AN ANALYSIS OF POSITIVE POLITENESS STRATEGIES IN THE FIRST PRESIDENTIAL DEBATE BETWEEN DONALD TRUMP AND JOE BIDEN

THESIS

Submitted to Fulfill a Partial Requirement for S1 Degree
In the English Department Faculty of Humanities
Bung Hatta University

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ENGLISH DEPARTMENT

FACULTY OF HUMANITIES

BUNG HATTA UNIVERSITY

2023

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Dinyatakan lulus setelah dipertahankan di depan Tim Penguji Prodi Sastra

Inggris Fakultas Ilmu Budaya

Universitas Bung Hatta

Judul Skripsi   : An Analysis of Positive Politeness Strategies in The First Presidential Debate Between Donald Trump and Joe Biden

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Padang , 14 Agustus 2023

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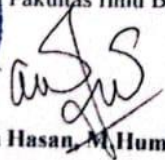|	
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Rika Indah Agustini

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ABSTRACT

This research studies about the positive politeness strategies in *the first presidential debate between Donald Trump and Joe Biden*. Politeness not only occur in daily conversations, but also in the dialogue found in debate. The purpose of this research to find the positive politeness strategies related according to Brown and Levinson in presidential debate. This research deals with pragmatic approach. *The first presidential debate between Donald Trump and Joe Biden* is one of the most interesting subject to be analyzed in positive politeness strategies. This debate discussion is being hosted as a chance to communicate the vision and mission of the presidential candidate to the general audience. and mission, strategies and viewpoints on national issues, persuading arguments, and the capacity of presidential candidates to lead their people and learn how important to each other. Thus, the purpose this research are (1) to find the types of positive politeness strategies used by Donald Trump and Joe Biden. (2) to find the factor influencing the choice of positive politeness strategies. This research used descriptive qualitative research. It is done by collecting data, analyzing data that is a positive politeness strategy form utterances uttered by the debate candidat, giving explanation and drawing conclusion in the first presidential debate. Finally the writer find out two points, the first point is the writer found 8 strategies from 15 strategies based on Brown and Levinson, the writer found 17 dialogue contained in the 8 strategies of positive politeness and the most found is the thirteen strategies, namely give (or ask for) reasons, there are 4 dialogue found in that strategy. The second point is the writer found 2 factor influencing the choice of strategy, they are payoff and relevant circumstances, payoff found in 6 data, and factor of relevant circumstances found in 11 data, namely relative power found in 4 data, social distance found in 2 data, and imposition found in 5 data.

Keywords : pragmatic, positive politeness strategy, factor influencing, Donald Trump & Joe Biden

ACKNOWLEGMENTS

First of all, I express my highest gratitude and praise to god Almighty for the blessing, love, opportunity, health and mercy that have been given to me who brought humanity from the time of ignorance to this bright age, I would like to acknowledge the following group and individual contributions for their help and their support, without them, i will not be able to complete this thesis. Therefore I thank to :

1. Thank you very much to my great supervisor Dr. Yusrita Yanti, M.Hum. I would like to thank you very much for patiently guiding me through a process of useful suggestions and criticisms to make a great thesis. I realized that I was lucky to be under her tutelage to guide my research. She is very kind and always answer my problems. I appreciate that you always care and pay attention to me.

2. Thank you to the my examiners, Diana Chitra Hasan, M.Hum, M.Ed, Ph.D and Dra. Nova Rina, M.Hum, Temmy Thamrin, S.S., M.Hum., Ph.D for evaluating and giving me suggestions to my thesis in order to make it becomes preferable.

3. I would like to thank to of all the lecturers of English Department of Faculty of Humanities of Bung Hatta University who gave me valuable knowledge during my study in this Department.

4. To my lovely parent mom and dad (Pariusi & Nurhaini) a great person who has always been my encouragement as the strongest support from the harshness of the world. Who never stop praying, give affection with love and always provide motivation. Thank you for always fighting for my life. Thank you for everything thanks to the prayers and support of my mom and dad I can be at this point, you are

the perfect parents for me. Always be healthy and live longer mom and dad so that always there in every journey and achievement of my life. I love you more.

5. To my four beloved brothers and sisters (Saparudin, Rosnaini, Syaripudin, Kasmiati, A,md, Keb) along with a big family, thank you for support and always provide moral and material support, you are part of my inspiration to achieve success in this time and in the future. Love you.

6. To All of my friends Dini Safitri, Herliani thank you very much for always supporting and helping me in my studies and finishing my thesis and thank you for a sweet memories throughout time. May we always be best friends.

Finally, I realized that this thesis is not perfect, and there are still many shortcomings. Comments and suggestions will be very meaningful to me, I hope this thesis will provide knowledge for the readers.

Padang,   August 2023

The writer,

Rika Indah Agustini

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CHAPTER I

INTRODUCTION

1.1   Background of the Research

Communication is a component of daily life that cannot be avoided because it is the most crucial aspect of human connection and will always take place. Humans are social creatures, which means that they cannot survive alone and must rely on one another. As a result, communication is crucial in our daily lives. communication seeks to build relationships with others by delivering courteous language that makes it simple for the listener to grasp to whom and where the speaker is speaking. Everyone's social and emotional behavior is referred to as politeness. In this situation, being courteous is necessary to create positive relationships and have positive social interactions.

Talking about politeness, it is meant to be developed in order to preserve the listener's "face". Brown and Levinson (1987) defined civility as the activity made by community members to prevent potential social or interpersonal disruption. Brown and Levinso (1987) provide the definition of face "it is the public self image that very member wants to claim for himself" and they make a distinction between positive face wants; the desire to gain the approval of others, and negative face wants; the desire to be unimpeded by others.

According to Brown and Levinson (1987), language usage is characterized by politeness in this wide meaning of communication geared to an interactor's public person or "face." Ways of being polite are probably the most pervasive source of indirectness, or excuses for not saying exactly what one means, in how people frame their communicate intentions in formulating their

utterance. This is because, generally speaking, speaking with consideration for other people's feelings means saying and doing this in a less direct or more elaborate manner than when one is not taking such feeling into consideration.

Face Threatening Act's (FTA's) are actions that violate the speaker's right to respect and self-respect. The major goal of developing these politeness methods is to cope with these FTAs. According to Brown and Levinson, human "politeness" behavior may be summed up by four different sorts of politeness strategies. There strategies are bald on record, positive politeness, negative politeness, and off record are their stratgies. They were chosen to be the subject of analysis since the speaker's FTAs will reflect their feelings and affect how they reply. Additionally, politeness is defined as acting with appropriate manners and etiquette in order to fit in with society. meanwhile, politeness also depends on circumstance. Mey (2001) asserts that when discussing the accuracy of spoken or written language, context is crucial. Mey characterizes context as a dynamic idea rather than a static concept. It should be seen as an environment that is always changing and, in a wide sense, permits unstable interactions.

Stated by Brown & Levinson (1987), communication strategies consist of four type, first on record without redressive action, (baldly), on record with redressive action, and to minimize face threatening on record with redressive action divided into two positive politeness and negative politeness, and off record politeness are the different categories of politeness strategies. Stated by Brown & Levinson (1987), In bald on record, speakers speak in truth, are relevant, and be perspicuous. Positive politeness is politeness that maximizes politeness, while negative politeness minimizes the impoliteness of the impolite act. Off record refers to a communicative act that is carried out in a way that makes it difficult to identify a single, distinct communicative goal.

In addition Brown & Levinson (1987) stated that positive politeness has 15 strategies, there are be : notice, attend to hearer; exaggerate; intensify interest to the hearer; use in-group identity marker; seek agreement; avoid disagreement; presuppose/ rise / assert common ground; joke; conveying that the speaker and the hearer are cooperators; assert or presuppose speaker's knowledge of and concerns for hearer's wants; offer, promise; be optimistic; include both speaker and hearer in the activity; give or ask for reason; assume or assert reciprocity: fulfilling hearer's wants; and give gifts to the hearer.

For example to make understand about positive politeness :

1. Come here, honey

2. Help me with this bag here, will you son ?

(Brown and Levinson, 1987 : 108)

In the example (1-2) it can describe the use of strategies that refers to using – group identity markers stated by using that response "honey" and "son". In this case, the speakers used addressee for the hearer. The speaker wanted to soften the FTA that speaker orders to hearer

This is related with the writer topic about positive politeness. The writer is interested in analyzing of politeness, especially positive politeness. The writer want to see how Donald Trump and Joe Biden use positive politeness because of positive politeness is oriented toward the positive face of H, the positive self image that he claim for himself. However politeness strategies not only can be found in movie but also in talk show and debate. And the writer use a the first presidential debate between Donald Trump and Joe Biden as the research source of data.

United States had general elections in 2020 to choose a president and vice president, who will govern the nation. This discussion is being hosted as a chance to communicate the vision and mission of the presidential candidate to the general audience. and mission, strategies and viewpoints on national issues, persuading arguments, and the capacity of presidential candidates to lead their people. On the first presidential debate Donald Trump and Joe Biden, Six key topics were discussed throughout the debate: the corona virus, the economy, the Supreme Court, racial violence in American cities, Trump and Biden's records, and election integrity.

The reason why the writer choose America's first presidential debate between Donald Trump and Joe Biden as an object of research is because the debate contained about vision and mission that are important to be known by the community in order to provide benefits and take lessons from the debate. And the use of language in this debate uses a lot of positive politeness. And to know what the type of positive politeness used in debate. And then display how someone's affects their way to communicate.

1.2 Research Questions

On the following the writers formulated the research

1. What are the types of positive politeness strategy used by Donald Trump and Joe Biden in the first presidential debate?

2. What factors influence the choice of positive politeness strategies?

1.3 Purpose of the Research

The purpose of this research as follows :

1. To find the types of positive politeness strategy used by Donald Trump and Joe Biden in the first presidential debate.

2. To find the factors influence the choice of positive politeness strategies.

1.4 Limitation of the Research

In the debate between Donald Trump and Joe Biden, there is much to examine, but in this case the writer limit it to discussing the politeness of the strategy. This study is restricted to the use of politeness strategies. According to Brown and Levinson (1987), there are four categories of politeness strategies: Off record, Positive politeness, Negative politeness, and Bald on record. The writer only focuses on analyzing positive politeness because it is found positive politeness in debate between Donald Trump and Joe Biden, and the purpose is to make the reader more understand the analysis about positive politeness as seen in this debate.

1.5 Significance of the Research

The writer of this study hopes that the findings will be significant not only to writer but also to others who require information on polite strategy.

Significant of the research is divide into two points, for the next research and development of linguist.

1. The next research

Hopefully the result of this study give more knowledge for everyone who wants to do analyze of positive politeness strategies in the first presidential debate between Donald Trump and Joe Biden.

2. The development of linguist

The writer hopes that research finding can give knowledge to development of linguistic studies about positive politeness strategies in the first presidential debate between Donald Trump and Joe Biden.