

## Politeness Strategy used by Najwa Sihab in Asking Questions on "Narasi-Eksklusif: Prabowo Subianto Bicara"

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### ABSTRACT

This study research aimed to describe and analyze the Politeness Strategies applied in Mata Najwa Talk Show in Asking Questions. This study used a qualitative research design to analyze and explore the politeness strategies used by the interviewer in asking questions on Narasi Mata Najwa Talk Show specific in episode "Narasi- Eksklusif: Prabowo Subianto Bicara". The interviewer in this study was Najwa Shihab as a host to Prabowo Subianto (Indonesia Defense Minister and Politician) as a guest. The data in this study were in the form of utterances that contain politeness strategies. The result showed that the host not only used positive politeness strategy when asking questions but also used a negative politeness strategy. The interviewer used two types of politeness strategy in asking questions so the viewer of the show can get two sides of guest point of view. From the analysis of the data, the findings of the study revealed that the interviewer employed two main strategies of politeness, namely Positive Politeness (73%) and Negative Politeness (27%).

**Keywords:** *Interview; Politeness Strategy; Talk Show; qualitative.*

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## INTRODUCTION

Human language is one part that cannot be separated from human existence. Language has function as an instrument for human to communicate and interact between or among society, or it can be mentioned as tool for social interaction (Wierzbicka, 2003). In this era, language has a broader scope to connect people in the world. There are many differences between achene and language. People in general, have ability to speak or communicate multi-language. Furthermore, the function of language not only stops as an instrument of communication but to express feelings and emotions. So, when communicating with someone, people not only understand and focus on the structure of the sentences to get the true meaning or information but also the choice of words, emotion, intonation, and etiquette.

To understand the meaning of information in communication, politeness strategy is a method that is suitable. Politeness strategy can represent the characteristics of speakers in communication in which Politeness is considered an important aspect in building a strong team, building relationships, and maintaining collegiality (Baxter, 2010). Politeness is divided into two kinds, from the distribution of positive Politeness and negative Politeness. It can be analyzed from questions or answers. Negative

Politeness is a type of Politeness that has a connection with satisfying the hearer's negative side, and it concerns respectful behavior. On the other hand, positive Politeness is conducted to save the hearer's positive face (Brown et al., 1987). Therefore, the occurrence of Politeness as a strategy in communication not only avoids the conflict or differences which might occur in the society but also develops a good relationship among members of the society (Watts, 2003).

In this digital era, the transfer of information or communication is easier. There are a lot of media that can be used, such as Smartphones, televisions, newspapers, the internet, and so on. People do not need to wait a long time to get information from another country. Talk show is Tv program that commonly exist and has popular. Talk Show is a daytime television genre that deals with sensationalist topics and whose guests are mainly ordinary citizens (Signes, 2002). The process of interaction of Q&A is illustrated with several challenging tricky (Walton, 1991).

Talk shows are divided into six categories; one common occurrence is that late-night discussion shows are typically aired throughout the late hours of the evening. The structure of the programme closely resembles that of typical late-night shows. Additionally, second, a cooking talk show, features renowned personalities as guests, while offering the audience complimentary food and engaging activities to enhance their culinary experience. Thirdly, daytime talk shows cater to the preferences of casual television viewers, offering a diverse range of options to choose from. Fourth relationship discussion shows are televised representations of real-life relationships that are brought into national television for the purpose of being discussed and analysed. The fifth talk show focuses on sports and is primarily shown on channels dedicated to sports content. On the other hand, the sixth talk show primarily focuses on news and offers comments on current events. This discussion programme covers a wide range of topics including politics, economics, business, art, culture, and motivation, among others (Timberg & Erler, 2003).

The notion of genre varies depending on the field in which it is used. The kinds of genre comprise a class of communicative events, the members of which share some sets of communicative purposes (Swales & Feak, 2012).

Mata Najwa is one of the talk show programs that is broadcasted on Television and YouTube. This program is hosted by Najwa Shihab, a senior journalistic and news anchor, that has a lot of experiences; the Mata Najwa program brings topics related to a national, and international political issues and social cultural issues. The guests that come into this program are not only politicians but comedians, athletes, educators, victims of some accidents, etc. They can bring the interview really deep and clear to gain information from interviewees to share with viewers. It is also politeness strategy related to political interviews (Macaulay, 2022).

In this research, the researcher chose Mata Najwa program on YouTube Narasi Chanel in Interview Prabowo Subianto entitled "Narasi- Eksklusif: Prabowo Subianto Bicara". The researcher chose Mata Najwa program, especially this episode from the other programs because the Najwa talk show is the most popular talk show nowadays; the experience that Najwa Sihab has is ample, and in this episode, the guest of this

show is Prabowo Subianto from Indonesia Defense Minister and Politician. The exclusive interview discussed Prabowo Subianto as Indonesia's Defense Minister's performance and the history of his career, his experience as a politician, and the opportunity in the next election.

## METHOD

The Research used descriptive qualitative research as the methodology of the research in this article. Qualitative research is a methodological approach that involves the collection, analysis, and interpretation of extensive narrative and visual data in order to obtain a deeper understanding of a specific topic under investigation (Given et al., 2008). The data of study will be analyzed using Brown & Levinson's (1987) politeness strategies theory. The data in this study are obtained in the form of words, not the form of numbers. The source of this study is taken from the Script of Mata Najwa talk show on Narasi YouTube Chanel entitled "Eksklusif: Prabowo Subianto Bicara.". The researcher made the Script from the video that exists originally from the YouTube Chanel. After that researcher analyzed and grouped the data result and made percentage to know the frequencies of the data found

## FINDINGS AND DISCUSSION

The researcher found that Najwa Sihab used two types of politeness strategies related to Brown and Levinson's theory. They include positive Politeness and negative politeness strategy. The researcher collected the data from the transcript of Mata Najwa Talk Show, episode "Narasi- Eksklusif: Prabowo Subianto Bicara". After analyzing the utterances by the participants in the talk show Mata Najwa, the researcher found 9 utterances. Below are the findings that the researcher found.

### *Positive Politeness*

The first part is Positive Politeness, which can be defined as a category oriented to satisfy the hearer's positive face. It means that the speaker kindly shows his appreciation, approval, interest, and solidarity, also familiarity with the

*Najwa Sihab: Selamat malam selamat datang di Mata Najwa saya Najwa Shihab tuan rumah Mata Najwa ini adalah rangkaian Mata Najwa yang berbincang dengan para tokoh bangsa yang juga akan maju dalam kontestasi 2024 dan kita memulainya dengan Menteri Pertahanan Republik Indonesia ketua umum sekaligus ketua dewan Pembina partai Gerindra dan bakal calon presiden 2024 Prabowo Subianto [Tepuk tangan] Pak Prabowo Assalamualaikum apa kabar bapak?*

First action that Host did is she greeted viewers and then she introduced herself and the topic that will be discussed. The actions that she did greeting and introducing showed good attitude as an indicator of politeness. Besides, she also said greetings to her guests and mentioned their names and asking his condition in which these utterances are categorized as a strategy to use in-group identity markers.

*Najwa Sihab: Tapi saya justru kepengen pak Prabowo meletup-letup juga pak... jangan terlalu kalem sedikit lah malam ini pak.. harus ada meletup-letup.. tadi.. menarik pak Prabowo bilang "Presepsi".. apalagi pak Prabowo yang menurut Bapak kerap disalah persepsikan atas sosok bapak?*

The question that Najwa Sihab asked contains one indicator of positive politeness strategy, such as asking confirmation of the image from the public that Prabowo has an explosive emotion and firm but now he is calmer and flexible.

*Najwa Sihab: silahkan.. silahkan.. pak Prabowo.. saya juga minum juga kalau begitu, mohon maaf ya kita minum teman-teman.. Pak hampir 5 tahun ini menjadi bagian dari pemerintahan Apakah juga mengubah pandangan Bapak tentang kondisi bangsa ini ya Pak? karena kan melihatnya dari posisi yang berbeda*

The next question that Najwa Sihab asked also contains positive politeness strategy related to the feelings and his point of view. Najwa offered Prabowo to drink, after that she showed appreciation about his position in the government now, she also asked about his point of view about the condition of Indonesia based on his position now.

### **Negative Politeness**

Negative Politeness is a kind of politeness strategy that deals with satisfying the hearer's negative face. It is concerned with respectful behaviour. In conducting this strategy, the speaker would like to emphasize the hearer's relative power. All of the strategies' outputs are useful for keeping the social distance.

*Najwa Sihab: tapi bahwa isu HAM itu akan selalu jadi catatan Pak Prabowo dalam rekam jejak perjalanan karir dan militer anda, jadi Pak Prabowo merasa tidak perlu lagi menjelaskan apa latar belakang, apa konteks peristiwa ketika itu?*

In this part the question that Najwa Sihab asked to Prabowo about the power and his history about the case of Human Right in the past. Najwa sihab asked him whether it is important to him to explain about the case of human right in the past, about the background of the story, and the context based on his point of view.

*Najwa Sihab: Tapi bapak.. bapak bahkan tidak ragu.. menunjuk ee.. mantan personil tim mawar... yang pernah dihukum di Pengadilan Militer menjadi anak buah Bapak.. menjadi pejabat di KEMENHAM.. padahal kan.. sejarah tim mawar ini selalu jadi bahan baku serangan publik ke Prabowo Subianto.. tapi kenapa? seolah- olah Prabowo Subianto malah memelihara... terus merawat tim mawar ini.. dengan konsekuensi serangan-serangan itu akan terus berdatangan.*

The question above also came from the same dimension of the case in Human right. Najwa Sihab asked about the controversy of that Prabowo decision, why he chose the ex-member of tim mawar that already got punishment about the case of human right in the past, as member of his staff now. So, it contained one indicator of Negative Politeness.

*Najwa Sihab: tapi.. tapi evaluasi dari Kementerian Pertahanan kan memang ya.. ada problem Pak.. proyeknya kemudian gagal tanam begitu.. singkong yang dihasilkan tidak sesuai dengan harapan.. ada salah satu pejabat KEMENHAN Pak yang menyebut mangkraknya program itu karena ketiadaan anggaran dan belum siapnya regulasi pembentukan badan yang diperlukan.. Jadi sempat ada statement itu keluar dari anak buah Pak Prabowo.. pertanyaan saya kemudian.. Apakah memang ini tidak masuk dalam perencanaan sebelumnya karena kan bagaimanapun bencana lingkungan akibat pembukaan hutan itu tidak bisa dihindari Pak Prabowo?*

This Question that Najwa asked is indicated conventionally indirect statement. Furthermore she also asked prabowo about his program that does not run well and some of them is failed “ada problem Pak. proyeknya kemudian gagal tanam begitu.. singkong yang dihasilkan tidak sesuai dengan harapan” it is followed with the question about natural disaster as the impact of government program “Bagaimanapun bencana lingkungan akibat pembukaan hutan itu tidak bisa dihindari Pak Prabowo?” Both of theme indicates negative politeness.

Table 1. The Utterances Classification

No	Politeness strategy	Frequency	Participant Najwa Sihab	Percentage
<b>Positive politeness</b>				
1	Notice (attend to hearer interests, wants, needs, goods)	4	✓	11%
2	Intensify interest to hearer	5	✓	14%
3	Asking agreement	2	✓	6%
4	Avoid disagreement	1	✓	3%
5	Joke	3	✓	8%

According to the data in the table, it showed that the data are categorized in two types: positive and negative politeness. The first is positive politeness, which can be divided into seven categories: Notice (attend to hearer interests, wants, needs, goods), Intensify interest to hearer, asking agreement, avoid disagreement, Joke, Assert or presuppose Speaker's knowledge of and concern for Hearer's wants, Ask for reasons.

There are 25% of the questions related to the “Ask for Reason” that Najwa Sihab used in this interview and just 3% of “Joke”. Meanwhile the negative politeness are divided into three classifications: Be pessimistic, Be conventionally indirect, and Skepticism. Najwa Sihab used “Be 11 % of conventionally indirect” in her questions and 8 % of Be pessimistic, and 8% of Skepticism.

## CONCLUSION

Politeness strategies function to maintain the relationship between the speaker and the hearer. There are four categories of politeness strategies according to Brown and Levinson (1987). In this study the researcher found two kinds of politeness strategy used by Najwa Sihab in Asking question. The researcher used a qualitative approach to analyze the data. It was used to describe how the interviewer used in asking the questions in the program. As mentioned before, the interviewer used two politeness strategies in her 9 utterances; there are 3 utterances using Negative Politeness and 6 utterances using Positive Politeness.

According to the data above, it can be seen that Najwa Sihab as the interviewer in the talk show mostly used positive politeness Strategy, rather than negative politeness Strategy. 25% of the Positive Politeness questions that Najwa did is asking the reason to Prabowo related to the action that he did since Prabowo becomes a Politician. Najwa Sihab used Politeness Strategies when asking questions because politeness is very important to keep the social harmony. Also, politeness strategies have been adopted based on the particular needs and communication objectives. The researcher hopes that this study can help the readers understand the concept of Brown and Levinson about the Politeness Strategy especially in asking question in the interview.

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