

## **Analysis of Violations of the Principle of Language Politeness in The Sultan Entertainment Talk Show Program on SCTV**

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### **Abstract**

This study aims to describe the observance of the principle of language politeness in the speech of the host of The Sultan talk show on SCTV, and to describe the violation of the principle of language politeness in the host's speech to guest stars in the talk show program The Sultan Entertainment on SCTV. This research approach is qualitative. The design of this study is a qualitative description. This research produced description data in the form of sentences of the principle of language politeness on talk shows. Data analysis in this study includes data identification, data presentation, and drawing conclusions. On data identification, sentences are classified according to the categories that appear on the principle of politeness. Data analysis techniques are carried out by presenting data, and drawing conclusions. This research data collection technique uses the listening method with the note taking technique. This method has advanced techniques, namely the proficient listening technique, the proficient free listening technique, and the note-taking technique. The research steps that are the instruments are the researchers themselves. The result of the study was a form of violation of language politeness on the talk show The Sultan Entertainment on SCTV.

**Keywords:** Violation of Language Politeness, Speech, The Sultan Talk Show.



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### **INTRODUCTION**

Language is the most important thing, without language we cannot communicate properly. Language is generally divided into two types, namely written language and spoken language. Spoken language is used more often than written language because spoken language is used as a speaking tool to convey all information. The communication tool used is language. Communication through language allows everyone to adapt to their environment. Language is also a means of exchanging information. The language process can run well if the meaning can be conveyed properly. Language is a communication tool between speakers and speech partners in the form of sound symbols produced by Rintonga's human speech organs (in Devyanti, 2017: 227).

Politeness in language is one of the studies of pragmatics which discusses behavior in language which is called politeness, customs or habits that apply in speaking (Pamungkas, 2016). Speaking activities can also be referred to as conversations, so conversations can occur if two or more people communicate with each other. Speaking using polite language will show our character, because in essence humans carry out verbal communication that should be ethical (Susrawan, 2015). The phenomenon of language development in the modern era is increasing rapidly through the mass media. The mass media that are currently highly developed are television, radio, internet, newspapers and magazines (Endardi, 2019). Television is the most preferred mass media by the public. In addition to providing information, television also provides audio-visual entertainment so that it attracts people to enjoy it. Television shows can influence the attitudes, views, perceptions, and feelings of the audience. One of the popular television shows today, namely talk shows. In a talk show, the host interacts directly with the guest stars according to the theme presented. The talk show also presents music and jokes, according to the criteria for a talk show. One of the SCTV talk show programs is The Sultan.

Speaking activity is a conversational activity, conversation between two or more participants can enable the realization of the principles of politeness or politeness in language. Politeness or language politeness is highly respected in people's lives. Along with the development of the era of politeness in language increasingly faded. Indonesia is known as a country that upholds culture, friendliness and courtesy, but in recent years the culture of friendliness and courtesy in Indonesia has been fading due to the current developments. Politeness in language is closely related to moral and social values in a person, but the value has been violated a lot. Violation of language politeness is a rule of politeness in which when speaking or communicating use impolite language such as speaking in a high tone, using harsh words or sentences when speaking, boasting yourself, etc.

Many violations of politeness in language are carried out by the general public and public figures such as celebrities, YouTubers, tiktokers, and artists who often violate the principle of politeness in language which can hurt and offend other people. Using polite language is increasingly rare, even someone as influential as a public figure fails to be an example of using polite language when speaking (Yunus, 2019). Violations of politeness committed by public figures can be found on one of the talk shows "The Sultan Entertainment" on SCTV. The Sultan is a talk show that discusses the lifestyle of celebrities or someone who is viral on social media. In this case, the host and guest stars should show a good attitude and use polite language when communicating with each other. However, this was not done by the host or guest star on The Sultan's talk show.

To understand more about the violation of the principle of politeness in language in the talk show The Sultan Entertainment on SCTV, a relevant theory is needed. The theory used is the theory of language politeness principles. Politeness consists of six maxims, namely the maxim of wisdom or prudence, the maxim of generosity, the maxim of praise, the maxim of humility, the maxim of agreement, and the maxim of sympathy. This maxim recommends that we speak politely (Geoffrey Leech, 2016).

The principle of politeness in conversation is a series of maxims that are assumed in other people's speech. The principle of politeness is translated into maxims, namely: a). The tact maxim is a maxim that outlines a person should adhere to the principle of always reducing profits and maximizing the other party's profits in speaking. Someone adheres to the maxim of wisdom, he can avoid envy, jealousy, and an attitude that is not polite towards others. b). Generosity maxim is a generosity maxim that requires someone to respect others. Can minimize benefits for himself and maximize profits for others. c). Appreciation maxim is a maxim that makes people considered polite in speaking, always trying to give appreciation to others, not ridiculing and demeaning others. d). The modesty maxim is the maxim of humility, one can be humble by reducing self-praise. e). The consensus maxim is a concordance maxim, a maxim that requires one to be compatible with one another in speaking. f). The sympathy maxim is a maxim that expects someone to maximize sympathy for others. It can be concluded that there are six maxims which are the principles of language politeness, namely the maxim of wisdom, the maxim of generosity, the maxim of appreciation, the maxim of modesty, the maxim of agreement, the maxim of sympathy. The six maxims regulate politeness in language.

Based on the description above, the aims of this research are (1) to describe the adherence to the politeness principles in the speeches of the host of the talk show The Sultan on SCTV, (2) to describe the violations of the politeness principles in the host's utterances to guest stars in the program The Sultan Entertainment talk show on SCTV.

## **RESEARCH METHODS**

This type of research is a qualitative research method. The qualitative method is a research method that is based on facts on a phenomenon that empirically lives in its speakers

which are then recorded as they are. This study emphasizes the combined data obtained in the form of words, phrases, clauses, sentences, and discourses, in a special natural context and by utilizing various scientific methods. The research design is a qualitative description so that the data analyzed is not in the form of numbers, but in the form of words. This study produced descriptive data in the form of politeness principle sentences in talk shows. The collection of research data uses the method of listening to the note-taking technique. This method has advanced techniques, namely the proficient involved listening technique, the proficient free observing technique, and the note taking technique. Data analysis in this study includes data identification, data presentation, and drawing conclusions. In data identification, sentences are classified according to the categories that appear on the principle of politeness. Data analysis techniques are carried out by presenting data and drawing conclusions.

## **RESEARCH RESULTS AND DISCUSSION**

The results of the research and discussion in this study analyze the form of violations of politeness principles in *The Sultan* on SCTV, and the causes of violations of politeness in *The Sultan* on SCTV. The results of this study are violations of politeness in the talk show *The Sultan Entertainment* on SCTV. Politeness violations are speakers and speech partners who have violated the politeness principles in communicating. The politeness principle consists of six types of maxims, namely the maxims of wisdom, generosity, praise, humility, agreement, and sympathy (Leech, 2015: 206).

Violating the maxim of prudent attitude is the way a person responds to an incident with a careful or careful attitude so as not to make mistakes that can harm themselves and others. In everyday life, various kinds of characters are found that distinguish humans from one another. If someone does not carry out the principle of the maxims of wisdom, then that person cannot avoid being impolite either in behaving or speaking to other people. Violation of the maxim of wisdom occurred on *The Sultan* on SCTV. Violations of politeness that occurred at the event can be seen in the data below. In today's life one tends to ignore politeness in speaking and acting with others. This often happens in everyday life as happened in the show *The Sultan* on SCTV.

Raffi and Andre competed as the two sultans and then together founded a production house called *The Sultan Entertainment*. Co-presenters such as Rigen, Marshel Widiyanto, and Kiky Saputri, who previously served as adjutants to the sultans, are now told to work at the production house. Just like *The Sultan*, the guest stars are present at the production house's office to then tell about interesting things that are worth discussing. Then comedian H. Alfiansyah Bustami or better known by his stage name Komeng, now his name has emerged as a trending topic on Twitter. The background of this is a video uploaded by a private TV station showing Komeng's stage action with comedian Marshel Widiyanto. One of Komeng's dialogues with Marshel reaped many pros and cons from netizens on Twitter.

"I'm afraid someone will peek at other people, rather than other people peeking, it's better if the father peeps," said Komeng at that time. Some Twitter netizens argue that Komeng's dialog with Marshel in the video "Appraised by a new secretary, why don't you refuse??" on *The Sultan Entertainment* program at minute 10:14 is a form of satire or sarcasm towards the phenomenon of sexual harassment which has recently been widely reported. Not a few other Twitter netizens consider the sentence uttered by Komeng to be excessive and inappropriate to laugh at. "Is it a joke like that in a briefing or not? How come it still passed the censorship: (sick," said the account @raydanadya. Twitter netizens who seemed pro towards Komeng, gave criticism to those who were against Komeng's jokes. Twitter netizens who were against were labeled as netizens from generation Z. For them netizens from generation Z look more easily offended or irritated. "Gen Z (generation Z) turns out to be easy to offend, huh. Anything is an issue, what used to be normal, now it's becoming a bit of a problem. New teens yesterday

afternoon. Growing up in the era of social media, when I was a child I wanted to do anything, how big it was," wrote the account @maulana\_abdhadi'. This sentence was said by Komeng with an annoyed expression and tone, so this triggered a violation of politeness in language. In addition, the sentence This shows that Marshel prioritizes or benefits himself. In this case, Komeng and Marshel should be kind and friendly. Yonasa (2020: 75) someone who when meeting friends may treat him like anything, but use harsh words, speak in a high tone, and being cold is impolite when shown to other people or other guests. Based on this, Komeng and Marshel have violated the principle of maxim of discretion because Komeng and Marshel as speakers are unable to maximize profits for Barbie, on the other hand Ruben minimize profits for generation Z netizens.

## **CONCLUSION**

Based on the results of the data analysis that has been done, the following conclusions are obtained. In the talk show The Sultan Entertainment, speakers and partners are given the freedom to speak. However, this freedom causes violations of language politeness. Violations of politeness in the program The Sultan Entertainment are carried out continuously by speakers and speech partners, causing a negative impact on public viewing. In this case, the impact of violations of politeness committed by artists as public figures is that the audience easily imitates what is seen so that this causes changes in the way of speaking and behaving among people in people's lives. Some of the factors that cause language politeness violations in The Sultan Entertainment program carried out by speakers and speech partners are: direct criticism, in the talk show they tend to criticize each other with impolite and offensive language, unable to control emotions so that it causes clashes, in the event is shown by the effort to convince everyone that he is right and the other person is wrong, and does not want to give in to his opinion.

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