



**POLITENESS STRATEGIES USED IN THE EXCLUSIVE  
INTERVIEW BETWEEN PUTRA NABABAN AND BARACK  
OBAMA, MARCH 10, 2010 ON RCTI**

**JOURNAL ARTICLE**

**Submitted in partial fulfillment of the requirements for the  
Degree of Sarjana Sastra (S.S) in English language**

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SEMARANG  
2013**

## **PAGE OF APPROVAL**

This journal article has been approved by Advisor, Strata 1 Study Program of English Language, Faculty of Humanities Dian Nuswantoro University on March 5<sup>th</sup>, 2013.

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# **POLITENESS STRATEGIES USED IN THE EXCLUSIVE INTERVIEW BETWEEN PUTRA NABABAN AND BARACK OBAMA, MARCH 10, 2010 ON RCTI**

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## **ABSTRACT**

*The title of this research is "Politeness Strategies Used in the Exclusive Interview between Putra Nababan and Barack Obama, March 10, 2010 on RCTI". It is aimed at describing the politeness strategies used by Putra Nababan and Barack Obama, and describing the factors influencing the use of those strategies. The data were taken from the utterances by Putra Nababan and Barack Obama in the interview. The interview data were transcribed into written data. It were classified based on politeness strategies by Brown and Levinson (1987).*

*From the analysis, it can be concluded that in the interview between Putra Nababan and Barack Obama, there are four Politeness Strategies used. There are 86 utterances which consist of 39 utterances used by Putra Nababan and 47 utterances used by Barack Obama. There were 29 Bald on record strategies; 12 utterances by Putra Nababan and 17 utterances by Barack Obama, 25 Positive politeness strategies; 9 utterances by Putra Nababan and 16 utterances by Barack Obama, 31 Negative politeness strategies; 17 utterances by Putra Nababan and 14 utterances by Barack Obama, and 1 Off record strategy used by Putra Nababan. From the analysis researcher found out that Putra Nababan used negative politeness more than other strategies, because Barack Obama's status and occupation is higher than him, so Putra Nababan used this strategy to keep his politeness in speaking and the hearer will feel respected. And then, the factors influencing the use of strategies by Putra Nababan and Barack Obama, are occupation, social status and formality.*

**Key Words:** *formality, interview, occupation, politeness strategies, social status.*

*Judul penelitian ini adalah " Strategi Kesopanan yang Digunakan dalam Wawancara Eksklusif antara Putra Nababan dan Barack Obama, 10 Maret 2010 di RCTI". Hal ini bertujuan untuk menggambarkan strategi kesantunan yang digunakan oleh Putra Nababan dan Barack Obama, dan menjelaskan faktor-faktor yang mempengaruhi penggunaan strategi tersebut. Data diambil dari ucapan-ucapan oleh Putra Nababan dan Barack Obama dalam wawancara. Data wawancara ditranskripsi menjadi data tertulis. Ini diklasifikasikan berdasarkan strategi kesantunan oleh Brown dan Levinson (1987).*

*Dari analisis tersebut, dapat disimpulkan bahwa dalam wawancara antara Putra Nababan dan Barack Obama, ada empat Strategi Kesopanan yang digunakan. Ada 86 ucapan yang terdiri dari 39 ucapan yang digunakan oleh*

*Putra Nababan dan 47 ucapan yang digunakan oleh Barack Obama. Ada 29 Bald pada catatan; 12 ucapan-ucapan oleh Putra Nababan dan 17 ucapan-ucapan oleh Barack Obama, 25 strategi kesantunan positif, 9 ucapan oleh Putra Nababan dan 16 ucapan-ucapan oleh Barack Obama, 31 strategi kesantunan negatif, 17 ucapan-ucapan oleh Putra Nababan dan 14 tuturan oleh Barack Obama, dan 1 catatan Off digunakan oleh Putra Nababan. Dari analisis peneliti menemukan bahwa Putra Nababan menggunakan kesantunan negatif lebih dari strategi lain. Dan kemudian, faktor yang mempengaruhi penggunaan strategi oleh Putra Nababan dan Barack Obama, adalah pekerjaan, status sosial dan formalitas.*

**Kata Kunci:** *formalitas, pekerjaan, status sosial, strategi kesantunan, wawancara.*

## INTRODUCTION

Language is an important thing of communication. People need language as a tool to communicate to each other. With language people can express their ideas and thought to the other people and also to deliver wishes.

People need language to communicate or interact with others. Sometimes we do not realize that during our communication, we actually use some aspects of communication. Within this study, the researcher would like to look out more clearly about the uses of conversation interaction aspects within a interview.

Interview is a conversation between two or more people to ask something or information about the interviewee. Conversation is determined to develop a social relationship or even to make a decision. Conversation is more than merely the exchange of information because through conversation it can be decided whether the message is received by the hearer or not. Politeness strategies influence conversation because the content in the talk goal of politeness is to make all the parties relaxes and comfortable with another.

The interview is an important method of creating the show. It is also the way in which a great portion of the content of the genre is presented and consequently the focus is on people and conversation. The interview can take place in one place and there must be a contact between two participants, those are speaker and interlocutor. Both are important factors in speech situation. The researcher uses the interview between Putra Nababan and Barack Obama as the data of the analysis because Putra Nababan is one of the Indonesian journalist who got an opportunity to interview one of the important person in the world, this may be a great point to the readers of the thesis and also to show the politeness strategies.

Brown and Levinson (1987), said that politeness is used in order to enter into social relationships, to acknowledge and show an awareness of the face, the public self-image, the sense of self, of the people that we address. Politeness strategies are developed for the main purpose of dealing with these FTA's. They said that it is universal characteristic across cultures that speakers should respect each others' expectations regarding self-image, take account of their feelings and avoid Face Threatening Acts (FTAs).

The Exclusive Interview between Putra Nababan and Barack Obama is presented on RCTI. In the Exclusive Interview there are politeness strategies used by Putra Nababan. He used politeness strategies in the interview, because he spoke to the President of America who has higher status than him. Through this research, the researcher wants to analyze the politeness strategies used by Putra Nababan and Barack Obama in the Exclusive Interview between Putra Nababan and Barack Obama, March 10, 2010 on RCTI.

## **RESEARCH METHOD**

### **Research Method**

In this research, the researcher used the descriptive qualitative approach in analyzing the data. Descriptive qualitative was used in this research since researcher descriptively explained the utterances containing politeness used by the Exclusive Interview between Putra Nababan and Barack Obama on March 10, 2010 on RCTI. The data of this research were collected from video of the Exclusive Interview Between Putra Nababan and Barack Obama on March 10, 2010 on RCTI.

### **Unit of Analysis**

The unit of analysis of this research is the utterances produced by Putra Nababan and Barack Obama on the interview March 10, 2010 on RCTI. All of the politeness strategies in the speaker's utterances were analyzed in this research.

### **Source of Data**

The data of this study are spoken data. The researcher took the data from the Exclusive Interview between Putra Nababan and Barack Obama on March 10, 2010 on RCTI. The interview took place at White House, Washington DC, US.

### **Techniques of Data Collection**

The data of the study were collected by using the following steps:

1. The first time watching the Exclusive Interview between Putra Nababan and Barack Obama on March 10, 2010 on RCTI and the second time on the video.
2. Downloading the video from youtube and note-taking the interview conducted by Putra Nababan and Barack Obama on the interview March 10, 2010 on RCTI.
3. Transcribing all the Speaker's utterances used by Putra Nababan and Barack Obama on the interview March 10, 2010 on RCTI.

### **3.5 Techniques of Data Analysis**

The steps to analyze the data are:

1. Reading the data carefully.
2. Identifying the politeness used by Putra Nababan and Barack Obama on the interview March 10, 2010 on RCTI.
3. Classifying the politeness used by Putra Nababan and Barack Obama on the interview March 10, 2010 on RCTI.
4. Finding out the proportion of each type of politeness strategy based on Brown and Levinson in the utterances used by the Exclusive Interview Between Putra Nababan and Barack Obama, March 10, 2010 on RCTI.
5. Analyzing the factors that influence the choice of politeness strategies based on the theory of Brown and Levinson.
6. Drawing conclusion.

## FINDING AND DISCUSSION

### 4.1. The Finding of the Politeness Strategy used by Putra Nababan and Barack Obama in the Exclusive Interview on March 10, 2010 on RCTI.

This chapter describes the data analysis. The researcher analyses the data after the data were collected. The data was taken from the utterances by Putra Nababan and Barack Obama in the Exclusive Interview on March 10, 2010 on RCTI. The researcher tried to find out the propotion of each type of politeness strategy based on Brown and Levinson in the utterances used by Putra Nababan and Barack Obama, and analyzing the factors which influence the choice of certain politeness strategies in the interview between Putra Nababan and Barack Obama.

The researcher found 86 utterances that can categorized in the Politeness Strategies. There are 29 utterances using Bald on record strategy, 25 utterances Positive politeness strategy, 31 utterances Negative politeness strategy, and 1 utterance Off record strategy. For more details analysis of Politeness strategies that occur in the interview between Putra Nababan and Barack Obama would be shown on the table 4.1.

**Table 4.1. The Frequency of Politeness Strategies Used by Putra Nababan and Barack Obama on the interview March 10, 2010 on RCTI.**

No.	Types of Politeness Strategy	Putra Nababan		Barack Obama	
		$\Sigma$	%	$\Sigma$	%
1.	Bald on Record	12	30.77%	17	36.17%
2.	Positive Politeness	9	23.08%	16	34.04%
3.	Negative Politeness	17	43.59%	14	29.79%
4.	Off Record	1	2.56%	-	-
	Total	39	100%	47	100%

Table 4.1. shows that there are 86 utterances which consist of 39 utterances used by Putra Nababan and 47 utterances used by Barack Obama. There were 29 Bald on record strategies; 12 utterances by Putra Nababan and 17 utterances by Barack Obama, 25 Positive politeness strategies; 9 utterances by Putra Nababan and 16 utterances by Barack Obama, 31 Negative politeness strategies; 17 utterances by Putra Nababan and 14 utterances by Barack Obama, and 1 Off record strategy used by Putra Nababan. From the table the researcher shows that Putra Nababan used negative politeness more than other strategies. Putra Nababan used this strategy to keep his politeness in speaking and the hearer will respected. Therefore the politeness is needed to obtain good results in his interview.

**4.2. Discussion of the findings of the politeness strategy used by Putra Nababan and Barack Obama in the Exclusive Interview on March 10, 2010 on RCTI.**

**4.2.1. Bald On Record**

**Table 4.2. The Frequency of Bald on Record used by Putra Nababan and Barack Obama**

Strategy	Bald on Record	Putra Nababan		Barack Obama	
		Σ	%	Σ	%
<b>1</b>	Cases of non-minimization of the face threat	12	100%	17	100%
	<b>Total</b>	<b>12</b>	<b>100%</b>	<b>17</b>	<b>100%</b>

Table 4.2. shows that there are 30 utterances Bald on Record strategies. They are 30 cases of non-minimization of the face threat utterances; 12 utterances used by Putra Nababan and 18 utterances used by Barack Obama. Obama used this strategy more than Nababan because he is more powerful.

**4.2.2. Positive Politeness**

**Table 4.3. The Frequency of Positive Politeness used by Putra Nababan and Barack Obama**

Strate gy	Name of strategy	Putra Nababan		Barack Obama	
		Σ	%	Σ	%
<b>1</b>	Notice, attend to hearer (his interest, wants, needs, goods)	1	11.11%	-	-
<b>3</b>	Intensify interest to hearer	-	-	10	62.50%
<b>5</b>	Seek agreement	7	77.78%	2	12.50%
<b>6</b>	Avoid disagreement	-	-	3	18.75%
<b>11</b>	Be optimistic	1	11.11%	1	6.25%
	<b>Total</b>	<b>9</b>	<b>100%</b>	<b>16</b>	<b>100%</b>

Table 4.3. shown that there are 25 utterances Positive politeness strategies used in the interview between Putra Nababan and Barack Obama. They are 9 utterances used by Putra Nababan, and then 16 utterances used by Barack Obama. Obama is more dominant than Nababan. From the analysis, it can be concluded that Obama wants to give a good respon to Nababan. He wants to intensify the interest of speaker's contribution by making a good story.



### 4.2.3. Negative Politeness

**Table 4.4. The Frequency of Negative Politeness used by Putra Nababan and Barack Obama**

Strategy	Name of strategy	Putra Nababan		Barack Obama	
		$\Sigma$	%	$\Sigma$	%
1	Be conventionally indirect	7	41.18%	1	7.14%
2	Question, hedge	6	35.3%	2	14.29%
3	Be pessimistic	-	-	1	7.14%
4	Minimize the imposition	2	11.76%	6	42.86%
5	Give deference	2	11.76%	1	7.14%
6	Apologize	-	-	3	21.43%
	<b>Total</b>	<b>17</b>	<b>100%</b>	<b>14</b>	<b>100%</b>

Table 4.4. shown that there are 31 utterances Negative politeness strategies used in the interview between Putra Nababan and Barack Obama. They are 17 utterances used by Putra Nababan, and then 14 utterances used by Barack Obama. Nababan is more dominant than Obama because he, as a journalist, should be keep a good connection with his partner.

### 4.2.4. Off Record

**Table 4.5. The Frequency of Off Record used by Putra Nababan and Barack Obama**

Strategy	Name of strategy	Putra Nababan		Barack Obama	
		$\Sigma$	%	$\Sigma$	%
15	Be incomplete, use ellipsis	1	100%	-	-
	<b>Total</b>	<b>1</b>	<b>100%</b>	<b>-</b>	<b>-</b>

Table 4.5. shown that only 1 utterance Off record strategy used in the interview between Putra Nababan and Barack Obama. This utterance used by Putra Nababan.

## 4.3. The Factors which Influence the Choice of Politeness Strategies in the Interview between Putra Nababan and Barack Obama

### 4.3.1. The payoffs: a priori considerations

By going on record, Putra Nababan as the speaker can potentially get any of the following advantages.

**Excerpt 33:**

- 1 **Obama:** So, I am sure this' the first an interview ever done by Indonesian television in the white house, right? It must be right?
- 2 **Nababan:** Yes, this is the first time interview by Indonesian journalist, right?
- 3 **Obama: yes, absolutely, yes**

Nababan get enlist the addressee or in support of speaker's self to satisfy hearer's negative face, in some degree. Obama makes sure that this is the first time to interviewed by Indonesian journalist.

**4.3.2. The circumstance: sociological variables**

According to Brown and Levinson (1987: 74), there are three social factors that influence the choice of strategies, these are:

**4.3.2.1. Occupation**

There is different occupation between Putra Nababan and Barack Obama. The occupation of Putra Nababan is as a journalist and the occupation of Barack Obama is a President of US.

**4.3.2.2. Social status**

Barack Obama's status is higher than Putra Nababan. He is the President of US and Nababan is one of the Indonesian journalists. So Nababan pays attention and respect to Obama.

**4.3.2.3. Formality**

Putra Nababan pays respect on his difference of occupation and social status with Barack Obama. He uses formality utterances to Obama.

## **CONCLUSION**

From the analysis, it can be concluded that in the interview between Putra Nababan and Barack Obama, there are four Politeness Strategies used. There are 86 utterances which consist of 39 utterances used by Putra Nababan and 47 utterances used by Barack Obama. There were 30 Bald on record strategies; 12 utterances by Putra Nababan and 17 utterances by Barack Obama, 25 Positive politeness strategies; 9 utterances by Putra Nababan and 16 utterances by Barack Obama, 31 Negative politeness strategies; 17 utterances by Putra Nababan and 14 utterances by Barack Obama, and 1 Off record strategy used by Putra Nababan. From the analysis the researcher found out that Putra Nababan used negative politeness more than other strategies, because Barack Obama's status and occupation is higher than him, so Putra Nababan used this strategy to keep his politeness in speaking and the hearer will feel respected.

And then, the factors influencing the used of strategies by Putra Nababan and Barack Obama, there are three factors. They are occupation, social status and formality. Nababan is a journalist. Therefore, in his speaking he uses polite utterances because he spoke to the President in the interviewed. Obama's social status is higher than Nababan, he is the President of U.S and Nababan is one of the Indonesian journalist. So Nababan pay attention and respect to Obama. Both occupation and social status indirectly influence Nababan in using formal utterances to Obama.

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