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LANGUAGE POLITENESS STRATEGIES IN PODCASTS MEANINGFUL TALK AND ITS RELEVANCE TO INDONESIAN LANGUAGE LEARNING

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Abstract
This study aims to demonstrate the politeness tactics used by Brown and Levinson in the Meaningful Conversation Podcast and their applicability to junior high school Indonesian language instruction. According to Brown and Levinson, the linguistic politeness technique was the theory employed to address the issue in this study. The politeness approach is an effort to use words in a respectful manner. With regard to the ideas of positive face, negative face, and face-threatening acts, Brown and Levinson give a number of formulae, including direct (on record), niceties (off record), positive politeness, and negative politeness methods. Through listening, recording, and identifying, data is gathered. The study's tools included coding forms and learning video recordings (Coding Form). The obtained data is examined using a similar methodology, first by determining element sorting and then by marking reading, which is a more sophisticated process. The study's findings revealed the employment of linguistic politeness techniques, including positive politeness, negative politeness, and performing speech actions candidly (on record) and politely (off record). One more approach was discovered in addition to the four linguistic politeness methods that were included in the research topic. The tactic takes the form of combining two linguistic etiquette techniques in a single sentence. The plan is to speak honestly and with good manners, then speak honestly and with bad manners. Based on these findings, the study's main finding is that Indonesian language learners have applied the four language politeness methods described in Brown and Levinson's theory in their speech.
Keywords: frankly, politeness, listening, relevance, pleasure

INTRODUCTION

Language is a flexible set of sound symbols that can mean anything. Human existence depends on language because it allows interaction and communication to occur. Language is

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a communication tool that can be learned both inwardly and outwardly. Language structures including phonology, morphology, semantics, and syntax are the subject of internal research. While external studies combine these two disciplines as well as others, including sociology, psychology, and anthropology, internal studies exclusively use the ideas and practices of language disciplines (Chaer, 2009:1).

A subfield of linguistics known as pragmatics studies how language functions as a medium of communication between the speaker and the listener and as a guide to examine how language is used in certain contexts (Verhaar, 2012:14). Deiksis, presumption, speech acts, and implicatures are some of the academic disciplines that focus on how language is used in context. According to Chaer (2010:14), an implicature is a goal that is implied in a utterance but not explicitly articulated. There are two types of implicature: conventional implicature and unconventional implicature (conversational implicature). In contrast to conventional implicatures that ignore context, unconventional implicatures infer meaning based on the context of speech. Two unconventional implicit principles are the principle of collaboration and the concept of decency.

The interaction between speakers and speech partners when communicating is known as politeness. Body language and verbal patterns are used to measure politeness. It also has to do with the moral principles that a person must follow in daily interaction with others because it has been accepted as a social norm. Because it is one of the criteria determining the success of delivering messages to speech partners, language politeness is believed to be an integral component of communication. Even when communicating with the teacher, students use incorrect and disrespectful language. Language ethics towards students are also relatively low. It is important to follow up on events like this so that students can adapt their language to the opportunity and the listener. If a person manages to integrate his spoken language and body language, others will respect his linguistic politeness. Speaking of languages, there are two of them: spoken language and written language. The language used in publications such as magazines, newspapers, and essays is considered written language. While spoken language also refers to language on radio, TV, video tapes, and other media.

In today's digital era, there are many platforms in channeling creative content. Conventional media has also developed along with the increasingly rapid digitalization flow, one of which is FM radio. Most Indonesians still listen to FM radio as a means of entertainment and information. Quoted from iNews.com according to a survey conducted by the Indonesian National Private Broadcast Radio Association (PRSSNI), the number of listeners in 2020 increased by 31% from 2019. This shows that FM radio is still popular with listeners in addition to other digital-based platforms. There are many programs that are presented on the radio, ranging from podcasts or talk shows, entertainment, and information. One of the podcast shows that can be found on private FM radio is the Meaningful Talk Podcast hosted by Aldi Sucipto broadcast the frequency of 98.7 Mhz on Suara Trenggalek radio or SAGA FM. The packaging of this podcast show presents two speakers, both experts and education practitioners. The public is encouraged to examine various subjects to gain insights from them. The Meaningful Conversation Podcast is different from other podcasts in general because it is presented differently. Conversation requires tackling the subject in a more conscious and substantial way. The task of the announcer on Meaningful Talks is to act as an intermediary between panelists and interviewees so that they can ask the speaker questions about the topic at hand. The varied origins and work of the panelists will allow them to demonstrate the use of many languages, especially in terms of linguistic politeness. This podcast allows panelists to ask questions of the speakers regarding

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the topic being covered, unlike other podcasts that are only owned by presenters or broadcasters. Students can choose to use the Meaningful Conversation Podcast as a learning tool. Based on the description, the author wants to investigate the linguistic politeness technique of the Meaningful Talking Podcast and its application to junior high school students studying Indonesian. How relevant is the use of Meaningful Conversational Podcast Linguistic Politeness Techniques for junior high school students studying Indonesian? The application of linguistic politeness techniques using Brown and Levinson is the main subject matter of this study.

According to Brown and Levinson, the theory used in this study is the method of linguistic politeness. The politeness approach is an attempt to use words in a polite manner. With regard to the idea of positive face, negative face, and face-threatening actions, Brown and Levinson proposed many formulations, including frank methods (*on* record), lip service (*off record*), positive politeness, and negative politeness (Djatmika, 2016: 79).

Brown and Levinson and Leech's theory of decency are two that have so far been considered reliable. Although the two theories have different points of view, they are comparable in terms of the direction that is most convenient for the speaker (Suhartono, 2020). The need to maintain the face, self-image, or self-esteem of the speaker is the focus of Brown and Levinson's theory of decency. The face must be protected because it is easily injured or damaged during meetings (Brown and Levinson, 1989; O'Driscoll, 2017) in (Suhartono, 2020).

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To save face, it is very important for the speaker to have a good attitude towards the interlocutor and use creative words and polite speech patterns. According to the perspective of Suhartono (2020), speakers need to understand a lot about the meaning of faces and their complexity as well as reliable communication strategies to maintain the faces of speakers. Positive and negative faces form the term "face". The positive face, on the contrary, relates to the self-image of the person who wants his presence to be needed by others, as opposed to the negative face, which refers to the desire of the speaker so that his activity is not hindered by others. speakers (Brown and Levinson, 1989; O'Driscoll, 2017). This idea is in line with Yule's (1998) theory that positive face refers to the desire to (a) be accepted, (b) be involved or invited to participate, and (c) be treated fairly, while negative face refers to the desire to be (a) independent, (b) free to act, (c) respected, and (d) not harassed or harassed. While politeness which refers to a positive face is directed at saving a positive face with the aim of showing solidarity, politeness that refers to a negative face is focused on maintaining a negative face to show respect.

In Brown and Levinson's approach, it is underlined that the face essentially offends one's self-esteem (Nadar, 2009:32). Positive and negative faces are two of two types of a person. Every speaker wants to be liked or approved by the audience, who are known for positive faces. A negative face is a person's desire that none of his desires be hindered by others. Certain acts of speech have a natural tendency to develop into unpleasant behaviors known as face-threatening behaviors. The application of certain methods is one way to prevent face-threatening actions. This tactic is used to lower the likelihood of offensive comments. The speaker must use diplomatic techniques to reduce the danger to the

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interlocutor. A speaker may use a "courtesy approach" to mitigate the negative consequences of what they tell the listener. Brown and Levinson (in Djatmika, 2016: 79) present a number of formulations linked to the idea of a positive face, a negative face, and face-threatening actions, including tactics of doing off-record, doing blunt speech acts (bald), and positive and negative politeness. The likelihood of the speaker facing threats from the interlocutor will be reduced by using politeness techniques in the language. Courtesy techniques are used to ensure that communication flows freely and harmoniously.

Regarding politeness, Leech (1983, 2014) approaches the topic from a different angle than Brown and Levinson. According to Leech, being polite involved two participants: "self" and "other." The terms "self" and "others" denote speakers and others who participated or did not participate in the conversation. Leech uses the idea of economics, the idea of choice, and the idea of "route" of communication with a scale of politeness gauges in the form of a scales of profit-loss, a scale of choice, and a scale of unsustainability in contrast to Brown and Levinson who use the idea of face and the degree of danger of face as a measure of modesty. Speaking is considered polite using these three criteria if it helps the speaker, offers the speaker a variety of options, or uses indirect strategies. Conversely, a statement is considered unfriendly if it causes harm to the speaker, offers little or no help, or uses a hands-on approach. The three scales are divided into six maxims, each of which is described in more detail below. (1) The tacit maxim, which is divided into the submaxims "minimizing 'other' losses" and "maximizing 'other' gains". (2) The maxim of generosity, which has the submaxims of "minimizing one's own gains" and "maximizing one's own gains". (3) A maxim of agreement with a submaxim that emphasizes "minimizing criticism of others" and "maximizing praise of others". (4) The maxim of humility, with the submaxims "maximize criticism of oneself" and "minimize praise of oneself". 5. The maxim of agreement includes the submaxims "minimize disagreement with others" and "maximize agreement with 'others'". (6) Maximize affection with "others" while minimizing hostility towards "others". Maxim (I) is associated with the profit and loss scale maxim (II). Using maxims (III) on the praise-criticism scale in conjunction with maxims (IV). Since agreement (V) and sympathy (V) have only one pole, maxims (IV) and (V) are not combined (VI).

This indicator of politeness includes those that are often used in proper everyday Indonesian communication, in particular in writing channels. In verbal communication, formalities such as bowing and showing respect, as in the military, are usually accompanied by formalities (Suhartono, 2020).

METHOD

According to Bogdan and Taylor, qualitative research produces descriptive data in the form of verbatim or written statements from participants and evidence of observable behavior (Prastowo, 2011: 22). This research examines how interviewees and broadcasters use language politeness techniques in meaningful talking podcast activities. In accordance with the problem under study, the researcher provides a detailed picture of the research findings, as well as a description of the data based on the researcher's findings. By using oral intermediaries such as respondents' comments or explanations, personal papers, or field notes, the data collected for qualitative research is more qualitative and reflects the context of the study, the situation, and the informant/respondent (Suharsaputra, 2014: 188). The data used in this study are utterances in the form of words, phrases, and sentences indicated in the language politeness strategy spoken by broadcasters and speakers at the Meaningful Talk Podcast activity.

The data collection technique used in this study is a listening technique, researchers listen to the speech that occurs in the Meaningful Talk Podcast and transcribe the speech that

takes place. The next technique is to record, researchers record speech by changing spoken speech into written language. Next the researcher classifies. The main instrument in qualitative research is the researcher himself. The supporting instruments that researchers use are video recordings and coding forms. Researchers used the matching method to analyze the data in this study. The deciding technique is external, unbound, and is not a component of the question language (Sudaryanto, 2015:15). Pragmatic methods are a subtype of the technique used. A speech partner or speech partner serves as an instrument of decision-making in a pragmatic approach. The technique of sorting the determining elements or the PUP methodology, which is the basic technique in the equivalent approach, is used by researchers.

The sign reading approach is an advanced technique applied in this procedure. This indicator serves to identify a specific component or to authenticate a lingual unit. Each technique of linguistic politeness has its own characteristics that become the identity of the technique. Researchers looked at scores for linguistic politeness and tactics and analysis. The researchers recorded the speech in spoken language and then copied it in written language before applying the sign reading approach. After sorting or identification, the data is then evaluated using language politeness strategy markers. increased triangulation and persistence to verify the accuracy of the data used in these investigations. Implementation is determined by a certain range of standards (Moleong, 2012: 324). Finding explainable data is the purpose of testing the validity of the data.

FINDINGS AND DISCUSSION
Use of Strategies Frankly (On Record)

According to Brown and Levinson, to act honestly is to do it in a straightforward, clear, assertive, and concise way without trying to save the face of others. In fact, speakers who are in a position of authority over the interlocutor tend to use speech tactics. In the context of an Education podcast, the broadcaster or *host* has a fairly complex role. In addition to answering the questions that will be asked to the speakers, the broadcaster is also tasked with bringing the atmosphere and theme of the event so that it can be well received by listeners. This is like the role of the teacher who guides his students on the theme to be learned during the learning. Broadcasters (PNY) can use a straightforward strategy because they have a higher position or power than the source (NSB) in terms of discussion space. The use of strategy is frankly realized by the use of utterances please permission and thank you. The speech of asking for permission and gratitude spoken by the speaker can be said to be polite because in the discussion room the speaker (broadcaster) does not immediately ask questions casually, but asks for approval with the utterance "please permit". When the question has been asked, the speech opponent or resource person will start the discussion by saying thank you. The following data is indicated by the strategy frankly (on record).
Data 1

PNY : Please permit Mr. Suprayitno. Does the number of drug abuse cases in Trenggalek Regency continue to increase?

NSB : Thank you for the question, from BNNK Treggalek data starting in 2018 the number of drug abuse in Trenggalek Regency has decreased. This can happen because BNNK and the community together collaborate to create a drug-free Trenggalek.

Data (1) on broadcaster speech (PNY) is indicated as the use of language politeness strategies. Speakers opened the course of the discussion by asking for permission as one of the strategies of respecting and respecting the resource person (NSB). Direct command

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speech is a sign of an on-record strategy. Speakers use the word please permit in asking questions. Speech with the word please permit will sound more polite than direct question with speech *Does the number of drug abuse cases in Trenggalek Regency continue to increase?* what the speaker said sounded polite and to avoid the possibility of misunderstandings.

Use of Lip Service Strategy (Off Record)

According to Brown and Levinson, the off record approach is used by providing statements that can be interpreted in several ways so that the speaker is not solely responsible for the meaning and intent of their comments. This tactic is carried out by speakers who use metaphors, parables, simplicity of problem solving, and indirect phrases. The following information shows secret tactics.

Data 2

> PNY: Mr. Suprayitno, according to 2021 data, the number of drug abusers has dropped drastically, this is due to the large number of BNNK members who socialize the dangers of drugs through their sausage media. Creating content on social media as a means of information or virtualizing yourself?

Data (2) on PNY speech is indicated as the use of language politeness strategies. Speakers use metaphorical utterances. The use of metaphors is a sign of the lip service strategy. The speech is evidenced by the utterance of *Creating content on social media as a means of information or virtualizing yourself?* Speakers intend to clarify this because there is a lot of stigma that many BNNK employees use positions for social climbing. What does the statement "*Climbing Social*!" implied if the speaker asks a question directly? Thus, the discourse is rude. Therefore, speakers use phrases that have no literal or metaphorical meaning. The advice given through the use of metaphors is considered more polite and easily accepted by the listener.

Use of Positive Civility Strategies

The threat of positive faces is avoided by using positive politeness techniques. Many variations of this tactic were observed in the study, which is in line with Brown and Levinson's idea that there are fifteen types of approaches. Positive politeness techniques include paying attention to the interlocutor, showing excessive interest in the interlocutor, using markers of group identity, partially repeating the interlocutor's speech to gain approval, pretending to agree to avoid disapproval, using circumstances similar to the interlocutor, making jokes , offering, and trying to involve the interlocutor and the speaker in certain activities. and have faith. The information below indicates a successful approach to politeness.

Data 3

> PNY : Does it also have an effect with increasing addicts who recover from drugs sir?
> NSB : Yes that's right, it also increases recovering addicts.
> PNY : Okay, sir, as a tangible manifestation of BNNK's struggle in tackling drug abuse, this is a great achievement.

Data (3) in PNY utterances used linguistic politeness tactics. The speaker uses a Pak speaker, who serves as a symbol of the organization. Then, in the ensuing utterance, the speaker responded with a "good, sir" utterance and added an expression of gratitude to the utterance . Positive politeness methods can be identified by the use of group identification indicators, attempts to reach agreement through affirmative answers, and the use of appreciative words. To reduce the distance between the speaker and the interlocutor, group

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identity markers are used. In order to avoid making a prominent decision only as the property of the interlocutor, an agreement is sought by repeating some of their utterances. So that the choice is made, the interlocutor feels comfortable and honest

Use of Negative Politeness Strategies

The threat of negative faces is avoided by using negative politeness techniques. It was found that the speaker uses this technique by acknowledging, respecting and allowing the interlocutor's freedom of action. Many examples of negative methods of politeness were found in this study, which supports Brown and Levinson's idea that there are eight different types of tactics. Showing pessimism, offering excuses, and speaking unsolicited are examples of the application of negative etiquette techniques. The information below indicates poor politeness.

Data 4

PNY : Some time ago BNNK and joint officials conducted a trial at one coffee shop, some of them were proven to be using illegal drugs. Will this be done periodically?

SW : certainly yes, in order to create a conducive atmosphere in Trenggalek regency

Data (4) on PNY speech is indicated as the use of language politeness strategies. This speech is evidenced by *some time ago BNNK and joint officials conducted a trial at one coffee shop*. The speech was actually aimed at just one stall that proved to be a hangout for drug addicts, but the speaker did not mention it clearly in his speech. Direct speech such as *BNNK and apparat combined conduct a charge to a andalas stall* can be offensive and violate the broadcast code of conduct which can lead to defamation problems. Therefore, speakers use polite techniques by not making their intentions clear. Speech that is frank but not specifically addressed to the interlocutor is an indicator of the technique of negative politeness. So that the discourse appears polite and can prevent the danger of the interlocutor's unkind expression.

Use of On Record Strategies and Positive Civility Strategies

The study revealed the use of two techniques of linguistic politeness in one phrase. In one utterance, the application of the honest speech act approach is combined with other politeness methods, such as positive politeness strategies. According to Brown and Levinson's point of view, if the speaker chooses to perform the speech act honestly, they can also think of taking proactive action to save their face using proactive politeness techniques. Both methods are used in the form of the following utterances: directives, exaggerated expressions of interest, and the use of group identification markers. The information below shows good courtesy and on-the-record techniques.

Data 5

PNY : Please sir, if you have anything to say to the listener before we end this conversation. Messages related to the dangers of drugs and drugs so that many educated people should listen to this podcast. Please.

NSB : Thank you for the opportunity. That drugs are our enemy. Being hostile to drugs is a must but don't antagonize the person.

Data (5) illustrates the application of the strategy. When the PNY asked the NSB to send a reply, they did so with this tactic. Because the position of the speaker is superior in terms of debate space compared to the interlocutor, the information is categorized as an honest tactic. As a result, the speaker gives specific instructions to the interlocutor to follow

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in order to direct the conversation. However, the speaker also used the term "please" with an implied request for the source to respond. Also, the speaker makes a statement that conveys optimism. The use of a positive and honest politeness approach is indicated by the use of optimism which is an indication that the speech uses a positive politeness strategy. Optimistic speech is evidenced by the use of sentences *so that many educated people listen to this podcast*. Speakers believe that after giving answers, many people will be educated about the dangers of drugs. Convincing speech opponents with an optimistic attitude will make speech polite.

Use of On Record Strategies and Negative Politeness Strategies

It was also found that people sometimes use frank tactics (*on record*) and negative politeness at the same time. Command speech achieves a form of communication by utilizing two ways while reducing the burden on the interlocutor. The information below shows a recorded approach and impoliteness.

Data 6

PNY : After listening to Mr. Suprayitno's explanation, I gave the listener the opportunity to interact with us via the telephone line 085236674xxx. Please ask us questions to better understand the dangers of drugs!

PNY : Please wait!

NSB : It seems that someone has called mas.

PNY : Let's lift.

Data (6) on PNY's narrative shows that the use of linguistic politeness tactics. PNY uses this tactic when directing listeners to ask questions and start conversations. Commands indicate an honest strategy. Speakers use this tactic because they are in a stronger position than the interlocutor. As a result, the speaker gives clear instructions to the listener. Although not directly addressed to the interlocutor, speakers also use direct speech. Speech that is frank but not specifically addressed to the interlocutor is an indicator of the technique of negative politeness. The utterance is evidenced by the sentence *please wait*. The intent of the utterance is to the podcast listener who in this case listens to the course of the discussion, but the speaker involves the entire listener in general and does not lead to just one listener. The main purpose of speech is to avoid offending the target listener. The discourse seems polite and can prevent unwanted facial threats from the interlocutor by avoiding greeting them directly. Although PNY encourages all listeners who want to ask questions to participate over the phone, negative politeness techniques are also demonstrated in speech. Speech is a speech that lightens the burden on the speaker. By stating just one, the utterance can make the interlocutor's request seem less important by reducing the burden on the interlocutor.

Relevance to Learning Indonesian Junior High School Level

SAGA FM's Radio Meaningful Conversation Podcast features Brown and Levinson's courtesy techniques. There are various ways to describe linguistic politeness, including the use of honest techniques (*on* record), the preface method (*off record*), positive politeness strategies, and negative politeness strategies. The relevance of language politeness strategies on the Meaningful Talk Podcast can be a reference for good communication patterns between teachers and students. Strategy frankly (*on record*) as a direct action, straightforward, firm, and concise implies acting without trying to save the interlocutor's face. In fact, speakers who are in a position of authority over the interlocutor tend to use speech tactics. In terms of learning in schools, teachers have a higher position compared to students. The teacher will

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reveal a straightforward strategy so that the connotations of the commands expressed by the speaker sound polite and avoid the possibility of misunderstandings. According to KD 3.9-4.10, civility strategies can also be used as teaching tools to help students learn more about the discussion material. This includes identifying discussion text information in the form of pro and con opinions in the discussion text related to the actual problem that is read and heard, to the delivery of ideas/opinions, arguments that support and refute it, and solutions to these problems. in the text of the discussion with due regard to its structure and aspects.

CONCLUSION

The politeness approach is an attempt to use words in a polite manner. To develop clear communication patterns without causing misconceptions, linguistic politeness methods such as honest approaches (on record), lip service strategies (*off record*), positive politeness strategies, and negative politeness strategies can be used as guidelines. The speaker is more dominant than the interlocutor in the speech pattern. Therefore, it is very important to adopt politeness techniques to keep communication patterns in place. In this study, it was found that two strategies of linguistic politeness, honest politeness, and positive as well as strategies of honest politeness and negative politeness, were both used in one statement. The method of positive politeness is the method that is most often used with the intention of thinking of ways to maintain a person's good reputation. Both methods are used in the form of the following utterances: directives, exaggerated expressions of interest, and the use of group identification markers. The information below shows good courtesy and technique (*on record*).

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