Deddy Corbuzier's Speech Strategy on a YouTube Podcast

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Abstract. This research is based on indications that Deddy Corbuzier's way of communicating in podcasts on his YouTube channel tends to be loud, direct, and without further ado. The aim of this study is to analyze Deddy Corbuzier's podcast on the YouTube channel. This research is descriptive- through podcasts on the YouTube channel. Data collection techniques include observation and recording. (1) The strategy of speaking indicator of 8.6% and a group indicator of 36.5%. (2) Strategy of speaking indicators of desire or need are 2.1%; exaggerating is 4.8%; avoiding disagreement is 17.2%; joking is 2.7%; and stating the speaker's knowledge is the same is 5.9%. (3) A strategy for speaking indicators of conventionally indirect speech indicators is 3.2%, 1.6% using fences, 2.1% expressing pessimism, 1.6% paying respects, and 2.7% apologizing. (4) strategy of indicators using cues: 4.3%, flattering speakers 1.1%, making messages ambiguous 4.3%, and making speech incomplete 1.1%. This finding is essential for the podcast hosts on the YouTube channel to choose a good speaking strategy with a polite speaking strategy because it will have a positive impact and set an example through good viewing and character.

Keywords: Deddy Corbuzier, Podcast, Speaking Strategy.

1. Introduction

Language is a means of communication between individuals in everyday life. To maintain interaction in conversation, talk and listeners must coordinate together to comprehend the meaning and purpose of a speech in the context of a conversation [1]. Unclear speech and the use of words with ambiguous meanings can hinder and damage smooth communication in conversation. *Strategy* in communication is defined as a method or tactic a person or group uses to achieve a goal [2]. Speech strategies that consider the status of speakers and speech partners are critical for successfully regulating social interaction through language. Five main sequential strategies are used in different speech situations.**;** The five tactics are (a) speaking honestly and naturally, (b) discussing publicly the delights of positive politeness, and (c) addressing unkindness with candor. (d) speaking vaguely, and (e) speaking from the heart [3]. Actions performed through speech are called "speech acts." Speech is not a statement or a question about certain information but an action [4]. Saying something is doing something, and language or

speech can be used to create events because most utterances, which are speech acts, have power [5].

Context is background knowledge that the speaker shares with the interlocutor and helps the interlocutor interpret the utterance's meaning. The effect of speech that is spoken kindly and with much sympathy is clearly very different from that of said brutally and harshly [7]. One of the main subjects of the study of speech strategies is the act of discourse. This means that when individuals speak, they produce separate sentences and appreciate them through an activity. That is, by using language to cause other people to follow something [8].

Podcast derived from the words "podcast" and "broadcasting," podcasting is a medium that has been tested for several years and is now moving towards a period of credibility, stability, and maturity [9]. However, podcasts could be better liked in Indonesia compared to other on-demand media like music and videos. In fact, podcasts have recently grown quite quickly in popularity [10].

A podcast is an episode of a program available on the internet, such as YouTube, that is used to communicate with other people and share interesting and important information [11]. The podcasts examined in this study are those broadcasted by YouTube media and are well-known and popular, one of which is Deddy Corbuzzier's Channel. *Podcasts* are dialogues guided by a host or moderator with various sources based on needs that discuss hot, factual issues that are currently developing or related to the most pressing issues in society [12].

Speeches are basically classified as potential speech acts [13]. The expected specification is that this research will become the basis for analyzing the language patterns of podcast hosts, which will later become input and suggestions to become reference material for podcast hosts in Indonesia or podcast guest stars in Indonesia [14]. Based on research and observations, it was found that many presenters in podcast shows in Indonesia try to dig up more detailed information. However, sometimes, it tends to corner the other person, giving "sharp" and "spicy" criticism. The study aims to describe Deddy Corbuzier's speaking strategy in the podcast on the YouTube channel.

2. Method

It is a descriptive qualitative study using a descriptive analysis method. This descriptive research aims to provide a systematic, factual, and accurate description of the facts, characteristics, and relationships between the phenomena under consideration. This research is oriented to understanding, exploring, and describing the events' meaning, especially in Deddy Corbuzier's conversation on the podcast on the YouTube channel [15]. This study began in early September to December 15, 2022. The selected video of the YouTube channel is "Anak Jaksel Jatuh Cinta Kalau Lihat Cewek Chinese (Cina)" research based on several reasons. First, podcasts with themes "Anak Jaksel Jatuh Cinta Kalau Lihat Cewek Chinese (Cina)" caused controversy because the host was considered to be discussing something taboo and inappropriate to discuss. Second, this podcast disappointed Deddy's number of followers. The number of viewers dropped dramatically to only 1.3 million.

The results of recording on the observation sheet and the results of these recordings are used as data sources [16]. The validity of the results of this study was also carried

out through validation. The validation used in this research is systematic [17]. This study uses qualitative data analysis on the Miles and Huberman model by reducing data, presenting data, and drawing conclusions from existing data [18].
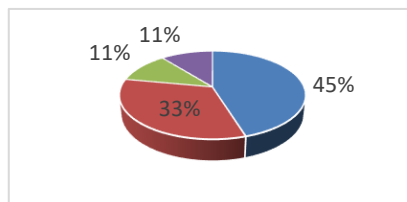
3.   Findings and Discussion

The research uses a dialectical strategy. The dialectical strategy is how speakers speak and use strategies in communication. The purpose of the strategy is to make the interlocutor feel comfortable and tend to be open so that whatever the interlocutor wants to convey becomes free [19]. *Strategy* is defined as a trick or tactic used to make the speech partner, also known as the "speech partner," happy and comfortable in interacting, allowing the speaker to achieve his or her goal with the speech partner [20]. The description of the speech is as follows.

Table 1. Deddy Corbuzier's Speech Strategy in Podcasts on the YouTube Channel

Speaking Strategy		Amount	Percentage
speak keeps going light without base stale	request	16	8.6 %
	insistence	68	36.5 %
keep going light dith base stale positive politeness	notice interest, desire, or need for a speaker	4	2.1 %
	exaggerate sympathy for the speaker	9	4.8 %
	avoid no agreed	32	17.2 %
	joking	5	2.7 %
	state that knowledge and attention speaker is same as knowledge and attention speaker	11	5.9 %
keep going light with base stale politeness negative	state speech that is not lived in a manner conventional	6	3.2 %
	use fence	3	1.6 %
	state pessimism	4	2.1 %
	give respect	3	1.6 %
	request excuse me	5	2.7 %
speak equivocal	using cues	8	4.3 %
	flattering speaker	2	1.1 %
	make the message ambiguous (run away or faint)	8	4.3 %
	make speech no complete	2	1.1 %
Amount		186 Speeches	100 %

Based on the results of research on Deddy Corbuzier's speaking strategy in the podcast on the YouTube channel, the following findings were obtained: (1) the strategy of speaking frankly without further ado, the demand indicator found 16 data points with a percentage of 8.6% and a push group of 68 with a percentage of 36.5. (2) strategy of speaking frankly with pleasantries Positive politeness indicators include paying attention to the interests, desires, or needs of speakers (4, percentage 2.1%), exaggerating sympathy for speakers (9, percentage 4.8%), avoiding disagreements (32, percentage 17.2%), joking (5, percentage 2.7%), and stating that the speaker's knowledge and attention are the same as the speaker's knowledge and attention (11) (5, percentage 5.9%). (3) strategy of speaking frankly with pleasantries negative politeness indicators, stating conventionally indirect speech 6 percent, or 3.2%, using fences 3, percentage 1.6%, expressing pessimism, 4, percentage 2.1%, paying respects, 6, percentage 1.6%, and apologizing, 5, percentage 2.7%. (4) the strategy of using vague indicators using cues 8, with a percentage of 4.3%, flattering speakers 2, a percentage of 1.1%, making the message ambiguous (fuzzy or vague); 8, a percentage of 4.3%, making the speech incomplete. 2. The percentage is 1.1%. A more detailed explanation can be seen in the following igure.

Figure 1. Deddy Corbuzier's Speaking Strategy Podcast on Youtube

Speak frankly without a preamble
a. Demand Indicator
The strategy of speaking frankly without further ado. The demand indicators in this study can be seen in the examples of speech acts below [21]. Angelia Cristine met Oza Rangkuti, so we are here to meet a boss.

(1) Try the PIK story. (Deddy C. (A-J, C-C, 14).
(2) What do we get at PIK? (Deddy C. (A-J, C-C, 16).

Speech acts using a strategy of speaking frankly without a preamble and with demand indicators. In speech act 1, it can be seen that the speaker, without a preamble, stated the introduction to the partner he was going to interview. It is known that the speaker, without a preamble, requests with the word "try a story," which directly asks the interlocutor to tell about what the hearer is experiencing. In addition, the speaker also alludes to the concept of demand by saying, "What do we get at PIK?" This sentence asks the interlocutor to tell the speaker, at the speaker's request, about the benefits of the said partner's activities [3].

b.Urgent Indicator
Speakers to speech partners carry out the speaking strategy by pressing and asking for answers as soon as possible or immediately [22]. The goal is to see how the level of interpretation is faster and requires answers quickly. Urgent indicator speech can be seen in the following example.

(3) are you coliving or not? Or partners? (Deddy C. (A-J, C-C, 23).
(4) Are you holding hands or not walking? (Deddy C. (A-J, C-C, 36).
The speech-act strategy, without further ado, the urgent Indicator in examples (3) and (4), explains openly and clearly that the speaker uses an urgent strategy so that the interlocutor immediately answers what the speaker is asking. Like the words "Are you coliving or not?" Or partners?" Speakers actively pose questions that require direct answers with quick and precise concepts. In the following sentence, the speaker also asks an urgent question, "Are you holding hands or not?" which is basically asking personally how the concept of going out and holding hands is going [4].

Speak Frankly with Pleasures of Positive Politeness.

a. Indicators pay attention to the interests, desires
This strategy seeks to make the speech partner happy and comfortable according to his or her wishes. The speaker usually pays attention to what the speech partner wants.
(5) But you want to be managed? Those who want to be led, who want to be taught about life, Because I am at this age Deddy C. (A-J, C-C, 83).
The speaking strategy in Example 5 indicates that the speaker is trying to pay attention to the interests and needs of the speech partner. As the example shows, "but you want to be managed?" "Those who want to be led, those who want to be taught about life," the speaker attempts to make the speech partner feel at ease with what the speech partner desires. The goal is for the speaker to be spontaneous and assertive to maximize the speaker's goal with the speech partner. The speaker tries to obey and provide guidance by providing what the speech partner currently needs [4].

b. Indicator exaggerates sympathy for the speaker
The speaker tries to understand by showing a little sympathy in the form of praise and a sense of respect for the other person. The goal is that the speech partner can indirectly fulfill all the information the speaker needs. This strategy is one of the dominant ones used by speakers in the strategy of speaking frankly; positive politeness is more about sympathy.

(6) If only I could see that beauty! This is my style: I like long hair, green clothes, finger rings, and rubber bands on my hands (Deddy C., A-J, C-C, 90).

c. Indicator avoids disagreement

This strategy is unique; the speaker tries to avoid disagreement, which means that the speech partner must agree with what the speaker is saying. This strategy is the most dominantly used by speakers in positive politeness strategies. The goal is for the interlocutor to obey everything the speaker says to the speech partner.

(7) Everyone here complains that I never change my clothes; I keep wearing the same ones. There are eighteen of these shirts. Because depending on my diet, my body can be large or small. Because these clothes are made of rubber that follows the body's elasticity (Deddy C., A-J, C-C, 79).

d. Speech indicators are joking or joking
The strategy used in the fourth indicator is very interesting because the speech is a joke, which makes the interlocutor feel comfortable and happy with the speaker's speech [21]. The speaker attempts to steer the interlocutor toward a comfortable joke so that when the speaker is joking, the interlocutor can express all of the information that the speech partner wishes to convey. Furthermore, this concept is a tactic used by the speaker to ensure that all information is conveyed to the speaker.

(8) The beast is "boy" (teasing) when opened. What is this? Hehehe. Deddy C. (A-J, C-C, 38)

e. The speaker's knowledge and attention indicators are the same as the speaker's
This strategy is unique because the direction is towards the concept of knowledge, and the speaker's attention is the same as his or her own [3]. This concept is an indication of how the speech partner becomes carried away with the concept of thought expressed by the speaker. The speaker tries to use a humanist approach and must use specific closeness tactics so that the speech partner becomes happy and can equate thoughts with the speaker.

(*9) If you are beautiful, you have to live together because, if you are married, you have to live in the same house. If you are surprised every morning, that is not funny, right? At home, it must be beautiful. My mothers used to get heartburn at home because a lemon covered their eyes. I never saw my mother like that, and I was shocked. I am sorry, my father. Maybe my father died because of that (Deddy C. (A-J, C-C, 84).*

Speak frankly and with negative politeness
a. The Indicator states conventional indirect speech.
The idea behind this strategy is to state something directly, simply or as it is, and try to make the said partner feel comfortable expressing himself to his partner [4]. This strategy tends to be active because the speaker is trying to save the face of the speaker. This concept can be seen in the example of how the program's reader expressed the negative face of his interlocutor in a very interesting concept interview.

(10) Some are physically male but lack hormones (Deddy C. (A-J, C-C, 30).

b. The Indicator uses the fence
The fence refers to how the speaker attempts to express something not openly, openly, or directly. The speaker tries to display other words or expressions before addressing the words in question [3]. The goal is for the speech partner to feel valued and respected

by the speech expressed by the speaker. Factors such as situations, conditions, and with whom to speak also influence whether the speech uses the strategy of using fences.

(11) if she is well-cared for because she is so lovely. What do you take care of, Deddy C. (A-J, C-C, 51)?

c. Indicators express pessimism

The concept of this strategy is more about the attitude of the interlocutor towards the speaker. Speakers in this concept are based on how unlikely they believe it to be [4]. Based on the data in the sentence above, the speaker clearly expresses pessimism towards the interlocutor. "You said, be disciplined and still a virgin," says the reveal. Ooo, it is like looking for diamonds among the pebbles. It means that the speaker stated openly that no woman today is still a "virgin." The speaker assumes and reasons that women have been corrupted by the men of their time.

(12), and what else do you say—disciplined and still virgin? Ooo, it is like looking for diamonds among the pebbles. Deddy C. (A-J, C-C, 85)

d. The Indicator pays homage

The strategy of respect is to give awards, such as good words that can inspire enthusiasm and gratitude, to the speech partner [3]. In addition to paying tribute to something important in communication, especially dialogue that involves more than 60 minutes, this strategy is more often used in terms of dialogue, which involves important meetings involving "special" people.

13) On brand social media, their photos work too. Deddy C. (A-J, C-C, 89)

e. apologizing indikator

Apologizing strategy is another aspect that is also considered when speaking [5]. Apologizing to the interlocutor, or in this case, the people who witnessed it, is a unique phenomenon. It is because apologizing is entirely wrong. However, the reality of this data analysis is something to discuss in public because the public decides what is right and wrong.

(13) What is wrong with the boys all of a sudden? Did the guy rape her? Whose fault? Yes, the guy; however, it is the guy's fault that she was raped. But the stupid girl (Daddy C. (A-J, C-C, 33)

Strategy for Speaking Vaguely

a. Indicators using gestures

These gestures can take the form of movements, sounds, eyes, or in the form of direct physical contact [1]. Gestures are given to soften or make it easier for the interlocutor to interpret the overall meaning of what is said without giving a long and wide explanation. The speaker usually gives the cue if the interlocutor already has one thought with the speaker.

(14) Is it beautiful or what? Alternatively, it is because it is just narrow like that. (Deddy C. (A-J, C-C, 19)

b. Indicators flatter the speaker

The word "equivocal" depends on the context as well as the expression. The speaker should know and understand the characteristics of the speech partner so that the speech does not cause "slander" or make the speech partner feel uncomfortable with the vagueness of what the speaker is doing [12]. This goal usually makes the speech partner happy because the speech partner knows his characteristics.

(15) It is black and dirty, but white is clear and clean. Deddy C. (A-J, C-C, 18).

c. Indicators make messages ambiguous (fuzzy or cryptic)

If you pay more attention to the concept of this strategy, it tends to be more about the attitude of speakers who give unclear messages to their speech partners. This vague or ambiguous nature can be interpreted in two aspects [9]. It means that in terms of meaning, it can be meaningful according to what the hearer wants, or it can be interpreted inappropriately by the hearer.

(16) So I do not dare anymore because cell phone cameras (Deddy C.; A-J, C-C, 13)

d. Indicators make the story incomplete

This strategy seeks to make the interlocutor interpret the vague utterances expressed by the speaker himself [1]. In addition to ambiguous utterances, it also contains concepts that need to be equipped with sentence structures that can be understood conceptually. This incomplete and vague speech can be seen in the examples.

(17) What can you do if you progress? Deddy C. (A-J, C-C, 39)

If related to the conversation context, the statement "if you are progressing, you can do anything" indicated the direction of dating or how to be committed to your partner. This vague but incomplete speech strategy makes understanding the meaning and meaning in the context of the language difficult for the speech partner [6]. Nevertheless, in essence, the speaker wants to convey that in the "world of dating," there is something that must be done and lived. It all depends on the concept of courtship that is used.

4.   **CONCLUSION**

There are four Deddy Corbuzier's speaking strategies in the podcast on the Youtube channel: (1) strategy of speaking frankly without further ado; (2) strategy of speaking politeness indicators of desire or need; (3) strategy of speaking frankly with pleasantries negative politeness conventionally indirect speech indicators; (4) the strategy of using vague indicators using cues 8. The presenter is expected to be able to choose a polite speaking strategy because a polite speaking strategy will have a positive impact and can set an example with good qualities.

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