

APPLICATION OF LANGUAGE POLITENESS FOR TELEVISION NEWS ANCHOR IN INTERACTING WITH INTERVIEWEES

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ABSTRACT

Language politeness is the use of smooth, civilized, polite, and gentle languages, the words of speaker which are not offensive. Language politeness for news anchors on television, it is very important to interact with informants. In the last two decades, television stations in Indonesia have increased various kinds of broadcast programs involving news anchors. Language politeness of the news anchor in several television broadcast programs began to be eroded from the values of prestige and dignity. This phenomenon, should get a solution, so that politeness in using language does not stray too far from the society. If a society have a habit of not using polite language, it will have an impact on a bad social life, and can eliminate the sense of humanity. This study aims to describe the interpretation of language politeness for television news anchors in interacting with informants. The method used is descriptive qualitative, aiming to produce data, with three principles namely formality, indecisiveness, and similarity, those which will be analyzed. The results showed that, two shows from television stations, TV One and Metro TV, have these violations on the principle of formality by the two news anchors, meaning that there was no politeness in their language. In the principle of indecisiveness, both of the news anchors shows language politeness. And on the principle of equality, one of the television news anchors, Metro TV, violated the politeness of the language and the TV One news anchor had language proficiency.

Keywords: Language politeness, television news anchor, informant

A. Introduction

The 'interpretation' comes from the word 'interpret' which is a form of responsiveness from the stimulus obtained by the actor of communication in accordance with association or learning outcomes possessed. The interpretation of language politeness for television news anchor is an understanding of aspects of the entire context as a part of the effort to understand the meaning in communication. Language modesty for television news anchors is essential. The skill to speak in expressing thoughts and feelings can affect the behavior of viewers as members of the community who watch it.

The language politeness of television news anchors who discuss the news with an informant can be used as a means to maintain social balance. This makes interpersonal support, to prevent confrontation in order to prevent discomfort from both the informant and the audience. manner is a behavior that is expressed in a good or ethical way, Wahidah (2017). manner is a procedure, custom, or habit that applies in society, expressed in a good way. Lakoff (1990: 151) states, manner is a system of interpersonal relationships designed to facilitate interaction by minimizing the potential for conflict and confrontation that often occurs in the community.

In recent decades, the progress of television broadcasters in Indonesia is very significant. Its development has entered the family environment from various layers of people, both social, cultural and economic. Watching television has become a need for information resources at any time, if there is an opportunity it will be used to watch television. The average community spends two hours / day on the media screen, whether it is TV / Tablet / smartphone, Rideout (2010).

Next, Mc. Donough (2009) found that; people spend more than 32 hours a week in front of a television screen. The meaning of television media is different from other media such as; newspapers and radio. The superiority of television media is that it is able to display an event or topic of everyday life of humans and nature in a whole, holistic, and natural manner at the same time as viewers can watch.

In accordance with UU 32/2002 on Broadcasting, article 36 paragraph (1) states that: Broadcast content must contain information, education, entertainment, and intellectual benefits, character, morals, progress, national strength, maintaining union and unity, and applying values of Indonesian religion and culture. Morissan (208: 2450) states that; TV stations must pay attention to the balance between the need to show reality and consideration of the negative effects that can be caused. Furthermore, article 48 of UU 32/2002 states that; behavior guidelines for broadcasting are established by KPI (Indonesian Broadcasting Commission).

KPI establishes regulations 01/P/KPI/03/2015 concerning Broadcasting Behavior Guidelines and Broadcast Program Standards. The tasks carried out by television news anchors in the studio, usually includes interacting with informants, reporters, listeners in the studio or viewers at home. Language politeness of the news anchor is able to express thoughts and feelings, so that in the end the viewer feels represented through the issue of the topics being discussed. In addition, Wirnita (2015) news anchors carry out tasks based on principles of benefit, principles of justice, principles of legal certainty, principles of freedom and responsibility, principles of diversity, principles of independence, principles of security, and professional ethics.

The language politeness of television news anchors provides space for viewers to convey various kinds of expressions and statements in social life. The language politeness of the television news anchor has recently been eroded from the values of nation's dignity. This phenomenon should get a solution from an early age, so that it does not degrade the value of language politeness. If the people are not speaking politely enough, it will have a negative impact on social life, and can eliminate the sense of humanity, and degrading dignity. Supriyadi (2017: 229) in conveying a number of ideas, a polite Indonesian manner is needed so that others are willing to listen to the contents of the conversation. The use of polite Indonesian is intended to provide sensibility values and ethical values so that listeners will pay attention and does not feel offended by the conversation.

One alternative, to maintain the values of humanity in the community, can be done through the role of television news anchors who can influence the community as the audience. Anarchic actions, arrogance and vigilantism that have so far occurred in the midst of the community, can be appealed by news anchors through language politeness. According to Zoebazary (2010: 172), television news anchors are people who present material that has been prepared for news programs, sometimes having to improvise by giving comments in a live broadcast, and a television news anchor is basically a journalist. News anchors are the spearhead of broadcasters in carrying out broadcast programs, which can affect the mindset of the public as viewers, and are often also mentioned as a presenter.

News anchors as speakers, when they appear to guide the program on television, are still often found using sentences that sometimes do not correspond to ethics and polite speech, when talking with informant on television. These conditions can lead to a lack of comfort for the informant and / or viewers as the audience. Television news anchors must try to always use polite language. Lakoff (1990) defines politeness as a treatment that reduces the shift in an interaction, meaning that politeness aims to avoid conflict when communicating. The purpose of

communication is not only to convey information, but to retain and maintain relationships between speaker and informant in front of others.

Therefore, the writer is very interested in researching the interpretation of language politeness for television news anchor when interacting with the informant, through determinants and three scales of language politeness. The purpose of this study was to describe and interpret the language politeness of the television news anchor in interacting with the informant. The subject of this language politeness research are, through broadcast news anchors on television broadcasters, TV One and Metro TV.

B. Theoretical Basis

The nature of language politeness is the ethic of socializing in the community through the use of language and good choice of words, by paying attention to where, when, to whom, and what the purpose to speak is. The word "politeness" comes from the word "polite" which means smooth and good language. Submission of the language is done through speech. In the KBBI, speech comes from the words speak which mean sayings; remark; words; whereas narration is phrase; utterance; stories, etc .; and narrative is: process, deed, way of telling. KBBI (201: 978). Wijana (1996: 11) states that the forms of speech expressed by speakers are motivated by a specific purpose and intention.

As speech is intended to be polite by the speaker, but it does not ensure that in the ear of the hearer the utterance is polite, and vice versa. Whether a speech sounds polite or not, it can be measured based on (1) whether the speaker does not go beyond his rights to his partner and (2) whether the speaker fulfills his obligations to his partner. Suseno (2011: 38) states that there are two rules that most determine the pattern of association in society, these two rules are closely related to language politeness. The first rule, in every situation, human should behave in such a way as to not cause conflict. The second rule, requires that humans in their way of speaking and carrying themselves always show respect for others, according to their degree and position. Suseno called this second rule a principle of respect through language politeness.

The politeness of news anchor is very important, because it influences the attitudes and views of the viewers who watch it. Maburi (2013: 47) states that; in addition to the position of a news anchor and reporter on the monitor, he also influenced the perception and acceptance of the audience. News anchors who have the integrity and smart are able to hypnotize the audience to glare at news shows. Wirnita (2015: 30) states, two important tasks of news anchor are: 1). guide the talk show on one topic with the informant and there could be several audiences. 2). guide reporters on the field from the studio. Both of these important tasks require improvisation of news anchors with the flexibility of their knowledge from various fields. Furthermore Junaedi (2013: 199) states that, news anchors tend to do more chore-down or downsizing tasks, which is equalizing news lead that are read with reports by reporters from the scene.

The superiority of a news anchor according to Wirnita (2015: 237) is to have advantages, both physical and intelligence, courage and language skills, because they will be the center of attention and control in the implementation of the program. It can be said here that, news anchors are television or radio journalists who are tasked with packing broadcast programs in the studio, and discussing news material, and are often involved in providing improvised comments in live broadcasts. Every execution of the news anchor's task requires a certain degree of skill in language and when interacting with the informant, it takes language politeness.

The superiority or plus value of a news anchor is shown when speaking. According Supriyadi (2017: 222) states that speaking skills are a form of productive skills that can be used to convey

ideas or thought, hopes, feelings, or desires directly to listeners by using language as the medium. Therefore, language politeness is essential for a news anchor, in accordance with the task he is carrying out.

Ideal language politeness in the use of everyday language is to not cause inconvenience, anger and offense on the part of the listener. Maintaining such a situation can create an atmosphere of harmonious relationship between speakers and speech partners with language politeness. Brown and Levinson (1987) stated that language politeness has three parameters or a determinant scale of a speech politeness.

The three Brown and Levinson scales are determined contextually, socially and culturally, which fully covers the following scales: 1. The social distance between speaker and hearer is mostly determined by the parameters of differences in age, gender and sociocultural background. 2. The scale of social status ranking between the speaker and hearer relative power or often referred to as power rating is based on the asymmetric position between speakers and speech partners. 3. The speech act rating scale or often called the rank rating or to be precise, the degree of imposition associated with the required expenditure of goods or services, based on the relative position of one speech act with another speech acts.

In the interpretation of language politeness, the television news anchor in this study used Robin Tolmach Lakoff's (1990: 34) politeness principle which stated "politeness was developed by society in order to reduce friction in personal interaction". Three principles of politeness in Lakoff's view are: formality, uncertainty (hesitancy), and equality or equality (equality or camaraderie). 1. Formality means don't sound coercive or arrogant. 2. Indecision, that is, contains suggestions that speakers should speak in such a way that their speech partners can make choices. 3. Equality or friendship means acting as if the speaker and speech partner are the same.

C. Methodology

The methodology of this study, using descriptive qualitative method is used in order to produce data about the interpretation of language politeness for television news anchors in interacting with informants. The data source in this study is the language politeness that the television news anchor used in interacting with the informant. The data collection technique used in this study is a note-taking technique. After the data is collected, the data is analyzed by: (1) recording the language politeness of the news anchor while in charge of interviewing the informant, through television shows. (2) Analyzing data based on the interpretation of language politeness through Lakoff principles, and (3) carrying out conclusions.

The subject of the study is a broadcast program of two shows on a television screen which were guided by news anchors at broadcasting institutions 1). TV One, with the E-Talkshow broadcast program, news anchor Muhammad Rizki, guest speaker Hotman Paris Hutapea, Saturday, August 11, 2017, at 7:30 p.m. 2). At Metro TV broadcasting institutions, with Metro-Plus broadcast program, news anchor Jason Samboun, informant Hadiyati Mahalinda Napitupulu, Saturday 25 August 2018, at 9:45 a.m.

D. Discussion

The discussion on the meaningfulness of language politeness of television news anchor in interacting with the first speaker, TV One Television Broadcasting program is used; E-Talkshow broadcast program; news anchor Muhammad Rizki; and speaker Hotman Paris Hutapea.

Introduction to News anchors:

Tonight is made hot by our guests, indeed the name is related to heat. Hotman Paris Hutapea. He have many nicknames, actually; Lawyer Hotman Paris Hutapea, Bling-BlingLawyer, but there is one nickname, that not many people might know, namely: is *ShowerKing* Lawyer. we will be asking a lot about this, brother. Let's sit here, bro. (The news anchor followed by the speaker walked to the table and sat face to face)

News anchor (1) : Hotman Paris Hutapea, you must be born in the city of Paris, right

...

Informant : In Paris, but in North Tapanuli Regency.

News anchors (2) : Why is it called Hotman Paris, do you know what it means. From the name it's already sexy.

Informant : I think many Batak people are called Hotman Paris. But that means the hotman is quite permanent. Just now being a good as comercial name. Because other people are Hot Man from Paris, so, sometimes a foreigner ask why your name in Paris, I just say my father was a diplomat in Paris.

News anchor (3) : Lawyer have a thousand kinds of answers ... that's from the name, but about the shaver just now, it was viral for some times, you know, the video is circulating.

Informant : That's actually, I have my neighbors, acommoner, fried chicken seller, I have been booked for a month to come to his birthday. Neighbor's birthday program, a prayer program, an event, a devotional event, but there was jahannam, what's become viral is only the shaver time. Yes, I can't always improvise things. We were asked for a scene, so I made a bit of a scene, I was a 30-year-old lawyer, but my instinct protected me, so strong, there was no way I put money in Celdam, as he said. Do you Know celdam?

News anchor (4) : What is that?

Informant : Underwear, but that's not true. How is that possible, in the London Market, in Singapore. There are no lawyers who don't know Hotman Paris. No foreignlawyer who doesn't know me. How could I do such a foolish act before the house of one family?

News anchor (5) : So that means, it's not like the one that bang Hotman didn't say, where did youactually put the money? If this is not true.

Informant : One to the waist, another to the pocket, the other one is a rather attractive one, i hanged it, in a girl's shirt. I hanged it.

News anchor (6) : Not in that section right.

Informant : it didn't reach the inside. I only hanged it, it didn't enter the ... try again with my money. (demonstrate it to the presenter), in such a way, folded.

News anchor (7) : Try going straight to me, (while trying on the collar of the dresser, and taking the money). Where is the other.

Informant : The other is not done.

News anchor (8) : Ok, so there is no obscenity.

- Informant : You read, there are no newspapers in the world that doesn't write about me
- News anchor (9) : Yes, I read the article
- Informant : All world newspapers, all about Hotman Paris Hutapea. How could i do such a stupid thing? putting money in woman's underwear. It's impossible.
- News anchor (10) : There must be someone who sues you, right?
- Informant : If anyone can prove it in the forensic video, that is true of me put in. I will give one Lamborghini.
- News anchor (11) : Wow, this is a form of honesty challenge. There is no such thing. If so, from today I want to find the proof.
- Informant : Right. One lamborghini.
- News anchors (12) : Viewers don't go anywhere, E-Talkshow, will be back soon.

Language interaction between parties involvesspeakers and speech partners. In addition, other elements include objectives and physical aspects relating to time and space. The politeness principle is a rule about things that are social, aesthetic, and moral in acting.

In speaking, a speaker does not only convey information, tasks, needs, or mandates. But more than that, retaining and maintaining social relations between speakers and speak partners. Of the 12 words used by the news anchor in the E-Talkshow broadcast program, according to Lakoff's theory which has 3 principles, namely formality; indecisiveness; and similarity or friendship. Then the 12 words of the news anchor, in the study of the interpretation of language politness, for the television news anchor in interacting with the speakers using the three principles of Lakoff theory, are each divided into four.

In this study, Data 1 is the words of the news anchor (1), (2), (3), (4), in this data the interpretation of the formality principle is carried out. Data 2 is the words of the news anchor (5), (6), (7), (8), in this data the interpretation of the principle of indecision is carried out. Data 3 is the words of the news anchor (9), (10), (11), ((12), in this data the principle of equality or solidarity is carried out.

The interpretation of the formalities principle is that you do not sound coercive or arrogant. In Data 1, the news anchor said:

(1). Hotman Paris Hutapea, must have been born in Paris, right.

(2). Why is it called Hotman Paris. Does brother know the meaning. From the name it's already sexy

(3). Lowyer has a thousand kinds of answers. It's from the name, but if the shawer is about, it's a viral, bro, you know, the video is circulating.

(4). What is that.

On the interpretation of this formality principle, what the news anchorsaid seems to violate the formalities principle since it sounded coercive, meaning that he is not speaking

politely like: "definitely born in Paris, right", then "do you know what that means?", And "where is it from," then "What is that!" In this case, the presenter of the news anchor did not use words that were more persuasive and softer like one example: "Where was Bang Hotman born, and what was behind the name Hotman Paris?"

Then, the study of the principle of indecision is that it contains suggestions that speakers should speak in such a way that their speech partners can make choices. In Data 2, the word presenter said:

(5). So that means, it's not like the one that bang Hotman didn't say, where did you actually put the money? If this is not true.

(6). Not in that part, right

(7). Try going straight to me, (while trying on the news anchor's collar, and taking the money). Where is the other.

(8) Ok, so there is no obscenity.

In the interpretation of the principle of the indecisiveness of this news anchor, the news anchor uses language politeness, because it provides an opportunity for informants to make their choices. As the news anchor said: "If it's not like the one who isn't, then Hotman says, where is the money actually being traded?" Then "It's not in the division, right?" Next, "the other one?" and "Ok, so there is no obscenity."

Furthermore, the interpretation of the principle of equality is that speakers should act as if the speech partner is the same, or in other words make the speech partner feel happy. In Data 3, said the news anchor said, namely:

(9). Yes, I read the article

(10). There must be someone demanding yes.

(11). Wow, this is a form of honesty challenge. There is no such thing. If so, from today I want to find the proof.

(12) Viewers don't go anywhere, E-Talkshow, will be back soon.

In the study of the principle of the similarity of this news anchor, he used language politeness, because he gave awards, so the informant felt happy. Like, "" yes I read the article ", then" Wow, this is a form of honesty challenge. There is no such thing. If so, from today I want to find the proof. "

In the second study, impressions were used on Metro TV Television Broadcasting Institutions; *MetroPlus* broadcast program; news anchor Jason Samboun; informant: Hadiyati Mahalinda Napitupulu, business owner of ASI booster drinks. Liberating Mother's Topics.

News anchors Introduction

The saying, heaven is under the feet of a mother, presents how a mother sacrifices for her child. From the start of the process of conceiving, giving birth, caring and raising children to grow into a big and useful person for the family, the nation and the country, are a long series of things that must be passed by a mother and done sincerely.

From the specials before Mother's Day we will celebrate tomorrow. Today there is also an inspirational mother figure who is also concerned about mothers who are breastfeeding because she also helps mothers who might be lacking of ASI activities which then invites these mothers to return to productive ASI, already with me on the studio this time with Ms. Indah.

- News anchor (1) : Hello Mbak Indah
Informant : Hello ..
- News anchor (2) : you have became a mother too,right ...
Informant : of course i have ...
- News anchor (3) : howdoes being a mother feels?
Informant : Mother is something that cannot be described,amazingly enjoyable, but amazingly tiring too.
- News anchor (4) : It's also very tiring
Informant : But the reward is heaven.
- News anchor (5) : Yes, really, well, but if we talk about being a mother, as we have said from the beginning, there are phases that must be passed. One of them is that after giving birth, we must do breastfeeding.Here, mbak Indah is also one of the mothers who had experienced problems while breastfeeding because her ASI activity had decreased, so how was the story like?
Informant : So at the beginning when I gave birth, surely we did the breastfeeding process, mine didn't go out for three weeks. Surely the mothers must be confused .. I asked for help from my mother, this is how to increase my own ASI quantity, finally my mom gave me like the Wicis E to Z recipe, like the components in this ASI booster. And Alhamdulillah, since then my Asi started, from nothing to be there, from there to be enough and finally I can donate ASI. That was the beginning ...
- News anchor (6) : Then from the recipe given by the mother, fruiting into a business, so .. this ASI booster's drink I actually just heard, maybe the viewers are also just getting familiar with ... sorry ma'am, what is actually this Booster ?
Source : Ok, if we look at the Booster it means increasing or pushing, so ASI booser is used to increase quantity and quality
- News anchor (7) : What is contained in the content
Informant : So the content contained in the ASI booser is fanuget, then there is Soya, there is Deri milk, there is a owld and there is ciaseat.

- News anchor (8) : Ok. Is it important for mothers who are breastfeeding, Ms. Indah, to later consume this ASI booser, about how important is it?
- Informant : If you say it's important, it's very important, because exclusive breastfeeding is very important for babies. So the government is very aggressively doing the importance of exclusive breastfeeding at the age of zero up to the age of six months. That's because breast milk is the best nutrition we can give to babies, because it is a natural anti-body and very easy to digest in the baby's stomach. Only breast milk booster is how to make it easier for breastmilk to be removed from breastfeeding mothers.
- News anchor (9) : Ok. But indeed if we look at the Republic of Indonesia's Ministry of Health, the best baby food is ASI. That's why ASI is given for 6 months, if possible it can continue for up to 2 years. But the problem is that there are so many mothers who experience problems such as Ms. Indah at the beginning of breastfeeding, her breast milk productivity decreases, so that it is possible that the maximum reach isn't given to the baby at that time. What are the factors that cause mothers to experience breast productivity problems?
- Speaker : Look, here. There are factors that we must pay attention to, not only to concentrate in ASI Booter's, for example there is a food booster, and there is a mood booster, then there is a confided booster. What is food booster, from food, food, it must be high in protein, high in fiber, four healthy five perfect. How can we produce good quality ASI, when our food is not good? The second thing that should be concentrated is mood booster, it's very important. Because breastfeeding mothers must be in a happy condition, they should not be stressed, they should not be under pressure, so it affects hormones, oxides, namely breastfeeding hormones. And the third is the most important thing is confident booster, because it affects the psychology of breastfeeding mothers, because if we believe it, it enters the mindset, we must believe that our ASI is really sufficient for the baby. And must be supported by people the closest person is the closest family couple. So indeed the support must be truly extraordinary.
- News anchor (10) : So, when talking about ASI and productivity is very complex, because it is not only influenced by food consumed, but also there is stress and family support is also very influential. But if you talk about food, if the baby doesn't have time, what foods should be consumed, the viewers will only about katuk leaves. Actually, what can increase ASI booster? Viewers don't go anywhere watching after the following break.

The news anchor in his assignment to interact with the informant in this second program, has 10 words spoken to the speaker. So the 10 words of the news anchor, in the study of the interpretation of language politeness for television news anchor in interacting with the informant which used the three principles of Lakoff theory, each of them were divided into Data 1, which were the presenter words in (1), (2), (3), (4), in this data, the interpretation of the formality principle is carried out. Data 2 is the words of the news anchor (5), (6), (7), in this data the interpretation of the principle of indecisiveness is made. Data 3 is the words of the news anchor (8), (9), (10), in this data the interpretation of the principle of equality or solidarity is applied.

The interpretation of the formalities principle is that you do not sound coercive or arrogant. In Data 1, the word presenter said:

- (1). Hello Mbak Indah.
- (2). you have become a mother too, right ...
- (3). how does being a mother feels?
- (4). It's also very tiring

In the study of the formalities principle, the word that the presenter said is arrogant. This violates the formalities principle and is not polite in language. Like, " you have become a mother too, right ...", then " how does being a mother feels?" In this case, the presenter of the news anchor did not use a softer word on a mother. The use of the word too and right are the arrogant words of the news anchor. Eliminating the word too and yes, will make it better and softer, and not being arrogant. For example, " you have become a mother too, right Ma'am ..." Then "How do you feel, after becoming a mother." Next, " its very tiring, Ma'am".

Then, in the study of the principle of indecisiveness, which contains suggestions that speakers should speak in such a way so that their speech partners can make choices. In Data 2, the word presenter said were:

- (5). Yes, that's right, well, but if we talk about being a mother, as we have said from the beginning, there are phases that must be passed. One of them is that after giving birth, we must do breastfeeding. Here, mbak Indah is also one of the mothers who had experienced problems while breastfeeding because her ASI activity had decreased, so how was the story like?
- (6). Then from the recipe given by the mother, fruiting into a business, so .. this ASI booster's drink I actually just heard, maybe the viewers are also just getting familiar with ... sorry ma'am, what is actually this Booster?
- (7). What is contained in the content?

In this interpretation of the principle of the indecisiveness of the news anchor, his words were using language politeness, because it provided an opportunity for the informant to

make her choices. As the news anchor said, "when talking about being a mother. Mbak Indah was also one of the mothers who had experienced problems during breastfeeding because her breastfeeding activity had decreased. What the story looks like. "

Furthermore, the interpretation of the principle of equality, namely speakers should act as if the speech partner is the same, or in other words make the speech partner feel happy. In Data 3, the news anchor said, namely:

(8). Ok. Is it important for mothers who are breastfeeding, Ms. Indah, to later consume this ASI booser, about how important is it?

(9). Ok. But indeed if we look at the Republic of Indonesia's Ministry of Health, the best baby food is ASI. That's why ASI is given for 6 months, if possible it can continue for up to 2 years. But the problem is that there are so many mothers who experience problems such as Ms. Indah at the beginning of breastfeeding, her breast milk productivity decreases, so that it is possible that the maximum reach isn't given to the baby at that time. What are the factors that cause mothers to experience breast productivity problems?

(10). So, when talking about ASI and productivity is very complex, because it is not only influenced by food consumed, but also there is stress and family support is also very influential. But if you talk about food, if the baby doesn't have time, what foods should be consumed, the viewers will only about katuk leaves. Actually, what can increase ASI booster? Viewers don't go anywhere watching after the following break.

On the interpretation of the principle of equality, the news anchor did not respect the informant enough by saying, what was important. Like, "What's important for mothers who are breastfeeding, Ms. Indah. Then take this ASI booster, approximately how important it is. "This shows the impoliteness of the language of the television news anchor.

E. Closing

a. Conclusion

Manner is a system of interpersonal relationships designed to facilitate interaction by minimizing the potential for conflict. Television news anchors in interacting with informants on television are often watched by the public as viewers, which can affect their way of thinking and behavior. Based on the interpretation of Lakoff's three principles, namely formality, indecisiveness and similarity or solidarity, it can be concluded that; on TV One broadcasting program E-Talkshow broadcasting program, news anchor Muhammad Rizki; in the interpretation of the formalities principle, shows that the news anchor violated this principle, since he sounded coercive. In the interpretation of indecisiveness, the news anchor uses language politeness, because it provides an opportunity for informants to make their choices. In interpreting the similarity of the news anchor to the speaker, he also used language politeness, because he gave a speech of appreciation, so the informant was happy. Then, on the Metro TV broadcasting program Metro-Plus broadcast program, news anchor Jason Samboun; on the interpretation of the formalities principle, what the news anchor said was arrogant, this violated the principle of formality and was not

polite in speaking. In the interpretation of the principle of indecisiveness Metro TV news anchors, he is talking using language politeness, because it provides an opportunity for the speakers to determine their choices. On the interpretation of the principle of equality, the news anchor of the informant does not respect the speaker by saying, what's the importance, that means the news anchor is not polite in speaking.

b. Suggestion

With the study of the interpretation of language politeness for television news anchor in interacting with the informant, can be suggested to; readers, with the results of this discussion, to be more observant in observing the language politeness of television news anchor that can influence the behavior of society as the viewers and dignity of the nation. For the television management if you read, to be more observant and selective at determining someone to be a news anchor.

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