The Realization of Positive Politeness Strategies on the Tonight Show Starring Jimmy Fallon

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Article Info	Abstract
	People communicate with others to complete what is called 'social demand'. In conversations, people tend to speak politely to keep their interlocutors' feelings so the conversation can be maintained in harmony. They follow several rules and principles that already exist in society. They apply politeness strategies so that communication can run effectively. This study aims to explain the realization of positive politeness strategies on the tonight show starring Jimmy Fallon. The data were taken from the talk show transcript as the primary source. A descriptive qualitative method was used to analyze the positive politeness strategies proposed by Brown and Levinson. Based on the analysis, positive politeness strategies were used in Jimmy Fallon's talk show. The types of positive politeness strategies are noticing (attending to the hearer), exaggerating, intensifying, using in-group identity markers, seeking agreement, avoiding disagreement, presupposing/asserting/raising common ground, joking, asserting/presupposing speaker knowledge, offering/promising, be optimistic, include both speaker and hearer in the activity, give/ask for a reason, assume/assert reciprocity, give gifts (sympathy, good, understanding). There were positive politeness strategies used in the utterances with the highest data performed by the give gifts sub-strategy 12,95%, and the lowest data was performed by the assert or presuppose speaker's knowledge sub-strategy 1,78%. The use of positive politeness strategies is expected to show the intimate relationship between the speaker and interlocutor during the interaction and achieve communicative competence.

INTRODUCTION

People communicate with others to complete what is called a "social demand". They do this kind of activity to maintain their existence. Somehow, in social life, everyone is expected to have good manners, especially when interacting with each other,. In this case, not every one of them is able to create perfect words in utterance. Sometimes, words used by speakers are not acceptable for various reasons. Thus, using good language to communicate is essential to avoid misunderstandings between speakers and interlocutors. In other words, people should carry politeness as part of their conversation manners. Selecting words is one of the determinants of language politeness. In the context of social communication, politeness holds an important role (Sudirman, 2018).

According to Holmes (1994), being polite in uttering something means that the speaker should be aware of his/her language use. On the other hand, one could argue that in order to receive a satisfactory response from the conversant, individuals should use proper language in any correspondence in light of the unique situation and the questioner. People speak up for others by using expressions and polite speech. Additionally, politeness contributes significantly to conflict resolution (Pratama, 2019). It indicates that being polite can reduce or eliminate conflict that might arise during communication or interaction.

Politeness is assumed to mean good behaviors such as thanking each other, acknowledging each other, and greeting each other. In the context of sociolinguistics, politeness is a label that is related to 'respect, a good attitude, politeness, or proper behavior' (Ching Hei et al., 2013). In other words, politeness is a significant aspect of language because it can facilitate interaction or communication between individuals. The fact is that politeness has become a bridge over the gap between language and social reality. There is a connection between language, society, culture, and the human mind because the function of language as a communication tool has a

relationship with the community, culture, and thoughts of its speakers, as well as the world as a whole (Musyafaah et al., 2022). In addition to the choice of speech, other factors that also influence the level of politeness include age, the social distance between the speaker and the recipient, the situation, the time, the place of the speech, and the purpose of the speech (Nurmalasari et al., 2021). Therefore, it is essential to pay attention to the context of language use when using it.

Nowadays, politeness can be found on television or in programs. There are numerous television programs, from music shows to soap operas to talk shows. People who are occupied with their work all day can take a breather on a talk show (Sulistiyaningsih et al., 2021). The Tonight Show Starring Jimmy Fallon is one of the talk-variety shows. It is packed with a relaxed, light, playful, and funny style that doesn't focus on sensation, gossip, or the guest star's meltdown. In addition, the guest stars on tonight show Starring Jimmy Fallon engage in entertaining discussions about pressing issues and news.

This study focuses on talking about the positive politeness that was displayed on the tonight show starring Jimmy Fallon. Jimmy Fallon is the host of the late-night talk show "The Tonight Show Starring Jimmy Fallon," which airs on NBC. The show premiered on Monday, February 17, 2014. The show airs at 11:35/10:35 p.m. on weeknights. After a topical monologue by Fallon, the show moves on to comedic sketches and games, guest interviews, and a musical performance. Since its debut in 2014, The Tonight Show Starring Jimmy Fallon has drawn a large audience. Numerous videos from the show have gone viral. Here, the researcher will use three videos based on his YouTube channel that have reached one million views, namely the Jenna Ortega episode, the Dwayne Johnson episode, and the Trevor Noah episode. In this study, Brown and Levinson's theory was used to analyze positive politeness strategies used by the host and the guest star.

Several studies have been conducted in some fields. For instance, Lindayana et al (2018) found that linguistic and non-linguistic element affect students' verbal and non-verbal directive

speech act during learning. In line with that, Zulianti and Nurchurifiani (2021) revealed that EFL learners employ direct and indirect speech acts. Meanwhile, Putri et al (2019) and Sudarmawan et al (2022) have investigated the five sorts of speech acts during the English professor's online learning: representational, directive, commissive, expressive, and directive. Next, the realization of politeness strategy in the movie was conducted by Aditiawarman & Elba (2018), Permadi et al (2022), Leihitu & Triprihatmini (2021) and Safitri et al (2015). They found that the characters in the movie used four type of politeness strategies, which are bald on record, positive politeness, negative politeness and off record.

In relation to politeness strategies, Utari et al. (2020) found some negative politeness in students-teacher' interaction. The negative politeness found were in the context of "questioning" in speech acts realized in the learning process: an expression of forgiveness, an excuse, a little, who wants, who wants it, who can, who else, is there, and a request for approval. Meanwhile, negative politeness in speech acts realized in the learning process includes expressions of forgiveness, excuse me, allow me, if not mistaken, as far as I know, if it may be different, and a little extra. These expressions have the potential to reduce coercion or the burden placed on speech advance partners. Another research was conducted by Kamlasi (2017). Her study focused on describing, analyzing, and finding out the types of positive politeness strategies used in students' conversations.

By looking at the significance of conducting research in the field of politeness strategies, the present study shed light on the realization of positive politeness strategies found in the Tonight Show Starring Jimmy. The theory of politeness strategies proposed by Brown and Levinson was used as the framework of analysis in this study. The findings of this study are significance to shows the intimate relationship among the speaker and the interlocutor during the interaction and achieve communicative goals in a socially appropriate manner.

METHOD

In this study, qualitative approach was used to investigate the positive politeness strategies found in the the Tonight Show Starring Jimmy. The politeness theory of Brown and Levinson (1987) was applied as the analysis framework. For collecting the data, the conversation from 3 episodes, was transcribed. The transcribed conversation was then analyzed using the Brown and Levinson's theory. The data found was classified based on the type of positive politeness strategies. Next, each type of positive politeness strategies were counted by looking at the degree of frequency and percentagae. After the data were grouped and calculated, the conclusion was made by seeing the rank of numerical calculation analysis from each category. From the rank of the data calculation, the researchers made a conclusion in which kind of politeness that has highest amount in the video transcript.

RESULTS AND DISCUSSIONS

The politeness strategies applied in utterances done by the host and the guest stars in the talk show were briefly analyzed by using the Brown and Levinson's theory of positive politeness strategy. Positive politeness is occurred by directing the recipient's positive face with retribution, which is perpetually that his desire (or the action / acquisition / value it generates for them) should be perceived as what they want (Brown and Levinson, 2000). The results of positive politeness strategy done by the host and guest star summarized are as follows: notice (attend to hearer), exaggerate, intensify, use in group identity marker, seek agreement, avoid disagreement, presuppose/assert/raise common ground, joke, assert/presuppose speaker knowledge, offer/promise, be optimistic, include both speaker and hearer in the activity, give/ask for a reason, assume/assert reciprocity, give gifts (sympathy, good, understanding). There were positive politeness strategies used in the utterances with the highest data was performed by the give gifts sub-strategy 12,95%; and the

lowest data was performed by assert or presuppose speaker's knowledge sub-strategy 1,78%. The findings are presented in Table 1.

Table 1. Positive politeness strategies used by the host and the guest stars in the talk show.

Type of Politness Strategies	Frequency	Percentage
	n	
Giving attention	16	7.14
Exaggerating	10	4.46
Intensifying	7	3.12
Using group identity marker	24	10.71
Seeking agreement	21	9.38
Avoiding disagreement	28	12.5
Presupposing/raising/asserting common ground	23	10.27
Joking	6	2.68
Asserting/presupposing wants	4	1.78
Offering/promising	15	6.70
Being optimistic	7	3.12
Including both speaker and hearer in the activity	12	5.36
Giving or asking for a reason	15	6.70
Assuming or asserting reciprocity	7	3.12
Giving sympathy	29	12.95
Total	224	100

From Table 1, it can be seen that there were fifteen sub-strategies of positive politeness strategies that realized by the host and guest stars. The highest data was performed by the give gifts sub-strategy 12,95% while the lowest data was performed by assert or presuppose speaker's knowledge sub-strategy 1,78%.

The realization of notice attending to hearer strategy

This strategy shows that the speaker pays attention and is close to the hearer. The speaker must pay attention to the conditioning aspect so that would seem like the hearer wants to agree. An example is given below:

Jimmy Fallon : Welcome back buddy. **It's always good to see you.**
      We have a lot to talk about.
Trever Noah   : We have a lot to talk about.
Jimmy Fallon : We really do

(C1/S1/0.01-0.04)

The conversation happened between Jimmy Fallon and Trever Noah. The context of the situation was about Trever Noah opens up about his decision to leave the daily show. At that time Jimmy Fallon said to Trever Noah "It's always good to see you" because he meets Trever Noah after six months. So, Jimmy Fallon pays special attention and want to know deeply the reason why Trever Noah leave his daily show. Therefore, Jimmy Fallon realized notice, attend to H strategy during his conversation. Likewise, Rahayuningsih et al. (2020) found that notice and attend to the hearer. They mentioned that speakers used the positive politeness strategies to maintain solidarity and relationship between the speaker and the hearer. It also made the interaction in the class comfortable, and the students were not felt embarrassed if they made a mistake.

The realization of exaggerate strategy

This strategy indicated the exaggeration accompanied by the intonation, stress, and other aspects, as well as with intensifying modifier. An example is given below:

Trever Noah : First of all, the beard. **You're looking handsome,** can I just say?
Jimmy Fallon : Aw, no, stop.
(C1/TN/0.06-0.07)

This conversation began when Trever Noah complemented Jimmy Fallon with "You're looking handsome" at the beginning of the talk show. This term intends to complement Jimmy Fallon since Trever Noah was drawn to Jimmy Fallon's hosting appearance.

The finding similar to Fitriyani and Andriyanti (2020) found some positive politeness strategies for the students and the teacher in the classroom, such as exaggerating, avoiding disagreement, giving/asking for the reason, presupposing common ground, and including both the speaker and the hearer. They applied the strategy to maintain the hearer's positive face.

The realization of intensify strategy

In this strategy, speakers and hearers can contribute to each other and increase the interest in the conversation, in this case triggering interest in the interlocutor so that the interlocutor is more involved in the interaction or conversation. As we can see the result below:

Jimmy Fallon : Aw, no, stop.
Trever Noah : No, I mean it. **It's nice. It's like, I can't grow a beard,** so whenever I see somebody do it, I'm just I, like, cheer from the rafters.
C1/TN/0.09-0.11

This conversation occurred when Trever Noah praised Jimmy Fallon's appearance, then Jimmy Fallon did not deserve the praise, but Trever Noah convinced him with the words "it's nice. It's like, I can't grow a beard" which aims to increase interest in Jimmy Fallon by intensifying the subsequent compliments.

The realization of use in group identity marker strategy

This strategy shows group membership. In other words, the speakers have similarities with the listeners. The speaker showed that they were in the same group membership. Thus, showing closeness to each other and addressing terms indicated terms used for specific groups with the same goal can also function as a form of honour. The following was the result of the strategy:

Dwayne Johnson : Oww! **Man**, I've gotta tell you. -Whoo!
Jimmy Fallon : It definitely is.
C2/DJ/0.08-0.09

This conversation began when Dwayne Johnson responded to Jimmy Fallon's greeting with the word "Oww! Man, I've gotta tell you". Dwayne Johnson use of the term 'Man' is intended to demonstrate solidarity and is a signifier of identity or group identity.

Similarly, Wangia and Otonde (2020) showed positive politeness strategies in classroom interaction by showing identity markers. The strategy was used in a particular context, and they mentioned that teaching in the politeness form should be sensitive to the culture.

The realization of seek agreement strategy

This strategy claims equality by finding ways to agree with the hearer. The speaker presses his/her agreement with the hearer to satisfy the hearer to agree or to confirm his/her opinion.

Jimmy Fallon : Welcome back, buddy. It's always good to see you. We have a lot to talk about.
Trever Noah : **We have a lot to talk about.**
C1/TN/0.04-0.05

This conversation occurred when Jimmy Fallon greeted Trever Noah at the beginning of the talk show and initiated dialogue because Trever Noah decided to leave his daily talk show. Then, Trever Noah said, "We have a lot to talk about" repeating Jimmy Fallon's statement. In this context, Trever Noah and Jimmy Fallon agreed that he will cooperate with and follow any information Jimmy Fallon provides. The agreement strategies were also found, such as

agreeing, repeating, and completing the talk (Aziz, 2017).

The realization of avoid disagreement strategy

The strategy showed the speaker agree or pretend to agree with the hearer. The speaker tried to pretend her/his disagreement by showing her/his agreement in the beginning and then indirectly conveying her/his disagreement.

Jenna Ortega : It's too weird.
Jimmy Fallon : **But, I mean, you nail every joke, every delivery. You're so funny.**
C3/JF/1.46-1.49

This discussion started when Jenna Ortega described her role in a horror film by stating, "It's too weird." Then Jimmy Fallon responded, "But, I mean, you nail every joke, every delivery. You're so funny". Jimmy Fallon disagrees with Jenna Ortega's statement in this context, but to preserve Jenna Ortega's good reputation, he softens his disagreement with "but, I mean."

The strategy of avoiding disagreement was also found in (Yan, 2016). His finding indicated disagreeing with the hearer, which had a lower level. In line with Eshghinejad and Moini (2016), the strategy of avoidance of disagreement indicated that the speaker applied the conclusive marker to draw a mutual conclusion with the hearer.

The realization of presuppose common ground strategy

This strategy realized when the speaker and the speech partner share similarities. When a speaker wants to offer assistance to a speech partner, he or she may demonstrate similarities with the speech partner so that it does not appear to be a burden. On the other hand, when speakers want to request assistance from speech partners, they occasionally look for commonalities so that their requests are not too demanding.

Jimmy Fallon : **You know**, the "Black Panther" sequel is coming out soon.
Trever Noah : Yes.
C1/JF/4.09-4.12

This conversation occurred while Jimmy Fallon and Trever Noah were discussing "Black Panther." Jimmy Fallon stated, "You know, the Black Panther sequel is coming out soon." In this context, the word 'you know' is included in the presuppose common ground because when you know is scattered through a story, it may not claim that hearer's knowledge of the particular details to which it is attached is equivalent to speaker's but rather claims hearer's knowledge of that kind of situation in general.

This finding is in line with Tan et al. (2016) revealing a positive politeness strategy, including noticing and attending to the hearer and raising or asserting common ground

The realization of joke strategy

This strategy realized when the speaker employs humor or jokes. When a speaker wishes to tarnish his reputation, he/she can utilize humor to save face.

Jimmy Fallon : Do you feel like you're being kind of typecast because you're in that, and
you're in "Wednesday."
They're kind of dark.
Jenna Ortega : **It's something about my face**.
[Laughter]
C3/JO/1.12-1.13

This dialogue occurs during Jimmy Fallon's response to Jenna Ortega's scene in the film "Wednesday." Then, Jenna Ortega said, "it's something about my face". In this context Jenna Ortega realizes the joke because jokes are based on mutual shared background knowledge and values, jokes may be used to stress that shared background or those shared values.

The realization of assert/presuppose speaker knowledge strategy

In this strategy, the speaker and the hearer involve cooperatively in an activity. The speaker and the hearer share their purpose so that it can work to fix a cheerful face, as shown in the data found below.

Jimmy Fallon : Stop that.
We have to talk about "Black Adam."
Gosh, I feel like we've been talking about this for a long time.
Dwayne Johnson: For a long time, man.
For years and years and years.

C2/JF/3.40-3.41

This conversation occurred when Jimmy Fallon responded to the conversation delivered by Dwayne Johnson when he imitated the voice with a chorus. Then Jimmy Fallon responded, "Stop that. We have to talk about 'Black Adam'. In this context, Jimmy Fallon showed that he understood Dwayne Johnson's desire, namely to invite Dwayne Johnson to focus on the topic he wanted to talk about, namely the figure of "Black Adam". Jimmy Fallon tried to show that he understood Dwayne Johnson's needs, namely, to focus on the topic of conversation about the role of "Black Adam".

The realization of offer/promise strategy

The act of promising is enjoyable for the speech partner. While refusing the offer of the speech partner, promises are sometimes made in order to save the face of the speech partner.

Trever Noah   : I'm just saying you should watch it.
Jimmy Fallon   : **I am gonna watch it. I'm gonna, yeah.**
C1/JF/5.58-5.59

This conversation occurs when Jimmy Fallon responds to Trever Noah's words about "Black Panther" with the words "I'm gonna watch it. I'm gonna, yeah." In this context, Jimmy Fallon promises to watch "Black Panther". Promises are the natural outcome of choosing this strategy; even if they are false, he demonstrates Speaker's good intentions by satisfying Hearer's positive-face wants.

The realization of be optimistic

This strategy realized when the speaker is optimistic. Sometimes a person's good reputation requires a display of optimism from others.

Trever Noah   : No, you know what? **I'm so excited to do everything.**
I didn't get to travel as much, doing stand-up around the world.
I'm excited to do that
Jimmy Fallon   : Yeah.
C1/TN/1.59-2.01

This dialogue occurs when Trever Noah states "No, you know what? I'm so excited to do everything!" In this situation, Trever Noah demonstrates his optimistic personality to demonstrate his positive image with Jimmy Fallon.

The realization of include both speaker and hearer in the activity

This strategy realized when the speaker attempts to engage the speech partner in cooperative activities. The act of inviting contributes to the positive image of others. The other individual feels valued and humanized.

Dwayne Johnson: I love Jay. He's amazing.
Jimmy Fallon   : Yeah.
Dwayne Johnson: He does impressions.
Jimmy Fallon   : **Check out his impression of you, of Dwayne Johnson.**
(Watching Impression Video)
C2/JF/2.19-2.22

This conversation occurred when Jimmy Fallon said "Check out his impression of you, Dwayne Johnson". In this context, Jimmy Fallon tries to involve Dwayne Johnson in joint activities, namely inviting him to see impersonating video clips. The act of inviting is an action that supports the good image of others. The other person becomes perceived as human.

The realization of give/ask for a reason

This strategy realized when the speaker provides or asks reasons or opinions. In order for a person's self-existence to be progressively acknowledged, it is sometimes necessary to also ask his opinions. By requesting the partner's opinions, the speaker demonstrates the partner's value.

Jimmy Fallon   : **Leave when people go, "Why?"**
Trever Noah   : Yeah. Yeah. -I like that.
Leave when it's still good. Leave when you're still loved.
Leave when you still have the energy to enjoy it.
I still have three months to have a ton of fun with everybody at the show.
C1/JF/1.34-1.35

This conversation occurs when Jimmy Fallon says "Leave when people go, why?". In this context, Jimmy Fallon asked Trever Noah for reasons to explain why he left his talk show. By asking Trever Noah for his opinion, Jimmy Fallon showed that Trever Noah was valued.

The realization of assume/assert reciprocity

This strategy realized when the speaker proposes a reciprocal action; if the speech partner performs X, the speaker will perform Y. This strategy is also known as reciprocity or paying back the kindness of others.

Trever Noah   : You should -- Both.

Jimmy Fallon   : Okay.

Trever Noah   : **It'd be weird if you only watch.**

If you just come into movies with your headphones.

Jimmy Fallon   : If I'm going for your voice, I dunno.

C1/TN/6.05-6.07

This conversation occurred when Trever Noah said "It'd be weird if you only watch, if you just come into movies with your headphones". In this context, Trever Noah offers a reciprocal action. The existence of cooperation between Trever Noah and Jimmy Fallon may also be claimed or urged by giving evidence of reciprocal rights or obtaining obligations between Trever Noah and Jimmy Fallon.

The realization of give gifts to hearer

This strategy realized when the speaker gives sympathy to the speech partner. A speech partner will feel more appreciated when he gets sympathy from the speaker.

Trever Noah   : Radio's fun, though.

Jimmy Fallon   : Oh, yeah.

But not when it's like, 5:30 in the morning and you've got to be funny. **I'm like, Oh, my God.**

C1/JF/3.47-3.48

This conversation occurs when Jimmy Fallon says "You do a lot in the show." In this context Jimmy Fallon gives sympathy to Jenna Ortega. Jenna Ortega will feel appreciated when she gets sympathy from Jimmy Fallon. It means

that Speaker may satisfy Hearer's positive-face want that Speaker wants Hearer's wants, to some degree by actually satisfying some of Hearer's wants.

In line with Zainurrahman and Kofau (2020), the strategy of giving a gift to the hearer expressed appreciation and informal situation. This strategy was carried out because both the speaker and the listener accept each other and have a close relationship.

CONCLUSION

The researcher concluded that there are fifteen sub-categories of positive politeness strategies found in Jimmy Fallon tonight show. Specifically, the speaker and hearer strategy predominantly used the strategy of give gifts (sympathy, good, understanding). It was due to the fact that in the talk show session, the speaker deciding to repair the hearer's face and fulfill the hearer's desires. While, the less frequently used strategy was assert/presuppose speaker knowledge. It is because the speaker and the hearer involve cooperatively in an activity. The speaker and the hearer share their purpose so that it can work to fix a cheerful face, as shown in the data found above. Theoretically, the findings of this study could improve the host's and guests' knowledge of positive politeness strategies. Additionally, it helps people use positive politeness strategies in talk shows. Also, a positive politeness strategy is expected to show the intimacy relationship between the speaker and the interlocutor during the interaction and achieve communicative goals in a socially appropriate manner. It is organized and goal-oriented, and it includes the ability to select and apply skills that are appropriate and effective in the respective context.

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