POLITE STRATEGIES IN INTERVIEW VIDEOS OF *Asian Boss* AND *Bondo Wani*

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ABSTRAK

Penelitian ini menganalisis penggunaan strategi kesopanan positif dan negatif dalam video wawancara ASIAN BOSS dan BONDO WANI. Kedua video ini membahas tentang topik sensitif di Indonesia. Penelitian ini menggunakan metode deskriptif kualitatif. Kemudian, ujaran-ujaran dalam kedua video ini ditranskripsi dan dianalisis secara deskriptif menggunakan teori kesopanan Brown dan Levinson (1978). Data yang diambil berisi strategi kesopanan positif dan negatif. Dalam mengumpulkan data, peneliti menerapkan beberapa langkah: menonton video wawancara beberapa kali, mencatat percakapan, dan mengamati percakapan yang memuat strategi kesopanan positif dan negatif dalam wawancara. Hasil penelitian menunjukkan bahwa BONDO WANI dengan pembawa acara adalah Dono Pradana dan orang-orang dari Surabaya sebagai pendengar lebih menggunakan strategi kesopanan positif daripada ASIAN BOSS dan ASIAN BOSS dengan pewawancara dan orang-orang yang diwawancarai dari Jakarta lebih menggunakan strategi kesopanan negatif daripada BONDO WANI berdasarkan teori Brown dan Levinson (1978). Terdapat 107 ucapan yang dapat dikategorikan sebagai kesopanan negatif dan strategi kesopanan positif. Ada 37 data dari kesopanan negatif yang ditunjukkan oleh ASIAN BOSS dan BONDO WANI dan 70 data dari strategi kesopanan positif yang diterapkan berdasarkan ASIAN BOSS dan BONDO WANI. Penelitian ini diharapkan dapat bermanfaat bagi orang-orang yang berniat untuk memahami secara terperinci bahwa bahkan di Indonesia memiliki berbagai suku dengan berbagai bahasa didalamnya.
Kata Kunci: *strategi kesopanan, strategi kesopanan negatif, strategi kesopanan positif, video wawancara*

ABSTRACT

The research analyzed the use of positive and negative politeness strategies in the Interview videos of ASIAN BOSS and BONDO WANI. Both of these videos discuss about the sensitive topic in Indonesia. This research applies descriptive qualitative method. Then, the utterances in these two videos transcribed and analyzed descriptively by politeness theory of Brown and Levinson (1978). The data taken contain positive and negative politeness strategies. In collecting the data, the researcher applies some steps: watching the interview videos for several times, taking note the conversation, and observes the conversation that highly applies positive and negative politeness strategies within the interview. The results of the study showed that BONDO WANI with the host is Dono Pradana and the people from Surabaya as the hearer used positive politeness strategies more than ASIAN BOSS and ASIAN BOSS with the interviewer and the interviwees are from Jakarta used negative politeness strategies than BONDO WANI based on Brown and Levinson (1978) theory. There were 107 utterances that can be categorized as negative politeness and positive politeness strategy. There are 37 data from negative politeness that showed by both ASIAN BOSS and BONDO WANI and 70 data from positive politeness strategies applied based on ASIAN BOSS and BONDO WANI. This research is expected can be beneficial to people who intend to understand particularly that even In Indonesia has various tribes with various languages in it.

Key Words: *interview video, negative politeness strategies, politeness strategies, positive politeness strategies*

INTRODUCTION

The realm of sexuality is a topic that is largely avoided by the wider community to be discussed. When we bring the topic to be discussed, there will be anxieties that arise from the fear of labeling. As described by the writer tirto.id (Kirnandita, 2018) in her article entitled "*Pengetahuan Seks adalah Tabu: Bikin Malu Sekaligus Penasaran*" (Sex Knowledge is a Taboo: Making Embarrassment and Curious at the same time), even when she was reading a sexology book in marriage in a used bookstore, people looked at her face and the cover of the book she was carrying. There is a feeling of fear of asking parents or other families and awkwardness when discussing it with friends. Not only in Indonesia, in developed countries like the UK, discussions on reproductive health and relations are still underestimated or even invites contradictory opinions. Tirto.id launched from the

Union News website that the National Education Union (NEU) conducted a survey of 560 workers in the field of education regarding the response and readiness for the application of policies to deliver sex education and relationships. The results of this survey are 96 percent of them consider sex education and relationships to be important, but only 29 percent of respondents said they were quite sure the school where they worked was ready to bring the material. Nearly 70 percent of respondents claimed that school staff did not receive adequate sex education and relationship training. Environmental conditions that are not sufficient to support children to access sex education lead them to look for alternative avenues such as the internet today. Some access pornography to fulfill their sexuality knowledge needs, and others choose to search Google.

Factors underlying sexual education into a taboo domain are the assumptions that this discussion will only increase the likelihood of children having sex under age or outside of marriage. In fact, sex education needs to be delivered as early as possible to provide a responsible understanding of sex. Continuously in sexual education, children are introduced to their own body frame from head to toe as an understanding that our bodies are all vital members(Savy Amira; EQWIP HUBS; Perkumpulan Keluarga Berencana Indonesia, 2019). Abduh & Wulandari said that sex education is an understanding and knowledge that discusses the function of genitals as a means of reproduction, genital development in women and in men, menstruation and wet dreams until the problems of marriage and pregnancy (M. (M. Abduh & Wulandari 2016). If the understanding of sex education is low, it will lead to erroneous understanding and impact on negative things that lead to immoral behavior (Myra Damayanti, Catharina Tri Anna, Heru Mugiarsi 2018). This also became an episode carried by the YouTube Channel account in the scope of Asian content, ASIAN BOSS, discussing the response of the Indonesian people, especially Jakarta, on the news of the arrest of a couple after a sex tape surfaced depicting the woman engaging in sexual acts with multiple men under the watch of her husband. Soon after their arrest, the husband passed away due to complications with HIV. The content of this video is titled "How Do Indonesians Feel About Porn? [Street Interview] |

ASIAN BOSS". Then, there is also the latest content "Bondo Wani" in the Majelis Lucu Indonesia channel account hosted by Dono Pradana. Interestingly, episode 1 in the "Bondo Wani" session hosted by Dono Pradana, an Indonesian stand up comedian, explores lower-class prostitution in Surabaya after the close of Dolly's prostitution house. The two video interviews have in common the theme of sexuality as the initial episode. ASIAN BOSS discusses the sexual crime case in the third episode with the scope of Indonesia and the content "Bondo Wani" which discusses the practice of prostitution in the first episode.

Pragmatics is a field about human's interaction. Meanwhile,people interact each other, one has to pay attention to the social and cultural background. This intention is made in order to make good interaction. According to Hence (Hence in Sari, 2012), pragmatics is the study of the society's context determine the conditions language uses. It is also supported by Leech's saying that pragmatics is the study of meanings in relation to speech situation (Leech, 1983).

In respecting other people, everyone has to consider politeness. Hence, politeness becomes one of the units to be studied in pragmatics. Based on Yule(Yule, 1996) politeness is a polite social behaviour in a particular culture. It can be shown by showing good manners towards others. As said by Holmes (Holmes, 1992) politeness is needed to take into account the feelings of others in making the feelings better. This becomes the essential matter to develop a politeness strategy in order to save the hearer's face. Face means the respect that a speaker has for her or him (Brown and Levinson, 1978). It is done by trying to make other people embarrassed or uncomfortable.

This is in line with Face Threatening Acts (FTA) by Brown and Levinson (1978). According to Brown and Levinson (Brown and Levinson, 1978), there are four strategies to perform politeness. Those are baldon record, positive politeness, negative politeness, and off-record politeness. Bald-on record leads to the action when the speaker addresses the hearer as the meaning of expressing the speaker's need. Emergency is the situation when this strategy usually occurs. Moreover, positive politeness refers to the distance between the hearer and the speaker. Negative politeness points that the far distance between speaker and hearer in the

conversation. Off-record politeness is the actions that the hearer is given hints by the speaker about his/her needs.

In terms of performing positive politeness, there are 15 strategies. those consist of notice (attend to a hearer), exaggerate, intensify interest to a hearer, use in-group identity markers, seek agreement, avoid disagreement, presuppose/raise/assert common ground, joke, assert or presuppose speaker's knowledge and concern for hearer's wants, offer and promise, be optimistic, include both a speaker and a hearer in the activity, give (or ask for) reasons, assume or assert reciprocity, and give gifts to a hearer (goods, sympathy, understanding and cooperation).

On the other hand, negative politeness consists of 10 strategies in it.Those are be conventionally indirect, question and hedge, be pessimistic, minimize the imposition, give deference, apologize, impersonalize a speaker and a hearer by avoiding 'I' and 'you', state the FTA asa general rule, nominal, and go on record as incurring a debt or as not indebting H.

Furthermore, the speakers can choose not to perform positive or negative strategy. They can apply off-record strategies. It consists of give hints, give association clues, presuppose, understate, overstate, use tautologies, use contradictions, be ironic, use metaphors, use rhetorical questions, be ambiguous,be vague, over-generalize, displace a hearer, and be incomplete and use ellipsis.

This politeness strategy is very meaningful in communicating, especially in diverse cultures. Wierzbicka eleborated four main ideas which have illuminated new direction in this study of language. Those are people speak differently in different societies and different communities, these differences in ways of speaking are profound and systematic, these differences reflect different cultural values and different hierarchies of values, different ways of speaking or different communicative style can be independently established different cultural values and cultural priorities (Wierzbicka, 2003).

There are several studies that carry the politeness strategy by Brown anad Levinson regarding analyzing the object of interviewing video. ZafarMaqbool

Khan and Muhammad Nadeem Anwar conducted pragmatics reasearch entitled "Analysis of Positive and Negative Strategies in Trump's Interview to *New York Times*"(Khan and Anwar, 2016). They analyze positive and negative politeness strategies, based on Brown and Levinson's theory of politeness, in Donald Trump's interview to The New York Times on 23rd November, 2016. The result is politeness strategies used by interviewee and interviewers are the ways to use language in which power, social distance and rating of imposition determine the level of politeness. The second research is conducted by Wuri Pangestuti and Dr. Deli Nirmala, M. Hum. Entitled "Politeness Strategies Used by DeddyCorbuzierin Interviewing Entertainer and Non-Entertainer in *Hitam Putih* Talk Show"(Wuri Pangestuti and Dr. Deli Nirmala, 2015). They explain the types of politeness strategies that are used by Deddy Corbuzier in interviewing guest stars from among artists and non-artists, examine the differences between politeness strategies used by Deddy Corbuzier in interviews and mention the reasons for choosing those strategies. The results showed that there were 16 types of politeness strategies used by Deddy Corbuzier in interviewing artists and non-artists in *Hitam Putih*. There are 6 differences between the strategies used by Deddy Corbuzier in interviewing artists and non-artists.

According to those studies, it proves that there are many studies which applied politeness strategy to reveal the messages in interview video. The differences between this study and two previous studies are the object and the purpose of the study. Therefore, this study uses the politeness strategy in Interview Videos of "*GakNyangka!!! 50k UdahLega | BONDO WANI*" and "How Do Indonesians Feel About Porn? [Street Interview] | ASIAN BOSS". This study aims to elaborate and to explain the politeness strategies whether it is positive politeness or negative politeness applied by Surabaya and Jakarta people in BONDO WANI content and ASIAN BOSS content regarding the critical issues of sexuality discussion in Indonesia. It is analyzed by using Brown and Levinson's politeness strategy theory in 1978.

RESEARCH METHOD

The researcher applies the descriptive qualitative method. Descriptive research is a research that asks questions about the nature, incidence, or distribution of variables (Ary, D.; Jacobs; Sorensen, 2010). The design of this research is qualitative because the researcher intends to the detailsof the politeness strategies produced by the interviewer and the interviewee in critical interview between Indonesia media and Asia media. Ary, Jacobs, and Sorensen (2010)have mentioned that one of the purposes of qualitative research is to examine a phenomenon as it is in rich detail.

The population of this research focused on the sensitive as well as taboo topic in interview videos. The writer utilized the purposive sampling in this study to take a sample. Purposive sampling was more appropriate to be used by the researcher if a study required specific criteria to fit the research objectives. It was expected to solve the problems and could provided a more representative value.There were some criteria used to take the sample as follows: (1) the sensitive topic and taboo in different media, (2) the interview videos use the sensitive topic in initial episode of their accounts, (3) the interview video contained politeness strategies.

According to the purposive sampling technique, the writer assigned the interview video of"How Do Indonesians Feel About Porn? [Street Interview] | ASIAN BOSS" and *"GakNyangka!!! 50k UdahLega | BONDO WANI"*as the interview videos that fit the criteria. The ASIAN BOSS video interview related to the Jakarta community's response to a sexual crime case that is being viral in Indonesia is titled "How Do Indonesians Feel About Porn? [Street Interview] | ASIAN BOSS" was released to the Youtube platform on September 11, 2019. This video has a duration of 10.06 milliseconds. This video contains an interview regarding the responses of the case from the interviewer to the interviewee. There were 9 people interviewed with 1 interviewer and 1 host from the ASIAN BOSS. These nine people consisted of 8 men and 1 woman, while 1 male interviewer in Indonesian and 1 host ASIAN BOSS English-speaking women. In total, 13 questions were asked.

Meanwhile, the MLI interview video "Bondo Wani" content contains a brief introduction to the first content from MLI with the host, Dono Pradana, who introduced himself. This video entitled "*GakNyangka!!! 50k UdahLega | BONDO WANI*" and has a duration of 17.06 milliseconds. In addition to introducing the latest content and its hosts, episode 1 "*Bondo Wani*" opens with a monologue about Surabaya and everything related to its achievements. On the other hand, there is another fact that cannot be erased by the Surabaya City government even though Dolly's prostitution house is closed, namely the practice of prostitution that still runs at night from female prostitutes to transvestites. The place of prostitution chosen was named "*Ban Sepur*". It has the name like that because the place is on the edge of the railroad tracks. This prostitution is for the lower classes in Surabaya. In this video, there are four people involved. They are Dono Pradana as the host, the cameraman who talked with Dono, a randomly selected man through Dono's website to record prostitution activities and the transaction in tents, and one female prostitute as a guest speaker.

Both of the videos were the initial episode for special session in their account. The researchers transcribe the video to written forms. After that, the data were analyzed and discussed. The data in this research were in the forms of sentences, clauses, and words. The next steps require the researchers to code and classify the data based on positive and negative strategies categorized by Brown and Levinson (Brown and Levinson, 1978)

DISCUSSION

The analysis of the data revealed many differences of the politeness strategies between interview videos of BONDO WANI and ASIAN BOSS. This condition let the notion that they have different cultures although these two interview videos have same topic of discussion about sexuality issues in Indonesia. The data was analyzed by using positive-negative politeness strategies proposed by Brown and Levinson in1987. The results of the study showed that BONDO WANI with the host is Dono Pradana and the people from Surabaya as the hearer used positive politeness strategies more than ASIAN BOSS and ASIAN BOSS with the

interviewer and the interviwees are from Jakarta used negative politeness strategies than BONDO WANI. The 2 table below show the differences among Jakarta people in ASIAN BOSS content and Surabaya people in BONDO WANI content when they used negative-positive politeness strategies.

Table 1. Negative Politeness Strategies

No	Names of Strategy	Asian Boss	BondoWani
1	Be Conventionally Indirect	-	-
2	Question, Hedge	18	-
3	Be Pessimistic	2	1
4	Minimize the Imposition	1	4
5	Give Deference	-	-
6	Apologize	-	-
7	Impersonalize Speaker and Hearer	11	-
8	State the FTA as a general rule	-	-
9	Nominalize	-	-
10	Go on Record as incurring a debt or not indebting H	-	-
		32	5

Table 2. Positive Politeness Strategies

No	Name of Strategies	Asian Boss	BondoWani
1	Notice, attend to hearer (his interest, wants, needs, goods)	1	1
2	Exaggerate (interest, approval, sympathy with hearer)	1	6
3	Intensify interest to hearer	2	1
4	Use in-group identity markers	4	16
5	Seek agreement	2	12
6	Avoid disagreement	-	-
7	Presuppose/raise/assert common ground	-	11
8	Joke	1	3
9	Assert or presuppose speaker's knowledge of and concern for hearer's wants	1	-
10	Offer, promise	-	-
11	Be optimistic	-	-
12	Include both speaker and hearer in the activity	5	-

13	Give (or ask for) reasons	2	-
14	Assume or assert reciprocity	-	-
15	Give gift to hearer (goods, sympathy, understanding, cooperation)	-	1
		19	51

Based on the two tables above, it showed that there were 107 utterances that can be categorized as negative politeness and positive politeness strategy. There are 37 data from negative politeness that showed by both ASIAN BOSS and BONDO WANI and 70 data from positive politeness strategies applied based on ASIAN BOSS and BONDO WANI.

The first table of negative politeness strategies stated that in strategy number 2: Question, Hedge, it is found 18 data from ASIAN BOSS and 0 data from BONDO WANI. In strategy number 3: be pessimistic, it is found 2 data from ASIAN BOSS and 1 data from BONDO WANI. In strategy number 4: minimize the Imposition, it is found 1 data from ASIAN BOSS and 4 data from BONDO WANI. In strategy number 7: Impersonalize Speaker and Hearer, it is found 11 data from ASIAN BOSS and 0 data from BONDO WANI.

The second table showed the data of positive politeness strategies found in ASIAN BOSS and BONDO WANI. For the strategy number 1: Notice, attend to hearer (his interest, wants, needs, goods) found 1 data from ASIAN BOSS and 1 data from BONDO WANI. In the strategy number 2: Exaggerate (interest, approval, sympathy with hearer) found 1 data from ASIAN BOSS and 6 data from BONDO WANI. In the strategy number 3: Intensify interest to hearer found 2 data from ASIAN BOSS and 1 data from BONDO WANI. In the strategy number 4: Use in-group identity markers found 4 data from ASIAN BOSS and 16 data from BONDO WANI. In the strategy number 5: Seek agreement found 2 data from ASIAN BOSS and 12 data from BONDO WANI. In the strategy number 7: I Presuppose/raise/assert common ground found 0 data from ASIAN BOSS and 11 data from BONDO WANI. In the strategy number 8: Joke found 1 data from ASIAN BOSS and 3 data from BONDO WANI. In the strategy number 9: Assert or presuppose speaker's knowledge of and concern for hearer's wants found 1

data from ASIAN BOSS and 0 data from BONDO WANI. In the strategy number 12: Offer, promise found 5 data from ASIAN BOSS and 0 data from BONDO WANI. In the strategy number 13: Give (or ask for) reasons found 2 data from ASIAN BOSS and 0 data from BONDO WANI. In the strategy number 15: Give gift to hearer (goods, sympathy, understanding, cooperation) found 0 data from ASIAN BOSS and 1 data from BONDO WANI.

The objective of this research is to analyze politeness strategies applied in ASIAN BOSS and BONDO WANI. The results of the study showed that BONDO WANI with the host is Dono Pradana and the people from Surabaya as the hearer used positive politeness strategies more than ASIAN BOSS and ASIAN BOSS with the interviewer and the interviwees are from Jakarta used negative politeness strategies than BONDO WANI. These strategies analyzed based on its theories proposed by Brown and Levinson's in 1978.

The findings of this study showed that for negative politeness, ASIAN BOSS use more frequently than BONDO WANI. They preferred to use hedging, pessimistic, and Impersonalizing speaker and hearer. It means that they frequently use assumptions, gives redress hearer's negative face by explicitly expressing doubt that the conditions for the appropriateness of speaker's speech act obtain, and impersonalizing speaker and hearer. It is different from the results of BONDO WANI. In this case, minimizing the imposition is used frequently in BONDO WANI. It means that the strategy of indirectly may pay hearer defense. Dono Pradana let the interviewee to make defense of herself.

The contrast finding of positive politeness have shown. BONDO WANI use more frequently the strategies of positive politeness than ASIAN BOSS. It means the host applied the strategies to satisfy the positive face of the hearer by approving or including her as a friend or as a member of an in-group. We can see that BONDO WANI frequently use the strategy of Use in-group identity markers which leads to the fact of the host and the hearer frequently use Suroboyoan language to show that they are in the same group. It also applies the strategy of seeking agreement often by repeating the utterances to show that he has heard correctly what was said and to satisfy the hearer. It is different from ASIAN

BOSS which applied the strategy of including both speaker hearer in the activity and the strategy of giving or asking reasons. This leads to the fact that ASIAN BOSS made the hearer to explain the reasons of the answers.

CONCLUSION

The realm of sexuality is a topic that is largely avoided by the wider community to be discussed. When we bring the topic to be discussed, there will be anxieties that arise from the fear of labeling. Not only in Indonesia, in developed countries like the UK, discussions on reproductive health and relations are still underestimated or even invites contradictory opinions. However, the interview videos of "*GakNyangka!!! 50k UdahLega | BONDO WANI*" and "How Do Indonesians Feel About Porn? [Street Interview] | ASIAN BOSS" break the stigma by discussing the taboo matter in interview way.

In this study, the results showed that BONDO WANI with the host is Dono Pradana and the people from Surabaya as the hearer used *positive politeness strategies* more than ASIAN BOSS and ASIAN BOSS with the interviewer and the interviwees are from Jakarta used *negative politeness strategies* than BONDO WANI.

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