everyday intimate language behavior is an element of exaggeration; this serves as a marker of the face-redress aspect of positive politeness expression by indicating that even S can't with total sincerity say "I want your wants" he can at least sincerely indicate "I want your positive face to be satisfied".

2.3 Negative politeness strategy (negative politeness strategy / formality)

When Brown and Levinson define negative politeness, they say that it is a repressive action addressed to the addressee's negative face, that is the addressee's wants to have freedom of action unhindered and addressee's attention unimpeded. They also point out that negative politeness is the heart of respective behavior, just as positive politeness is the kernel of "familiar" and "joking" behavior. Negative politeness corresponds to the rituals of avoidance. Where positive politeness is free-ranging, negative politeness is specific and focused; it performs the function of minimizing the particular imposition that the FTA gives unavoidable effects. Furthermore, Brown and Levinson also stress the difference among them, that negative politeness is the kind of politeness used between acquaintances whereas positive politeness is used between closer friends.

Negative politeness is the most elaborate and the most conventionalized set of linguistic strategies for FTA redress; it fills the etiquette books although

positive politeness also gets some attention. Furthermore, according to Brown and Levinson (1987: 135), the linguistic realization of negative politeness, conventional indirectness, hedges on illocutionary force, polite pessimism, and the emphasis on hearer's relative power are very familiar and need no introduction. In addition, Brown and Levinson say that the negative politeness outputs in all forms are used in general for social "distancing". Therefore, they are likely to be used whenever a speaker or a sender wants to put a social brake on the course of interaction. There are five main categories as the linguistic realization of negative politeness by Brown and Levinson, namely communicating sender's want not to impinge the receiver, not coercing receiver, not presuming/assuming, being (conventionally in) direct and redressing receiver's wants.

2.4 Off-Record Strategies

According to Brown and Levinson (1987:211-212), Off Record strategy is used when a speaker wants to do the FTA but wants to avoid the responsibility for doing it. The speaker lets the hearer gives more than one interpretation about what the speaker utters. The following shows four kinds of Off Record:

- a. Be Indirect: I forget closing the door.
- b. Give Hint: I am a bit hungry now
- c. Be Vague: Perhaps you should have been more awareness
- d. Be Sarcastic or Joking: Woo, she is a real Einstein.

If you want to avoid an FTA, you can avoid it by saying nothing. You can show people around you that you are having a hard time, by sighing loudly, or shaking your head and maybe someone will pay attention and ask if you need

help). We can just say nothing and just make gestures. Brown and Levinson present some indirect substitution of: giving directions by suggesting reasons for taking action, associating hints by mentioning something associated with the action requested to the speech partner, presupposing the speaker's intent, stating less than the truth by limiting a number of attributes to imply something bad , stating something excessively by exaggerating the situation from the real thing, repeating the speech without adding clarity by telling a patent and important truth, using contradiction by stating the truth and encouraging speech partners to reconcile the problem, insinuating by stating the intentions indirectly and contrary, using figures of speech / metaphor by hiding the real connotations of the spoken speech, using rhetorical questions by asking questions from floating answers to state FTA, has multiple meanings, disguises n the object of the FTA or the violation committed, over-generalizing to avoid FTA by putting forward general rules, replacing speech partners by addressing the FTA to someone who is unlikely to be threatened by his face, replacing illegally complete using the ellipsis.

3. Deddy Corbuzier Youtube Channel

According to Wikipedia, Deodatus Andreas Deddy Cahyadi Sunjoyo or better known as Deddy Corbuzier (born in Jakarta, December 28, 1976; age 43 years) is a popular mentalist in Indonesia. He is a professional magician of Chinese descent. He has scored many famous magicians, call it Bow Vernon,

Oge Arthemus, Demian Aditya and others. He also provides support to young Magicians in the country, let's say one of them is Ghany Elfreda. He is one of the magicians who won the Merlin Award. His fame is not only catapulted by his profession as a film artist, but also thanks to his appearance in the world of entertainment in Indonesia. In addition to frequently appearing in various magic shows and talk shows about magic on various television stations, he has also starred in a number of advertisements on television and print media. Deddy also had time to play in a number of soap operas as guest stars. His fame was mainly supported by his skill in capturing the audience who witnessed the action. In addition to general magic tricks, Deddy also often presents magic shows that contain high risk. Although known as a magician, he himself prefers to be called a "mentalist".

In mid-2013, this 181 cm tall man made a health program by "creating" a Deddy-style diet which he called "OCD" or "Obsessive Corbuzier Diet" based on the Intermittent Fasting technique combined with HIIT (High Intensity Interval Training) training. Although this is actually not a new technique, it has become very popular in Indonesia thanks to its success in changing the appearance of its body to become muscular with low fat content. He even published websites and e-books specifically to discuss this.

Lately we not only know Deddy to be a mentalist again, because of the increasingly sophisticated social media technology, almost all people in the world access information through YouTube videos, including Deddy himself. So he was

nicknamed "The Father of Youtube Indonesia" because the content he presented was very interesting.

Youtube is not just a means of entertainment by watching videos. For most accounts that always appear on "Trending Youtube", becoming a YouTuber is their job. One of them is Deodatus Andreas Deddy Cahyadi Sunjoyo or commonly known as Deddy Corbuzier.

Like working, some YouTubers try to come up with new content every day, including Deddy himself. He always uploads new videos through his YouTube account channel.

Deddy has several programs in his channel. "Me Against the World", which contained his views which he felt were not generally understood especially in Indonesia. "Body Science" contains about fitness tips in the style of Deddy Corbuzier, especially related to physical exercise. And the most frequently updated is "Motive" which contains motivation for success that is associated with current topics.

Deddy Corbuzier was dubbed the "Indonesian YouTuber father". But not a few netizens who often provide criticism for his views in the video he made. So how quality is the Youtube channel built by Deddy Corbuzier?

Karol Krol poured 6 quality standards on a Youtube channel through his article titled "6 Qualities of the Most Successful YouTube Channels Have (And How You Can Replicate Them)".

1. Uploading Videos Consistently

Initially, Deddy only uploaded videos from footage on television when he performed magic. But after he decided to quit the magic world, he began to switch to creating content titled "Tactical Basic Combat" which contained the basics of self defense.

Since one year ago, Deddy began routinely uploading videos containing motivations. Until now he always uploads videos every day. Gradually Deddy Corbuzier's channel has uploaded videos consistently. Starting from once a week, until now he can upload videos every day. The duration offered is quite ideal. Only around under 10 minutes. Deddy Corbuzier himself has become someone with a view that can be said to be different from most people. Some things that are often conveyed by Deddy are his disapproval of the education system in Indonesia which results in a person's life after graduating from school and work.

When compared with other motivators, such as Mario Teguh and Merry Riana, Deddy's method of delivery was also quite unique. In addition to being packed with his nature as in the Black and White TV shows, Deddy also often associates his message with the latest phenomena, especially those that are viral.

2. Content Quality

In terms of quality, Deddy's video is good enough. Most of the videos are FHD or 1080p. Both in terms of visual editing and audio, the videos uploaded are good enough. Seen some of the tools he used in some of the videos uploaded and his description that he made a special studio in his house. Deddy also often

collaborates with various artists who make the video quite convincing. Inviting a YouTuber or artist to make his channel gets a lot of visitors and subscribers.

3. Including Products in the Video

Deddy does not have a physical product which is his own production or merchandise. He himself is a Brand Ambassador of Under Armor sports products. So in the Body Science video playlist, Deddy always uses clothes from Under Armor. Deddy also often promotes his television program on Trans 7, Black and White in his videos. In addition, he also packed a video behind the scene of the film he was playing, into one of his video content.

4. International Content

All videos on Deddy Corbuzier's channel use Indonesian as their introduction. Almost every collaboration also involves the people of Indonesia. Except in the video when he got the chance to interview Dwayne Johnson. But this did not rule out the content made by Deddy in the trending list on Youtube Indonesia.

Deddy also made a special greeting for people who watched it as smart people. Deliver Entertainment. If the concept of entertainment is equated with stand up comedy or other comedy shows on television.

Then Deddy actually did not meet this requirement. Before becoming an active YouTuber, Deddy was the best mentalist in Indonesia.

So that his temperament as a mentalist who is accustomed to being fierce and tends to dominate is passed on to his YouTube channel.

B. Related Study

In this section, we will discuss the politeness strategy research that has been done by language observers or linguistic researchers before. Research on politeness strategies that will be discussed in this section is research related to pragmatic studies. Information obtained from literature review in the form of data, concepts, techniques, and approaches is expected to clarify the position of this research. Below are some studies that have been done by previous language researchers.

Politeness is an important side in behavior and interaction of human. Politeness also involves the use of language when communicating through oral or written. It is about the whole attitude that affect human in their life. They need politeness to interact each other.

Rahadi (2005) tried to reveal the subtleties of politeness in the use of imperative speech in speaking activities. Politeness is how language shows the social distance between speakers and the relationship of their role in a society. The politeness aspects examined in this book include the form, rank, and determining factors. The study of politeness in language is expected to sustain the smooth communication and interaction across cultures. By knowing the provisions and limitations of politeness in Indonesian language practices, members of the language community will be able to more easily build

relationships and establish cooperation in building communication and interaction with others.

This research concerned with pragmatic notably in politeness strategies. This research focused in Podcast interaction, the interaction between Deddy Corbuzier with Kak Seto is the important part. Brown & Levinson declare four politeness strategies namely bald-on record, positive politeness, negative politeness and off record. The researcher would investigate politeness strategies used by Deddy Corbuzier and the most frequent politeness strategies used by Deddy Corbuzier and Kak Seto in Podcast Youtube Channel.

As a conclusion in a discussion of the theory of politeness strategies that is presence of additional meanings or express the meanings. Politeness always appear in every conversation, because in conversation certainly have important goals and an ethics of speech strategies, so here we will see the sense of politeness strategies.

CHAPTER III

METHOD OF RESEARCH

A. Research Design

This study was conducted with qualitative research. It is based on the consideration that this study mainly aims at finding the most dominant types of politeness strategies in Deddy Corbuzier's YouTube Video Podcast. Descriptive qualitative method is used to obtain the best result for the research. In writing the thesis, the researcher designed this study by qualitative research since it, as Ary et al. (2010) points out, focused on understanding social phenomena from the perspective of the human participants in natural settings. The phenomena, specifically language phenomena, are found out from the data in terms of words. Furthermore, as a descriptive qualitative research, the aim of the study is to provide a complete and detailed explanation or description of the results as accurately and factually as they are, offering many ideas and concepts. Franked and Wallen (1993), in this regard, argue, that the descriptive method is "a method to explain, analyse and classify something through various techniques, survey, interview, questionnaire, and a test".

The researcher will attempt to analyze the politeness strategies in Deddy Corbuzier's YouTube Channel and the researcher will do the research after proposal seminar in my house.

B. Source of Data

The source of data in this study is the Youtube Video Podcast of Deddy Corbuzier with the title is “*Kita yang bodoh atau sekolah yang bodoh? (Kak Seto)*”. All the conversations that were spoken by Deddy Corbuzier and Kak Seto will become as the source of data in completing this research.

This podcast was held on 4 April 2020 with the title “*Kita atau Sekolah yang Bodoh?*”. Data for this research was obtained through a video downloaded from youtube.com with the link on <https://youtu.be/hfhylY67-Sw>.

C. Technique of Collecting Data

The data was collected by using the following ways:

1. Watched video in Youtube to find the politeness strategies from the conversation.
2. Noted the politeness strategies were found in the video podcast of Deddy Corbuzier.
3. Identified the types of politeness strategies were found in the video podcast Deddy Corbuzier’s Youtube Channel.

D. Technique of Analyzing Data

1. Data Collection

The researcher was collected the data through observation watched video youtube and learned process in video interaction. The data was collected through video would be transcribed into written form.

2. Data Reduction

The researcher was formed into group of data by chooses the important matter and classifies the data based on the problem statement. The researcher also made a code by giving bold, italicize and underline word or sentence in transcript to know students' utterances that include bald-on record, positive politeness, negative politeness.

3. Data Display

Data display mens the process to simplify the data in the from of sentences, narrative, or table. In displaying data, the researchers describe data by sort the types of politeness strategies.

4. Conclusion

The researcher made conclusion of her research appropriate based on the data obtained.

CHAPTER IV

DATA & DATA ANALYSIS

A. Data

The data of this research were gained from Video YouTube Channel of Deddy Corbuzier with Kak Seto. The writer noted all the conversations from the speakers. After analyzing all the data obtained in the podcast. The finding of this research it was found that there were various types of politeness strategies realized by Deddy Corbuzier's Youtube Channel. The total of politeness strategies used in the speech that was 11 utterances, there are Bald on Record have utterances, Possitive Politeness has 5 utterances, there are Sub-Strategies: Act-Optimistically has 2 utterances, Sub-Strategies: using markers that show the similarity of identity or group has 2 utterances, and Sub-Strategy: seek agreement has 1 utterance, and Negative Politeness has 3 utterances there are Sub-Strategies: Act-Pessimistic 1 utterance, Sub-Strategies: Give Respect has 1 utterance, and Sub-Strategie: Use Apologies has 1 utterance. Therefore, the writer tried to collect the data needed to answer the research question of this reserch through watching and transcribing the podcast video of Deddy Corbuzier featuring Kak Seto which published on April 11th 2020.

B. Data Analysis

This section will discuss the analysis in the form of politeness strategies and politeness scales according to Brown and Levinson. This analysis is carried out by sorting out utterances that contain assertive meanings then classifying politeness

strategies and politeness scales in the speech in video podcast of Deddy Corbuzier's Youtube Channel.

The politeness strategies used include the bald on record strategy, the positive politeness strategy and, the negative politeness strategy. Based on the formulation of the problem, the following is a discussion of the findings.

1. Bald-on Record Strategy (Without Strategy)

Bald on record is a politeness strategy that is doing speech acts without further a do or speaking directly. Generally people will avoid this strategy in their daily lives because it tends to threaten the face of their partner. This strategy is also commonly used by people who have power over others. For example, superiors to subordinates. But for some contexts this does not apply, for example in podcast conversations the use of bald on record is very helpful for time effectiveness and avoids misunderstanding between the speaker and the interlocutor.

I wanted to ask this a long time ago, I'm confused. Why Kak Seto? I'm sorry, You almost 70 years old, but why all people still call Kak Seto? Where did they call you Kak start from? (A.BoR.DCa)

This utterance happened when Deddy Corbuzier would like to ask Kak Seto that he was curious and confused about why Kak Seto was still called "Kak". Even though, he was not young anymore, but they still called him Kakak. And Deddy was curious about where this nickname "Kakak" came from. Deddy actually was curious since long time ago. But, if we can see here when Deddy said "I'm Sorry" with mean Deddy won't Kak Seto feel offended. Deddy want Kak Seto feel enjoy when Kak Seto should answer Deddy's question.

But anyway, Mr. Kasur wasn't that from the beginning, Kak Sur? (A.BoR.DCb)

This utterance happened is almost same with the first code is Deddy still curious about where the nickname of Kak Seto came from. When Kak Seto answered Deddy's question very clearly. Deddy repeat the same question so that, Kak Seto can accept the question was gave by Deddy and can make Deddy understand and not curriious anymore.

But taking care of children has changed since the past? In the past, parents to children were one direction, I am fortunate that my parents were not like that, I know that in the past, parents had to listen to their words, they couldn't debate, they couldn't talk back, they couldn't even ask the teacher, Right? (A.BoR.DCc)

This utterance happened when Deddy had already started the topic of the conversation. Here, Deddy like to trying to make Kak Seto to stop for child's development because time has changed. We can see from the words of "Still taking care of the children? Time has changed you know?" and Deddy also compared the past with the present day which all now the children has get their rights. As we know this Bald On Record Strategies with mean without strategy like talk as usual but polite to make the interlocutor feel not offended. So, like the previous code, he's so very relaxed in said all things that are already serious conversations, but Deddy still has a relaxed yet polite accent. That's why this type suitable for this utterance.

2. Positive Politeness Strategy

This strategy is not too threatening to the face of the speech partner, but it is quite difficult for speakers to express it in the form of an order. Usually used by

two people who are quite familiar, acquaintances or parties who are already known even though they are not very familiar.

In this research, positive politeness has been found in the sub-strategy to act optimistically, the sub-strategy uses markers that show similarity, and the sub-strategy of seeking agreement. The following is an analysis of positive politeness strategies based on their sub strategies.

2.1 Act-Optimistically

In this strategy, the speaker becomes optimistic regarding the willingness of the hearer to fulfill or wants to do something for the speaker.

For example: “You’ll lend me your car, right?”

The example above shows that the speaker was optimistic that hearer would lend her or him a car.

The phenomenon of being optimistic that the hearer wants what the speaker wants strategy is found 2 utterance, is:

Even I still remember, back then, when I was wrong, I always get punished by my teacher, now is different. So, world are changed right? (B.PS.1.DCa)

This utterance happened when Deddy told how children in his day socialized and were punished when the child made a mistake, and told how the child had to listen from only one reliable source. Meanwhile today, children can gain knowledge from various reliable sources. Because of that the meaning of the world has changed Deddy is optimistic that the rapid development and advancement of technology can make children better than from the past. Deddy believe if nowadays children are very difficult to raising than past. That’s why this

type is suitable for this utterance. Because Deddy are being optimistic when he ask this statement to Kak Seto.

Because now, there are many teachers or parents who want to compete, so if in the past, parents would most understand the source of the information from him, he just had to be like this, had to be like that, already. The safest is should follow this changed. (B.PS.1.KSb)

This utterance happened when Kak Seto answered the statement's from Deddy, about raising children, educating children, between past and present. Parents and teachers are no longer able to give punishment to children at will, because nowadays children have their rights. In fact, this method is a good way to dicipline the children according to Deddy Corbuzier, but over time, children who are wrongly guided without the punishment by violence, and will make the child become dissidents. And Kak Seto use this type is same way with positive politeness sub strategy being optimisticacclly. Even though times has changed, Kak Seto believed that's more exciting to educating children, pay attention to children's developmental bodies in this day and age, how can children adapt in increasingly modern times. Sophisticated technology, even though it's different, Kak Seto believes that every era has its own meaning. The last is the reason why this type is suitable for this discussion. Because, we can see here, how Kak Seto explains what he said about Deddy's statement "times has changed" clearly, and is optimistic, so that those who hear this sure feel agree about what Kak Seto said.

2.2 Using markers that show the similarities of Identity or Group

This strategy is done by using in-group identity markers are address form, language dialect, jargon, and slang to indicate that speaker and hearer belong to some of persons who share specific wants.

For example: “Come here, guys!”

The example above shows that the speaker used in-group identity markers by saying “guys” intended to the hearer. Now we talk about the second of sub strategy from positive politeness,

So, if we talk about children's rights, parents say a lot that in the past, education had produced stronger children compared to that of children today. Which is, it sucks. (B.PS.2.DCa)

The point of Deddy Corbuzier said this, is that talking about children having rights in this era seems very difficult for parents to accept, because parents feel effective if children do not have rights, children become disciplined, and can't fight back. Deddy use this type by comparing the past with the present and the reason why this discussion suitable for the type because, this talk is in accordance with the subtitles, namely using markers that show the similarities of Identity or Group. Here Deddy compared children in nowadays with children in the past.

Yes, this is what is often a matter of debate. Sometimes what is seen is only children with problems, for example, in the past, children were obedient, now how come children dare to fight their parents, dare to fight against the teacher. (B.PS.2.KSb).

Kak Seto's mean the purpose of this conversation is, Kak Seto tells what he saw according to his experience, what children in the past said their parents, or their teachers obeyed, dared to be responsible, and just to argue is not allowed, just ask the children to antiquity it was on fear. Today, if a teacher his a student even

though the student is wrong, it's a crime. Kak Seto uses this type casually, and is the same as Deddy Corbuzier, which is comparing different attitudes of children in various times. And the reason is why this type suitable for this discussion because, this type is a comparing type and it also happens that this conversation is also compared.

2.3 Seek Agreement

This strategy is to seek for hearer's agreement by raising „safe topic“ that the hearer will agree with. For example: “Isn't your new car has a beautiful color?”.

The example above showed that the speaker says a comment to a neighbor's new car. The speaker raises the topic which is safer instead of stating the unsafe topic. Seek Agreement just have one example, because duration of the video is too short.

This means that at this time what is needed is a different education pattern which is the most important. First, now if we look at the bullying that happened, until yesterday there were children with disabilities are being bullied. Now this is extraordinary, even exposed, extraordinary, extraordinary exposure. But I agree with Kak Seto's words earlier, who said that this, the pattern of students, their upbringing patterns is wrong, both parties and even all parties, but what's interesting is that children who are considered good at mathematics, biology, good at school are children. - smart kid, this is wrong in my opinion. (B.PS.3.DC)

This utterance happened is of different parenting style from time to time, children who are only good at academic subjects are always proud of. This is what is always a problem now, and so children will have the ones other than being proficient in the academic felt feel competitive and jealous. And, this utterance contain the statement to make Kak Seto agree with Deddy. The reason why this

type of sweet table for this discussion because, here we can see daddy giving statement so that Kak Seto agrees with Deddy.

3 Negative Politeness Strategies

In the negative politeness strategy, there are many expressions of apology because of an imposition like in. Even negative politeness behaviors can sometimes be heard in extended conversations, and are often followed by doubt. In this study, it was found that speech with negative politeness strategy, sub strategy to be pessimistic 1 speech, sub strategy to give respect 1 speech, and sub strategy to use apologies 1 speech.

3.1 Pessimistic

Do not coerce hearer means that the speaker does not persuade hearer to do something forcefully. This can be done by stating an option for the hearer that may not do the act. This also can be done by assuming that hearer does not want to do the act.

Sorry sir, but When you speak like that, what good is your talking like that if the school system isn't supportive? It means you are talking superstition right now? (C.NPS.1.DC)

This utterance have meaning felt that all the answers given by Kak Seto, and all solutions to the children's problems were supersitious, which mean that it was impossible. the speaker use this type by acting to knock his interlocutors down. Like the subtitles, he was pessimistic, so that's what Kak Seto said is nothing. And

the reason why this type is suitable for this discussion is because, he's really being pessimistic when he gives the statement. Feel like this can't happen.

3.2 Give Respect

This strategy includes indirect speech acts that contain an indirect request. When a speaker produces an utterance in accordance with the negative politeness, it means that the speaker wants to achieve what they want through the FTA but also wants to redress it.

Actually, from the beginning I supported Mas Deddy's statement.
(C.NPS.2.KS)

This utterance has meaning even Kak Seto supports all statements made by Deddy Corbuzier. And Kak Seto uses this type with an expression that states he agrees and supports all suggestions, comments and what he sees and explains about the problems with children that occur in Indonesia from time to time. And why this type is suitable for this discussion because we have seen clearly that Kak Seto has said I support and these words are very suitable for this type.

3.3 Use Apologies

By apologizing the speaker can show the unwillingness to threaten the face of the hearer or to impinge on the hearer.

I'm really sorry, sir. I represent netizens, right sir? But, Kak Seto. It is easy for you to say all that. How do you think you are in the middle to lower economic position? (C.NPS.3.DC)

This utterance happened when Deddy used an apology first before bringing up a conversation that might offend Kak Seto. We can see the sentence "I'm Really Sorry, Sir!" with mean Deddy afraid that Kak Seto can offend when

Deddy ask this question to Kak Seto. So, that's why Deddy ask forgiveness first, then he ask the question to Kak Seto.

4 Off-Record Strategies

Off record is one strategy that can be used to minimize advance threats. Sometimes in practice a person just takes action without saying anything or showing signs. But sometimes this can be done or not. He also has several sub strategies so that it makes it easier for him to be able to identify off record strategies.

In this study, 1 off record utterance were found, namely the sub-strategy of satire by stating the intention indirectly and opposing the 1 utterance.

The following is a discussion of the off record strategy based on the sub strategies.

4.1 Sub strategy: insinuated by stating the meaning in a way Direct and opposite.

This sub-strategy is included in the assertive speech to complain.

Now, how dare the children come to fight their parents and bear their teacher? (D.OR.4.KS)

This utterance happen when Kak Seto complain with third person, Kak Seto means here, insinuating parental parenting that is wrong until the children dare to fight and beat the teacher, even though it is an act that is prohibited. Kak Seto use this type are very relax and confused this type suitable for this utterance because, this type is included in the satirical type but can knock the interlocutor or the third person, here we can see that Kak Seto insinuates the third person.

CHAPTER V

CONCLUSION & SUGGESTIONS

A. Conclusions

Politeness is a fundamental thing in pragmatics because politeness is a universal phenomenon in the use of language in social contexts (Brown and Levinson 1987). In general politeness is defined as social propriety, which is an act in which a person shows regular behavior and respects others according to the norms prevailing in society.

The concept of politeness is widely discussed by experts in the field of sociolinguistics, among others Lakoff (1975) which states that being polite is saying something related to the community correctly. With a more general approach Fraser and Nolen (1981) argue that to be polite one must obey the rules that apply in every social bond. A speaker will be considered impolite when he violates the rules. The concept of politeness is closely related to the element of right and wrong of a person's attitude as measured by a device called a rule.

Leech (1983) formulates the principle of politeness by putting it in six interpersonal maxims, namely (1) Tact maxim, (2) Generosity maxim, (3) Approbation maxim, (4) Modesty maxim, (5) Agreement maxim, (6) Sympathy. Tarigan (1990) translates maxims into the politeness principle delivered by Leech (1983) in terms of (1) Maxims of Wisdom, (2) Maxims of generosity, (3) Maxims of appreciation, (4) Maxims of simplicity, (5) Maxims of engagement , (6)

Maxims of sympathy. But from some of these approaches have not been found an agreement by the language experts about what actually politeness.

Based on the research results, the finding of this research showed that there were various type of the realized of politeness strategies in Deddy Corbuzier Youtube Channel will change your life speech. The total politeness strategies used in the speech that was 12 per dialogue, Bald on record 3 utterances, Possitive Politeness types has 5 utterances , that is Sub Strategies: Act Optimistically 2 utterances, using markers that show the similarity of identity or group 2 utterances, and seek agreement with speech partners 1 utterance , Negative Politeness Strategies has 3 utterances , that is Sub strategies: Act Pessimistic 1 utterance, give respect 1 utterance , and use apologies 1 utterance. And off record has 1 utterance. The reason of using politeness strategies in the speech to make some people talk politely.

B. Suggestions

Based on the results of the study, the researcher suggests that research on politeness, especially those related to speaking skills, can be continued.

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Table 4.1. Samples of Discussion

POINT	TYPES OF POLITENESS	DATA	CODE	MEANING
A	BALD ON RECORD	-Deddy Corbuzier: I wanted to ask this a long time ago, I'm confused. Why Kak Seto? I'm sorry, You almost 70 years old, but why all people still call Kak Seto? Where did they call you Kak start from?	A.BoR.DCa	1. What did the speaker mean to say this? = What Deddy Corbuzier meant to say was that he was curious and confused about why Kak Seto was still called "Kak" by peoples around him. Even though he was not young anymore, but they still called

				<p>him Kakak. And Deddy was curious about where the call came from. "Kakak" comes from.</p> <p>2. How does the speaker use this type? = Deddy uses this type is very relaxed and enjoy, without offending his interlocutor, Kak Seto.</p> <p>3. Why is this type suitable for this discussion? = Because, to start a topic of</p>
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		<p>- Deddy Corbuzier: But anyway, Mr. Kasur wasn't that from the beginning, Kak Sur?</p>	A.BoR.DCb	<p>conversation, Deddy actually have to make small talk first.</p> <p>1. What did the speaker mean to say this? = Deddy meant asking this, the same as data number 1 with Code: A.BoR.DCa is curious. Due to the answer from the resource person about why he was still being called Sis by people and the origin of Sis Sur being Mr. Kasur was not included</p>
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				<p>in the Politeness Strategies type so it was not included in the data.</p> <p>2. How does the speaker use this type? = Deddy uses this type the same as Code: A.BoR.DCa he makes this a joke but polite. Even though he was very relaxed, he talked with Kak Seto.</p> <p>3. Why is this type suitable for this discussion? = Because,</p>
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		<p>- Deddy Corbuzier: But taking care of children has changed since the past? In the past, parents to children were one direction, I am fortunate that my parents were not like that, I know that in the past, parents had to</p>	A.BoR.DCc	<p>Deddy was already curious about the first time being called Kak Seto was Pak Kasur's act, so he also asked the truth that Mr. Kasur's name was actually from Kak Sur then became Mr. Kasur.</p> <p>1. What did the speaker mean to say this? = What Deddy Corbuzier meant to say was, he had already started the topic of conversation.</p>
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		<p>listen to their words, they couldn't debate, they couldn't talk back, they couldn't even ask the teacher, Right?</p>		<p>And here, like Deddy, it's like trying to make Kak Seto stop child's development because times have changed. It can be seen from the words "Still taking care of children? Times have changed you know ". And he also compared the past with the present day to which all children get their rights.</p> <p>2. How does the speaker use this type?</p>
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				<p>= What we know is that Bald on Record is without strategy, just running as it is, so he is just like the previous code, very relaxed in saying things that are actually serious conversations, but Deddy still has a relaxed yet polite accent.</p> <p>3. Why is this type suitable for this discussion?</p> <p>= Because, this type is classified as no strategy type, walks as is,</p>
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				and this conversation includes casual conversation
B	<p>POSSITIVE</p> <p>POLITENESS</p> <p>1. Act-optimisti-ally</p>	<p>a. Deddy Corbuzier:</p> <p>Even I still remember, back then, when I was wrong, I always get punished by my teacher, now is different. So, world are changed right?</p>	B.PS.1.DCa	<p>1. What did the speaker mean to say this?</p> <p>= The point of Deddy Corbuzier said this is that Deddy told how children in his day socialized and were punished when the child made a mistake, and told how the child had to listen from only one reliable source.</p> <p>Meanwhile, today, children</p>

				<p>can gain knowledge from various reliable sources. Because of that the meaning of the world has changed Deddy is optimistic that the rapid development and advancement of technology can make children better than in the past.</p> <p>2. How does the speaker use this type? = The speaker use this type gently and casually but</p>
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				<p>firmly. When he said, "In my old days, when children made mistakes, they were punished," he was very relaxed in saying this, but his goal was to also educate the child to be firm. But he also took the fact that the world is hard to change. The pattern of educating children is no longer the same as in the past.</p> <p>3. Why is this type suitable for this</p>
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		<p>b. Kak Seto: Because now, there are many teachers or parents who want to compete, so if in the past, parents would most understand the source of the information from</p>	<p>B.PS.1.KSb</p>	<p>discussion?</p> <p>= Because, this type has led to serious conversation.</p> <p>This conversation has also led to topics of conversation in accordance with the theme of the podcast.</p> <p>1. What did the speaker mean to say this?</p> <p>= What Kak Seto meant to say was that Kak Seto answered the statement made by Deddy Corbuzier, about</p>
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		<p>him, he just had to be like this, had to be like that, already. The safest is should follow this changed.</p>		<p>raising children, educating children, in the past and the present. Parents and teachers are no longer able to give punishment to children at will, because nowadays children already have their rights. In fact, this method is a good way to discipline children according to Deddy Corbuzier, but over time, children who are wrongly guided</p>
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				<p>without being punished by violence, and will make the child become dissidents. Guide and supervise the children in their interactions, and so on, so they don't go wrong, this is what Kak Seto meant.</p> <p>2. How does the speaker use this type?</p> <p>= Kak Seto uses this type in the same way as the subtitles of Positive Politeness Strategies, which</p>
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				<p>act</p> <p>optimistically,</p> <p>even though</p> <p>times have</p> <p>changed, Kak</p> <p>Seto believes that</p> <p>it is more</p> <p>exciting to</p> <p>educate children,</p> <p>pay attention to</p> <p>children's</p> <p>developmental</p> <p>bodies in this day</p> <p>and age, how can</p> <p>children adapt in</p> <p>increasingly</p> <p>modern times.</p> <p>sophisticated</p> <p>technology. Even</p> <p>though it is</p> <p>different, Kak</p> <p>Seto believes that</p> <p>every era has its</p>
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	<p>2. Using markers that show the similarities of Identity</p>	<p>a. Deddy Corbuzier: So, if we talk about children's rights, parents say a lot that in the past, education had produced stronger children compared to that of</p>	<p>B.PS.2.DCa</p>	<p>own meaning.</p> <p>3. Why is this type suitable for this discussion?</p> <p>= Because, we can see here, how Seto explains what he said about Deddy's statement "Times have changed" clearly, and is optimistic, so that those who hear this feel agree about what Kak Seto said.</p> <p>1. What did the speaker mean to say this?</p> <p>= The point of</p>
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	<p>or Group.</p>	<p>children today. Which is, it sucks.</p>		<p>Deddy Corbuzier saying this is that talking about children having rights in this era seems very difficult for parents to accept, because parents feel effective if children do not have rights, children become disciplined, and do not fight back.</p> <p>2. How does the speaker use this type? = Deddy uses this type by comparing the past with the present.</p>
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		<p>b.Kak Seto: Yes, this is what is often a matter of debate. Sometimes what</p>	<p>B.PS.2.KSb</p>	<p>3. Why is this type suitable for this discussion? = Because, this talk is in accordance with the subtitles, namely comparing. Comparing children today with ancient children. Which old children are more disciplined than children today. What is annoying is the naughty but still defended.</p> <p>1. What did the</p>
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		<p>is seen is only children with problems, for example, in the past, children were obedient, now how come children dare to fight their parents, dare to fight against the teacher.</p>		<p>speaker mean to say this? = The purpose of this conversation is, Kak Seto tells what he saw according to his experience, what children in the past said their parents, or their teachers obeyed, dared to be responsible, and just to argue is not allowed, just ask the children to antiquity it was on fear. Today, if a teacher hits a student even though the</p>
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				<p>student is wrong, it's a crime.</p> <p>2. How does the speaker use this type?</p> <p>= Kak Seto uses this type casually, and is the same as Deddy Corbuzier, which is comparing. Different attitudes of children in various times.</p> <p>3. Why is this type suitable for this discussion?</p> <p>= Because, this type is a comparing type</p>
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	<p>3. Seek Agreement</p>	<p>a. Deddy Corbuzier: This means that at this time what is needed is a different education pattern which is the most important. First, now if we look at the bullying that happened, until yesterday there were children with disabilities being bullied. Now this is extraordinary, even exposed, extraordinary, extraordinary exposure. But I agree with Kak Seto's words earlier, who said that this, the pattern of students, their</p>	<p>B.PS.3.DC</p>	<p>and it also happens that this conversation is also comparing.</p> <p>1. What did the speaker mean to say this? = The purpose of this discussion is the origin of bullying, in any country there must be frequent bullying, including Indonesia, the number of bullying in Indonesia is</p>
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		<p>upbringing patterns is wrong, both parties and even all parties, but what's interesting is that children who are considered good at mathematics, biology, good at school are children. - smart kid, this is wrong in my opinion.</p>		<p>increasing every year, it's because of different parenting styles from time to time, children who are only good at academic subjects are always proud of. This is what is always a problem now, and so children who have talents other than being proficient in the academic field feel competitive and jealous. Here Deddy supports Kak Seto's statement.</p>
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				<p>2. How does the speaker use this type?</p> <p>= Deddy here uses this type to find the cause and effect of the biggest problem in children, namely the case of bullying, after he told this then he found the main problem and supported the statement made by Kak Seto.</p> <p>3. Why is this type suitable for this discussion?</p> <p>= Because, here we can see</p>
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				Deddy as giving statement so that Kak Seto agrees with Deddy.
C	NEGATIVE POLITENESS 1. Pessimist ic	Deddy Corbuzier: Tapi kan, Pak? Ketika Anda berbicara seperti itu, apa gunanya pembicaraan Anda seperti itu kalau sistem sekolahnya tidak mendukung? Kan artinya Anda berbicara takhayul ini?	C.NPS.1.DC	1. What did the speaker mean to say this? = Deddy felt that all the answers given by Kak Seto, and all solutions to the children's problems were superstitious, which meant that it

	<p>2. Give Respect</p>	<p>Kak Seto: Actually, from the beginning I</p>	<p>C.NPS.2.KS</p>	<p>was impossible.</p> <p>2. How does the speaker use this type? = Deddy uses this type by acting to knock his interlocutors down. Like the subtitles, he was pessimistic, so that what Sis Seto said is nothing.</p> <p>3. Why is this type suitable for this discussion? = Because, here Deddy is being pessimistic.</p> <p>1. What did the</p>
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		<p>supported Mas Deddy's statement.</p>		<p>speaker mean to say this? = Kak Seto supports all statements made by Deddy Corbuzier.</p> <p>2. How does the speaker use this type? = With an expression that states he agrees and supports all suggestions, comments and what Deddy sees and explains about the problems with children that occur in</p>
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	<p>3. Use Apologies</p>	<p>Deddy Corbuzier: I'm really sorry, sir. I represent netizens, right sir? But, Sis Seto. It is easy for you to say all that. How do you think you are in the middle to lower economic position?</p>	<p>C.NPS.3.DC</p>	<p>Indonesia from time to time.</p> <p>3. Why is this type suitable for this discussion?</p> <p>= Because, we have seen clearly that Kak Seto has said "I support" and these words are very suitable for this type.</p> <p>1. What did the speaker mean to say this?</p> <p>= Deddy here has the intention of defending the Indonesian people who are in the lower middle of their</p>
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				<p>economy, who are difficult to eat, let alone send their children to school.</p> <p>2. How does the speaker use this type?</p> <p>= He used an apology first before bringing up a conversation that might offend Kak Seto.</p> <p>3. Why is this type suitable for this discussion?</p> <p>= Because, we have seen clearly that Deddy has said "I am very</p>
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				sorry, sir" and these words are very suitable for this type.
D	<p>OFF RECORD</p> <p>1. Sub strategy insinuated by stating the meaning in a way Direct and opposite</p>	<p>a. Now, how dare the children come to fight their parents and bear their teacher?</p>	D.OR.4.KS	<p>1. What did the speakers mean to say this?</p> <p>= Kak Seto means here, insinuating parental parenting that is wrong until the children dare to fight and beat the teacher, even though it is an act that is prohibited.</p> <p>2. How does the speaker use</p>

				<p>this type?</p> <p>= Relax and confused.</p> <p>3. Why is this type suitable for this discussion?</p> <p>= because, this type is included in the satirical type but can knock the interlocutor or the third person, here we can see that Kak Seto insinuates the third person.</p>
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Yth : Bapak/Ibu Ketua & Sekretaris
 Program Studi Pendidikan Bahasa Inggris
 FKIP UMSU

Perihal : **PERMOHONAN PERSETUJUAN JUDUL SKRIPSI**

Dengan hormat, yang bertanda tangan di bawah ini :

Nama : Cindy Rahmatullah Effendi
 NPM : 1602050075
 Program Studi : Pendidikan Bahasa Inggris
 IPK Kumulatif : 135 SKS IPK = 3,29

Persetujuan Ketua/Sek Prodi	Judul yang diajukan	Disyahkan Oleh Dekan Fakultas
	The Investigation of Communication in Podcast: A Qualitative Study of Politeness Strategies Realized by Deddy Corbuzier and Kak Seto in Deddy Corbuzier Youtube Channel.	
	An Analysis of Slang Words Invented by Indonesian Internet Society: The Case of Language Usage in Teenager's Life	
	Language Attitude and Contact Effect in Melayu's Heritage Language: A Sociolinguistic Investigation	

Demikianlah permohonan ini saya sampaikan untuk dapat pemeriksaan dan persetujuan serta pengesahan, atas kesediaan Bapak/Ibu saya ucapkan terima kasih.

Medan, 7 April 2020

Hormat Pemohon,



Cindy Rahmatullah Effendi

Dibuat Rangkap 3 :

- Untuk Dekan/Fakultas
- Untuk Ketua/Sekretaris Prodi
- Untuk Mahasiswa yang bersangkutan

FORM K 2



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 Kepada Yth : Bapak/Ibu Ketua & Sekretaris
 Program Studi Pendidikan Bahasa Inggris
 FKIP UMSU

Assalamu'alaikum Wr. Wb.

Dengan hormat, yang bertanda tangan di bawah ini :

Nama : Cindy Rahmatullah Effendi
 NPM : 1602050075
 Program Studi : Pendidikan Bahasa Inggris

Mengajukan permohonan persetujuan proyek proposal/risalah/makalah/skripsi sebagai tercantum di bawah ini dengan judul sebagai berikut :

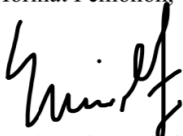
The Investigation of Communication in Podcast: A Qualitative Study of Politeness Strategies Realized by Deddy Corbuzier and Kak Seto in Deddy Corbuzier Youtube Channel.

Sekaligus saya mengusulkan/menunjuk Bapak/Ibu sebagai :

Dosen Pembimbing : Pirman Ginting, S.Pd, M.Hum acc RF
 Sebagai Dosen Pembimbing proposal/risalah/makalah/skripsi saya

Demikianlah permohonan ini saya sampaikan untuk dapat pengurusan selanjutnya. Akhirnya atas perhatian dan kesediaan Bapak/Ibu saya ucapkan terima kasih.

Medan, 17 April 2020
 Hormat Pemohon,


 Cindy Rahmatullah Effendi

Dibuat Rangkap 3 :
 - Untuk Dekan/Fakultas
 - Untuk Ketua/Sekretaris Prodi
 - Untuk Mahasiswa yang bersangkutan



FORM K 3

**MAJELIS PENDIDIKAN TINGGI
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Website : fkip.umsu.ac.id E-mail: fkip@umsu.ac.id**

Nomor : 790/II.3/UMSU-02/F/2020
Lamp. : ---
Hal : **Pengesahan Proposal dan
Dosen Pembimbing**

Bismillahirrahmanirrahiim
Assalamu'alaikumWr. Wb.

Dekan Fakultas Keguruan dan Ilmu Pendidikan Universitas Muhammadiyah Sumatera Utara menetapkan proposal skripsi dan Dosen Pembimbing bagi mahasiswa yang tersebut di bawah ini :

Nama : **Cindy Rahmatullah Effendi**
N P M : 1602050075
Progam Studi : Pendidikan Bahasa Inggris
Judul Penelitian : The Invesigation of Communication in Podcast: A Qualitative Study of Politeness Strategies Realized by Deddy Corbuzier and Kak Seto in Deddy Corbuzier Youtube Channel.
Pembimbing : **Pirman Ginting, S.Pd, M.Hum**

Dengan demikian mahasiswa tersebut di atas diizinkan menulis proposal skripsi dengan ketentuan sebagai berikut :

1. Penulisan berpedoman kepada ketentuan atau buku ***Panduan Penulisan Skripsi*** yang telah ditetapkan oleh Dekan
2. Proposal Skripsi dinyatakan **BATAL** apabila tidak selesai pada waktu yang telah ditetapkan.
3. Masa Daluarsa tanggan : **8 Mei 2021**

Medan, 15 Ramadhan 1441 H
08 Mei 2020 M

Wassalam
Dekan

Dr. H. Elfrianto, S.Pd.,M.Pd.

Dibuat Rangkap 4 :

1. Fakultas (Dekan)
2. Ketua Program Studi
3. Dosen Pembimbing
4. Mahasiswa yang bersangkutan
(**WAJIB MENGIKUTI SEMINAR**)



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BERITA ACARA BIMBINGAN PROPOSAL

Nama : Cindy Rahmatullah Effendi
 NPM : 1602050075
 Program Studi : Pendidikan Bahasa Inggris
 Judul Skripsi : The Investigation of Communication in Podcast: A Qualitative Study of Politeness Strategies Realized by Deddy Corbuzier and Kak Seto in Deddy Corbuzier Youtube Channel.

Tanggal	Deskripsi Hasil Bimbingan Proposal	Tanda Tangan
24-03-2020	Chapter I: Background of Study, Formulation of Problem, the Objective of Study	
7-04-2020	Chapter I: Background of Study and Formulation of Problem,	
27-04-2020	Chapter II: Figure of Speech, Types of Politeness Strategies	
1-05-2020	Chapter III: Research Design, Source of Data and Data Analysis Techniques	
11-05-2020	Chapter III: Research Design and Data Analysis Techniques	
28-05-2020	Reference	
13-06-2020	Acc for Seminar	

Diketahui/Disetujui
 Ketua Prodi



Mandra Saragih, S.Pd., M.Hum.

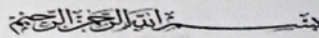
Medan, 13 Juni 2020
 Dosen Pembimbing



Pirman Ginting, S.Pd., M.Hum.



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BERITA ACARA SEMINAR PROPOSAL


Pada hari ini Kamis Tanggal 18 Bulan Juni Tahun 2020 diselenggarakan seminar Prodi Pendidikan Bahasa Inggris menerangkan bahwa :

Nama : Cindy Rahmatullah Effendi
N P M : 1602050075
Program Studi : Pendidikan Bahasa Inggris
Judul Penelitian : The Investigation Of Communication In Podcast: A Qualitative Study Of Politeness Strategies Realized By Deddy Corbuzier And Kak Seto In Deddy Corbuzier's Youtube Channel


NO	MASUKAN / SARAN
JUDUL	Revised the title as I suggested in your proposal
BAB I	Revise all the grammar error
BAB II	Revise all the grammar error
BAB III	Revise chapter 3
LAINNYA	Revise the acknowledgment
KESIMPULAN	() Disetujui () Ditolak (<input checked="" type="checkbox"/>) Disetujui Dengan Adanya Perbaikan

Medan, 18 Juni 2020

Dosen Pembahas

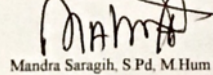

Erlin Hawati, S Pd, M.Pd

Dosen Pembimbing

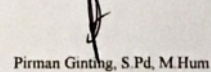

Pirman Ginting, S.Pd, M.Hum

PANITIA PELAKSANA

Ketua

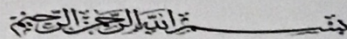

Mandra Saragih, S Pd, M.Hum

Sekretaris


Pirman Ginting, S.Pd, M.Hum



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UNIVERSITAS MUHAMMADIYAH SUMATERA UTARA
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Jl. Kapitan Muhtar Basri No. 3 Telp. (061) 8618058 Medan 20228
Website : <http://www.fkip.umssu.ac.id> E-mail : fkip@umssu.ac.id



LEMBAR PENGESAHAN HASIL SEMINAR PROPOSAL

Proposal yang sudah diseminarkan oleh mahasiswa di bawah ini :

Nama : Cindy Rahmatullah Effendi
N P M : 1602050075
Program Studi : Pendidikan Bahasa Inggris
Judul Penelitian : The Investigation Of Communication In Podcast: A Qualitative Study Of Politeness Strategies Realized By Deddy Corbuzier And Kak Seto In Deddy Corbuzier's Youtube Channel

Pada hari Selasa bulan Juni tahun 2020 sudah layak menjadi proposal skripsi

Medan, 18 Juni 2020

Disetujui oleh :

Dosen Pembahas

Erlindawati, S Pd, M Pd

Dosen Pembimbing

Pirman Ginting, S Pd, M Hum

Diketahui oleh
Ketua Program Studi

Mandra Saragih, S Pd, M Hum

FORM K 1



MAJELIS PENDIDIKAN TINGGI
 UNIVERSITAS MUHAMMADIYAH SUMATERA UTARA
 FAKULTAS KEGURUAN DAN ILMU PENDIDIKAN
 Jl. Kapten Mukhtar Basri No.3 Telp.(061)6619056 Medan 20238
 Website : <http://www.fkip.umsu.ac.id> E-mail: fkip@umsu.ac.id

Kepada Yth : Bapak/Ibu Ketua & Sekretaris
 Program Studi Pendidikan Bahasa Inggris
 FKIP UMSU

Perihal : Permohonan Perubahan Judul Skripsi

Bismillahirrahmaanirrahim
 Assalamu'alaikum Wr. Wb.

Dengan hormat, yang bertanda tangan di bawah ini :

Nama : Cindy Rahmatullah Effendi
 NPM : 1602050075
 Program Studi : Pendidikan Bahasa Inggris

Mengajukan permohonan perubahan judul skripsi sebagai tercantum di bawah ini dengan judul sebagai berikut :

Judul Pertama

The Investigation Of Communication In Podcast: A Qualitative Study Of Politeness Strategies Realized By Deddy Corbuzier And Kak Seto In Deddy Corbuzier Youtube Channel

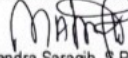
Menjadi

A Qualitative Study Of Politeness Strategies Realized By Deddy Corbuzier And Kak Seto In Deddy Corbuzier Youtube Channel

Demikianlah permohonan ini saya sampaikan untuk dapat pengurusan selanjutnya. Akhirinya atas perhatian dan kesediaan Bapak/Ibu saya ucapkan terima kasih.

Medan, Juni 2020

Ketua Program Studi
 Pendidikan Bahasa Inggris

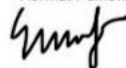

 Mandra Saragih, S.Pd, M.Hum

Dosen Pembahas



Erlindawaty, M.Pd

Hormat Pemohon



Cindy Rahmatullah

Dosen Pembimbing



Pirman Ginting, S.Pd, M.Hum



UMSU

Bila menjawab surat ini agar disebutkan nomor dan tanggalnya

**MAJELIS PENDIDIKAN TINGGI PENELITIAN & PENGEMBANGAN
UNIVERSITAS MUHAMMADIYAH SUMATERA UTARA
FAKULTAS KEGURUAN DAN ILMU PENDIDIKAN**

Jalan Kapten Mochtar Basri No. 3 Medan 20238 Telp. (061) 6622400

Website: <http://fkip.umsu.ac.id> E-mail: fkip@yahoo.co.id

Nomor : 1038/II.3/UMSU-02/F2020 Medan, 05 Dzulqa'idah 1441 H
Lamp. : -- 27 Juni 2020 M
Hal : **Mohon Izin Riset**

Kepada Yth.:
Bapak/Ibu **Kepala Perpustakaan UMSU**
Di
Tempat

Assalamu'alaikum Warahmatullahi Wabarakatuh.

Wa ba'du, semoga kita semua sehat wal'afiat dalam melaksanakan kegiatan aktifitas sehari-hari, sehubungan dengan semester akhir bagi mahasiswa wajib melakukan penelitian/riset untuk pembuatan skripsi sebagai salah satu syarat penyelesaian Sarjana Pendidikan, maka kami mohon kepada Bapak/Ibu memberikan izin kepada mahasiswa untuk melakukan penelitian/riset di tempat yang Bapak/Ibu Pimpin. Adapun data mahasiswa kami tersebut sebagai berikut :

N a m a : **Cindy Rahmatullah Effendi**
NPM : 1602050075
Program Studi : Pendidikan Bahasa Inggris
Judul Penelitian : A Qualitative Study Of Politeness Strategies Realized By Deddy Corbuzier And Kak Seto In Deddy Corbuzier Youtube Channel

Demikianlah hal ini kami sampaikan, atas perhatian dan kesediaan serta kerjasama yang baik dari Bapak/Ibu kami ucapkan terima kasih.

Akhirnya selamat sejahteralah kita semuanya, Amin.
Wassalamu'alikum Warahmatullahi Barakatuh

Dekan

Dr. H. Elfrianto S.Pd., M.Pd.
NIDN : 0115057302

Tembusan :
- Peringgal



MAJELIS PENDIDIKAN TINGGI PENELITIAN & PENGEMBANGAN
UNIVERSITAS MUHAMMADIYAH SUMATERA UTARA
UPT PERPUSTAKAAN

Jl. Kapt. Mukhtar Basri No. 3 Telp. 6624567 - Ext. 113 Medan 20238
Website: <http://perpustakaan.umsu.ac.id>

SURAT KETERANGAN

Nomor: *2020*/KET/IL.10-AU/UMSU-P/M/2020

بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ

Kepala Unit Pelaksana Teknis (UPT) Perpustakaan Universitas Muhammadiyah Sumatera Utara dengan ini menerangkan :

Nama : Cindy Rahmatullah Effendi
NPM : 1602050075
Univ./Fakultas : UMSU/ Keguruan dan Ilmu Pendidikan
Jurusan/P.Studi : Pendidikan Bahasa Inggris/ S1

adalah benar telah melakukan kunjungan/penelitian pustaka guna menyelesaikan tugas akhir / skripsi dengan judul :

"A Qualitative Study Of Politeness Strategies Realized By Deddy Corbuzier And Kak Seto In Deddy Corbuzier's Youtube Channel"

Demikian surat keterangan ini dibuat untuk dapat dipergunakan sebagaimana mestinya.

Medan, 9 Rabiul Awal 1442 H
26 Oktober 2020 M

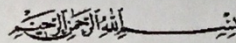


Perpustakaan,

Mahmud Arifin, S.Pd, M.Pd



MAJELIS PENDIDIKAN TINGGI
 UNIVERSITAS MUHAMMADIYAH SUMATERA UTARA
 FAKULTAS KEGURUAN DAN ILMU PENDIDIKAN
 Jl. KaptenMukhtarBasri No.3 Telp.(061)6619056 Medan 20238
 Website :<http://www.fkip.umsu.ac.id> E-mail: fkip@umsu.ac.id



BERITA ACARA BIMBINGAN SKRIPSI

Perguruan Tinggi : Universitas Muhammadiyah Sumatera Utara
 Fakultas : Keguruan dan Ilmu Pendidikan
 Jurusan/Prog. Studi : Pendidikan Bahasa Inggris
 Nama Lengkap : Cindy Rahmatullah Effendi
 NPM : 1602050075
 Program Studi : Pendidikan Bahasa Inggris
 Judul Skripsi : A Qualitative Study Of Politeness Strategies Realized
 By Deddy Corbuzier and Kak Seto in Deddy Corbuzier
 Youtube Chanel

Tanggal	Deskripsi Hasil Bimbingan Skripsi	Tanda Tangan
Sabtu/5-sep-20	Revise Chapter III - V	
Selasa/18-sep-20	List of Appendix	
Jumat/19-okt-20	Revise chapter IV - V	
Senin/12-okt-20	Revise list of Appendix & space	
Selasa/20-okt-20	Revise Chapter IV and space	
Rabu/21-okt-20	Revise all suggestion	
Jumat/23-okt-20	Revisiion is complete	

Medan, 03 September 2020

Diketahui oleh:
 Ketua Prodi

Mandra Saragih, S.Pd, M.Hum

Dosen Pembimbing

Pirman Ginting, S.Pd, M.Hum