

data of positive politeness strategies. In doing the analysis, the writer identifies positive politeness strategies used by the participants in the Last Chance program. Second, the writer classifies the data based on the factor influencing the positive politeness strategies that appeared in the dialogue. The writer only uses the theory of positive politeness strategies by Brown and Levinson.

1.1. Findings

1.1.1. Types of Positive Politeness Strategy

[illegible]

As seen in the table above, it shows that the dominant uses of positive politeness strategies is by JYP with total number of 32 data. Then the dominant strategy used by JYP is “exaggerate”. ANT as the second highest with 30 data out of 82 and “seek agreement” strategy is the dominant strategy used by ANT. The last is YG, with 20 data and “be optimistic” become the dominant strategy uses by YG.

4.1.1.1 Notice, Attend to the Hearer

Brown and Levinson (1987) stated that in this strategy the speaker should take notice or pay attention to the hearer's condition. The speaker should give a response to the hearer's condition. By doing it, the hearer will know and realize that the speaker notices to his condition. This kind of strategy is used by the speaker to show the solidarity and make close relationship with the hearer. Therefore, the speaker can redress the FTA on the hearer. Here the writer takes three data to be discussed.

Data 1 (02/05/24)

Ant : Are you? By any chance, **did you put camellia oil in your face?**

Myeongsong : My face is quite oily.

A young boy entered the stage, he is one of the contestants in K-pop Star the Last Chance program. His name is Seo Myeongsong and he wears his school uniform in the audition. Before he shows his talent in singing, the judges give some interviews to him. The three judges give him some questions about his daily life before he takes the audition. Also, they ask about the talent of Myeongsong,

but suddenly Antenna, one of the judges asks him about the condition of his face.

The question is “**By any chance, did you put camellia oil in your face?**”.

The conversations above shows that Antenna uses positive politeness strategy 1, namely “notice, and attend to the hearer” (goods). The words **“By any chance, did you put camellia oil in your face?”** show that Antenna notices Myeongsong’s face condition. The term notice comes out when Antenna pays attention fully to Myeongsong’s face.

Data 2 (04/02/39)

Ant : Your hair color's changed, and you look much slimmer. Did you lose weight?

Minjoo : Yes.

There is one contestant that has changed so much from the first round whose name is Minjoo. In the first round, this girl has debuted become a girl group, but poor her for getting her group disband. Then in the first round of this program, she shows her talent in singing and playing guitar, then she is making into the second round. Here she comes to join the K-pop Star to hold her dream to become a singer. In the second round when she enters the stage, almost all of the judges do not realize her. Then one of the judges Antenna, said to her about her change. The question is **“Your hair color’s changed, and you look much slimmer”**.

The data above shows that Antenna uses positive politeness strategy 1, namely “notice, attend to the hearer” (interest). Antenna is one of the judges in K-pop star the last chance. The words, **“Your hair color’s changed, and you look much slimmer”** indicate that Antenna notice Minjoo’s condition. Minjoo is one of the contestants in K-pop star the last chance.

Data 3 (07/08/33)

YG : **This makes me realize how important heels are to women. Shannon looks tall and skinny today. Even Jinee looks thin.**
 Ant : Thinner than she was. Right.

This situation happens when two girls of the contestants appear on the stage, they are Shannon and Jinee. When they have entered into the stage all of the judges realize that they are very beautiful and also cannot turn their eyes into them. After Shannon and Jinne are in the middle of the stage or in front of the judges before they show their talent they have given some interviews by the judges. YG talks to Antenna that heels for women are very important. YG said **“This makes me realize how important heels are to women. Shannon looks tall and skinny today. Even Jinee looks thin”**.

The data above show that YG uses positive politeness strategy 1, “notice, attend to the hearer” (goods). YG is also one of the judges in K-pop star the last chance. When he realizes two contestants that walk into the stage and they were changed from last week, YG said **“This makes me realize how important heels are to women. Shannon looks tall and skinny today. Even Jinee looks thin”**. It shows that YG notices the changing of the two contestants and he pays attention fully to the goods (accessories) of them.

4.1.1.2 Exaggerate

Brown and Levinson (1987) argued that for showing his interest, approval, and sympathy, the speaker can exaggerate intonation, stress, or other aspects of

Data 6 (04/12/21)

The data above happens when one of the contestants names Yoonhi sings the song of Lee Hi, a singer who under the name of YG entertainment. The song is a little bit difficult but the way she sings is very good. Then YG as one of the judges and also as the president of YG entertainment give a good comment for her. YG said **“your singing was amazing”**, it shows that YG interested in the way how Yoonhi sang.

discontinues from the agency then she joins in K-pop star the last chance. When the judges realize that she ever join in Produce 101, Antenna asks to her **“101 girls joined it, right? What was the rank?”** because he is curious about it.

The conversation above shows that Antenna uses positive politeness strategy 3, namely “intensify interest to the hearer”. The questions “**101 girls joined it, right? What was the rank?**” is used to intensify interest to the hearer, while here Antenna is interested in Soomin world and always keep ask her many questions.

Data 8 (01/19/08)

JYP : Did you tell her which song you'll sing? You're going to sing "When We Were Young". Was it you or Jae E who picked this song?

Jinee : I picked it on my own.

The conversation above happens in Episode 1, when Yoo Jinee reminds the judges with her sister Yoo Jae E who had been join in the K-pop star previous season. In this round Yoo Jinee wants to sing when we were young song and JYP ask to her why she is pick this song or her sister Yoo Jae E that had picked it for her. JYP said to her **“Did you tell her which song you'll sing? You're going to sing "When We Were Young". Was it you or Jae E who picked this song?”**.

The data above shows that JYP uses positive politeness strategy 3, namely “intensify interest to the hearer”. The words **“Did you tell her which song you'll sing? You're going to sing "When We Were Young". Was it you or Jae E who picked this song?”** indicate that JYP uses his intensify interest to the hearer, and here JYP is interest in the way Yoo Jinee pick the song and always keep ask her many questions.

Data 9 (07/12/36)

JYP : Can you tell that you lost the greeting war? Right? How do you feel about your opposition? Chrisha, what do you think about the other team? Did you think you'd have a chance or were you worried?

Chrisha : They're very cute. I liked their fun greeting.

The conversation above happens during the battle group round. The first team has finished their greeting and they are very cheerful and cute. Chrisha is the second team and she is lost in the greeting war with the first team. The JYP ask to her with many questions **“Can you tell that you lost the greeting war? Right? How do you feel about your opposition? Chrisha, what do you think about the other team? Did you think you'd have a chance or were you worried?”.**

The conversation above shows that JYP uses positive politeness strategy 13, namely “intensify interest to the hearer”. The words **“Can you tell that you lost the greeting war? Right? How do you feel about your opposition? Chrisha, what do you think about the other team? Did you think you'd have a chance or were you worried?”** it used to indicated intensify interest to the hearer, while here JYP is interest in Chrisha and always keep ask her many questions.

4.1.1.4 Seek Agreement

The speaker seeks way to agree with the hearer. When the speaker shows his agreement to the hearer means that the speaker tries to satisfy the hearer's positive face. Here the writer will be explaining two data are including this strategy.

Data 10 (05/06/24)

JYP : She looks like Sun Mi, right?
 Ant : **Yes, she looks like Sun Mi especially when she is smiling.**

The conversation above happens when Soomin finishes her song and she gets good comment from all judges. Her voice is really good, but she did not express her feeling when she is singing. JYP said to her that she must be smiling when she sings a good song or happy song than Soomin approve his advice with smiling. JYP asks Antenna's opinion that Soomin looks like Sun Mi when she smiles, then Antenna agree with JYP if Soomin looks like Sunmi especially when she is smiling.

The words "**Yes, she looks like Sun Mi especially when she is smiling**" show that Antenna uses positive politeness strategy 5, namely "seek agreement". When JYP asks Antenna opinion about Soomin, Antenna replays him directly that he agrees with the utterance of JYP that Soomin looks like Sun Mi especially when she is smiling.

Data 11 (06/05/31)

JYP : He slayed it, right? Honestly, yes or no?
 YG : **He slayed it.**

The conversation above happens when a young boy finishes his song and YG almost comment his song, but JYP talks to YG that they are should be see the boy dance skill, because JYP think that the boy can dance well and slay the stage. YG agrees with him and after the boy finishes his dance JYP ask to YG about those boy dance skill, and YG replays his question if the boy has slayed the stage.

The data above shows that Antenna uses positive politeness strategy 8, namely “joke”. The words **“I’m her boss. You didn’t know”** indicate that Antenna throws a joke to the hearer. When YG asks to Chrisha that he wants to meet the CEO of her Antenna directly said that he is a CEO of Chrisha, meanwhile he is the judges in here.

Data 13 (07/02/18)

JYP : I'm sure it wasn't easy to fix the habit of raising your eyebrows. You fixed it perfectly.

Jisoo : Thank you.

YG : In the first round, I felt like she was glaring at me. Today, she didn't look that way. I guess raising her eyebrows was the cause.

Ant : **Since they keep criticizing that, I'll give you a tip. Shave all your eyebrows so they can't see them. I apologize. I was joking.**

The conversation above tells about one of the contestants, Seok Jisoo, who has a beautiful voice, but also has a bad habit when she is singing. While she is singing and she tries to reach a high note she always keeps raising her eyebrows. After she finishes the songs she gets a comment from the judges that she has to fix her bad habit. Then Antenna talks to her why the two judges always criticize her eyebrows and Antenna makes a joke by giving her a suggestion that she should shave her eyebrows.

The word “**since they keep criticizing that, I'll give you a tip. Shave all your eyebrows so they can't see them. I apologize. I was joking**” show that Antenna uses positive politeness strategy 8, namely “joke”. Antenna was throwing a joke to Jisoo to shave all her eyebrow. So, she wasn't concerned about her habit when she is singing.

habit. When the second round she sings again in front of the judges and she has a good comments that she is fixing her habit perfectly.

The words “**I know it wasn't easy to fix the habit of raising your eyebrows. You fixed it perfectly**” show that JYP uses positive politeness strategy 9, namely “assert/ presuppose speaker knowledge of a concern for hearer”. In the data above, JYP presuppose to the hearer that he is know that try to fix some bad habit is not easy, but Jisoo can fix it perfectly.

4.1.1.7 Offer or Promise

Offers and promises are the natural outcome of selecting this strategy. Even if they are false, they demonstrate speaker's good intentions and satisfying hearer's positives face wants.

Data 16 (06/07/13)

YG : I said she is my favorite contestant. **I promised that I'll help her make it to the top 20.** I believe everyone will understand why when they see her performance. Are you nervous?

Hanbyeol : Yes.

Hanbyeol : Yes.

The data above talks about a young girl that has an amazing talent and becoming a favorite contestant among the judges. She can sing very well and also her dance was amazing. When she finishes her song, she always makes the judges proud of her and also she always gets a good comment from the judges. YG one of the judges was very like with her and he is promise to her and the other judges will make her into top 20.

The word “**I promised that I'll help her make it to the top 20**” show that YG uses positive politeness strategy 10, namely “offer or promise”. Here, YG

uses that word to indicate that he is promising to the Hanbyeol and the other judges that he is will make her into the top twenty.

4.1.1.8 Be Optimistic

This strategy suggests that the speaker can assume the hearer's wants the speaker's intention for the speaker and will help obtain them.

Data 17 (01/03/07)

YG : When you say, "She's good, but she has nothing new," it's different from saying, "she has nothing new, but she's really good." You might have nothing new, but your voice is twice as loud than those of other contestants. It means you're using your body and voice effectively. You're using all kinds of voices that Jin Young always talks about from head voice to chest voice. I'm not the only one who thinks you're a great singer. I share the same opinion with the 18 million viewers of the clip. Jin Young is the only one who doesn't see it. **I'm sure, in the next round, you will surprise him with another song. I'll give you another chance.**

The data above happens when one of the contestants, the name is Seo Jin finishes her song but JYP didn't like with her. Although her voice and her singing is really good, but she hasn't something new. JYP is the one who always in detail when he is commenting on the song of the contestant. But, YG disagree with the JYP point that she has nothing new. YG give her a good comment in her song and also gives her another chance to show her better singing skill in the next round.

The word “**I’m sure, in the next round, you will surprise him with another song. I’ll give you another chance**” show that YG uses positive politeness strategy 11, namely “be optimistic”. YG’s words indicate that he is optimistic that Seojin will be surprising JYP with her other song in the next round when he is given another chance to Seojin.

Data 18 (08/06/43)

JYP : It was a great experience, wasn't it? Didn't you learn a lot through the show?
 Doyoon : Yes.
 JYP : It's a good experience. **I'm sure you'll come back as a remarkable singer.**

The conversation above happens when Doyoon finishes her song and get some good comments from the judges. She is also given another chance in the next round. Although the song that she sings was not suitable to her, but the way she delivers the song is very nice. Then, JYP asks her about her experience while joining in the K-pop star the last chance. Also, JYP is optimistic about her talent that she will come back as a good singer.

The words **“I'm sure you'll come back as a remarkable singer”** show that JYP uses positive politeness strategy 11, namely “be optimistic”. The words produced by JYP indicate that he is optimistic with the talent of Doyoon that she can become a great singer and will be back as a remarkable singer.

4.1.1.9 Include Both Speaker and Hearer in Activity

By using an inclusive “we” form, when speaker really means “you” or “me” he can call upon the cooperative assumptions and thereby redress FTAs. Nothing that lets in English is an inclusive “we” form.

Data 19 (01/10/21)

YG : I talked for a while. Okay, so you can step down and have it explained. **We've already spent enough time.**
 Sungeun : Okay.

The data above happens when YG is giving comment to Sungeun when she finishes her song. Before YG gives comment to Sungeun, the first person who

gives her comment is JYP then Antenna. YG is the last who has given comment to Sungeun. Because of he is the last who give a comment, he talks a lot until of out the topic that Sungeun didn't understand what he says. Then when he knows that Sungeun didn't understand about what are that he says, so YG stop his talk.

The words “**We've already spent enough time**” show that YG uses positive politeness strategy 12, namely “both speaker and hearer in activity”. The utterance that produce by YG indicate that he has already spent enough time with Sungeun, although she is didn't understand about it.

4.1.1.10 Give or Ask for Reason

The other way for the speaker to include the hearer in the activity is by showing his reason as to why he wants what his intention.

Data 20 (01/17/31)

YG : These two know very well that I don't recognize people very well. **The reason why I remembered you was because I was confident that I saw a potential in you.** However, I guess it wasn't meant to be, so we part ways. While the others were judging, there was a message on my prompter. Min Joo told the staffs here that she really wanted to get into YG Entertainment, but she didn't make it and she felt very disappointed. She told them that she'll succeed and have her revenge on me. How are you going to have your revenge with that performance?

The data above happens in episode 1, when Jeon Minju entered the stage to audition in the K-pop star the last chance. A long time ago she also had been in the K-pop star season 2 and she's get eliminated in the top 8. After she's failing in the K-pop star season 2 she makes her debut become an idol group singer with the other her mate agency. Then, a year after she debuted as an idol group singer, her group must disband. Because of that YG is still recognize who she is. YG said

“The reason why I remembered you was because I was confident that I saw a potential in you”.

The data above shows that YG uses politeness strategy 13, namely “give or ask for reason”. The words **“The reason why I remembered you was because I was confident that I saw a potential in you”** indicate that YG give the reason to the hearer why he is still recognize Jeon Minju. Although the other judges, maybe forget about her.

Data 21 (02/21/17)

JYP : Why weren't you shocked?

Shannon : Those points were truths that I already knew. So, I wasn't shocked.

JYP : That's what scares me. Let's say, we told you something that you didn't know about. "I see." If that was the case, there's a high possibility that you could change. Both judges had told you about your drawbacks, but you weren't shocked, right? The next thought that I had was, "She knows the reasons." She knows, so why does she try to sing in a more mature way? That's what I was thinking. I don't think I've met anyone at your age who could sing as well as you. I couldn't believe it. I thought you were like a singing machine. But that was also the problem. I thought you were a singing machine. Both judges gave you a pass, right?

The conversation above happens when Shannon finishes her song and the judges' comment to her songs one by one. One of the judges comment about her bad habit when she is singing, but Shannon looks like if she knows everything about it. Then JYP asks to her **“Why weren’t you shocked?”**, and Shannon replays his question if she knows all about her bad habit.

The conversation above shows that JYP uses positive politeness strategy 13, namely “give or ask for reason”. The words “**Why weren’t you shocked?**”,

indicate that JYP curious about the reason why Shannon is not shocking anymore when the other judges comment her about her bad habit.

4.1.1.11 Give Gift to the Hearer

The speaker may satisfy the hearer's positive face wants (that the speaker want hearer's wants, to some degree) by actually satisfying of the hearer's wants. Hence, they have the classic positive politeness action gift-giving, not only tangible gift, but human-relations wants such as those illustrated in many of the output, understated, listened to and so-on.

Data 22 (07/02/25)

JYP : Raising your eyebrows may make it easier to sing momentarily, but that way, you can't sing with your own voice. You fixed that habit and sang with your own voice. You sounded so natural, and you must've sung more easily.

Jisoo : That's right. It was fun.

JYP : Good. You fixed your habit perfectly in such a short time.
I'd like to praise you for that.

The data above tells about Jisoo, one of the contestants who has a bad habit during her sang. The judges always comment about her bad habit, especially JYP, he comments Jisoo's bad habit when she reaches the high note in her song she always raising her eyebrow and JYP command her to fix her habit while singing. Then in the second round she finishes her habit and she can fix it naturally. JYP said to her, **"I'd like praise you for that"**.

The conversation above shows that JYP uses the positive politeness strategy 15, namely “give gift to the hearer”. The words “**I’d like praise you for that**” indicate that JYP gives a prize or a gift to Jisoo because of Jisoo can fix her habit while she is singing in naturally.

1.1.2. The Factors that Influence's the Choice of Strategies.

The employment of politeness strategy is influenced by several factors. According to Brown and Levinson that there are two factors, it is payoff and the circumstance or sociological variables. While in social variables consist of social distance (D), relative power (P), and absolute ranking (R). In this case, the writer analyzed the factors influences in the utterances of the judges in K-pop Star the last chance.

Based on the analyze, it shows that social distance is more frequently than the other. There are 5 data in the table and for the second highest is payoff. In that table show that there are 4 data and for the last is relative power, it consists of 3 data. The writer analyzed about the factor that influence the of the strategies proposed by Brown and Levinson that are presented in the discussion below.

4.1.2.1 Payoff Factor

The speaker employs the politeness strategy because they can get advantages. The speaker can give benefit in following ways, they are: he can pay respect, deference, he can maintain social distance, and avoid the threat (or potential face loss) of advancing familiarity towards the addressee and he can give a real “out” to addressee. Here the writer finds four data are included in payoff factor.

Data 1

YG : I said she is my favorite contestant. **I promised that I'll help her make it to the top 20.**

Data 2

YG : I'm sure, in the next round, you will surprise him with another song. I'll give you another chance.

Data 3

JYP : It's a good experience. **I'm sure you'll come back as a remarkable singer.**

Data 4

YG : I talked for a while. Okay, so you can step down and have it explained. **We've already spent enough time.**

The data above shows that the judge's utterance is influenced by Payoff factor. The payoff factor is shown because the judges minimize the FTAs by assuring the contestants. The judges consider themselves to be some kind that they care to the contestants and give the contestant positive advice.

4.1.2.2 Social Distance

Social distance (D) can be seen as the composite of psychologically real factors (status, age, sex, degree, of intimacy, etc) which together determine the overall degree of respectfulness within a given speech situation. It based on the symmetric relation between the speaker and hearer.

Data 5

YG : This makes me realize how important heels are to women. Shannon looks tall and skinny today. Even Jinee looks thin.

Data 6

Ant : I can't read him either.

Data 7

YG : He slayed it.

Data 8

Ant : I'm her boss. You didn't know, did you?

Data 9

Ant : Why're you asking that? **She's obviously feeling bad now.**

The data above shows that the judges is influenced by the circumstances factor. The social distance between the participants show that the one judge and other judges are close each other. Because they are status is the same as judges in this survival program, so they are minimizing about the distance between them.

4.1.2.3 Relative Power

According Brown and Levinson (1987:77) power is an asymmetric social distance of relative power, roughly in Weber's sense. In general point, relative power (P) is that we tend to use a greater degree politeness with people who have more power or authority over us to those who do not. It is based on the asymmetric relation between the speaker and the hearer. These types of power are most found in obviously hierarchical setting, such as the courts, the military, workplace.

Data 10

JYP : You are a great singer. You have a good sense of rhythm.

Data 11

JYP : It sounds old-fashioned. We've heard enough of that. But your singing style might be old-fashioned, but your voice isn't.

Data 12

YG : I talked for a while. Okay, so you can step down and have it explained. **We've already spent enough time.**

The data above shows that the judge's utterance is influenced by the circumstance factor. The relative power between the participants shows that the power of the judges is higher than the contestants.

1.2. Discussion

In this case of communication, maintaining other's face is needed in order to make the communication run well and smooth. One way to maintain other's face is by applying politeness strategies. Politeness is a communication strategy used by people to maintain and develop some relation, and the technical term in language study is to signify the strategies that we use it to achieve our goals without threatening the self-respect from another. Based on Brown and Levinson's theory (1987), there are four strategies to apply politeness, it is bald on record, positive politeness, negative politeness, and bald off record.

In this research, the writer's analysis only focuses on positive politeness strategy used by the judges in K-pop Star the Last Chance program. According to Brown and Levinson (1987), the positive politeness has 15 strategies which consist of notice, attend to the hearer, exaggerate, intensify interest to the hearer, use in group identity markers, seek agreement, avoid disagreement, presuppose/raise/ assert common ground, joke, assert/ presuppose speaker knowledge of an concern for hearer intention, offer or promise, be optimistic, include both speaker and hearer in the activity, give or ask for reason, assume or assert reciprocity, and the last give gift to the hearer.

In this research, the writer found that there are 11 strategies used by the judges in K-pop Star the Last Chance program. The highest strategies are “exaggerate” and “intensify interest to the hearer” that mostly used by the judges in K-pop Star the Last Chance program. It means that the judges most used “exaggerate” and “intensify interest to the hearer” to show their feelings to the

hearer. The choice of the strategies depends on the context of the situation. This finding has the similarities with Hanifah's research (2015) which examines the politeness strategies in "*Positive Politeness Strategy Used by Katniss Everdeen in The Hunger Games Movie*". The result of Hanifah's research shows that the writer found 11 strategies in case of positive politeness. The different from the research is from the choice of the strategy. Hanifah's research (2015) shows that the highest frequency is "notice, attend to the hearer" strategy.

From the result of the analysis above, we also can see that there are two main factors, payoff and the relevant circumstances which influenced the judges in using positive politeness strategy. It is because they want to minimize the social distance between the participants and minimize the FTA by assuring the hearer that the speaker considers her/himself to be the same kinds that she/he like the hearer and wants to fulfill the hearer wants.

Based on the explanation above, there are some important points explaining the positive politeness strategy. There are 11 strategies out of 15 strategies used by the judges in K-pop Star the Last Chance program. The strategies based on the finding show that strategy 2 and 3, namely “exaggerate” and “intensify interest to the hearer” is the most frequently used by the judges while commenting in K-pop Star the Last Chance program. The second, most influencing factors in choosing the strategy is social distance. The social distance can be seen as the composite of psychologically in real factors consisting of statues, age, sex, degree of intimacy which determine the overall degree of respectfulness within a given speech situation. It is based on the symmetric relation between the speaker and the hearer.