

POLITENESS STRATEGIES USED BY DEDDY CORBUZIER IN
INTERVIEWING ENTERTAINER AND NON-ENTERTAINER IN *HITAM PUTIH*
TALK SHOW

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Abstrak

Penelitian ini berhubungan dengan strategi kesantunan yang digunakan Deddy Corbuzier sebagai host dari talk show Hitam Putih dalam mewawancarai bintang tamunya yang memiliki latar belakang berbeda seperti artis dan non-artis. Tujuan dari penelitian ini adalah untuk menjelaskan jenis-jenis strategi kesantunan yang digunakan oleh Deddy Corbuzier dalam mewawancarai bintang tamu artis dan non-artis, menjelaskan perbedaan antara strategi kesantunan yang digunakan oleh Deddy Corbuzier dalam wawancara serta menjelaskan tentang alasan pemilihan strategi tersebut. Hasil penelitian menunjukkan bahwa ada 16 jenis strategi kesopanan yang digunakan oleh Deddy Corbuzier dalam mewawancarai artis dan non-artis dalam Hitam Putih. Ada 6 perbedaan antara strategi yang digunakan oleh Deddy Corbuzier dalam mewawancarai artis dan non-artis. Alasan dalam pemilihan strategi tersebut adalah Deddy Corbuzier menyadari keuntungan dari setiap strategi kesantunan yang ia pilih serta menyadari tentang jarak antara ia dan para bintang tamu, kekuasaan yang ia miliki, serta bobot dari penekanan dari situasi tersebut.

Kata kunci: Strategi kesopanan, Deddy Corbuzier, artis, non-artis.

INTRODUCTION

Background of the Study

Politeness is very important to be considered in the daily communication in order to avoid miss understanding happens in the human interaction. However, politeness not only can be shown in the daily interaction, but it also can be shown in a talk show. One of the talk shows which indicates politeness strategies is *Hitam Putih*. *Hitam Putih* is a talk show led by Deddy Corbuzier as the host. 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 lead the writer observes this research.

Purposes of the Study

1. To find out the types of politeness strategies used by Deddy Corbuzier in interviewing entertainer and non-enteratiner in *Hitam putih* talk show.
2. To figure out the differences between politeness strategies used by Deddy Corbuzier in interviewing entertainer and non-enteratiner in *Hitam putih* talk show.
3. To figure out the reasons that lead Deddy Corbuzier to choose the strategies.

CONTENT

Theoretical Framework

For the main theory in conducting this research, the writer uses politeness theory as bald on record, positive politeness, negative politeness and also off record of Brown and Levinson (1978). Moreover, she figures out the reason for choosing the strategies by observing the factors which influence the choice of the strategies by Brown and Levinson (1978) as well.

Research Methods

In conducting this research, the writer uses the utterances of Deddy Corbuzier which indicates politeness strategies as her samples. In this case, she chooses the episode of 13th February 2015 with an entertainer and non-entertainer as the guests. In addition, to collect the data, the writer uses non participant observation method because she does not involve in the conversation which becomes the data of the research. Furthermore, in analyzing the data, the writer uses pragmatic method of identity method, also deletion technique and substitution technique of distributional method.

Result of the Research

Types of The Strategies Used

There are 16 different types of strategies used by Deddy Corbuzier in interviewing entertainer and non-entertainer. In interviewing entertainer, he uses 13 types of Politeness Strategies including Bald on Record, 10 types of positive politeness including Notice, Attend to H, Exaggerate, Intensify interest, Use In-group Identity Marker, Seek Agreement, Presuppose/Raise/Assert Common Ground, Joke, Include S and H in The Activity, Offer and Promise and also Gives or Ask for Reason Strategies. He also uses 1 type of Negative Politeness as Be Pessimistic. Moreover,

he uses Off Record Strategies. On the other hand, in interviewing the non-entertainer, he uses 11 types of politeness strategies including Bald on Record, 7 types of Positive Politeness namely Exaggerate, Intensify interest, Seek Agreement, Presuppose/Raise/Assert Common Ground, Joke, , Offer and Promise and also Gives or Ask for Reason Strategies. In addition, she also uses 3 types of Negative Politeness such as Be Conventionally Indirect, Apologize and also Nominalize.

The Contrast of the Strategies Used

There are several differences found in the use of politeness strategies to interview both of the entertainer and non-entertainer. Those differences include the tendency of using bald on record in interviewing both of the guests, the tendency of using intimate language and raising common ground, the tendency of being cooperative, the tendency of showing sympathy and interest, the tendency of showing reluctance, and the of using off record strategy.

Firstly, the host tends to use more of bald on record strategy to interview the non-entertainer than the entertainer. As we can see in the table, the difference between both is far enough. It is the same as three to one. It means that the host is likely to be more to the point in interviewing the non-entertainer than the entertainer. In addition, seeing from the table 1, the percentage of bald on record in interviewing the non-entertainer is the highest than other strategies. It shows that the host prefers to state simply and get the clear response from the guest than to satisfy the guest's face with other strategies.

Secondly, the host appears to be more intimate to the entertainer than the non-entertainer. It is proved by the use of identity marker strategy, presuppose/raise/assert common ground strategy, and also jokes. In conversing with the entertainer, the host uses many in-group identity marker, slang and even code switching of language. While conversing with the non-entertainer, the host does not use any kind of in-group identity marker strategy. In addition, the host also tends to use assert common ground

strategy with the entertainer by showing his familiarity with the guest in some utterances. Meanwhile, in interviewing the non-entertainer, he only uses the kind of strategy for once. It makes the percentage of the strategy different by more than 90%. Joke is one of the familiarity markers because joke indicates the shared knowledge among speech participants. In this case, the use of joke in interviewing both of the guests is different by more than 70%. This situation could happen because the host has more shared knowledge with the entertainer.

Thirdly, the host seems to be more cooperative with the entertainer than the non-entertainer. It can be seen by the use of include both S and H in the activity strategy and give (or ask for) reason strategy. The host only uses include S and H in the activity in interviewing the entertainer. At that moment, the host asks the entertainer to join his game. It means that the host believes the entertainer to be his cooperator. Then, it can be seen from the use of gives (or ask for) reason strategy, the percentage of the entertainer is higher by 60%. It can happen because the host knows background of the entertainer more than the non-entertainer. Therefore, he can raise reasons regarding the entertainer's statement rather than the non-entertainer. It also becomes the reason why the host is more cooperative to the entertainer than the non-entertainer.

In contrast, the host is more to show his sympathy and interest towards the non-entertainer than the entertainer. It is proved by the percentage of exaggerate strategy and intensify interest to H strategy used by the host. This thing could happen due to the topic discussed. The host only exaggerates his interest to the entertainer for being chosen by the central Disney in California to be one of the Disney Princess icons of Southeast Asia. On the other hand, the host sympathizes and admires a lot to the non-entertainer for being very patient to take care his demented disorder wife for fourteen years. This miserable situation makes the host gives more sympathy and interest towards the non-entertainer.

Moreover, the host indicates his reluctance more to the non-entertainer than the entertainer. It can be seen from the use of apologize and nominalize strategies. The host does not use both strategies in interviewing the entertainer because the topic discussed is not that sensitive and simpler than the topic discussed with the non-entertainer. Besides, the close relationship between the host and the entertainer can reduce or even omit the reluctance in their conversation. While in interviewing the non-entertainer, he indicates those kinds of strategy. It shows that the host is actually a little bit reluctant in questioning about sensitive question towards the guest. He is afraid of making the guest feels oppressed by the question.

Finally, the host uses off record strategy only to interview the entertainer. The host uses this kind of strategy because he wants to minimize the embarrassment that he probably gets if the FTA given by him is rejected. On the other hand, the host does not use the strategy to the non-entertainer because he does not want to take a risk of making any kind of misunderstanding happen in the conversation by being indirect.

The Reason for Choosing the Strategies

There are two reasons that influence the choice of the strategies by the host. Those reasons include the payoffs of each strategy used and the circumstances of the host and the guests in the talk show.

The first reason for choosing the strategies is that the host considers the payoffs of each strategy. In the interview when he chooses Bald on Record Strategy, he actually realizes the advantages of being direct. It is proved by the percentage of Bald on Record used by the host. He realizes that he can get direct answer and avoid misunderstanding especially when he talks to the non-entertainer guest. In the beginning of interview, the non-entertainer says that his *Bahasa Indonesia* is not that good and he used to speak Sudanese. Then, the host chooses the best strategy to make the guest gets his words easily. In addition, when the host uses Positive Politeness Strategies for both entertainer and non-entertainer, he considers that he might

maintain the guests' Positive Face by giving kinds of interest, appreciation, approval and also sympathy. The host also considers the advantages of using in-group Identity Marker, Assert Common Ground, Jokes and also Giving Reasons Strategies. By using those strategies, he can raise such a mutual friendship with the guest so that he can maintain the guests' positive face. Furthermore, while the host uses Negative Politeness especially to the non-entertainer, he considers that the strategies might minimize the imposition towards the guest. Then, he chooses Be Conventionally Indirect, Apologize and Nominalize Strategy so that it can possibly minimize the imposition and the words he says does not appear so rude. Then, the last, while the host uses Off record strategy to interview entertainer, he realizes that he seems not to force the guest by the FTA. Then, he also minimizes the risk of being bashful if his intention is rejected or the guest does not get what he implies. Moreover, he can possibly avoid the responsible for doing FTA because it is conveyed indirectly and unclear. This Off Record Strategy only applied to the entertainer because the entertainer has many shared knowledge with the host, then, the host can use hint or clue or incomplete utterance to convey what he wants. In contrast, it is difficult for the host to use Off Record Strategy to interview the non-entertainer because they have different context and shared knowledge.

The second reason is the circumstances. In choosing the strategies, the host computes the social variable such as distance, power and rating of imposition in order to estimate the weightiness of FTA given to the guests. In interviewing the entertainer, he considers the low distance between them, because they are close friend. That is the reason why he uses many strategies which indicate intimacy such as Using Identity Marker strategy, Jokes, Asserting Common Ground Strategy, and Giving Reason Strategy. In addition, seeing from the power and the role-set in the talk show, the host has more power than the guest, because the host is the one to lead the talk show, then, the host can use any strategy he wants. Furthermore, seeing from the ranking of imposition, the topic discussed with the entertainer is very simple thing

and not sensitive. They only discuss the guest's love experience and how Disney chooses the guest as Disney princess icon of South East Asia. Therefore, the FTA given to the entertainer might not be that great. In contrast, in interviewing the non-entertainer, the host considers that he has a great distance with the guest, because they are stranger who meet for the first time. Besides, the host is also younger than the guest. In addition, the ranking of imposition is great because the topic discussed is sensitive. They talked about the guest's wife who is suffered from mental disorder for about fourteen years. That is why the host uses Be Conventionally Indirect, Apologize and Nominalize strategies, to lessen the imposition in the FTA. Moreover, seeing from the situational factor, the host and the non-entertainer does not have many shared knowledge. They even have different knowledge, context and language use in daily conversation. Then, it will be easier for the host to state simply and directly to the non-entertainer in order to avoid misunderstanding between them. That is the reason why he uses Bald on Record mostly.

CONCLUSION

Based on the data analysis, there are 16 different types of Politeness Strategies used by the host in interviewing both entertainer and non-entertainer. In interviewing the entertainer he uses Bald on Record (18,3%), 10 types of Positive Politeness Strategy (77,42%), 1 type of Negative Politeness (1,4%), and 1 type of Off Record Strategy (2,81%). In addition, in interviewing the non-entertainer he uses Bald on Record Strategy (54,42%), 7 types of Positive Politeness Strategy (38,29%) and 3 types of Negative Politeness Strategy(8,19%). Then, we can conclude that the host tends to use Positive Politeness Strategy in interviewing the entertainer. In contrast, he tends to use Bald on Record Strategy in interviewing the non-entertainer.

There are several differences found in the used of Politeness Strategies in interviewing both entertainer and non-entertainer. First of all, the host tends to use bald on record strategies in interviewing the non-entertainer than the entertainer.

Second, the host appears to be more intimate to the entertainer than the non-entertainer. Also, the host seems to be more cooperative with entertainer than non-entertainer. Furthermore, the host is more to show his sympathy and interest towards the non-entertainer than the entertainer. In addition, the host indicates his reluctance more to the non-entertainer than the entertainer. Finally, the host uses off record strategy only to interview the entertainer.

There are two main reasons for choosing the strategies. Firstly, the host considers the payoffs of each strategy such as avoiding misunderstanding by using Bald on Record, showing interest, appreciation, and approval by using Positive Politeness, minimizing the imposition by using Negative Politeness, and seems not to force the guest by using Off Record. However, the host only uses Off Record in interviewing entertainer because they have many shared knowledge and same context. Secondly, the host considers the circumstance among him and the guests in the talk show. Then, he can estimate the weightiness of the FTA given by seeing the distance, power and ranking of imposition so that he can choose the most appropriate strategy to use. Then, he uses more Positive Politeness to the entertainer due to their low distance. On the other hand, he uses some Negative Politeness Strategies to indicate his respect and reluctance due to their great distance.

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