Positive Politeness Strategies Performed by International Guest Speakers in Mata Najwa Exclusive Interview

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Article Info	Abstract
	It is necessary to recognize particular communication strategies to construct a decent conversation and social relationship amongst interlocutors from diverse cultures and norms. Politeness is one of the important communication strategies used to maintain the interlocutors' feelings so the conversation flows in harmony. In society, interviews become one of the popular programs for acquiring information. This study aims to examine the positive politeness strategies performed by international guest speakers in the *Mata Najwa* Exclusive Interview. As the primary source, the data were taken from the guest speakers' utterances. A descriptive qualitative method was used to analyze the positive politeness strategies proposed by Brown and Levinson (1987). The findings show that there are 13 types of positive politeness sub-strategies performed by four international guest speakers. Those are noticing (attending to the hearer), exaggerating, intensifying interest, using in-group identity markers, seeking agreement, avoiding disagreement, presupposing/asserting/raising common ground, joking, asserting/presupposing speaker knowledge, offering/promising, including both speaker and hearer in the activity, giving/asking for a reason, and giving gifts. The most dominant sub-strategy used by the guest speakers was presupposing/asserting/raising common ground, which occurred 19 times. The differences can also be found in the choice of sentence patterns when employing positive politeness strategies. The use of Interrogative and Exclamatory sentences by native English guest speakers appeared more frequently than the non-native ones. Meanwhile, the use of Declarative and Imperative sentences by non-native English guest speakers appeared more frequently than the native ones. This study is expected to contribute to English language teaching specifically in comprehending cross-cultural understanding in relation to the Indonesian context.

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INTRODUCTION

Language serves as a communication tool that is not only used as social interaction but it can also be used to express one's feelings and emotions. Communication in language also allows humans to adapt to their physical and social environment and to learn habits, culture, customs, and the background of their communicators (Violina et al., 2022). Most people want to have a smooth conversation to convey what they want by creating positive atmosphere and avoiding any misunderstanding. Speakers also need to be able to choose various communication strategies in order to maintain a good relationship between both interlocutors and to construct a good conversation (Indahsari & Sujorwati, 2021). In other words, speakers need to recognize particular communication strategies to maintain a good social relationship.

In relation to communication strategies, Pragmatics is one of the studies examining the relationship between language and context that is being communicated by a speaker or writer and being interpreted by a listener or reader (Brown and Levinson, 1987). In other words, Pragmatics is the study of language function in social context. Being polite in communication becomes one of the most important communicative strategies. Politeness has turned into a main issue in the study of Pragmatics. Sariyati et al. (2022) mentioned that Politeness in language deserves to be noticed by experts or linguists, and language activists. Speakers who are considered "fluent" due to their grammatical knowledge, in a foreign language, may not be able to produce socially and culturally appropriate language, that is, they may still lack of pragmatic competence (Rahayuningsih et al., 2020). That is why teaching and learning language are no longer emphasizing only in grammatical knowledge and fluency, but it is important to raise student's awareness in pragmatics knowledge especially politeness strategies.

School is not the only media providing sources for learning communication strategies. There are many communication media that can be used as learning sources such as television,

radio, and social media platforms. In recent years, TV shows have seen the substantial development especially in Talk Show programs and Interview program. Interview is a kind of interaction that is frequently presented in media broadcast. It requires interviewer and interviewee to precisely exchange questions and answers. Common interview types that represent broadcasting programs are not only in the form of news but also entertainment (Mageed, 2021).

Levine and Adelman (1982) stated that in communication, all cultures do not have the same laws guiding in this field. When the speakers are about to apply politeness strategies, examining the society culture and the social background become the priority in communication. In some instances, it might be considered impolite when we directly speak using bald on record strategy, especially when we meet a stranger with different culture and social positions. Mujiyanto (2017, p. 289) argued that "politeness act is limited by the sociocultural setting in which it is used." In this case, it is considered as less appropriate if guest speakers who come from diverse culture and social background apply Bald on Record strategy to communicate in Indonesian TV show.

Mata Najwa is one of the top and popular talk shows in Indonesia which hosted by an Indonesian senior journalist, Najwa Shihab. Mata Najwa is considered as a news talk show. News talk show usually presents "some news which it relates to the topic such as; politics, economics, business, art, culture, motivation, etc" (Silitonga, 2022, p. 17). Mata Najwa show has been successfully aired not only in two local TV stations, Metro TV and Trans 7, it also reaches the internet platforms which are Narasi official website and Najwa Shihab Youtube Channel. Mata Najwa also invites well-known international guest speakers in particular occasions. During the interview with international guests, both Najwa and the guests use English as the language communication.

Some studies have been conducted in analyzing politeness strategies mainly in talkshows. Most of the researchers focused in analyzing the use of Positive politeness. There

are three American talkshows namely Recode Decode Talkshow, talk show Piers Morgan Live, and Tonight Show Starring Jimmy Fallon. These three talk shows were analyzed by taking the data from guest speakers, interviewer, and interaction between interviewer and guest speaker. Positive politeness strategies were found in these talkshows, they are noticing and attending to hearer, exaggerate, seek agreement, avoiding agreement, joke, include S and H in activity and the most dominant to using was giving gifts (sympathy, good, understanding). The results are also showed the atmosphere of positive politeness in terms of closing social between interviewer and guests, put the interlocutor on a case by creating a friendly atmosphere (Fedyana, 2019; Mahayani & Rahayuni, 2018; Muhtadi et al., 2022; Utami, 2014). Furthermore, Ruansyah and Rukmini (2018) were also studied the use of politeness by the host. The result showed that the host performed all of the four politeness strategies.

Still in the international setting, there is also a study analyzed positive politeness on Youtube videos, namely Virgin-Meet the Author. The result of the study showed that there are five politeness strategies employed namely using in group identity markers, avoiding disagreement, giving and asking for reasons, includes both speaker and hearer in activity and exaggerating strategy (Sartika & Ambalegin, 2020). Another study analyzed positive politeness strategies also using movies conversation based on two eras. First the 19th Century Society era in the Greatest Showman Movie Script, and in the 21st Century Society era in the Chappie Movie script. The result showed that generally the positive politeness strategies are realized in every era (Hartoyo et al., 2019).

On the other hands, there are some studies carried out in Indonesian context to examine positive politeness strategies in the interview show. Arianti (2022) conducted a study analyzing positive politeness strategies used by an Indonesian TV host, Desi Anwar, in communicating with a Japanese and an American guest speaker. The result showed that the host applied positive politeness strategies

more often when talking to the Japanese guest speaker rather than the American guest speaker. This was not in line with the cultural relations where American culture values positive politeness more than Japanese culture.

Some other studies examined politeness studies mainly in Mata Najwa TV show. They mostly focused on analyzing all types of politeness strategies performed by local guest speakers in Mata Najwa TV show, namely bold on-record, positive politeness, negative politeness and off record politeness. They used descriptive qualitative method to analyze the data (Indahsari & Surjowati, 2021; Silitonga, 2022; Sitorus et al., 2022). The result showed the most dominant politeness strategies applied in Mata Najwa TV show is positive politeness.

By looking at the importance of conducting research in the politeness field and to fill the gap with previous studies, studies on the positive politeness strategies performed by international guest speakers in Mata Najwa show had not been conducted yet. Hence, this study was conducted to examine the positive politeness strategies performed by four international guest speakers in Mata Najwa Exclusive Interview. The researchers chose to analyse the positive politeness strategies because Indonesian culture valued negative politeness more than the positive ones. However, the four guest speakers come from countries that values positive politeness, that is why the researchers wanted to analysed their positive politeness strategies used in Indonesian context. The four guest speakers consist of two native English guest speakers and two non-native English guest speakers. The theory of politeness strategies proposed by Brown and Levinson (1987) was used as the framework of analysis in this study.

Therefore, the study aimed to investigate: (1) positive politeness strategies performed by native English guest speakers; (2) positive politeness strategies performed by non-native English guest speakers in *Mata Najwa* exclusive interview. (3) the differences between positive politeness strategies performed by native and non-native English guest speakers based on the use of sentence patterns.

Through analysing the 4 interview videos, this study is be expected to contribute in giving significant findings of politeness strategies and to enrich the theories and references to the issue of the research on the spoken conversation analysis in Indonesian context. Moreover, the findings of the study are also expected to help teachers in examining the learning sources in TEFL such as comprehending the cross-cultural understanding, especially given the mix culture in the Indonesian context.

METHOD

This study is aimed to find positive politeness strategies performed by four international guest speakers in *Mata Najwa* exclusive interview. Descriptive qualitative approach was employed in this study. In order to analyze the positive politeness strategies performed by native and non-native English guest speakers with different interview topics and professional background, 4 interview videos were chosen from Najwa Shihab YouTube channel. There were 4 international guest speakers including David Beckam and Chris Martin as the native English guest speakers, also Shou Zi Chou and Ricardo Kaka as the non-native English guest speakers.

In order to obtain the data, the 4 selected interview videos were transcribed. The way the guest speakers responded and their utterances become the data of this study. After the data were gathered, the researchers classified the data based on the theory of positive politeness proposed by Brown and Levinson (1987). Following that, the data contained positive politeness strategies were counted and explained, along with the reason. Additionally, after the data were classified, the utterances that employed positive politeness strategies were analyzed and compared based on the four types of sentences or the sentence patterns proposed by Frank (1972).

The researchers also involved an investigator to do data triangulation in order to avoid any bias and to ensure data reliability. Eventually, the conclusion was drawn by examining and referring the result of the analysis with the research objectives.

RESULTS AND DISCUSSIONS

The findings were provided along with examples of utterances spoken by the international guest speakers. Positive politeness is a strategy of satisfying the interlocutor or addressee's positive face by communicating the speaker's wants or actions are in respects similar to the addressee's wants (Brown & Levinson, 1987). The positive politeness strategies performed by native and non-native English guest speakers are as follows: 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, include both speaker and hearer in the activity, give/ask for a reason, give gifts (sympathy, good, understanding).

Positive Politeness Strategies Performed by Native English Guest Speakers in *Mata Najwa* Exclusive Interview

The realization of positive politeness performed by Native English guest speakers namely David Beckham and Chris Martin appears 12 sub-categories out of 15 sub-categories.

Table 1. Positive Politeness Strategies Performed by Native English Guest Speakers

No.	Sub- strategies	Frequency
	Noticing, attend to H	7
	Exaggerating	3
	Intensifying interest to H	3
	Using in-group identity markers.	1
	Seeking agreement	2
	Avoiding disagreement	7
	Presupposing/raising/ asserting common ground	16
	Joking	2

No.	Sub- strategies	Frequency
	Asserting/presupposing knowledge and concern H's want	0
	Offering, promising	5
	Being optimistic	0
	Including both S and H in the activity	1
	Giving or asking for reasons	1
	Assume or assert reciprocity	0
	Giving gifts to H	3
Total		51

Table 1 presents the frequency of positive politeness strategies performed by David Beckham and Chris Martin as the native English guest speakers in *Mata Najwa* exclusive interview. It can be seen that there are 51 data contained positive politeness strategies. The most dominant strategy performed is Presupposing/raising/ asserting common ground. This result is in line with Pradnyani, et.al (2017) study that analyzed the realization of positive politeness in an animation movie where strategy 7 (presupposing/raising/asserting common ground) is implied the most in the conversation.

The following are explanations of some positive politeness sub-strategies performed by the native English guest speakers. The extract 1 and extract 2 are examples of utterances spoken by David. Meanwhile, extract 3 and 4 are examples of utterances spoken by Chris Martin.

Extract 1

When the host (Najwa) asked David about his second visit in Indonesia, he then confirmed that he had probably been visiting here for more than two times. He also shared his experience and excitement for coming back to Indonesia. He told his opinion about Indonesian people by exaggerating his utterance.

David: …and I had a lot of fun playing here but I'm excited to be back, you know because I said on stage that every time I've come to this part of the world and to Indonesia. People have been, you know **extremely friendly nice** and welcoming so I'm excited to be back.

David exaggerated his opinion about Indonesian people by emphasizing his intonation and saying that they are "extremely friendly and nice". David applied *Exagerrating* strategy in order to save the hearer's positive face and fulfill their want. The hearers in this case are Najwa as the host and Indonesian viewers.

Extract 2

After some talks with David, Najwa mentioned about his children who are as famous as their parents. David then began to talk about his first child, Brooklyn, who was 19 years old. Then Najwa interrupted with a question.

Najwa: A photographer?

David: **A photographer**, and enjoying himself like he should nineteen. Then we have Romeo who's fifteen years old, you know, loves tennis, he's a passionate.

In this dialogue, David directly repeated Najwa's utterance by saying "a photographer". It is aimed to emphasize his agreement towards Najwa and to confirm that his son is a photographer. The use of repetition is one of the sub-components of *Seeking Agreement*.

Extract 3

The next example was found in the conversation with Chris Martin when there was a technical problem in the Najwa's microphone. Microphone is one of the important tools since the interview was conducted virtually. Thus, Najwa seemed panic stricken because the microphone didn't work all of the sudden.

Najwa: Oh, okay.. Check.. Test.. (checking the microphone)

Chris: You look beautiful but I can't hear you.

This utterance showed that Chris as the speaker noticed that Najwa, the hearer, got panic due to the technical error. He then said "You look beautiful but I can't hear you". Here, Chris applied *Noticing, Attending to H* strategy which indicates that as the speaker he tried to safe Najwa's positive face so she could remain calmed and wasn't embarrassed by the technical problem.

Extract 4

Another example performed by Chris Martin when Najwa asked him about the key ingredients in making such a powerful music that being loved by many people. In response to the question, he stated that he considered the music as a gift. Later, he also added his opinion that not everyone may like his music, he rather believes that his music contains genuine emotion.

Chris: …That there are not everyone likes that kind of music or that not everybody likes to hear what we sing but all of our songs come from a place of real genuine emotions, **right?** So, everything we sing about is something that we've felt or I've felt it myself.

This utterance is considered as Personal-Centre switch where he added the question tag "right?". It means that the speaker asserted common ground and assumed that Najwa's opinion may equal to Chris's opinion. Personal-Centre switch is one of the components of *Presupposing, Raising, Asserting Common Ground* sub-strategy.

Positive Politeness Strategies Performed by Non-Native English Guest Speakers in *Mata Najwa* Exclusive Interview

The realization of positive politeness performed by non-native English guest speakers namely Ricardo Kaka and Shou Zi Chew also appears 12 sub-categories out of 15 sub-categories.

Table 2. Positive Politeness Strategies Performed by Non- Native English Guest Speakers

No	Sub-strategies	Frequency
	Noticing, attend to H	2
	Exaggerating	6
	Intensifying interest to H	5
	Using in-group identity markers.	2
	Seeking agreement	3
	Avoiding disagreement	5
	Presupposing/raise/assert common ground	3
	Joking	0
	Asserting/presupposing knowledge and concern H's want	1
	Offering, promising	4
	Being optimistic	0
	Including both S and H in the activity	1
	Giving or asking for reasons	1
	Assume or assert reciprocity	0
	Giving gifts to H	7
Total		40

Table 2 presents the frequency of positive politeness strategies performed by the non-native English guest speakers namely Ricardo Kaka and Shou Zi Chew. It can be seen that there are 40 data containing positive politeness strategies.

However, there are three sub-strategies that were not performed by the non-native English guest speakers, which are Being Optimistic, Joking, and Assuming or Asserting Reciprocity. Those sub-strategies also were not found in the study conducted by Arianti (2022) that analyzed the realization of politeness strategies in cross-cultural interview setting especially by a non-native English speaker.

The following are explanations of some positive politeness sub-strategies performed by the non-native English guest speakers. The extract 1 and 2 are examples of utterances spoken by Ricardo Kaka. Additionally, extract 2 and extract 3 are examples of utterances spoken by Shou Zi Chew.

Extract 1

Before the interview ended, the host expressed his gratitude to Kaka for taking his time in Mata Najwa interview session. Kaka also showed his gratitude toward the host and Indonesian supporters.

The Host: Kaka, thank you very much for your time (shake hands). Thank you very much. I hope everyone, learn from the miracles that have happened in your life. And I really hope that everyone can also get some miracles in their life.

Kaka: Perfect! And thank you very much Indonesia for the supporter for the caring for the love. It was amazing my time here, thank you very much

Kaka showed his sympathy by stating his gratitude towards the hearer which are the host and Indonesian viewers, especially Indonesian Milanistis for their love and support. This utterance is considered as *Giving Gift* sub-strategies. As the result, Kaka has satisfied the hearer's positive-face and he can also maintain his relationship with the hearer.

Extract 2

During the interview session, the host asked Kaka about how football employ technology in the future. Kaka then replied it by stating his opinion.

The Host: Do you think there can be more technology in football or… Have you ever thought about it? Have you ever talked to your friends, anyone?

Kaka: Yeah, I think in future **we** are going to see a lot of technology. **We** already seen a lot of technology in football and **we** see now, more of with data and info about football and how they move on the field, passing.

The use of pronoun "we" is the example of *Including both S and H* sub-strategy. Kaka as the speaker used pronoun "we" to maintain the hearer's positive face which are the host and the viewers. It indicated that he tried to involve the hearer as the group member to the topic as he respects the hearer.

Extract 3

Najwa repeated a TikTok user's statement in the video who said that TikTok is the best marketplace. She further asked him the differences between e-commerce on TikTok and on other platforms. Shou answered the question by giving an overview about the number of TikTok users in Indonesia and how important Indonesian youth's contribution in the technology development.

Najwa: She said that TikTok is the best marketplace. In what ways TikTok approach to e-commerce is different from what we have seen in other platforms?

Shou Zi: We have about one hundred and twenty-five million monthly active users in Indonesia today, we estimate about five million

small businesses on our platform. Now Indonesia is the first place that we launch our e-commerce offering, because it is very **tech savvy**, Uh. young population they early adopters at technology.

In describing the impact of Indonesian youth, Shou used a slang word "tech savvy" to indicate that Shou respects the hearer including Indonesian TikTok users who watch the show and also to satisfy the hearer's positive face including Najwa as the host. Here, the speaker applied *Using in-group Identity Markers* sub-strategy.

Extract 4

Najwa asked Shou what kind of TikTok videos appeared on his For You Page (FYP). Then Shou mentioned that sometimes there are videos contain jokes. Surprisingly, he also remembered seeing Najwa's video on his FYP as well.

Shou Zi: Because I spent a lot of time in various countries, so I get a very diverse set on my FYP page. But generally speaking, funny things. You know I get a lot of jokes, I get a lot of dad jokes for some reason. So, it's very funny content on my platform. **I occasionally see you really, you posted a video of me recently, thank you for that**.

This utterance employs Noticing, attending to H sub-startegy. Shou as the speaker noticed Najwa's video which contains information about him. It indicated that he gave attention to the hearer which is Najwa in this situation. By saying it, Shou satisfied Najwa's positive face.

The Differences in the Sentence Patterns Used by Native and Non-native English Guest Speakers in Performing Positive Politeness Strategies.

There are some sentence patterns or types of sentence found in the utterances containing positive politeness strategies by the 4 guest speakers. Those are Declarative, Exclamatory, Interrogative, and Imperative.

The first type of sentence is Declarative. Declarative sentence is used to state or deliver information. Declarative sentences have

emerged as the most dominant type of sentence used by the guests when applying positive politeness strategies. The non-native English guest speakers employed declarative sentences in all utterances containing positive politeness strategies. On the other hand, the native English guest speakers did not apply all sub-strategies in the form of declarative sentences. *Using in-group Identity Markers* is the only sub-strategy that was not performed in the form of declarative by the native English guest speakers. Declarative sentences as the most dominant type in applying politeness strategies was also mentioned by Musyafaah, et.al (2022) in their study that positive politeness strategies in the form of declarative sentence were performed mainly to reduce the Face Threatening Acts (FTA).

The second type of sentences is Interrogative. Interrogative sentence is usually used to ask questions or affirmations. In performing positive politeness strategies, the native English guest speakers used Interrogative sentences more frequently than the the non-native ones. Interrogative sentences appeared when the native English guest speakers applied 5 sub-strategies namely *Noticing/attending to Hearer, Seeking Agreement, Presupposing/ Raising/ Asserting Common Ground, Joking, and Offering/Promising*. Meanwhile, the non-native English guest speakers only used Interrogative sentence in the *Seeking Agreement* sub-strategies.

The third type of sentences that appeared is Imperative. Imperative sentence is used to give command, provide instruction, and offer an advice. The native English guest speakers only employed imperative sentences once when performing *Giving Gifts* sub-strategies. Meanwhile, for the non-native English guest speakers, they used imperative sentences in two sub-strategies which are *Asserting or Presupposing Knowledge* and *Giving Gifts*.

The fourth type of sentences is Exclamatory. Exclamatory sentence can be used to show one's emotions or feelings. This type of sentence appeared quite often in positive politeness strategies spoken by the native English guest speakers. Including N*oticing/Attending to Hearer, Exaggerating, Using in-group Identity*

Markers, Avoiding Disagreement, and *Giving Gifts to hearer*. Meanwhile, the non-native English guest speakers produce exclamatory sentences only twice when they were perfoming *Exaggerating* and *Using in-group Identity Markers* sub-strategies.

CONCLUSION

To address the research problems, the researchers concluded that there are 13 out of 15 positive politeness sub-strategies perfomed by the four international guest speakers in *Mata Najwa* exclusive interview. Regarding to the first research objective, positive politeness strategies performed by the native English guest speakers, 51 data were found containing positive politeness strategies. The native English guest speakers performed 12 out of the 15 sub-strategies. They did not applied three sub-strategies namely *Asserting/presupposing knowledge and concern H's want, Being optimistic*, and *Assuming/asserting reciprocity*.

The second research objective, positive politeness strategies performed by the non-native English guest speakers, found 40 data containing positive politeness strategies. Moreover, they also performed 12 out of 15 sub-strategies. The sub-strategies that were not applied by the non-native English guest speakers are *Joking, Being Optimistic*, and *Assuming or Asserting Reciprocity*. According to the third research objective, when the native and non-native English guest speakers were performing positive politeness strategies, there are some differences in the use of sentence patterns. The native English guest speakers used Interrogative sentences and Exclamatory sentences more frequently than the non-native ones. Meanwhile, the non-native English guest speakers used Declarative sentences and Imperative sentences more often than the native ones.

To conclude, there were few differences in the use of positive politeness strategies between the native English guest speakers and the non-native English guest speakers in Mata Najwa Exclusive Interview. In addition, this finding can be used to provide further information and explanation for the future studies that examine

politeness strategies used by international speakers. It can also encourage people to apply positive politeness strategies in their conversation, especially with people from diverse culture. Furthermore, this study can also be insight for English teachers, particullarly non-native English teachers in providing references related to politeness strategies in speaking class or cross-cultural understanding class.

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