POLITENESS STRATEGIES IN RIA RICIS' YOUTUBE ACCOUNT

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ABSTRACT

This study was conducted by using descriptive qualitative method. This descriptive research attempted to decbribe the translation strategies which are used in Ria Ricis' YouTube account. The data of this research was the transcription of the videos in Ria Ricis's Youtube account utterances, that was Indonesian. The researcher used a source of theories about politeness strategies by Yule's theory to support the thesis. Some steps were undertaken during the data collection: the process of selecting, focusing on the important things, simplifying, abstracting and transforming the data that appear in transcription. The results showed that the most dominant type of politeness strategies is positive politeness strategy with 40 data (48%). The percentage of Bald On Record strategy was 24 data (29%). The percentage of Off Record strategy was 10 data (10%). The lowest percentage of politeness strategies is Negative Politeness with 9 data with 11%. The reason why the types of politeness strategies using in Ria Ricis' YouTube account, instead of each politeness strategies has sub-strategies which explained those utterance contained politeness strategies.

Keywords: politeness strategis, Ria Ricis, Youtube

INTRODUCTION

Language is a center part of interaction and communication. We need it to communicate with others and it also a tool to connect each other. Kramsch (1998: 3) states that "Language is the principle means whereby we conduct our lives." When it is used in contexts of communication , it is bound with culture in multiple. As an example of the application of Kramsch's definition about language; for instance , some international events which are broadcasted on television , internet or newspaper needs language as the medium to communicate the message or information as well as possible. Therefore, we cannot deny the existence of the language which occurs in our social live.

Politeness is the behaviour of someone social interact who shows concern to other people (Ryabova, 2015). Politeness as a human code for communication and social activities, as we know politeness is important for our social life where ever and whenever, example for a youtuber which must make the atmosphere excited in order to make the their viewer to be excited to their content. Politeness level can be judged by words, expressions, and act.

The modern era makes the people has a life where the technology has dominated. Everything that exists today is very sophisticated for example is YouTube. Even now the people much prefer social media especially YouTube and start to leave other media. This happens because YouTube has more advantages than other media. For example when you want to see cartoon, on television cartoon airs on holiday or Sunday morning usually but on YouTube you are free anytime and anywhere can see cartoon or anything that you want see if you have internet data. Another advantages that YouTube has this app does not have advertisement like on television that usually shown every fifteen minutes , indeed on YouTube there are advertisement but just a few seconds and we can skip the advertisement and immediately go to watch the video that we want.

Furthermore, the phenomenon of politeness strategies also occured around us, example YouTube also had disadvantages, one of them was not good for minors, this was the consequence free to access YouTube content accessible to anyone, children couldn't accidentally watch a vulgar video and not suitable for their age, this was what made the reason that the child should be supervised by their parents while watching YouTube. Ananda and Wandebori (2016) state that "the hype of vlogger on internet and social media especially YouTube usage has triggered the establishment of it. Vlogger were very popular with many people especially for the people who love their content of all ages and become the most searched content creator on YouTube". Bakshy (2011) state that "Unsurprisingly, we find that the largest cascades tend to be generated by users who have

been influential in the past and who have a large number of followers." So this had an impact that the content creator have strong influence on their viewers minds.

1. Pragmatics

Pragmatics is the study of 'invisible' meaning or how we recognize what is meant even when it is not actually said or written (Yule, 2010:128) Pragmatic is a branch of linguistics which learns a language according to the context that is historical by ancient Greek and Roman academic where the term "pragmaticus" finds in the Greek language "pragmaticos" and both mean "pragmatical". and the term "pragmatic" appeared in linguistic philosophy in the 1930s and shift the focus to studies of language symbol then develops into semiology (Sunday, 2016).

2. Social Media

Social Media, also called internet community, online community is a virtual community whose the members interact each other via the internet connection. This social media very popular because it's easier real-time communication and connection to each other, and facilitates new ways for information to be exchanged with invisible friends because sometimes we don't know who we are related to in this community. This community can act as an information system where the members can post, comment on discussions, give advice or collaborate.

3. Politeness

The origin of the English lexeme 'polite' lies in the Latin past participle form politus, meaning 'polished'. "The etymological roots of the terms 'polite' and 'politeness' in English are this to be found in notions of cleanliness, a smooth surface and polished brightness which can reflect the image of the beholder" (Watts, 2003 : 33). According to Yule (2010 : 135) politeness in an interaction can be defined as the means employed to show awareness of another person's face. Furthermore he say showing awareness for another person's face when that order seems socially distant is often describe in terms of respect or deference. t

4. Politeness Strategies

Yule (2010 : 140) divides the politeness strategies according to how much the speaker (S) and hearer (H) minimize the threat when they are having conversation. The strategies range from doing the FTA (Face Threatening Acts) directly without minimizing the threat at all to not doing the FTA. They are bald on record, positive politeness, negative politeness, and off record strategy. For more complete explanation, below is the classification of the theory of politeness strategy by Yule.

A. Bald on-Record

Yule (2010 : 140) states that bald on record is the strategy which no provides to avoid an FTA (Face Threatening Acts) because this strategy without redressive action, that S wants to perform FTA with maximum efficiency and emphasizes his intention as clear as possible. This strategy express the close relationship better between speaker and listener. There is no gap which make the conversation get awkward. In the bald on record strategy, the speaker does nothing to minimize threats to listener's face.

B. Positive Politeness Strategy

Yule (2010 : 140) gives definition that positive politeness is the strategy is oriented by the speaker toward the positive face of the hearer that the speaker claims for the hearer. This strategy is usually seen in groups of friends or where people given social situation know each other fairly well. The speaker can satisfy the addressee's positive face wants by emphasizing that speaker wants what the hearer's wants. Positive politeness is usually seen in groups of friends, or where people in the given social situation know each other fairly well.

C. Negative Politeness

In most English speaking contexts, a face saving act is more commonly performed via a negative politeness strategy. The result of using this type of strategy we can find expression of the apology of the imposition. This strategy is used as a way to interact with the hearer in non-imposing way. Yule (2010:140) state that it is worth nothing that negative politeness is typically expressed via questions that seem to ask for permission to ask a question.

D. Off Record Politeness Strategies

The final politeness strategy outlined by Yule (2010) is the indirect or off-record strategy. He state that: "Off record utterance are essentially indirect uses of language: to construct an off record utterances one says something that is either more general (constraint less information in the sense that it rules out for possible states of affair) or actually different from what one means (intend to be understood)." Its mean off record strategy is a communicative action which has some purpose.

METHODOLOGY

This researcher was conducted by using descriptive qualitative method. Firstly, descriptive reseach was designed to obtain the information concering the status of the phenomena. It was directed to determine the nature of a situation , as it existed at the time of investigation. In this research, the researcher choosed the descriptive qualitative

method because the purpose of this study was to describe the phenomena of social media, especially the politeness strategies which were used in Ria Ricis' YouTube account utterances.

FINDING AND DISCUSSION

    1. Types of Politeness Strategies in Ria Ricis's Youtube Account

Politeness strategy is the strategy of how people lessen the threat to other's face. The strategies are proposed by Brown and Levinson. The frequency of occurrence of the politeness strategy used by each participants in ten of Ria Ricis' Youtube Video in using each politeness strategy is described in the table below.

Table 4.1.b The Percentage of Politeness Strategies

No.	Politeness Strategies	Frequency	Percentage
1.	Bald On Record	24	29%
2.	Positive Politeness	40	48%
3.	Negative Politeness	9	11%
4.	Off Record	10	12%
	Total	83	100%

Table 4.1.b presents the occurrence of politeness strategies applied by participants in ten of Ria Ricis' Youtube Videos. The tables show that the main participants prefer employing Positive Politeness Strategy to other strategies in their utterances. Based on the table, there are 83 data in this research. The most dominant type of politeness strategies is positive politeness strategy with 40 data (48%). The main participants, especially Ricis, uses positive politeness strategy more than other strategies. It is because Ricis wants to be friendly and respect to her guests by omitting any gaps between them.

    2. The Realization of Politeness Strategies in Ria Ricis' Youtube Account

There are four types of politeness strategies found in ten of Ria Ricis' Youtube Video. Each is discussed in the following sections including the detailed analysis on how the data are classified into a certain sub-strategies of politeness strategies.

    a.   Bald On Record Strategy

The findings show that the strategy is applied 24 times in all of videos. Bald on record strategy is a direct way of saying things, without any ministration on the imposition. This type of strategy is performed directly, clearly, and unambiguously.

In the video tittled "Pertama Kali Ajak Keponakan Ke Rumah Baru Sampai Nangis" contained Bald On Record strategy as explained below.

Khadijah   : Ambil! *(Take!)*

Ricis   : Ambil, ambil, ambil *(Take , take, take)*

Type   : Cases of non-minimalization or the face threat

From the dialogue, it shows when speakers directly requests the hearer to do what they want. The context deals with imperative sentences. She gives an intruction to Ricis take something. For that reason, she uses bald on record strategy in this utterance. She tries not to soften the threat to the hearer.

b. Positive Politeness Strategy

The findings show that Ricis and her guests apply the strategy as many as 40 times. To deal with positive politeness strategy, Ricis and her guests apply some sub-strategies.

In the video tittled "Ulang Tahun Bilqis, Semuanya Lol Surprise!!!!!" which has Positive Politeness strategies as explained below.

Bilqis   : Aku ajak Aunty ricis nanti kerumahyaa rumah bilqis *(I'll ask Aunty ricis will go to Bilqis's house later)*

Ricis   : Boleh, kapan? *(Can I, when?)*

Type   : Offering

From the dialogue, offering or promising are naturally outcomes of choosing this strategy even if they are false. They just demonstrate the speakers's good intentions in satisfying hearer's wants. It concerns itself by how people use language within context and why they use language in particular ways. In case, Bilqis asked Ricis to visit her house. This strategy is done with promise.

c. Negative Politeness Strategy

Negative politeness focuses on minimizing the imposition by attempting to soften it. In this strategy, the threat to face is relatively high. There are some kinds of negative politeness. In the application of the strategy, the findings show that Ricis and her guests apply the strategy as many as 9 times.

In the video titled "Ricis Dikerjain Abis-Abisan Sama Rafathar Usil Banget!!" which contained Negative politeness as explained below.

Nagita   : sana ditemeni tante ricis, disebeleah, tante ricis tolong temeni ya *(there with aunt ricis, next the door, could you accompanied him, please?)*

Type   : Being indirect

By being indirect, the speaker is faced clash between the need to go on record and the need to give the hearer redress. Being indirect can be realized by questioning.From the example, In this case, the speaker or Nagita uses unambiguous indirect speech acts.

For example: could you accompanied him, please? The insert of please in the sentence shows that there is a willingness to ask directly and give choice to the hearer or Ricis.

d. Off Record Strategy

The strategy is used to show someone's face wants indirectly. In this strategy, the threat to face is very high. The findings show that applied the strategy 10 times. This type of strategy employs indirect uses of language which has more than one interpretation.

In the video titled "Belajar Jadi Ibu – Ricis Kepo" which has realized Off Record strategy as explained below.

Ricis : ini aku bawain yaa cars nya, aduh udah kaya mbak ini
(Here bring the cars, oh man, I'm like a maid)

Jedar : hahahaa *(hahahah)*

Type : being ironic

From the example, in its application, usually there are clues that speaker conveys indirect intended meaning in his utterance. Speaker or Ricis said that she looked like a maid. Through that way, Ricis can indirectly convey his intended meaning, if there are clues (prosodic, kinesics, or textual) which relevant to the context.

3. The Reason Why The Types Of Politeness Strategies Using In Ria Ricis' Youtube Account.

According to Brown and Levinson (in Watts, 2003:85), in communication, the speaker should have a way to assess the dangers of threatening other participants' face and to choose the appropriate strategies in order to minimize any face threats that might be involved in carrying out the goal-directed activity called as politeness strategy. Those are explored below.

Table 4.2 The Reason of Politeness Strategies

No.	Politeness Strategies	Sub Strategies	Frequency
1.	Bald On Record	Cases of non-minimalization or the face threat	9
		Cases of FTA-oriented bald-on record usage	15
2.	Positive Politeness	Notice, attend to Hearer (his interests, wants, needs, goods)	1
		Exaggerate (interest, approval, sympathy with hearer)	2
		Intensify, interest to hearer	1

No.	Strategy	Sub-strategy	Count
		Seek agreement	6
		Joke	3
		Assert or presuppose S's knowledge of and concern for H's wants	9
		Offer/ promise	3
		Be optimistic	2
		Include both S and H in the activity	6
		Give (or ask for) reasons	3
		Assume or assert reciprocity	1
		Give gifts to H (goods, sympathy, understanding, cooperation)	3
3.	Negative Politeness	Be conventionally indirect	3
		Be pessimistic	3
		Apologize	2
		Question hedge	1
4.	Off Record	Give Hints	1
		Give Association Clues	2
		Overstate	1
		Use Contradiction	1
		Be Ironic	3
		Use Methapor	1
		Be Ambiguous	1

From the table 4.2 shows sub strategies as the reason why the utterances on Ria Ricis' Youtube Video has realized politeness strategies. People usually use certain ways which are called strategy to deal with politeness. The strategy is applied differently in one culture to others, since it is influenced by any internal and external factors of communication.

Discussion

The data were taken from the ten of Ria Ricis Youtube videos with titled "Pertama kali ajak keponakan ke rumah baru sampai nangis", "Belanja sepuasnya ditraktir ricis. Maryam puas!", Ulang tahun bilqis, semuanya lol surprise!!!!!", "Reaksi pertama bowo main squishy.", "1 hari bersama bowo. Ternyata aslinya ganteng!!!!", "Mainan baru – unboxing mesin capit boneka!! (claw machine)", "Squishy besar vs kecil bareng keponakan – sabaaarrr….", "Ricis dikerjain abis-abisan sama rafathar usil banget!!", "Berantakin rumah gempi!!! Gak boleh main lagi??", and "Belajar jadi ibu – Ricis kepo" represent the data to be analyzed. This analysis will be conduct by using the theory of politeness strategies proposed by Yule (2010). The study focuses on Bald on-record, Positive Politeness, Negative Politeness and Off-record Strategies.

The most type of politeness strategies found in the videos is positive politeness. The dominance of politeness strategies is positive politeness which has 40 data (48%) implies that the speaker is usually seen in groups of friends, or where people in the given social situation know each other fairly well. In order to to minimize the distance between them by expressing friendliness and solid interest in the hearer's need to be respected. This strategy is used because most of Ria Ricis' Youtube Video has the interaction with children. As a speaker, Ricis want to minimize the threat to to the children's positive face. This can be done by attending to the children's need and feeling of belonging to the context by showing how friendly Ricis is.

The lowest of politeness strategies is Negative Politeness with 9 data (11%) implies to maintain the conversation. In this case, she tries to minimize the imposition when she asks her. It is worth that negative politeness is typically expressed via questions that seem to ask for permission to ask question. One of the negative politeness that dominant to use is apologize. It is related to understanding that sustained courtesy provide an opportunity of keeping as safe distance from others. The other politeness stratgeis are Bald On Record with 24 data (29%) and Off Record with 10 data (12%).

CONCLUSIONS AND SUGGESTIONS
Conclusions

The frequency are 83 data of politeness strategies appeared in the ten of Ria Ricis' Youtube Videos. The most dominant type of politeness strategies is positive politeness strategy with 40 data (48%). The percentage of Bald On Record strategy was 24 data (29%). The percentage of Off Record strategy was 10 data (10%). The lowest percentage of politeness strategies is Negative Politeness with 9 data with 11%.

The realization from the Ria Ricis' YouTube account which were four types of politeness strategies which are Bald On Record, Positive Politeness, Negative Politeness and Off Record. Politeness strategy is the strategy of how people lessen the threat to other's face. Bald on record also commonly found in people who know each other very well and are very comfortable in their environment, such as between close friends and families. Negative politeness is applied to create a communicative relationship by making a space between speaker and hearer. Off Record is used to show someone's face wants indirectly. This type of strategy employs indirect uses of language which has more than one interpretation.

The reason why the types of politeness strategies using in Ria Ricis' YouTube account, instead of each politeness strategies has sub-strategies which explained those utterance contained politeness strategies. There are Cases of non-minimalization or the face threat and Cases of FTA-oriented in Bald On Record. Positive Politeness has noticing, exaggerating, intensifying interest to hearer, seeking agreement, joking, asserting or presupposing knowledge, offering or promising, being optimistic, including both S and H, giving or asking for reasons, and giving gift to H. In Negative Politeness has being indirect, questioning using hedge, being pessimistic and apologizing. Lastly, Off Record has giving hints, giving association clues, overstating, using contradiction, being ironic, using metaphor and being ambiguous.

Suggestion

By considering the conclusion mentioned above, the writer formulized some suggestions as follows. After analyzing the data and summarizing the conclusion, researcher suggests to linguistics students who want to do a research in pragmatics approach, to deeply explore about conceptual politeness stratgegies theory, for instance, observing other media or clues such as event or ceremony to find the types of politeness strategies.

The future researcher can also do the same research by investigating of Ria Ricis' Youtube Account on other participants for comparison. Based on the findings of the study, the researcher suggests that further research provide deeper investigations, especially on the concept of politeness strategies.

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