

ABSTRACT

Romadhani, F.N. 2017. *Positive Politeness Strategies Used by the Judges in the K-pop Star 6: The Last Chance Program*. English Department, Faculty of Arts and Humanities. The State Islamic University of Sunan Ampel Surabaya.

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Key words: Pragmatic, Positive Politeness Strategy, Utterances.

This research discusses positive politeness strategies used by the judges in *K-pop Star 6: The Last Chance* program. The aims of this research are to find out the types of the positive politeness strategies that used by the judges in *K-pop Star 6: The Last Chance* program and the social factors influencing the judges to use those strategies in relation to Brown and Levinson's politeness strategy.

In this research, the writer applied content analysis and descriptive research designs. The data are taken from the transcript of *K-pop Star 6: The Last Chance program*. The main theory to analyze the data taken from the book entitled *Politeness: Some Universal in Language Usage* by Penelope Brown and Stephen C. Levinson (1987).

As the result of this research, the writer finds 82 data which contain positive politeness strategies. The writer finds 11 types of positive politeness strategies. The strategies are noticing, exaggerating, intensifying interest to the hearer, seeking agreement, joking, assert/presuppose speaker knowledge of a concern for hearer, offering or promising, being optimistic, including both speaker and hearer in activity, giving or asking for reason, giving gift to the hearer. The most positive politeness strategies used by the judges in *K-pop Star 6: The Last Chance program* are “exaggerate” and “intensify interest to the hearer”. Also there are three factors that influence the choice of using positive politeness strategies; they are payoff, power rating, and social distance.

INTISARI

Romadhani, F.N. 2017. *Positive Politeness Strategies used by the Judges in K-pop Star 6: The Last Chance program*. Sastra Inggris, Fakultas Adab dan Humaniora. Universitas Islam Negeri Sunan Ampel Surabaya.

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Kata kunci: Pragmatik, Strategi kesantunan positif, Ungkapan.

Penelitian ini membahas tentang strategi kesantunan positif yang digunakan oleh juri di dalam program *K-pop Star 6: The Last Chance*. Tujuan dari penelitian ini adalah untuk mengetahui jenis – jenis strategi kesantunan positif yang digunakan oleh juri di program *K-pop Star 6: The Last Chance* dan factor social yang mempengaruhi juri untuk menggunakan strategi tersebut menurut teori Brown dan Levinson.

Dalam penelitian ini, penulis menerapkan bentuk analisa isi kualitatif dan desain penelitian deskriptif. Data diambil dari transkrip program *K-pop Star 6: The Last Chance*. Teori utama untuk menganalisis data diambil dari buku yang berjudul *Politeness: Some Universal in Language Usage* karya Penelope Brown dan Stephen C. Levinson (1987).

Hasil penelitian ini menunjukkan bahwa penulis telah menemukan 82 data yang berisi strategi kesantunan positif. Penulis menemukan 11 jenis strategi kesantunan positif. Strategi tersebut adalah noticing, exaggerating, intensifying interest to the hearer, seeking agreement, joking, assert/presuppose speaker knowledge of a concern for hearer, offering or promising, being optimistic, including both speaker and hearer in activity, giving or asking for reason, giving gift to the hearer. Strategi kesantunan positif yang paling sering digunakan oleh juri di program *K-pop Star 6: The Last Chance* adalah “exaggerate” dan “intensify interest to the hearer”. Ada juga tiga factor yang mempengaruhi penggunaan strategi kesantunan positif adalah payoff, power rating dan social distance.