ANALYSIS ON POLITENESS STRATEGIES FOUND IN DONALD TRUMP JUNIOR'S SPEECH.

Nadya Amirul Aulia ; **Drs. Djoko Srijono, M.Hum**

Pendidikan Bahasa Inggris, Fakultas Keguruan dan Ilmu Pendidikan, Universitas Muhammadiyah Surakarta

Abstrak

Penelitian ini berfokus pada (1) Mendeskripsikan jenis strategi kesopanan yang digunakan dalam pidato Donald Trump Junior, dan (2) Mendeskripsikan faktor apa yang mendorong penggunaan stategi kesopanan dalam pidato Donald Trump Junior. Penelitian ini merupakan penelitian deskriptif kualitatif. Pendekatan yang digunakan dalam penelitian ini adalah pragmatik. Sumber data penelitian ini ada tiga video yaitu pidato Donald trump yang berjudul "Donald Trump Jr RNC speech"; "Donald Trump Jr. speech at CPAC 2021" ; dan "Donald Trump Jr Full speech at Republican Convention". Data yang digunakan dalam penelitian ini adalah ujaran yang diucapkan oleh Donald Trump Junior dalam pidatonya. Teknik yang digunakan dalam pengumpulan data adalah strategi unduh dan catat. Analisis data menggunakan teori strategi kesopanan dari Brown dan Levinson (1987). Hasil penelitian menunjukkan bahwa ada 4 strategi kesopanan yang digunakan dalam penelitian ini, yaitu kesopanan bertutur terus terang, kesopanan positif, kesopanan negatif, dan kesopanan bertutur samar-samar. Dalam penelitian ini terdapat 36 data penggunaan jenis strategi kesantunan, 9 data dari video pertama, 14 data dari video kedua, dan 13 data dari video terakhir. Dan ada dua faktor yang mempengaruhi penggunaan strategi kesantunan, faktor imbalan dan faktor keadaan. Faktor yang paling mempengaruhi penggunaan strategi kesantunan adalah faktor imbalan.

Kata kunci : Strategi kesopanan, pidato Donald Trump Junior

Abstract

This research aimed to (1) to describe the types of politeness strategies used in Donald Trump Junior speech, and (2) to describe the factor influence politeness strategies used in Donald Trump Junior speech. This research is a qualitative descriptive study. The approach used in this research is pragmatics. There are three video sources for this research data from Donald Trump Speech entitled "Donald Trump Jr RNC speech"; "Donald Trump Jr. speech at CPAC 2021" ; and "Donald Trump Jr Full speech at Republican Convention". The data used in this study are utterances that uttered by Donald Trump Junior in his speech. The technique used in data collection is by observation. Data analysis used the politeness strategy theory from Brown and Levinson (1987). The results shows that there are 4 strategies of politeness strategies that was used in this research, there are bald on record, positive politeness, negative politeness, and off record. In this research there are 36 data of using types of politeness strategies, 9 data from first video, 14 data from second video, and 13 data from the last video. And there are two factors that influenced the using of politeness strategies, payoffs factor and circumstance factor. The most factor influenced the using politeness strategies is payoffs factor
Keywords : Politeness strategies, Donald Trump Junior speech

1. PENDAHULUAN

Politeness is very important in conversation. It is considered as a universal phenomenon in language use. It does not refer to rules of social behavior such as letting people in through doors first, or wiping one's mouth on a napkin rather than the back of one's hand. In this case the politeness strategy becomes important in choosing speech sentences in people's lives. Currently, YouTube is a media that is watched by many people to get information and entertainment. Youtube is currently increasingly widespread, a lot of content that does not educate viewers and is termed as impolite. Politeness is a hallmark of Indonesian culture, so you have to be very careful in choosing and filtering the quality of shows to consume content on YouTube. In a speech usually, the guests consist of the public and the educated elite or those who have great experience related to the campaign or whatever topic is being discussed at the speech.

In Donald trump junior's speech, the speaker makes a speech by using politeness to keep his face before the listeners so as not to embarrass him. Many utterances uttered by Donald trump junior use politeness strategies, as stated in the politeness theory of Brown and Levinson (1987) the purpose of using politeness strategies is to avoid or minimize distortion of the speaker's self-image due to facial intimidation. Related to the topic, Politeness is very often found in formal speech, Donald Trump junior uses politeness strategies in some of his utterances when addressing RNC, CPAC, and conventional republicans. But, in a Donald Trump's speech it also contains allusions that directed to the previous president but the speaker delivered in polite away according to standards in formal speeches.

The phenomenon of politeness does not only occur in everyday conversation, but also in the speech delivered by the speaker. On the video Donald Trump Junior's Speech The phenomenon is the using of politeness strategy in a speech delivered by Donald trump junior, because in his speech many sentences satirized the opponent of his father (Donald trump) or the previous president.

2. METODE

The method used in this research is qualitative research. Qualitative research as a sort of study to investigate and comprehends the significance in a number of personsor groups of

people coming from societal problems. The researcher uses a descriptive approach to carefully describe the politeness strategies used by Donald Trump Junior in his speech. The technique of collecting the data used observation. This research uses Brown and Levinson (1987) theory of politeness strategies. The subjects of this research is Donald Trump Junior on RNC speech, CPAC speech, and Conventional Republican speech videos. The object of this research is the speech that contains linguistic politeness strategies. In this study, the data collection used data analysis technique.

3. HASIL DAN PEMBAHASAN

3.1 Finding

1) The Types of Politeness Strategies that was used in Donald Trump Junior's Speech

Table 1.1

No.	Types of Politeness Strategies	Σ	%
1.	Bald on Record	3	33%
2.	Positive Politeness	3	33%
3.	Negative Politeness	1	12%
4.	Off Record	2	22%
	TOTAL	**9**	**100%**

This research found four types of politeness strategies. Those are Bald on record, positive politeness, negative politeness, negative politeness, and off record. On the first video, bald on record and positive politeness are most dominant type of politeness strategies in Donald Trump Junior RNC Speech. they has the most significant percentage of using politeness strategies, around 33%. Bald on record and positive politeness are used three times in this speech. The next is off record, it used two times. The percentage is 22%. And the last one is negative politeness, with percentages 12% used only once.

Table 1.2

No	Types of Politeness Strategies	Σ	%
1.	Bald on Record	3	22%
2.	Positive Politeness	6	42%
3.	Negative Politeness	2	14%
4.	Off Record	3	22%
	TOTAL	14	100%

On second video, positive politeness is the most dominant type of politeness strategies in Donald Trump Junior CPAC Speech. It has the most significant percentage of using politeness strategies, around 42%. Positive politeness is used six times in this speech. Bald on record and off record are the second highest, they used three times in this speech. The percentage of using bald on record and off record are around 22%.The lowest data of using politeness strategies in this speech is negative politeness, it using only two times with a percentage 14%.

Table 1.3

No.	Types of Politeness Strategies	Σ	%
1.	Bald on Record	2	15%
2.	Positive Politeness	8	62%
3.	Negative Politeness	1	8%
4.	Off Record	2	15%
	TOTAL	**13**	**100%**

On third video, positive politeness is the most dominant type of politeness strategies in Donald Trump Junior Speech at Republican Convention. It has the most significant percentages of using politeness strategies, around 62%. Positive politeness is used 8 times in this speech. Bald on record and off record are the second highest, it used 2 times in this speech. The percentages of using bald on record are 15%. The lowest data of using

politeness strategies in this speech is negative politeness, it using just once with a percentages 8%.

So, it can be concluded that from first until third videos, the most strategies that often used in Donald Trump Junior Speech are positive politeness strategy, because from three videos, there are all videos that positive politeness is most strategies that often used in the Donald Trump Junior Speech. The lowest data from three videos in using politeness strategies are negative politeness strategies, only four times this strategy used in three videos of Donald Trump Junior speech

2) The Factors Influences Politeness Strategies Used in Donald Trump Junior Speech

In the first video, the data found are utterances that using politeness strategies with Brown and Levinson theory's. In the first video researcher was found 9 data, there are three data of Bald on record, three data of positive politeness, one datum of negative politeness, and two data of off record. The speaker did the speech because he defended his father, Donald Trump. he didn't like Bidden's policies and looked for other presidents weaknesses. There were many speeches that referred to get audience sympathy and interest also made the audience think that President Trump was a better president to lead US then the other candidates. The speaker felt disappointed with the condition of US when it was led by Joe Bidden, DTJ felt that the US economy was better when Donald Trump became president. Not only the economy factors, but President Trump is also better at handling other problems in US, for example, handling of Covid-19 case.

The most factors that mostly found in using politeness strategies on Donald Trump Junior RNC speech is payoffs factors with percentages 66%, because DTJ want hearer to agree and affected with what he said and then get a payoffs from his utterances to hearer.

On the second video, the data also analyzed with Brown and Levinson's theory. in the second video researcher was found fourteen data, there are three data of bald on record, six data of positive politeness, two data of negative politeness, and three data of off record. The speaker did the speech because Donald Trump Jr wants to attack Bidden with sarcastically to 80 million people US who cast ballots for Bidden and also claim that

Bidden actually didn't receive that many votes because many of them are fraudulent, he want to hearer would be influenced and turn around to support his father, Donald Trump.

The most factors that found in using politeness strategies on Donald Trump Junior CPAC Speech is payoffs factors with percentages 79%, because he want to get payoffs from hearer with got supports for his father by showed that his father was better than Bidden as previous president US.

On the last video, the data also analyzed with Brown and Levinson's theory. in the third video researcher was found thirteen data of politeness strategies, there are two data bald on record, eight data positive politeness, two data off record, and one data negative politeness. The speaker did the speech because he argued that his father thrives whenever he's told and his dreams are impossible, he want to ensure to US people that his father dream will come true.

The most factor that was found in using politeness strategies on Donald Trump Junior Speech at Republican Convention is payoffs factors with percentages 69%, because he want to get payoffs from hearer by get a trust also support from hearer to his father, and also blame Bidden.

The conclusion, from three videos of Donald Trump Junior Speech. The most influences factor to used politeness strategies on his speech are payoffs factors. Because he want get a support from US people to his father Donald Trump to be a president of US.

3.2 Discussion

Compared with several previous studies, Tetenaung & Heryono (2020) found 120 data on politeness strategies, there are 79 data positive politeness, 20 data of negative politeness, 16 data of bald on record, and 5 data off record, the previous researcher found more data was obtained, the resemblance are the research using descriptive technique, also using theory politeness strategies by Brown and Levinson Theory's. But in the previous study only shows one example data of one each strategies, the previous researcher did not display all the data and analyzed all the data he obtained. Also the differentiate in the object of the research, this previous study used movie analysis, but this research used speech.

Danilo Gomes de Arruda (2021) found a using politeness strategies by Brown and Levinson Theory's, the previous study politeness strategies used by teacher, from the total number of 37 utterances, the researcher found 16 were used bald on record strategy, 14 used positive politeness strategy, 5 used negative politeness strategy, and 2 used Off-record strategy. The use of politeness strategy was dominated by bald-on record strategy. the resemblance are the previous study and this research are using Brown and Levinson theory's for the basis of analysis. But, In the previous study the object of the research using English teaching learning process, but in this research used speech. The using politeness strategies are dominated by student as listener.

Martina (2020) found 21 data of politeness strategies by Brown and Levinson theory's. The previous study use descriptive qualitative method. The study found that students at SMA Muhammadiyah 9 Makassar employed bald on record strategies and positive politeness strategies in their EFL classroom interactions. Five student utterances were identified as bald on record strategies, and the utterances of sixteen students were include as positive politeness strategies, out of a total of 21 student utterances. The data of politeness strategies in previous researcher found more data was obtained. The resemblance are in the previous study and this study using theory Brown and Levinson theory with descriptive analysis. But the data of previous study should did the observation to find out the real time factual situation of teaching and learning process, but this research reach data from youtube not in real time.

Mahmud (2019) only found two politeness strategies by Brown and Levinson theory's, positive politeness and negative politeness were used by the English student, the findings shows a cross-cultural context of study politeness to examine and influencing in practicing politeness strategies in the class. The resemblance are in the previous study and this study are using Brown and Levinson theory's with descriptive analysis. But, in the previous study there are only two strategies of politeness strategies from four strategies that has been used. And also the differentiate in the object of the research, this previous study used classroom context, but this research used speech.

Nugrahanto & Hartono (2020) found 44 total data of politeness strategies, 14 utterances of bald on record, 22 utterance of positive politeness, 7 utterance of negative politeness and 1 utterance off record. The positive politeness and negative politeness was

used with the lecturer and students. The resemblance both previous study and this study is using the same theory by Brown and Levinson and found four strategies of politeness. But, the previous researcher did not display all the data and analyzed all the data he obtained. Also the differentiate in the object of the research, this previous study used the class interaction, but this research used speech.

Togatorop (2019) found 32 utterance of politeness strategies by Brown and Levinson theory's, there are five times using Bald on record, nine times using positive politeness, eleven times of using negative politeness, and seven times using off record. This is students conversation with their friends, negative politeness is most dominant strategy that used in the previous study. The resemblance both previous study and this study are the researcher didn't explain why the utterances can be categorized as the using of politeness strategies, only make a grouping without explanation. Also the differentiate in the object of the research, this previous study used the conversation student in the banking department, but this research used speech.

So, it can be conclude that the most differentiate between the previous study and this research is on the object of the research, only this reseach used speech as the object of analysis politeness strategies.

4. PENUTUP

4.1 Types of Politeness Strategies

Based on findings, the researcher found four types of politeness strategies. Those are Bald on record, positive politeness, negative politeness, negative politeness, and off record. On the first video, bald on record and positive politeness are the most dominant type of politeness strategies in Donald Trump Junior RNC Speech. They has the most significant percentage of using politeness strategies, around 33%. Bald on record and positive politeness are used three times in this speech. The next is off record, it used two times. The percentage is 22%. And the last one is negative politeness, with percentages 12% used only once.

On second video, positive politeness is the most dominant type of politeness strategies in Donald Trump Junior CPAC Speech. It has the most significant percentage of using

politeness strategies, around 42%. Positive politeness is used six times in this speech. Bald on record and off record are the second highest, they used three times in this speech. The percentage of using bald on record and positive politeness around 22%. The lowest data of using politeness strategies in this speech is negative politeness, it using only two times with a percentage 14%.

On third video, positive politeness is the most dominant type of politeness strategies in Donald Trump Junior Speech at Republican Convention. It has the most significant percentages of using politeness strategies, around 62%. Positive politeness is used 8 times in this speech. Bald on record and off record are the second highest, it used 2 times in this speech. The percentages of using bald on record and off record are 15%. The lowest data of using politeness strategies in this speech is negative politeness, it using just once with a percentages 8%.

So, it can be concluded that from first until third videos, the most strategies that often used in Donald Trump Junior Speech are positive politeness strategy, because from three videos, there are all videos that positive politeness is most strategies that often used in the Donald Trump Junior Speech. The lowest data from three videos in using politeness strategies are negative politeness strategies, only four times this strategy used in three videos of Donald Trump Junior speech.

4.2 The Factors Influencing Politeness Strategies Used in Donald Trump Junior Speech

Based on findings, those are two factors that influenced to using politeness strategies analyzed with Brown and Levinson's theory. First is payoffs factor, the speakers want to get payoffs from the hearer. Secondly is circumstance factor because of the speaker have a social distance or relative power with the hearer.

On the first video, the most factors that mostly found in using politeness strategies on Donald Trump Junior RNC speech is payoffs factors with percentages 66%. On the second video, the most factors that found in using politeness strategies on Donald Trump Junior CPAC Speech is payoffs factors with percentages 79%. On the last video, the most factor that was found in using politeness strategies on Donald Trump Junior Speech at Republican Convention is payoffs factors with percentages 69%.

From three videos of Donald Trump Junior speech, the most factor that often used in the speech are payoffs factor, because Donald Trump Junior want to get payoffs by make the US people as hearer trust and support his father as president of US and satirized Bidden also another previous president. He want Donald Trump looks better and can be trusted to make developments in US than the previous president and his rivals in the election.

REFERENCES

Pragmatics, S., Morris, C., Morris, C., & It, S. (1938). *UNIT 1 _ PRGAMATICS IN LINGUISTICS : A DEFINITION*.

Prayitno, H. J., Kusmanto, H., Nasucha, Y., Rahmawati, L. E., Jamaluddin, N., Samsuddin, S., & Ilma, A. A. (2019). The Politeness Comments on The Indonesian President Jokowi Instagram Official Account Viewed From Politico Pragmatics and The Character Education Orientation in The Disruption Era. *Indonesian Journal on Learning and Advanced Education (IJOLAE)*, *1*(2), 52–71. https://doi.org/10.23917/ijolae.v1i2.8785

Putri, S., & Padang, U. N. (2021). *POLITENESS STRATEGIES OF REQUEST USED IN YES DAY*. *11*(4).

Rahayu, K., & Suryadi, M. (2019). Politeness Strategies of the General Practitioners at Community Health Center in Semarang. *ASIAN TEFL Journal of Language Teaching and Applied Linguistics*, *4*(2), 113. https://doi.org/10.21462/asiantefl.v4i2.96

Rika Ningsih, Endry Boeriswati, & Liliana Muliastuti. (2020). Language Politeness of Students and Teachers: an Ethnographic Study. *Getsempena English Education Journal*, *7*(1), 159–169. https://doi.org/10.46244/geej.v7i1.1063

Rizqy, H. A., & Ardi, H. (2020). A Pragmatic Analysis of Politeness Strategies of Directive Expression Reflected in 'Inglorious Basterds' Movie. *English Language and Literature*, *9*(4), 394. https://doi.org/10.24036/ell.v9i4.110342

Rodrigo Garcia Motta, Angélica Link, Viviane Aparecida Bussolaro, G. de N. J., Palmeira, G., Riet-Correa, F., Moojen, V., Roehe, P. M., Weiblen, R., Batista, J. S., Bezerra, F. S. B., Lira, R. A., Carvalho, J. R. G., Neto, A. M. R., Petri, A. A., Teixeira, M. M. G., Molossi, F. A., de Cecco, B. S., Henker, L. C., Vargas, T. P., Lorenzett, M. P., Bianchi, M. V., … Alfieri, A. A. (2021). Title. *Pesquisa Veterinaria Brasileira*, *26*(2), 173–180. http://www.ufrgs.br/actavet/31-1/artigo552.pdf

Sukarno. (2018). Politeness strategies, linguistic markers and social contexts in delivering requests in Javanese. *Indonesian Journal of Applied Linguistics*, *7*(3), 659–667. https://doi.org/10.17509/ijal.v7i3.9816