

**DISAGREEMENTS STRATEGIES
USED IN YOU TUBE MUSIC COMMENTARY**



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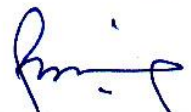
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ABSTRACT

This research aims at describing the types of disagreements strategies and the types of politeness strategies which is used in You Tube music commentary, and its intention of using disagreements.

The type of this research is descriptive qualitative. The writer focuses on analyzing the types of disagreements strategies and the types of politeness strategies, that is used in You Tube music commentary. The disagreements commentary as the object of the data. The data taken are comments, sentences which contain disagreements. The source of data are taken from You Tube music commentary. The method of collecting data is documentation and the step are reading, watching, noting, and make checklist on the data. The analysis of the intentions the writer uses disagreements strategies from Anita Pomerantz (1984) and theory of politeness strategies by Brown and Levinson (1987).

The result of the research show that firstly: there are 2 types of disagreements which are used You Tube music commentary, namely: Strong disagreements and Weak disagreements, and disagreements also have four types namely: Strong disagreements (1) Contradiction (11,21%), (2) Challenge (10,29%), (3) Irrelevancy Claim (6,54%), (4) Counterclaim (14,02%), Weak disagreements (5) Contradiction (3,73%), (6) Challenge (1,87%), (7) Irrelevancy claim (0,94), (8) Counterclaim (2,81). Secondly, the types of politeness strategies used in You Tube music commentary. Most appear strategies in the data used by participant are bald on record as 52%, in the second place are off record as 29%, the third place are negative politeness as 10% and the last place are positive politeness as 9%.

Key words: *disagreements strategies, politeness strategies, You Tube, commentary.*

A. Introduction

In social life, every one has his or her own needs, wisdom, and opinion. Because of those differences, sometimes people have to make different decision. In one case, one has to make statement to accept a friend's invitation called as agreement utterance. It is one of common utterances that are often used in communication. The partners of speaking should accept every single utterance of someone appropriately and well delivered in many various ways. It may be directly or indirectly uttered. Agreement tends to be an utterance that can make other feel great. Agreement utterance is an utterance that psychologically influences both interaction and communication. It is better for both speaker and hearer know, realize and also consider some particular aspects in communication dealing with language used, such as; the society, situation, condition, custom, values, norms, educational background, setting, time, level of social status, psychological state.

Agreement and disagreement is usually begun with invitation, requirement, forbidding, offers and the way of speaker delivers his or her intention before. Then the hearer will respond by uttering utterances. What is interesting is how people do agreement. It is common that one agrees to something directly by uttering such words yes, right, but sometimes people agree to something indirectly by uttering words, phrases, or sentences which do not literally show agreement. Koczogh (2013) believes that the term disagreements are complex and entail the widely-researched issues of impoliteness or politeness and inappropriateness or appropriate.

There are some types of agreement and disagreement according to Pomerantz (1984: 65) The first types of agreement is upgrade. An upgraded agreement is an assessment of the referent assessed in the prior that incorporates upgraded evaluation terms relative to the prior. The second is same evaluation, in this type recipients assert the same evaluation, a recipient may repeat the prior evaluative terms. Third types is downgraded, a downgraded agreement is an assessment of the same referent as had been

assessed in the prior with scaled down or weakened evaluation term relative to the prior.

Pomerantz (1984) divides the term disagreement into strong form and weak form. Pomerantz calls strong disagreement as a “referent-constrative evaluation construction,” which consist in an evaluation in direct contrast with the prior evaluation and are not hedged but contain disagreement components alone. Weak disagreement is disagreements that follow the initial agreements are typically weak in form. Weak disagreement normally shows an agreement-plus-disagreement format and does not adopt some referential constrative evaluation construction, but constructed as partial agreements-partial disagreements with the inclusion of qualification, exception, additions, conditions, and the like.

According to Greenberg (2011) there are seven causes of disagreement namely: facts, definitions, values, signaling, failure of logic, information processing methods, default beliefs. However, that these seven causes of disagreement are not entirely independent from each other. In You Tube music comments there are many utterances that is showed disagreement about opinion that is written by the people in the commentary.

These are the examples of disagreement in You Tube music commentary. This comments are in song entitled *Part of Me* by Katy Perry in You Tube music video.

Paladin Yogi: *This is disrespectful to every branch of the armed forces, she is a fake rich bitch that wouldn't lift a finger, especially to join the military, and I haven't heard of her once given money to a Military charity for veterans. She is fake, if you don't think so, them you are arrogant.*

Muffie Winohester: *In my opinion I think this is more aimed to show women should be treated as equals with men, I don't know. we all look at this different. The lyrics can change a lot about the meaning of the song. Especially the chorus, it's just displaying how.*

Ikirak : *She's not portraying herself in the music video. She is portraying a fictional character created for the purposes of the short story narrative told in the form of the music video.*

Paladin Yogi: *I just don't like this, that's my opinion.*

Louny LoveYJ: *I agree with you but in my opinion what is most disturbing is the fact she is mixing issues as breaking up with your boyfriend and war . No guys those issues are totally different you can't mix them. The one is about people dying and the other is about the end of a relationship .*

Based on the comments above, the first comments is an opinion about the music video and the writer showed that he disagrees with situation in the video. The sentence *“This is disrespectful to every branch of the armed forces, she is a fake rich bitch that wouldn't lift a finger, especially to join the military, and I haven't heard of her once given money to a Military charity for veterans. She is fake, if you don't think so, then you are arrogant,”* is a disagreement sentence. In this sentence show that it is a strong disagreement, because the writer has given explanation about his opinion why he disagrees with the situation on the video and the sentence above just contain disagreement components, this is one types of disagreement namely strong disagreement.

The last comment showed that he also disagrees with the situation on the video. The sentence *“I agree with you but in my opinion what is most disturbing is the fact she is mixing issues as breaking up with your boyfriend and war . No guys those issues are totally different you can't mix them . The one is about people dying and the other is about the end of a relationship,”* this sentence is a weak disagreement because this sentence contain agreement and disagreement components, the writer agree with the first opinion but the writer also have the different opinion that is showed disagree with the situation on the video. This is the second types of disagreement namely weak disagreement. Now days, there are some research which are conducted in term of disagreement, on the previous studies, disagreement have been analyzed by using many ways and method. (eg. Aulia, 2013, Niroomand, 2012, Parvaresh and Rasekh, 2009, Kangasharju, 2002, Rees and Miller, 2002, Habib, 2008, Fernandes, 2013, Clayman, 2002, Goodwins, 1983, and Garcia, 1989) with the topic such as disagreement in politeness strategies,

speech act of disagreement strategies, and linguistic realization of disagreement. Those researchers did not analyze of politeness in disagreement. This research is conducted to analyze disagreement only focus on the disagreement strategies, the responses to disagreements, and the politeness strategies in disagreement. Researcher hopes that this research will be useful and meaningful as an additional references and enrichment in analyzing disagreement.

B. Research Method

The writer uses the documentation method to collect the data. The writer watching and reads then observes the comments in the You Tube music video. After finding the data, the writer noting and make checklist on it. Then, the writers take the data present them in the data display.

The object of the study is disagreement strategies, responses of disagreement, politeness in disagreement that be found in You Tube music commentary. The data in this study are sentences containing disagreement utterance that be found in the data source. The data source is comments in the You Tube music video, especially in song *Firework*, *One More Night*, *A Thousand Years*, *Just Give Me A Reason*, *Mirrors*, *Roar*, *Unconditionally*, *We Can't Stop*, *Feel This Moment*, *Billionaire* and *Part Of Me*. The procedures are as follows:

1. Describing the types of disagreement strategies used in You Tube music commentary by using Pomerantz's disagreement theory (1984).
2. Describing the responses of disagreement strategies used in You Tube music commentary by using Pomerantz's disagreement theory (1984).
3. Describing the types of politeness strategies used in You Tube music commentary by using Brown and Levinson politeness theory (1987).
4. Drawing conclusion based on the data found in the You Tube music commentary

C. Research Findings and Discussion

Based on the table of this research shows that from 32 numbers of data and 107 data amount, there are two disagreements strategies found in the data namely strong disagreements and weak disagreements. Based on the table above, the writer found 45 data or 42,1 % which is strong disagreements, and the writer also found the data which is weak disagreements based on the analysis there are 11 or 10,29 % data.

Based on the analysis the writer also found the type of disagreements strategies in the strong disagreements and weak disagreements. Muntigl and Turnbull stated that there are four types of disagreements, namely irrelevancy claim (IR), challenge (CH), counterclaim (CC), and Contradiction. The writer found four types above in the data from strong disagreements and weak disagreements.

The writer found four types in the data from strong disagreements. There are contradiction 12 data or 11,21 %, challenge 11 data or 10,29 %, irrelevancy claim 7 data or 6,54 % and counterclaim 15 data or 14,02 %. The most appear types in the disagreements is counterclaim which is 15 data or 14,02 %.

In weak disagreements the writer also found four types above. There are contradiction 4 data or 3,73 %, challenge 2 data or 1,87 %, irrelevancy claim 1 data or 0,94 %, and counter claim 3 data or 2,81 %. The writer found one combination act from the data of weak disagreements namely contradiction with counterclaim 1 data or 0,94 %. The most appear types in the weak disagreements are contradiction which is 4 data or 3,73 %.

From the data analysis the writer also analyzed respond of disagreements based on problem statements in chapter 2. There are 51 data or 47,67 % respond of disagreements and it consist of strong disagreements but the writer does not find weak disagreements in the data analysis of respond of disagreements.

In respond of disagreements, the writer found 31 data or 28.98 % which is strong disagreements and it contains four types of disagreements and

the writer also found agreements respond 10 data or 18,70 % it contains type of agreements. Pomerantz (1984:68) stated that there are three types of agreements namely upgrade same evaluation and downgrade but in this analysis the writer just found two types of agreements.

From the table above the writer found four types of disagreements, there are contradiction 10 data or 9,35 %, challenge 9 data or 8,41 %, irrelevancy claim 4 data or 3,73 %, contradiction 8 data or 7,47 %. The writer also found agreement respond there are agreements 10 data or 9,35 %, upgrade agreements 8 data or 7,47 %, downgrade agreements 2 data or 1,87 %.

The writer concludes that in the You Tube music commentary there are two disagreements strategies that used by participant to uttered their sentences or comments. There are strong disagreements and weak disagreements and it contains four types of disagreements namely contradiction (CT), challenge (CH), irrelevancy claim (IR) and counterclaim (CC). The most appear strategies is a strong disagreements which is 45 data or 42,1 %, and the most appear type in the strong disagreements is a counterclaim (CC) which is 15 data or 14,02 %.

In respond of disagreements the writer concludes that the participant in You Tube music commentary used strong disagreements and agreements to give responses about the statements from the other participants. The writer found 31 data or 28,98 % strong disagreements and the most appear types is contradiction 10 data or 9,35 %. The writer also found agreements respond which is 10 data or 18,70 %.

In analyzing politeness strategies used in You Tube music commentary the writer uses politeness theory by Brown and Levinson (1987). There are four types of politeness strategies, those are bald on record (BOR), positive politeness (PP,) negative politeness (NP), off record (OR). The most appear strategies in You Tube music commentary used by participants are bald on record as 52%, in the second place are off record as 29%, the third place are negative politeness and the last place are positive politeness as 9%.

As what Brown and Levinson said that disagreement threatened to the H's positive face it means that the use of politeness strategy should stand as the highest values. But in fact, the value of PP was the lowest of all strategy.

The use of BOR was affected by language which was used by the participants in daily conversation. In Indonesian context, when showing disagreement, they preferred to say the sentence directly. BOR was dominated because most participants, as what Brown and Levinson said, could get credit for modesty, outspokenness. It also happened when the participants wanted to avoid of being seen to be manipulator (1987:71). When they wanted to get the efficiency, the participants also used BOR. By achieving the efficiency they could avoid the danger of being misunderstood.

Referring to the previous chapter, this study found some types of disagreements strategy namely: strong disagreements and weak disagreements. According to Pomerantz (1984) disagreements has two strategies there are strong disagreements and weak disagreements, strong disagreements as a referent contrastive evaluation construction which consist in an evaluation in direct contrast with the prior evaluation and are not hedged but contain disagreements components alone. Weak disagreement normally shows an agreement plus disagreements format and does not adopt some referential contrastive evaluation construction, but constructed as partial agreements-partial disagreements with the inclusion of qualification, exception, additions, conditions, and the like. This study not only found the types of disagreements but also found four types of disagreements were identified in the data namely: irrelevancy claim (IR), challenge (CH), contradiction (CT), and counterclaim (CC). It means that the participants in uttering the comments used some kinds of disagreements in the same time.

This study found some types of disagreements namely strong disagreements with contradiction, challenge, irrelevancy claim and counterclaim and then weak disagreements with contradiction, challenge, and counterclaim and irrelevancy claim and also found the combination among counterclaim with contradiction. The writer also found some responses with

agreements namely: agreements, upgrade agreements and downgrade agreements. According to Pomerantz (1984: 65) agreements have some types namely: upgrade agreements, same evaluation, downgrade agreements but in this study the writer just found three types of agreements without found same evaluation.

Politeness is the way to convey the speaker's wants by using the particular way which is seldom used in daily language. Brown and Levinson (1978) proposed four highest-level strategies named super strategies including bald on record, positive politeness, negative politeness, and off record. This study found the domination of bald on record in the use of comments. People use bald-on-record strategy with some reasons such as the urgency context, attention getter, direct command, and advice. Out of 100% data, 52% data were included to bald on record strategy. It happened because the participants give their comments using word in the social media YouTube, they did not meet directly with the other participants, so they did not think with whom they speak. In this study the writer only found one kind of bald on record strategy: cases of nonminimization of the face threat. To conclude that bald on record strategy was frequently used in urgency situation, attention getters, direct command and advice. This study also found 2 positive politeness strategy which was used less directly to the addressees. According to Brown and Levinson, there are fifteen strategies in positive politeness but this study found only 2 strategies including avoiding agreements, including S and H in the activity. The writer in this study also found 2 strategies in negative politeness namely hedge and apologize besides that the writer also found 3 strategies in off record there are: give hints, give association clues, and overstate.

In this part the writer show the previous study to compare with this research, there are: Aulia 2013, in her study used qualitative descriptive research to explore the politeness strategies seminal work, the data were taken from the utterances in "The Iron Lady" movie (2011), the study suggested that

the failure happened in all politeness strategies. Niroomand (2013), he studied about *exploration o upper-intermediate Iranian EFL of politeness strategies disagreements*, the findings of this study provided some evidences for the relation between the type and frequency of disagreements and choice of politeness strategies associated with people with different power status. Habib (2008), he studied about *humor and disagreement*, in this study disagreements and humor intertwine to enrich pragmatic and cultural knowledge and display personal identity among near native users of English in cross cultural communication, the result of the study have shown that disagreements and teasing are related to each other, despite being counter intuitive. Based on the previous above the writer conclude that this research is different because in this research the writer analyzed the disagreements and politeness strategies using comments in the You tube music as the data although the theory and the types of research was used are same with the previous study, in this research the researcher using disagreements theory by Pomerant'z (1984), Brown and Levinson (1987) politeness theory and the types of this research is descriptive qualitative. The result in this study is strong disagreements with contradiction and bald on record as the most appear strategy used by the participant in You Tube music commentary.

D. Conclusion

Based on the research the writer give conclusion of the result. From the data analysis in You Tube music commentary the writer find two disagreements strategies in the data namely Strong disagreements and weak disagreement. In disagreements strategies the most appear strategy is strong disagreements there are 45 data or 42,1%, and it consist of four types of disagreements strategies namely contradiction, challenge, irrelevancy claim and counter claim. The most appear types in strong disagreements is a contradiction there are 15 data or 14,02 %. In weak disagreements the are 11 data or 10,29% and the most appear types in weak disagreements is contradiction as 4 data or 3,73%.

From the data analysis the writer find 51 data or 47,67 % responds of disagreements that is included to strong disagreements and it consist of four types of disagreements and types of agreements, the types of agreements are upgrade agreements, same evaluation and downgrade agreements but the writer does not found same evaluation. The most appear types of disagreements is contradiction as 10 data or 9,45%. The writer found types of agreements as 20 data or 18,70 %.

The writer find that the politeness strategies used in You Tube music commentary are bald on record, positive politeness, negative politeness and off record. The most appear strategy is bald on record as 52%, the second place is off record as 29%, the third place is negative politeness as 10% and the last place is positive politeness as 9%. As what Brown and Levinson (1987: 66) said that disagreement should threatened H's positive face As a consequence, the use of positive politeness strategy in delivering disagreement should stand in the highest level. But in fact, the use of politeness strategies was dominated by the use of BOR in almost all participants used in You Tube music commentary.