

Leech Politeness Maxim in Hitam Putih TV Program

Kiki Rizki Sintyani
 STKIP PGRI Pasuruan
 Pasuruan, Indonesia
 kikirizki4011997@gmail.com

Mardiningsih
 STKIP PGRI Pasuruan
 Pasuruan, Indonesia
 mardiningsih.17070956023@mhs.unesa.ac.id

Abstract—This study aims to describe the form and function of politeness in speaking in *Hitam Putih* program airing March 2019. The type of research used is descriptive qualitative. The subjects of this study were all the presenters and guest stars who attended the *Hitam Putih* program on Trans 7. The object of this study was the speech contained in the dialogue transcription between the host and the guest stars who met and did not meet the Leech Politeness Maxim. This research instrument is a human instrument. Data collection techniques are divided into five techniques, namely downloading technique, listening technique, note taking technique, data grouping technique, and library technique. Data Analysis Techniques are divided into three techniques, namely data collection, data grouping, and concluding the data

The results of this study show two conclusions. First, namely the form of politeness in the *Hitam Putih* program aired March 2019, both those who meet and do not meet the Leech Politeness Maxim. Second, namely the politeness of language functions in the *Hitam Putih* program aired March 2019, both those that meet and do not meet the Leech Politeness Maxim, which consists of four functions of language speech.

Keywords—*Hitam Putih; Politeness Function; Politeness Maxim; and Pragmatics*

I. INTRODUCTION

Broadcasting program in television and internet is one of the programs which included in language phenomenon which happens in this modern era. One of many information broadcasting programs is talkshow, which uses speaking skill a lot with the goal of doing a communication which appears conversation between one person and another. In the conversation there are frequent of great conversations which are in line with the context, but there are also dissatisfactory conversations, the conversation is even out of context which triggers disturbance between speaker and the speaking partner.

Hitam Putih is one of the television programs that aired on *Trans 7*. *Hitam Putih* is a television program that discusses various topics, inspiring stories, and viral news that is being hotly discussed. This program became one of *Trans 7*'s flagship programs and was much sought after by various groups of people because of Dedy Corbuzier's expertise as the master of ceremonies in his speaking skills with the characteristics and motto that he always revealed at the end of the program which contained motivation for the whole community so as to provide a spectacle that informative,

entertaining while providing education and information disclosure to the community. In the *Hitam Putih* program, there was an interaction between Dedy Corbuzier and the speakers present. The interaction will cause a conversation that has a specific purpose.

The study of maxims in the program is considered very important because it involves the interpretation or interpretation of the message that has been delivered by the speaker to the speech partner in a conversation context so that it can affect someone's politeness when sending and receiving a message to the other person. This study can also be a benchmark of how polite each word has been spoken so that the conversation can be said to be appropriate or not in the context being discussed and the success or failure of a conversation.

The objectives contained in this study are as follows.

- 1) To describe the form of politeness in speaking in the *Hitam Putih* program airing March 2019.
- 2) To describe the politeness function of language in the *Hitam Putih* program airing March 2019.

Leech Politeness Maxim

Politeness maxim is the language rules governing manners that relate to the communicator, especially about someone's words and actions politely in a conversation [1]. The politeness maxim delivered by Leech [1] is divided into six, those are

Tack Maxim

Tack maxim is the maxim that governs the harms and benefits of others. The purpose of this maxim is to make the loss to others as small as possible and make as much profit to others as possible, so that in this maxim what is meant by benefits to others is good behavior that should be accepted by others without taking sides of one of the communicators when taking action in saying something [1]. Thus, the tack maxim can also be interpreted as a maxim that prioritizes advantages over losses for others.

According to Leech [1], in this maxim the communication actors can be said to be polite if they can maintain the tack maxims well when conducting a communication so that there are no impolite attitudes that can result in offending other people's feelings in communication activities [3].

Generosity Maxim

Generosity maxim is a maxim that regulates the advantages and disadvantages of oneself. The purpose of this maxim is to make the smallest possible profit to yourself and make the greatest possible loss to yourself, so that in this maxim what is meant by self-harm is the sacrifice imposed on yourself when communicating [1]. Thus, the maxim of generosity can also be interpreted as a maxim that prefers self-benefits and increases harm to oneself.

According to Leech [1], in this maxim the communication actors can be said to be polite if they can respect others by adding a burden to themselves in communication activities [3].

Approbation Maxim

Approbation is a maxim that governs criticism and praise towards others. The purpose of this maxim is to criticize others as little as possible and praise others as much as possible, so that in this maxim what is meant by criticism of others is a diatribe against others who are conveyed while carrying out communication activities [1]. Thus, the approbation maxim can also be interpreted as a maxim that uses a compliment to give more praise to others so that the person feels to get an award because there is no ridicule in a conversation.

According to Leech [1], in this maxim the communication actors can be said to be polite if they can give an award by not mocking, berating, and demeaning each other when communicating [3].

Modesty Maxim

A modesty maxim is a maxim that regulates self-praise and criticism. The purpose of this maxim is to praise yourself as little as possible and criticize yourself as much as possible, so that in this maxim what is meant by self-criticism is a diatribe against oneself that is conveyed when conducting communication activities [1]. Thus, the modesty maxim can also be interpreted as a maxim that prefers praise for oneself and increases ridicule against oneself.

According to Leech [1], in this maxim communication actors can be said to be polite if they can be humble by reducing praise to themselves when communication activities take place, because if someone always praises and favors themselves then someone is considered rude [3].

Agreement Maxim

The agreement maxim is a maxim that regulates the disagreement and agreement between oneself and others. The purpose of this maxim is to try as little disagreement as possible between oneself and others and to seek as much agreement as possible between oneself and others, so that in this maxim what is meant by an agreement between oneself and others is compatibility without any gap in communication activities [1]. Thus, the maxim of agreement can also be interpreted as a maxim that prefers agreement or agreement rather than disagreement for oneself and others.

According to Leech [1], in this maxim the communication actors can be said to be polite if they find compatibility or agreement when communicating in a way that is not interrupting, decapitating and even directly denying what is said by the communication actors [3].

Sympathy Maxim

Sympathy maxim is a maxim that regulates antipathy and sympathy between oneself and others. The purpose of this maxim is to reduce the sense of antipathy as little as possible between yourself and others and increase the feeling of sympathy between yourself and others, so that what is meant by feeling antipathy towards yourself and others is dislike when taking action in saying something [1]. Thus, the sympathy maxim can also be interpreted as a maxim that prefers a sense of sympathy or care rather than a sense of indifference for others.

According to Leech [1], in this maxim the communication actors can be said to be polite if they further maximize the attitude of sympathy which is often shown with a smile, a nod, holding hands, shaking hands, and so on without any cynical attitude between communication actors [3].

Language Speech Function

Speech functions are classified as follows.

Declaration of speech function is a function of language speech giving a role in a context to display something.

The function of representative language speech is the function of language speech which believes that speech is included in the case or not. So, this representative act serves as an explanation of information, affirmation, description, conclusion, and so forth.

The expressive language speech function is a language speech function that expresses something that is being felt by the communicator. So, this expressive act serves as a reflection of the feelings of the communicator he is feeling. The feeling can be in the form of feeling concerned, feeling sad, feeling happy, feeling of dislike, praise, and so on.

The function of directive language speech is the function of language speech which prioritizes other people to do something. So, this directive act serves as a form of desire by someone to express apologies, orders, giving advice, ridicule, and so forth.

Commissive language speech functions are language speech functions that state the purpose of speech that is only understood by the speaker. So, this commissive act serves to ask the purpose of speech by the speaker. The intention can be in the form of rejection, threats, promises, etc [2].

II. METHOD

A. Research Approach

The study, entitled "Maximum Politeness in *Hitam Putih* Programs on Trans 7 Screening March 2019" uses a qualitative approach. This approach is used because according to the type of data taken, it will then be described based on

language errors contained in the narrative essay that has been determined by the researcher [4].

A qualitative approach is used to obtain in-depth data about a data that contains meaning. Meaning is actual data, definite data which is a value behind visible data. Therefore in qualitative research it does not emphasize generalization, but rather emphasizes meaning [5].

B. Data Collection Procedure

Data collection procedures in a study entitled "Maximum Politeness in *Hitam Putih* Program at Trans 7 Screening March 2019" is the initial step that is the basis for obtaining data. The data collected in this study are descriptive, because the data to be analyzed and the results of the analysis are in the form of description or descriptive. Thus, without a data collection procedure, research cannot obtain the desired data as a fulfillment of research requirements [5]. Therefore in this study data collection techniques used include download techniques, listening techniques, note taking techniques, data grouping techniques, and library techniques.

C. Data Analysis

After the data is collected, the next activity is analyzing the data with data analysis techniques. In analyzing data, researchers use the following steps as data collection, data grouping, and data inference.

III. RESULTS AND DISCUSSION

The findings of this study are in the form of a description of the politeness of the language that has been adapted to the function of language speech in every dialogue between the presenter and the speakers who have been invited to the *Hitam Putih* talkshow. The data findings show two groups of findings, the first finding regarding the form of politeness in the *Hitam Putih* program aired March 2019, both those that meet and do not meet the Leech Politeness Maxim. Then the second finding regarding the politeness function of the language in the *Hitam Putih* program aired March 2019, both those that met and did not meet the Leech Politeness Maxim. Meet the Leech Politeness Maxim, meaning that there has been a compliance with the politeness of a speech and it does not meet the Leech Politeness Maxim, meaning that there has been a violation about the politeness of a speech.

A Form of Politeness in Language in *Hitam Putih* Program Airing March 2019 that Meets Leech Politeness Scale

Wise Wisdom

Datum code: 03/MKB/DC/B/06032019/003

Deddy Corbuzier : "So, um ... If I may know sir, sorry, how much is your income?"

Mr. Bukhari : "It's not certain, sometimes more, sometimes less. At most one hundred twenty, one hundred, yes, that is coming in every day"

Speech programs in the data **03 / MKB / DC / B / 06032019/003** occur in the context of dialogue about the speaker who wants to know the income of the interlocutor he gets in a working day. In this speech program, speakers who meet the tack maxim appear. This is because the speaker has behaved well to the interlocutor by giving a question in which there is an appropriate use of diction without any action in favor of one of the communicators in saying something so that no party is harmed by each other due to the absence of the feeling that was offended or offended, as in the phrase " So, um ... If I may know sir, sorry, how much is your income?"

The Form of Politeness in Language in *Hitam Putih* Program Airing March 2019 that does not Meet the Leech Politeness Scale

Approbation Maksim

Datum code: 01/MP/DC/F/26032019/001

Fanny : "Well Mas Ded, he's just starting beatboxer this month. He said he already got an endorse on his Instagram, right?"

Deddy Corbuzier : "I don't care!"

Speech programs in the data **01/MP/DC/ F/26032019/001** occurred in the context of dialogue about the speaker giving a statement to the interlocutor about the beatboxer being viral and immediately getting endorse. At this speech program, it was seen that the opponent did not meet the maxim of the award. This is because there is a form of condemnation in the form of dislike by the opponent of the speech of a beatboxer who immediately gets an endorse, as in the phrase "I don't care!" The statement of the interlocutor includes an attitude that is not polite because it has ridiculed and demeaned someone who is viral on social media.

The Politeness of Language Function in the *Hitam Putih* Program Screening in March 2019 Meet the Leech politeness scale

Function of Directive Language Speech

Datum code: 03/MKB/DC/B/06032019/003

Deddy Corbuzier : "So, um ... If I may know sir, sorry, how much do you earn a month?"

Mr. Bukhari : "It's not certain, sometimes more, sometimes less. At most one hundred twenty, one hundred, yes, that is coming in everyday"

Speech programs in the data **03 / MKB / DC / B / 06032019/003** occur in the context of dialogue about the speaker who wants to know the income of the interlocutor he gets in a working day. This speech program is seen by speakers who fulfill the directive language speech function. This is because the speaker gives an apology first before giving a question concerning personal matters of the interlocutor, such as in the sentence "So, um ... If I may know sir, sorry, how much do you earn a month?" an action in the

form of a direct answer without any sense of shame to provide answers that fit the actual situation.

The Politeness Function of Speaking in a *Hitam Putih* Way of Showing March 2019 that does not meet the Leech politeness scale

Function of Expressive Language Speech

Datum code : 08/MKB/F/RH/26032019/008

Fanny : “how many people that have blocked you in Instagram-?” (laughing) (Riyanto Husno and audiences are laughing)

Riyanto Husno : “So far is 30 millions people”

Speech programs on the data **08/MKB/F/RH/26032019/008** in the context of dialogue about speakers give a guest star a question about their Instagram followers, but the question is not right. This speech program is seen by speakers who do not fulfill expressive language speech functions. This is because there is a form of dislike by the speaker of the interlocutor who has gotten endorse repeatedly and followers who are heavily instagranized by asking less polite questions, such as in the

sentence “how many people that have blocked you (in Instagram)?”

IV. CONCLUSION

Based on the results of this study, it can be concluded as follows: (1) In this program there are tack maxim, generosity maxim, approbation maxim, modesty maxim, agreement maxim, and sympathy maxim, and (2) speech function language that includes representative language speech functions, expressive language speech functions, directive language speech functions, and commissive language speech functions.

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