

Analysis of Politeness in Language at Talkshow Shows Try Face-to-Face in Najwa's Eyes on Youtube

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Abstract

This study aims to examine the principles and violations of politeness in language talk shows try to face-to-face in Mata Najwa broadcasts on YouTube. In this study, researchers used a qualitative approach and used descriptive methods. The subject of the research is speech on talk shows, try face-to-face in Najwa's eyes on YouTube. Research subjects were obtained through you tube social media. Meanwhile, the object of this study is polite speech. Data collection techniques in this study using documentation techniques. The instrument in this study is a data card. The collected data were analyzed using a qualitative descriptive analysis. Data analysis in this study used qualitative data analysis procedures, namely (1) data reduction, (2) data presentation, (3) drawing conclusions. The results of this study found the principles and violations of politeness in the talk show, try to meet face to face in Mata Najwa's broadcast on YouTube. , the maxim of sympathy, the maxim of humility, the maxim of generosity or the maxim of generosity. (2) In addition, there are violations or deviations from the politeness principle in the form of violations of the maxim of wisdom, violation of the maxim of praise, violation of the maxim of sympathy and violation of the maxim of humility. The conclusion of this study is the results of an analysis of language politeness on talkshows, try face-to-face in Najwa's eyes on YouTube.

Keywords: You Tube, Mata Najwa Program, Language Politeness, Pragmatics, Social Media



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INTRODUCTION

Politeness in language is something new in linguistic studies, especially language in use. Politeness in language deserves the attention of experts or linguists, as well as language activists (Sariyati et al., 2022). And also, it is important for everyone to understand language politeness, because humans will always carry out verbal communication in social situations and this should be ethical. Communication in language allows humans to adapt to their physical and social environment and to learn habits, culture, customs, and the background of their communicators (Violina et al., 2022). As a communication tool, language also has a function as a tool for providing or exchanging information and a tool for showing the identity of people who use language (Unzurna et al., 2022).

Politeness in language plays a very important role or is needed, because if one person does not have language politeness in communicating, it will cause misunderstandings or quarrels in communication. There are still many people who are easily offended by someone's speech because in language they do not apply politeness. Politeness in language in the current era is so low, especially among young people. Often the children of today's generation use abbreviated languages and are not standard at all. In expressing statements and opinions, they use language that is not standard so that it is not good. Actually this can be overcome by instilling or educating children in language from a young age and the main factor is the upbringing of the parents themselves (Audian et al., 2022). If parents when communicating in the family environment do not use good and correct language, surely children will imitate the

style of language of their parents. And conversely, if parents in the family environment communicate using good and correct language, children will also absorb these good words or language. There are several causes for the decline in politeness in language, namely the place factor, the time factor, and the interlocutor factor. The place factor will affect language because there will definitely be language differences between communicating in one place and another, for example when at the office using good and correct standard language, but when hanging out with friends using non-standard, everyday language. The time factor also affects language because there must be a difference when you are still at work and now, before speaking very politely and politely to others because you have high karma. The interlocutor's factor also affects the decrease in language politeness because it will change if the interlocutor is different, For example, we are talking to an older person, so we use polite and kind language. On the other hand, when talking to someone who is the same age, we will definitely use bad language.

Associating and exchanging information both orally and in writing with any media can affect politeness in language. In a situation like today, namely the development of technology, where humans find it very easy to find or access the latest information, although there are some whose truth is still in doubt. In obtaining or accessing this information, humans only need to use electronic media devices, namely gadgets. Almost all groups, from children to the elderly, currently have gadgets. Gadgets are electronic media that can facilitate communication if the obstacle is distance. So it is not surprising that in the current era, gadgets are a mandatory communication tool that is most needed by various groups of people. However, along with the advancement of information and communication technology today, gadgets not only have a positive impact but also have a negative impact. Therefore we as gadget users must be more selective and wise in using or utilizing it.

In the application of language as a communication tool, one of which is the use of language in technological media, as described above, it can be said that almost everyone uses technology as a means of conveying language. At this time technology as the delivery of language can be applied through the media, both print media such as magazines and newspapers as well as electronic media, such as radio, television, and social media such as Facebook, Twitter, Instagram, WhatsApp, and others. Through these media, everyone can easily and quickly obtain and convey information.

Social media is an application whose function is as an intermediary for communication between speakers and interlocutors that can be done whenever and wherever you want. Social media is also connected to the internet. According to the Big Indonesian Dictionary (KBBI)), social media is a page or application that allows users to create and share content or engage in social networks. Online media is a tool that changes the pattern of information dissemination from previously broadcast media monologue (one to many audiences) to social media dialogue (many audiences to many audiences) (Kurniawan, 2017). With the presence of social media such as: Facebook, Instagram, Twitter, YouTube, Whatsapp, and others, it indicates that there is a need from the public to obtain fast and actual information and establish virtual remote communication.

At present it is undeniable that many people at large use social media, but not a few also use social media for things that are negative or detrimental to many people, for example spreading news that is not true or hoaxes, spreading videos of acts of violence and immorality and many more. other. And what is noteworthy is that there are still many social media users who always comment as they please without paying attention to the situation and the delivery of words that are used using impolite words, even including inappropriate language and that will have a bad impact on other users, especially when seen and consumed by children who have social media.

Social media is used and exploited by various groups ranging from children, youth and adults, one of which is YouTube. Youtube is a page that utilizes the web to run its highlights, with Youtube, a client can post or display their recordings or movements so that many people can see and appreciate them. However, the large number of Youtube clients, of course, will lead to stiff competition, especially when it comes to doing special exercises. This is where we need a medium that can show uniqueness in the interaction of progress. 1 Youtube is video based online and the main reason for this site is the mechanism for getting, reviewing, and sharing unique footage to all users through it.

RESEARCH METHODS

The research method in this study uses descriptive methods. The descriptive method is a method that explains data or objects in a natural, objective and factual way (Arikunto, 1993). The descriptive method is used to explain or describe the factual results as they are from the data collection that has been carried out by the researcher. The researcher chose this descriptive method because the descriptive method can provide a clear and accurate picture of individuals, language conditions, certain symptoms/groups. The data taken in this study are sentences or utterances that contain politeness in the talk show. Try to face-to-face in Mata Najwa's broadcast on YouTube. Collecting data requires data collection techniques. The data collection technique used in this study is the SBLC technique (the See Cakap Free Involvement) and Documentation Techniques. The SLBC technique is a technique that does not involve the researcher in speech, meaning that the researcher does not participate in the conversation of the speakers. Documentation technique is a data collection technique by looking at, Digesting and analyzing documents made by themselves or other people about the object under study and documentation techniques is one way for researchers to get an overview from the subject's point of view through a written media and documentation made or made directly by the subject (Herdiansyah, 2009). The approach in this study uses a qualitative approach.

RESEARCH RESULTS AND DISCUSSION

A form of language politeness on talkshows, try face-to-face shows in Najwa's eyes on YouTube

Based on the results of research conducted at the Mata Najwa event on YouTube, data were obtained in the form of politeness in the form of maxim implementation. Following are the results of the politeness form data:

Maxim of Wisdom

In language politeness there is what is called the maxim of wisdom, namely the speaker holds the principle that he maximizes the benefits of others and minimizes benefits for himself. Speech [1] Najwa Shihab: "But before that, I will also introduce those present at Mata Najwa's studio to provide context and also talk about various problems. There is the secretary general of the Ministry of Education and Culture, Suharti. Good evening Suharti. Suharti : "good night, Ms. Nana. "Najwa Shihab: "Thank you for agreeing to attend Mata Najwa. Suharti: "of course ma'am".

Speech [1] is a form of politeness that has maxims of wisdom because speech [1] contains the principle of always maximizing profits for other parties. This is because Najwa tried to reduce the loss of her sources by introducing Suharti as the secretary general of the Ministry of Education and Culture and Research and Technology, before Najwa invited her to talk. Apart from that, Najwa did not forget to express her gratitude to Suhartini because she was willing to attend to talk about face-to-face learning with Najwa Shihab and also the students' parents.

Generosity Maxim

The generosity maxim is also commonly referred to as the generosity maxim, in this generosity maxim has the principle that speakers are expected to respect others. Respect for others will be realized if speakers can minimize benefits for themselves and can maximize benefits for other parties. Speech [2] Najwa Shihab: "Who wants to admit that online schools are mostly sleepy. Come on, it's okay, even though tonight the principal will hear it, it's okay to say in Najwa's eyes how come you are the big brother who is responsible. If someone is punished, you will be held responsible."

Speech [2] is a form of language politeness which has the principle of generosity maxim because the utterance contains the speaker's humility by showing respect and maximizing benefits for other parties and minimizing benefits for him.

Maxim Award

The appreciation maxim adheres to the principle that a speaker will be considered polite if in speaking he always tries to give appreciation to other parties. Therefore, in this respect maxim it is expected that the speech participants do not insult each other, ridicule each other, or demean each other. Often the speakers in speaking ridicule or belittle other speech participants, this will be said to be a person who is not polite in speaking activities. It is said so because the act of mocking is an act of disrespect for others. Speech [3]. Najwa Shihab: "what's so good about the ceremony?". Raisa: "you can salute the flag". Najwa Syihab: "great you can be happy to salute the flag, cool".

Speech [3] is a form of politeness which refers to the maxim of appreciation because utterance [3] is considered polite if in speaking always tries to give respect to the other party and speakers do not ridicule, insult each other, or belittle each other. shows the use of the maxim of appreciation. This can be seen when Najwa asked students what they missed during face-to-face activities at school, followed by an answer from one of the students named Raisa. He said that he missed the ceremony because he liked to salute the flag. This suddenly surprised Najwa because usually some students were lazy when they attended the flag ceremony. With this, Najwa immediately gave appreciation or praise to Raisa by saying that Raisa was great because she liked to salute the red and white flag. Narration [4] Najwa Shihab: "So how far was it when you taught at home, ma'am? Go up the mountain". Tri: "yes, it's quite far, but you can use a motorbike. It's only going up and coming down that's a test of courage." Najwa Shihab: "the teachers are extraordinary."

Speech [4] is a form of politeness which refers to the maxim of respect because utterance [4] is considered in speaking always giving respect to the other party and also being polite in speaking, not mocking each other, insulting each other, or mutually demeaning the other party, seen in the utterance Najwa asked her source, who is an elementary school teacher in Kebumen, who must be willing to teach from door to door, despite facing various obstacles. Mrs. Tri responded to a question from Najwa that the journey she took while teaching her students from door to door was not easy. Moreover, their village has a fairly difficult road accent with inclines like climbing a mountain. Mrs. Tri said that in fact it could be passed using a motorbike, it's just that you can go up but it's a test of courage. For Mrs. Tri's response, Najwa appreciated or gave awards for all the efforts and efforts made by the teachers in carrying out their duties. Najwa gave her appreciation which was shown by the phrase "the teachers are extraordinary". And at the end of the conversation, Najwa also expressed her gratitude for Mrs. Tri's story and prayed that she would always be given health. From this conversation, especially what was expressed by Najwa described the maxim of appreciation or praise given to other parties.

Simplicity Maxim

The modesty maxim is a maxim that adheres to the principle of the speaker's humility by reducing self-praise. A person will be said to be arrogant and arrogant if in speaking activities he always praises himself. Speech [5]. Najwa Shihab: "Do you really miss the ceremony?" Raisa: "yes ka". Najwa Shihab: "As for Najwa, the ceremony used to be unpleasant. You're really great."

Speech [5] in the speech above is included in the maxim of modesty because in speaking it is considered polite and the participants are expected to be humble by reducing self-praise, this can be seen in Najwa's speech asking Raisa if she really misses the flag ceremony The data above shows the use of the simplicity maxim. Najwa said that before she was not happy to participate in the flag ceremony. In contrast to Riasa who really likes to participate in the flag ceremony at school. This shows that Najwa is trying to reduce praise to herself and increase praise to others.

Speech [6] Nisa: "father, mother, and the area also help us to ensure that the risk of transmission at the school is reduced." Speech [6] in the speech above is included in the maxim of modesty because in speaking it is considered polite and the participants are expected to be humble by reducing self-praise, this can be seen in Nisa's answer regarding the need for the support of Mr., Mrs. and the region to participate in ensuring that the risk of transmission of Covid-19 in schools will be reduced. Nisa realizes that the role of the government or officials alone is not enough to solve the problem, instead that all levels of society must help one another. This shows the simplicity of Nisa who admits that all problems cannot be solved with just a few people, which means that she has shown an attitude of minimizing self-praise.

Maxim of Agreement

The maxim of agreement emphasizes each speech participant in order to minimize disagreement in communicating between speakers. In this maxim, try to minimize disagreement between yourself and other people. The use of maxim of agreement in Najwa's talk show can be seen in the following data analysis. Speech [7] Najwa Shihab: "So now face-to-face learning has started, even though it is only an experiment in a number of areas. If there is an opportunity, Mrs. Herli and Mrs. Ida, I want them to be face-to-face right away, do you agree with face-to-face?" Guardian: "Yes, yes, Ms. Nana agrees, even though it's only 2-3 times a week, the important thing is that the children like school, know the school environment and their friends"

This utterance [7] is the form of the utterance contained in the maxim of agreement, this can be proven in the utterance 'totally agree' the utterance illustrates that the speaker and the interlocutor have compatibility in the utterance, so that it can be called a maxim of agreement. It can be seen when Najwa asked questions of consent to Mrs. Herli and Mrs. Ida if there was an opportunity for students to conduct a face-to-face experiment whether Mrs. Herli and Mrs. Ida agreed. Najwa's question received responses from Mrs. Herli and Mrs. Ida who said that they agreed if their child had the opportunity to be able to do face-to-face learning at school.

Narration [8] Najwa Shihab: "Is what you caught during this pandemic really quality something to pay attention to? Nisa: "Yeah right. So actually there has been a study showing that one year of school closures can reduce quality at several points." This utterance [8] is a form of utterance contained in the maxim of agreement, this can be proven in the speech of Najwa Shihab as the moderator asking his source, namely Nisa, regarding concern for (human) quality during a pandemic. Then Nisa immediately responded by confirming that it was true, there had been a study showing that one year of school closures had an impact on decreasing quality at certain points. This means that there is a maxim of agreement that quality is an important thing to always pay attention to, especially during a pandemic like today.

Sympathy Maxim

The sympathy maxim adheres to the principle that speakers are expected to maximize sympathy or care between one party and another. If the other party or the interlocutor gets happiness, then the speaker is obliged to give a happy reply as well as congratulations or something else. Vice versa, if the other party or the interlocutor is in trouble, then the speaker deserves to grieve, or give condolences as a sign of sympathy. An antipathy attitude from a speaker to another party will be considered as an act of impoliteness. Speech [9] Guardian of the Student: "but I thought about mba nana. Will my child be able to do his assignments? Later they are afraid of missing lessons. In the end, I also guided them, but that's how they got angry" Najwa Shihab: "Yes, yes, I imagine it would be really hard."

Speech [9] is a form of polite speech that refers to the maxim of sympathy, this is evident in the utterance "Guardian: "but I think about mba nana. Will my child be able to do his assignments? Later they are afraid of missing lessons. In the end, I also guided them, but that's how they got angry" Najwa Shihab: "Yes, yes, I imagine it would be really hard."

Speech [10] Ganjar: "Relatively almost 100% of the teachers have been vaccinated, so it should be finished. If there is an unfinished case, "I will vaccinate tomorrow morning." Speech [10] is a form of politeness that applies the maxim of sympathy, this is evident in Ganjar's speech saying that almost 100% of teachers have carried out vaccinations, considering that teachers are one of the most important and prioritized to get vaccines. Ganjar also added that currently the vaccine has been administered to the general public, so if there are teachers who have not been vaccinated, this is of course strange and should be questioned. The existence of the sympathy maxim is shown by Ganjar's concern about giving vaccines to teachers. In fact, he will immediately go down and immediately vaccinate teachers if there are indeed those who have not been vaccinated, as evidenced by his words "tomorrow morning I will vaccinate".

CONCLUSION

Based on the results of the data analysis above, it can be concluded that in the Mata Najwa talkshow program, to be precise, in the discussion series edition of "Try to Face to Face" it applies the principle of politeness in language, which is indicated by the adherence to the maxims of politeness in language carried out by Najwa with source. The results obtained were 22 maxims of politeness in language which were divided into 4 maxims of wisdom, 3 maxims of generosity, 3 maxims of respect, 3 maxims of modesty, 5 maxims of agreement, and 4 maxims of sympathy.

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