POSITIVE AND NEGATIVE POLITENESS STRATEGIES USED IN "THE EXCLUSIVE INTERVIEW BETWEEN DAVID MUIR AND DONALD TRUMP" ON ABC NEWS AND IN "CHARLIE ROSE SHOW"

THESIS

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Declares that the thesis under the title *Positive and Negative Strategies Used by David Muir and Donald Trump on "ABC News" and in "Charlie Rose Show"* is my original scientific work which has been conducted as a partial fulfillment of the requirements for the Bachelor Degree and submitted to the English Department, Arts and Humanities Faculty of Sunan Ampel State Islamic University. Additionally, it does not incorporate any other text from the previous experts except the quotations and theories itself. If the thesis later is found as a plagiarism work, the writer is truthfully responsible with any kind of suitable rules and consequences.

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ABSTRACT

Marpurdianto K. 2019. *Positive and Negative Strategies Used by David Muir and Donald Trump on ABC News and in Charlie Rose Show* . English Department, Faculty of Arts and Humanities. The State Islamic University of Sunan Ampel Surabaya.

The Advisor   : Mrs.Murni Fidiyanti, M.A.

Key words   : Pragmatics, Politeness Strategy, Positive Politeness, Negative Politeness.

This research examines Donald Trump and David Muir's Utterances on ABC News and in Charlie Rose Show. The researcher also focuses positive and negative politeness used by David Muir and Donald Trump. The researcher mainly utilized Pragmatics theory by Brown and Levinson which consists of four strategies, there are positive politeness, negative politeness, bald on record, and off record but, the researcher only focuses in positive politeness and negative politeness.As the methodology, the researcher used descriptive-qualitative approach to concern the description and the interpretation of Donald Trump videos. Under descriptive-qualitative method, this research significantly gives a wider understanding about how linguistic subjects emerges through pragmatics structure. The researcher gathered the data by downloading the interviews of Donald Trump on ABC News and In Charlie Rose Show. Thus, the researcher categorized the data to be analyzed in positive politeness and negative politeness strategies by David Muir and Donald Trump and the factors that influenced positive and negative politeness used by David Muir and Donald Trump. As the result, there are 40 data collected in this research. There are 10 types of positive politeness and 5 types of negative politeness. Moreover, There are two factors that influenced David Muir and Donald Trump. Those are social distance and relative power.

INTISARI

Marpurdianto K. 2019. *Positive and Negative Strategies Used by David Muir and Donald Trump on ABC News and in Charlie Rose Show* . English Department, Faculty of Arts and Humanities. The State Islamic University of Sunan Ampel Surabaya.

The Advisor   : Mrs.Murni Fidiyanti, M.A.

Key words   : Pragmatik, Strategi Kesopanan, Kesopanan Positif, Kesopanan Negatif.

Skripsi ini meneliti ucapan Donald Trump dan David Muir di ABC News dan Charlie Rose Show. Peneliti juga memfokuskan pada strategi kesopanan positif dan negatif yang digunakan oleh David Muir dan Donald Trump. Penelit menggunakan pragmatik teori dari Brown and Levinson yang terdiri dari empat strategi yaitu, kesantunan positif, kesantunan negatif, ujaran secara langsung, ujaran secara tidak langsung. Tetapi, peneliti hanya lebih fokus di strategi kesopanan positif dan strategi kesopanan negatif. Peneliti menggunakan metode deskriptif kualitatif yang berhubungan dengan deskripsi dan interpretasi dari video Donald Trump. Dengan menggunakan metode deskriptif kualitatif bisa memberikan pengertian lebih luas tentang pelajaran linguistik dengan melalui teori pragmatik. Peneliti memperolah data dengan mengunduh video wawancara Donald Trump di ABC News dan Charlie Rose Show. Selain itu, peneliti mengkategorisasikan data untuk di analisa strategi kesopanan positif dan strategi kesopanan negatif dari David Muir dan Donald Trump. Selain itu, ada dua faktor yang mempengaruhi David Muir dan Donald Trump. Sebagai hasil dari penelitian ini, peneliti menemukan 40 data di penelitian ini. Ada 10 macam srategi kesantunan positif dan 5 macam srategi keesopanan negatif. Selain itu ada 2 sebab yang mempengaruhi David Muir dan Donald Trump ntuk melakukan strategi kesopanan positif dan strategi kesopanan negatif yaitu jarak sosial dan kekuasaan tidak mutlak.

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CHAPTER I

INTRODUCTION

1.1 Background of the Study

Language is the key of interaction with others people. As human being, we need language as the instrument to communicate with each other. Without language, people can not express their ideas and thought to the other people. We need language to interact with others. According to Wardaugh (1977:7), language makes people can express what they want to say between each other. It means that languange is the key of communication. We do not know if language can be used for keep up the social relationship even the personal act or behaviors. In this study, the researcher would like to look out more clearly about the using of conversation interaction according to interview.

Interview is the dialogue face to face between the interviewer and interviewee to identify the interviewee's information while conversation is decided to increase a social relationship. The interview is one of the system that created the show. The most important point in interview is there must be a communication between two applicants, those are speaker and interlocutor. In this case, the researcher use the interview between David Muir and Donald Trump as the data analysis because David Muir is the news anchor from America on ABC News who got chance to interview the controversial President of United States of America. This is will be the

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aims to show politeness strategies while Charlie Rose is also a talkshow in 1992. He has been interviewing of Donald Trump before he becoming the President of United States of America.

In this case, the researcher using the theory from Brown and Levinson's theory. According to Brown and Levinson (1987 :25), politeness is utilized with a specific and goal into social relationship, to recognize and shows the Face Threatening Act (FTA), the public self-image, the feeling of self, of the general population that we address. There are four kinds of politeness strategies. Those are positive politeness, negative politeness, bald on record, and off record.

The exclusive interview between David Muir and Donald Trump is presented on ABC News and on Charlie Rose Show. In the exclusive interview, there are positive and negative politeness strategy used by David Muir, also Donald Trump. He used Politeness strategies in the interview, because he spoke to Donald Trump which is status in America is the highest and everyone, especially the citizen of America must submissive with him. On the other hand, the researcher will investigate the positive and negative strategies used by David Muir and Donald Trump, in 2017 on ABC News and "Charlie Rose Show" in 1992 .

There   have been several studies conducted in the politeness strategies. The first is conducted by Eva Indriani (2014) entitled "*Positive Politeness Strategies Used By Grace And Meg in Monte Carlo Movie*" from Dian Nuswantoro University, Semarang. The second previous researh is entitled "*The Study of Politeness in Good Company Movie*" by Ani Septyaningsih (2007) from Sebelas Maret University, Surakarta. The third previous study is about "Politeness Strategies In Teacher-Students Interaction In An EFL Classroom Context by Senowarsito (2013) from IKIP PGRI Semarang. The fourth previous is study about *"Positive Politeness strategies in Oral Communication I Textbooks"* by Akutsu Yuka (2009) from the Economic Journal of Takasaki City University of Ecoyyed nomics. The fifth previous is a study about *"A Qualitative Studies of Politeness Strategies used by Iranian EFL Learners in a Class Blog"* by Sayyed Muhammad Reza Adel (2016) from Urmia University, Iran.

Based on five previous studies above, the differences between the previous research and this research are the researcher focuses on positive and negative politeness also compares the politeness strategy used by Donald Trump before and after being a President of USA and looking which verses in Quran that as human being, we must talk politely with others people and it never did in previous studies before.

1.1 Research Question

The researcher formulates research problem to be answered as follows:

1. What are the positive and negative strategies used by David Muir and Donald Trump in the exclusive interview in 2017 on ABC News and in "Charlie Rose Show" in 1992?

2. What aspects that influenced the positive and negative politeness strategies used by David Muir and Donald Trump in the special interview in 2017 on ABC News and "Charlie Rose Show" in 1992 ?

1.2 Objective of the Study

the researcher stated objective of the study as seen below:

1. To find the positive and negative politeness used by David Muir and Donald Trump in the exclusive interview in 2017 on ABC News and the exclusive interview in 2017 on ABC News and in "Charlie Rose Show" in 1992.

2. To find the aspects that influencd the positive and negative strategies used by David Muir and Donald Trump in the exclusive interview on ABC and in "Charlie Rose Show" in 1992.

1.3 Significance of the Study

Theoritically, this study is significant to present the information about politeness of Donald trump as known as one of the most controversial President of United States of America and David Muir is the one who got an opportunity to interview Donald Trump after he becoming the President of America through television show entitled "ABC News" in 2017 according to Brown and Levinson's theory.
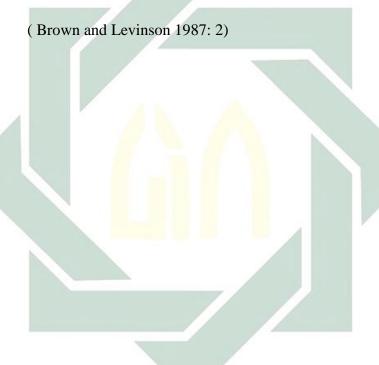
Practically, this research can give some information or knowledge about politeness strategies based on Brown and Levinson's theory, especially how this theory can be used in our daily activity or when we have a conversation with others people.

1.4 Scope and Limitation

The scope of this thesis are the positive and negative strategies used in the dialogue between David Muir and Donald Trump on ABC News and in the exclusive interview in 2017 on ABC News and in "Charlie Rose Show" in 1992 which supported by theory of Brown and levinson. While the limitation of this research there are three points. Those are what is the type of politeness strategies that used by David Muir and Donald Trump on ABC News and in Charlie Rose Show, and the factors that influence the politeness strategies by David Muir and Donald Trump.

1.5 Definition of Key Term

- Pragmatics : the study that affair communication by a speaker (or writer) and interpreted by a listener (reader) (Yule 1998: 3)

- Politeness strategy : the understading in forms of conflict avoidance

  (Brown and Levinson 1987: 2)

CHAPTER 2

REVIEW OF RELATED LITERATURE

2.1 Language

Language means a universal for voicing ideas in environment and the key in conversation , either verbal or non verbal. Richard (1985:153) said if language is the way of human message by understanding the utterances. In communication, people must be mindful on people's face in order to maintain the emotion and relationship with others. Yule (1996:60) stated that face is the public symbol in every human being. In this present study, the researcher states that there are many language subjects, one of them is pragmatics.

2.2 Pragmatics

Pragmatics means the lessons of the use of language in the interaction. Richards (1985:155) said that there are three points in pragmatics. Those are about the study of language interpretation, how speakers utters and know the statements, and how the arrangement of sentence pressured by speakers and addressee.

Pragmatics means a part of linguistic courses. Yule (1996: 59) said that linguistic communication is essentially a social communication. we must know the dominant factors which correlate to social communication and closeness. These factors are identified preceding to the communication. Usually, they embraces the relative status of the participants, based on social values tangled to

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power and age. Brown and Levinson (1987: 60), stated that there are two types of pragmatics. These are politeness and face. Pragmatics looks at the relationship between meaning, context, and interaction.

2.3 Politeness

Politeness is theory that shows the respects between the speaker and the hearer (Lingua Links Library: 1999:76). Unconsciously, we often use this theory in our daily activities and it is also to tighten of our connection with others people. Yule (1996:60), said that there is a possibility to consider politeness as the idea of 'polite social behavior'. Based on the statement, the researcher concluded that 'politeness' is a notion of communication and public intelligence that includes 'feeling' to show the personality in every person.

2.4 Face

Brown and Levinson (1987:62) stated that there are two aspects of face concept. The first is positive face. It shows to a person's necessity to be acknowledged by others, and be pleasured as a part of a community by sharing needs with others. Second, is negative face. it explains about the requirement of every person being more self-determining and not easy to be required in every person.

Brown and Levinson (1987:65) examined politeness and give the statement we have to recognize and display an consciousness of the face of the public personality, the intelligence of identity, and others we talk to about social connection with others people. On the other hand, it is a common representative

across the traditions and the speakers must admire every hearer concerning personality, the feelings and evade Face Threatening Acts (FTA).

2.5 Politeness strategies

Politeness strategies are strategies employed to reduce FTA in every utterances by the speaker. Brown and Levinson (1987: 68-69) states there are four types of politeness strategy. Those are positive politeness, negative politeness, bald on record and off record. On the other hand, the researcher just want to focuses in positive and negative politeness. Positive politeness includes of fifteen strategies; negative politeness includes of ten strategies.

2.5.1 Positive Politeness

Positive politeness is employed to gratify the hearer's positive face by admitting them as a group or friends . Yule (1996: 64), states if a positive politeness strategy makes the questioner to make inquiries for a common objective, even friendship. The tendency to employ positive politeness is to highlight familiarity between speaker and hearer. It is perceived as a "solidarity strategy". People who have understood each other to indicate common ground and solidity frequently use this strategy. Thus, positive politeness is not only used to decrease the FTA, but also to show that adresser wishes to be closely engaged to adressee. Positive politeness covers fifteen strategies (Brown and Levinson, 1987: 101-129) as seen below:

a. Strategy 1: Notice, attend to hearer (his interest, wants, needs, goods)

Addresser is fully aware to any factor of adressee's situation detectable changes, notable belongings. This strategy usually used when the speaker give a comments and notice about the hearer. There are two sentences which categorized as strategy one for instance "*How beautiful this woman!* this sentence means that the speaker give a notice to hearer about the beautiful woman that he looks at. further, the second examples are "*wow, it is such an expensive car, how lucky you are?"* . It means when the speaker give interest about the expensive car to the hearer.

b. Strategy 2: Exaggerate (interest, approval, sympathy with hearer)

Adresser exaggerates intonation, stress and some parts of prosodic in showing concern, sympathy, and approval to addressee. This kind of strategy uses when you have a conversation with your friends. Then, he or she gives a interest about your new pet for instance "*what a georgeus cat you have!"*. The speaker overstates about your cat because he or she excited with it. Further, when the speaker gives a sympathy to you about people looks for instance "*this guy looks so fat"*.

c. Strategy 3: Strengthen interest to hearer

This strategy used when the speaker shares what he wants with the hearer and it makes the hearer interested to listening his or her story. For example, the speaker have a conversation with friends and the speaker tells the hearer about he or she won the audition. *"I came to that audition and what do you think i see? –*

they gave a me a hug , and gave me a congrats. That makes me an emotional and this is the story why i really like to join that competition"

d. Strategy 4: Use in-group identity markers

Normally, this strategy is used when the people have a closed relationship with somebody or in a groups and have a special name for those people to show certain in-group relation including such common names along with terms of address such as *sweetheart, pals, guys, Blondie.*

e. Strategy 5: Seek agreement

The next strategy is seek the agreement. Generally, the speaker emphasizes expressive interest, agreement and shocker by dialogue to indicate that the addresser has known properly thing that was uttered and to please listener or when somebody is giving a story, the hearer often says concise agreement after the adressee has said one or more sentences to show emphatic agreement for instance:

Ana: I lost the mathemathic contest and i got the 1st place also a gold medal.

Billy: Really!?

The conversation above, Billy surprised by Ana because she said to him that she lost the mathemathic contest and this is include in seek agreement strategy.

f. Strategy 6: Avoid disagreement

Normally, this strategy used to keep away from disagreement between speaker and hearer. It means the speaker lies to say "yes" by twisting his or her sentences to discover disagreement for instance:

A: So all of them choosed him as the leader of this class, ?

B: Not at all. But Torry maybe.

On the other hand, this strategy also used for hedging opinions. Speaker might be unclear for his or her own view. On the other hand it can be seen disagree for example: "*I don't have a clue about this*".

g. Strategy 7: Presuppose/raise/assert common ground

This strategy provides that the speaker shows the same consideration to the hearer. On the other hand, it is also to show positive face to the hearer. The hearer indicates to show common ground with the speaker about the hearer's thought and feels. Thus, the positive face can be fulfilled because the speaker feels worried by the hearer for instance:

Son: "What a beautiful waterfall dad. I am so happy in here.

Father:"Yes my dear, it's really beautiful. I know it.

h. Strategy 8 : Joke

This strategy provides to put adresser 'no difficulty' or reducing a strained situation. Therefore, this strategy is also to make a hearer feels comfortable in conversation or this strategy used to show positive politeness for instance:

Ani: have you ever heard a baby who is able to drink all the elephant's milk in a day?.

Angel : i've never heard if it. That is impossibe. Whose baby is that?

Ani : The elephant's baby hahaha

The conversation above is the situation where Ani gives a joke to Angel when they were in serious condition. It makes the hearer feels comfortable in the communication. Thus, it can reduce the FTA.

i. Strategy 9: Assert or presume speaker's knowledge of and concern for hearer's wants

This method is to show between the speaker and listener in cooperation forced the listener to help the speaker. Therefore, one way to show that speaker and hearer agreed and it is potentially emphasize the hearer will have the same opoinion with the speaker for instance "*, I know you really hates this guy?, should i tell him now?"* from that example, the speaker tries to convince the hearer about his or her car will be back at 5 am. On the other hand, it also to knows the hearer's wants and reduce the FTA.

j. Strategy 10: Offer, promise

In this strategy, the speaker can be able to choose restore the possible risk of FTA. The speaker shows whatsoever listener wants, speaker will support to gain, to illustrate speaker's good aims to make the hearer's positive faces even it is not true and it just make obvious the speaker's aim in fulfilling the hearer's wants for instance:

Rudi: I'am very sad because nobody's at home.

Ana: Don't be sad, i'll be there in 5 minutes.

From the example above, it shows that Rudi (as the speaker) tries to suggest Ana (as the hearer) that they are teamwork and she anxious with him. She promises to Rudi that she will be at his house in 5 minutes to show that they are friends.

k. Strategy 11: Be optimistic

In this strategy, speaker guess if the listener understands speaker's wants (for speaker or both). Thus, the speaker have a commitment to the hearer that this and it helps the speaker to get them. cooperation can be the aims between speaker and hearer for instance:

Ronny: You'll lend me your shoes for the weekend, won't you?

Qurota : Okay, I will keep it for you.

From the conversation above, Ronny (speaker) ask to Qurota (hearer) to borrow her shoes for the weekend and she promises to keep it for Ronny.

l. Strategy 12: Include both speaker and hearer in the activity

this kind of strategy is when the speaker uses an inclusive words to mean 'you or 'me', to request cooperation and thus redress FTA for instance:

- *Let's stop for a bite. (i.e. I want a bite, so let's stop)*

- *Let's have a cookie then. (i.e. Me)*

m. Strategy 13: Give (or ask for) reasons

This kind of strategy used when the speaker and the hearer provides reason what the speaker's wants and assumes the hearer wants to the speaker's wants and sometimes can be used for give critics or complains with 'why not' and give a take for granted for instance:

Ali: *Let's go to the museum next week with our friends*

Andi: *Why don't we visits our friends who are in the hospital?*

From the example above, it shows that Andi disagrees with Ali's utterances when Ali wants to go to the museum. Then, Andi gives a suggestion about to go to their friends who got sick. On the other hand, it shows the aim of Andi's positive face. Thus, Ali prefers asking the reason that suggestion and it is

included in the positive politeness because give suggestion can injure the hearer's positive face

n. Strategy 14: Assume or assert reciprocity

This strategy when the speaker told the listener to works together by providing facts of routinity or responsibility between them. Thus speaker say *"I'll do this for you if you do that for me"*. By indicating the mutual routinity or doing FTA. On the other hand speaker make FTA softer by negating the FTA such as condemnation and complaints for instance:

> *Max: Okay, what can i do fo you? Just don't hurt her!*
>
> *Rowie:Well, i am not gonna hurt her, if your mouth is silenced.*

From this example, it shows that Rowie request Max to keep silent about his secret and Max agree with it. Therefore, Rowie may reduce FTA by opposing Max to cooperate with him.

o. Strategy 15: Give hints to hearer (goods, sympathy, understanding, cooperation)

This strategy means the speaker might please listener's positive face wants but essentially filling the wants from the hearer, not only touchable present, but there are some human that wants to be adored, admired, cared about, and loved for instance:

> Ant: *Hey Suzie, i am shocked because in January 25 2019 is the last day that if you want to register for the thesis session and i am still have a revision about chapter 3.*
>
> Suzie: *Ant, don't worry i am going to help you to finish this thesis. Don't be sad my friend.*
>
> Ant: *Really? Thank you so much. You're the best buddies that i've ever had*

From the conversation above, it shows that Suzie decides to restore directly Ant's face by fulfilling his wants, to help him doing his thesis and she has fulfilled Ant's wants.

2.5.2 Negative Politeness

Negative politeness means restoring act spoken by the speaker's to obtain his or her free will of act unrestricted and the awareness unobstructed. It is the core of admiration conduct, which similar to positive politeness is the core of 'familiar' and 'joking' behavior (Brown and Levinson, 1987: 129-210).

The aims of negative politeness strategy is to suppose that speaker might be enforced by the listener, also instrusive on their space. Thus, the inevitably imagine that there may be some social space or awkwardness in the situation. Brown and Levinson said that there are ten negative politeness strategies:

a. Strategy 1: Be conventionally indirect

The point in this strategy is the speaker tries to say undirectly to the hearer and the speaker is confronted by contrasting pressures, and the listener being not direct to communicates and the speaker says his or her statement by using sentence and phrases. For example when the speaker attends being direct through " please, can you close door? ", or "Could you keep your promises for me?"

Ruddy: Hey Ana can you please give me that doll for my daugther?

Ana: With pleasure Ruddy.

Based on the examples above, when the speaker (Ruddy) says "*can you please?"*to the hearer (Ana), this utterances included in be conventionally indirect because the speaker tries to asks indirectly with the hearer.

b. Strategy 2 : Question, hedge

In this strategy, the speaker uses questions or hedges to show negative politness to the hearer. There are some words like "might" or "rather" that purposed as hedges to show the speaker does not assume something. On the other hand, this strategy makes the statement a little unclear for instance: "*he might be happy for what you have done"*.

c. Strategy 3 : Be pessimistic

This strategy is about the hesitation or doubt to the hearer. Usually, the speaker shows indirect questions or requests and give negative face by the hearer, it clearly uttering hesitation's situation with the hearer for instance:

Eryy: Are you sure that you can beat Rounda Rousey?i am sure you'll get knocked out in the first round.

Anny: Sure i can do it, don't worry about me.

From the examples above, those sentences *(Are you sure)* are included be pessimistic strategies because the speaker doubt about the abilty of the hearer.

d. Strategy 4: Minimize the imposition

This strategy provides the speaker enforces the hearer when ask the hearer to do something. On the other hand, the speaker restores the significance of FTA and indirectly, it might take listener defense for instance "*I just want to ask you perhaps you lend me your motorcycle*".

e. Strategy 5: Give deference

In this strategy, the speaker tries to give a respect to the hearer. Normally, the speaker entertain himself, capabilities, and belongings, spesifically gratifies hearer's wants to be treated as high-class and it shows the deference to the hearer for instance:

Comedian: *It is such an honor to have a chance to meet you Mr President.*

President: *Ofcourse, no problem.*

Based on the example above, the words "honor" may give diference to the hearer and it give a superior thought to the hearer (President).

f. Strategy 6: Apologize

In this strategy, the speaker tries to apologizes to the hearer and it shows that the speaker's unwillingness to impose the negative face of the hearer. Therefore, apologizing are important for performing Face Threatening Act (FTA) because the speaker know how to indicates his or her hesitancy to forced the hearer's negative face. Thus, partly equalize that imposition for instance:

Rio   : i am so sorry for disturbing your time, but i need your clealry answer about these problem.

Anny   : Okay i am going to help you

g. Strategy 7 : Impersonalize Speaker and Hearer

This strategy provides that the speaker does not impose the hearer and the way to show that speaker does not wish to impose on listener to say the face threatening act as if the performer were other speaker, or at least possibly not speaker or not speaker alone, and the addressee were other than listener, or only

inclusive of listener. Usually, the speaker escapes the pronouns You and I for instance "*Finish it right now for me (from: "i require you to do this").*

Based on the example above, the speaker evades "you" and "i" pronouns. When the speaker is unstated in the discussion. It means that the speaker does not want to impose the hearer.

h. Strategy 8 : State the FTA as a General Rule

This strategy shows that the speaker is only forced by the situation that must affirm the FTA for the case of compulsion, instruction, and common social rule. Therefore, the key of communicating that speaker does not want to impose but it forced by the conditions. For example when you are late to go to the class and your teacher ask you that whoever is not coming to his or her class on time, those students not allowed to follow that subjects for instance:

- *For all the passengers, please go back to your sit and set your seatbelt*

- *I'm sorry, for all of the students who is absent today not allowed to join the final test.*

i. Strategy 9: Nominalize

In this strategy, the speaker nominalizes the face when make a sentence or speaker's statement. The levels of negative politeness (formal) run hand in hand with levels of nouns, that is formality is linked with the noun end of the continuum for instance:

- *People urgently request your cooperation.*

- *It is my pleasure to be able to inform you...*

j. Strategy 10: Go on record as inuring a debt, or as not indebting hearer

In this strategy, the speaker restores FTA by claimed the appreciation to listener, or rejecting any gratitudes of listener, means of expressions such as for requests and offers for instance:

- *I'd be really happy if you..... (request)*
- *It's a piece of cake for me   (for offers)*

From those examples above, it shows that the speaker disprove the hearer by requesting and offering. It states that the hearer agreed to do something for the heaerer.

2.6 Previous Studies

There are five previous studies about politeness strategies in this research. The first, is conducted by Indriani (2014) entitled "*Positive politeness Strategies Used by Grace and Meg in Monte Carlo Movie*" from Dian Nuswantoro University, Semarang. She used the theory from Brown and Levinson in her research. As a result, there were 28 utterances produced by Grace and Meg in each of their conversation in her research. Those are, Notice and attend to hearer's wants, exagerrate interest, intensify interest to hearer, use in group identify

markers, seek agreement, avoid disagreement presuppose / raise / assert common ground, joke, offer / promise, and be optimistic.

The second previous research is entitled "*The Study of Politeness Strategies in Good Company Movie*" by Ani Septyaningsih (2007) from Sebelas Maret University, Surakarta. She used the theory based on Brown and Levinson's theory. As a result, there were 15 strategies of positive politeness employed by the characters in the dialogs of a movie entitled *"In Good Company".* Those are notice, attend to the hearer, exaggerate, intensifity interest to the hearer, use in group identify markers, seek agreeement, avoid disagreement, presuppose/raise/assert common ground, a joke, assert of presuppose the speaker's knowledge and concern for the hearer's wants, offer/promise, be optimistic, includes both the speaker and the hearer, give (or ask for) reasons, assume or assert reciprocity and give gifts to the hearer.

The third study is about *"Politeness Strategies In Teacher-Students Interaction In An EFL Classroom Context"* by Senowarsito (2013) from IKIP PGRI Semarang. This research analyzed about politeness strategies used by teacher and students in 90 minutes English lessons in a senior high school and he used the theory based on Brown and Levinson's theory. The result of his journal shows that teacher and students, basically employed positive, negative, and bald on record strategies.

The fourth study is about *"Positive Politeness strategies in Oral Communication I Textbooks"* by Akutsu Yuka (2009) from the Economic Journal

of Takasaki City University of Ecoyyed nomics. This study analzed about what kind of positive politeness and the most dominant type of positive politeness in "*Oral Communication I Textbooks*" He used the Leech's theory in this studies and as a result, there are six kinds of positive politeness strategies. Those are strengthen interest to hearer, seek agreement, joke, be optimistic, give (or ask for) reasons, offer / promise. While the most dominant kinds of politeness in this studies are offer / promise and strengthen interest to hearer.

The fifth study is about *"A Qualitative Studies of Politeness Strategies used by Iranian EFL Learners in a Class Blog"* by Sayyed Muhammad Reza Adel (2016) from Urmia University, Iran. This study, anazed about politeness strategies such as negative politeness, negative politeness, bald on-record, and bald off-record in post written by Iranian EFL learners in a class blog. The researcher used Brown and Levinson's theory and the result of his studis shows that the EFL learners in a class blog exposed used positive politeness strategies as signs of psychologically close relationship, and reciprocity and friendship in a group.

Based on five previous studies above, the differences between previous studies and this research is the object. Thus, the researcher compares the politeness strategy used by Donald Trump before and after being a President of USA. The researcher also focuses in positive and negative politness used by Donald Trump's speech and David Muir.

CHAPTER 3

3.1 Research Design

In this study, the descriptive qualitative used by the researcher to investigating the data. Descriptive qualitative used in this research because the researcher gives the detail the utterances including positive and negative politeness used by David Muir and Donald Trump on ABC News and in Charlie Rose Show. In addition, Denzin and Lincoln (2009 :2) state that "Qualitative research is multhimethod in focus, involving an interpretive, naturalistic approach to its subject matter".

3.2   Data and data sources

In order to explore the politeness strategy in exclusive interview between David Muir and Donald Trump on ABC News and Charlie Rose Show, the researcher used the utterances from Donald Trump and David Muir as the data. The researcher used text transcription of two videos from youtube channel "ABC News" with the duration in 45 minutes and "Charlie Rose Show" in 1992 with the duration 1:14:30 as the source of the data.

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3.3 Instrument

In this research, the researcher used himself as the instrument (Sugiyono, 2010: 133). As the main instrument, the researcher plans the research, collects the data, classified the data, analyzes the data, make the interpretation and finally reports the result of the research. On other hand, the tools of this research is the laptop.
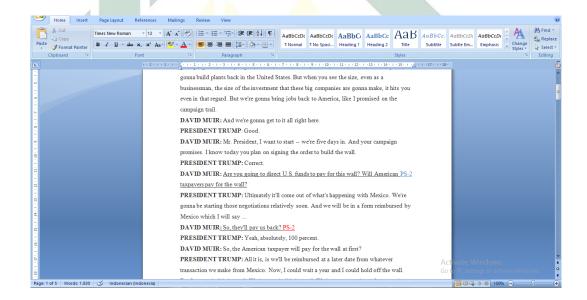
3.4 Data Collection

In collecting data, the researcher used youtube as the main source to collect the data. There are several steps as follows. The first step, the researcher opened youtube website in laptop and typed the youtube channel "ABC News" and "Charlie Rose Show". Then, the researcher chose the exclusive interview of Donald Trump and downloaded the videos.

The second step, after downloading the videos, the researcher looked up the videos to understand the conversation between Donald Trump and David Muir for many times. In addition, the researcher transcribed the videos into written text. In transcribing the data, the researcher listened repeatedly the videos to get clear utterances from Donald Trump and David Muir conversation.

The next step, the researcher indicated the utterances used by David Muir and Donald Trump. The researcher underlined the data which contain the positive and negative politeness used by David Muir and Donald Trump in the exclusive interview in 2017 on ABC News and in Charlie Rose Show . In the positive politeness, there are fifteen strategies. While in negative politeness, there are ten strategies. The researcher indicated types of each strategies by giving code such as PS1 for positive strategy 1, NS1 for negative strategy one and so on.

Picture 1.1: The example of indicating the data in Donald Trump and David Muir conversation.

3.5   Data Analysis

After collecting the data, the researcher classified and analyzed the data based on Brown and Levinson's theory as follows:

First, the researcher classified the politeness strategies used by David Muir and Donald Trump to answering the research question number one by making the table. Those are about positive and negative politeness strategies used by David Muir and Donald Trump in the exclusive interview in 2017 on ABC News and in Charlie Rose Show.

Second, the researcher compared positive and negative politeness of Donald Trump before and after he became the President of United States. Thus, the researcher analyzed the factors which influenced Donald Trump and David Muir in the exclusive interview in 2017 on ABC News and in Charlie Rose Show based on Brown and Levinson's theory and the last. The researcher concluded the finding about the types and the factors of positive and negative spoken by Donald Trump and David Muir.

CHAPTER IV

FINDINGS AND DISCUSSION

In this chapter, the researcher explains the findings and the discussion. In findings part, the researcher shows the result with column chart and the details of positive and negative politeness between Donald Trump and David Muir. Therefore, the researcher finds the factors that influence positive and negative politeness. For the meantime, the researcher describes the discussion the researcher shows the findings in simple explanation to answer research problem.

4.1 Findings.

In this part, the researcher describes the answers of research problem number one. That is about types of positive and negative strategies used by Donald Trump and David Muir. The data of this research is the utterances from Donald Trump and David Muir in youtube channel "ABC News" and "Charlie Rose Show". Beside of it, the researcher also recognized which one is the most dominant strategies. The result found that there are 40 data collected in this research. The researcher shows the result by column chart diagram to prove the most dominant positive and negative strategies used by David Muir and Donald Trump.

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4.1.1 David Muir and Donald Trump's Positive Politeness Strategies

Donald Trump uses some types of positive politeness strategies to the David Muir and to make a close relationship with them. The researcher found utterances by Donald Trump and there are 10 types of positive politeness strategies and it illustrated by diagram. On the other hand, the diagram drawn below:

Diagram 1: Types of Positive Politeness used by David Muir and Donald Trump on ABC News and in Charlie Rose Show

Types of Positive Politeness by David Muir and Donald Trump

Category	Value
Exagerrate (interest,…	2
Strengthen Interest to…	2
Use in Group Identify…	1
Avoid Disagreement	5
Presuppose/raise/Com…	8
Assert or Pressume…	3
Offer, Promise	4
Assume or Assert…	2
Give Hints to Hearer	1
Be Optimistic	2

The types of positive politeness used by David Muir and Donald Trump divided into ten categories, there are exaggerate (interest, approval, sympathy) to hearer, strengthen interest to hearer, use in group identify markers, avoid disagreement, presuppose/raise/common ground, assert of pressume speaker's knowledge concern for hearer wants, offer / promise, be optimistic, and assume or assert reprocity . On the other hand, the highest frequency of positive politeness strategies is presuppose/raise/common ground which appears 8 times on ABC News and in Charlie Rose Show. The second highest frequency is avoid disagreement strategy which occurs 5 times. The next of positive politeness type is offer / promise which occurs 4 times, exaggerate (interest, approval, sympathy) to hearer strategy, strengthen interest to hearer, assume or assert reprocity, and be optimistic have the same result which occurs 2 times. The lowest frequency is use in group identify markers which only occurs only 1 time.

1. **Strategy 2 : Exaggerate (Interest, Approval, Sympathy with Hearer)**

In this strategy, the speaker shows concern, approval, and sympathy by exaggerates stress, intonation, and other part of prosodic. On the other hand, the researcher found in the utterances by Donald Trump and David Muir. It can be seen below:

Data 1

Charlie Rose   : But 1 man may have lost a job because you leaned on −

Donald Trump : **Because he's a tough guy. He's a savvy guy. He's come out great. He's a stock analyst. He's now my biggest champion. He's saying it's the greatest comeback, in fact he used the word brilliant. I hate to tell you this.**

Charlie Rose   : What's his name?

Donald Trump : His name is Marvin Rosen

Based on the data above, Donald Trump's speech included negative politeness strategy 2, exaggerate (interest, approval, sympathy with hearer). It confirmed when he noticed Charlie rose about Marvin Rosen if he is really tough guy, brilliant by his utterances "Because he's a tough guy. He's a savvy guy. He's come out great. He's a stock analyst. He's now my biggest champion. He's saying it's the greatest comeback, in fact he used the word brilliant". Thus, it makes the hearer (Charlie Rose) interested with the speaker's utterances by saying "what's his name?".

Data 2

Donald Trump : Thank you very much, David.

David Muir *:* Let me ask you, has the magnitude of this job hit you yet?

Donald Trump : It has periodically hit me. And it is a tremendous magnitude. And where you really see it is when you're talking to the generals about problems in the world.

Based on the data above, it showed that the David Muir's utterances confirmed as positive politeness strategy 2, exaggerate (interest, approval, sympathy with hearer). It proved when he asked about Donald Trump's condition

after he choosen as the new president of the U.S. It shows a symphaty by his words, "Let me ask you, has the magnitude of this job hit you yet?". Therefore, it makes the hearer (Donald Trump) interested with his utterances by saying "it has periodically hit me and it is a tremendous magnitude"

2. Strategy 3 : Strengthen Interest to the Hearer

This strategy is to make hearer interested what the speaker shares about story, and so on. For instance For more details information, the researcher presents the example of this strategy from the Donald Trump's utterances below.

Data 3

Donald Trump **: I mean when i do things, i built Taj Mahal. They set a billion dollars building how can it possibly and now it's turned out to be tremendously succeessful. It takes time. You got to be able to get over the hump. Riverside south is going to be tremendously.**

Charlie Rose : Well, let's stop at Riverside South though. I mean first of all what did you hear is one of the arguments made about Riverside South that you faced a huge opposition on the part of Planning Commisions...........

Based on the data above that Donald Trump's speech included in positive politeness strategy 3, strengthen interest to the hearer. It can be seen in his statement when he intensified Charlie Rose about Taj Mahal and Riverside ": I mean when i do things, i built Taj Mahal. They set a billion dollars building how can it possibly and now it's turned out to be tremendously succeessful It takes time. You got to be able to get over the hump. Riverside south is going to be tremendously"**.** Therefore, it will give interest to Charlie Rose interested about. It

confirmed on his utterances by saying "well, let's stop at Riverside South though". On the other hand, the next example will be drawn on data 4 below.

Data 4

Donald Trump : I was with the Ford yesterday and with General Motors yesterday. The top representative, great people and they are gonna do some tremendous work in United States. They are gonna build plants back in the United States.

David Muir   : And we're gonna get to it all right here.

Based on the data above, it shows that the utterances from Donald trump Included in positive politeness strategy 3. It proved when he said about the Ford's company and he tells if Ford is really top representative, great people, and they are gonna do some fantastic work in the United states. On the other hand, it makes the hearer (David Muir) interested by the Speaker's utterances by saying "And we're gonna get to it all right here".

3. Strategy 4 : Use in-group identify markers

This strategy is for someone who have a close relationship like best friend, girlfriend, and so on. On the other hand, they have a special name such as: *honey, buddy, sweetheart, guys, and so on.* For more details information, the research has already give the example from the utterances of Donald Trump as seen below.

Data 5

Charlie Rose : and what would he say?

Donald Trump **:** Well, he just called me and it boosts me. I'd say i just keep fighting and you know he was really phenomenal guy and a great leader and that's why Bear Stearns, i mean without any big parent company my ber stearns is just done tremendously well. **But Alan has been a really loyal friend and i've had a lot of other loyal friends but the thing and i guess i'm going to go to into this in the third book.**

Based on the data above, it can be seen that Donald Trump used positive politenes strategy 4, the use of group identify marker. It proved when Donald Trump said '**But Alan has been a really loyal friend and i've had a lot of other loyal friends but the thing and i guess i'm going to go to into this in the third book.'**. It means that Alan is a royal friend or bestfriend with Donald Trump and it is included in strategy 4.

4. Strategy 6 : Avoid disagreement

This strategy is used for keep away the speaker and the hearer from a disagreement. On the other words, it makes the speaker pretends to say "yes" by twisting his or her utterances to hide disagreement**.** For more details information, the research has already give the example from the utterance of Donald Trump as seen below:

Data 6

Charlie Rose	**:**	But here comes one of the things they say about you is that they're tricks within you of vindictiveness about that and you're not going to forget that and part of the Trump style at some point you're going to try to get Stein back.
Donald Trump	**:**	**Well, i don't think i am gonna try and get Stein back. I'm just dissapointed in other people and i'm not dissapointed in some. I mean there are people that were much more man like Alan Greenberg of bear stearns who would call me everyday.**

Based on the data above, it proved that Donald Trump used positive politeness of strategt 6: avoid disagreement. It is proved by his utterance 'Well, i don't think i am gonna try and get Stein back. I'm just dissapointed in other people and i'm not dissapointed in some.", and then he made a speech to avoid this disagreement by saying 'I mean there are people that were much more man like Alan Greenberg of bear stearns who would call me everyday'.

Data 7

Charlie Rose	: Did it cause division between you and your brother?
Donald Trump	**: Umm, it didn't cause division. I was a little dissapointed on my brother.**

Based on the data above, it shows that Donald Trump used positive politeness of strategy 6, avoid disagreement. It is showed when Charlie Rose asked about the causes of division to him and then he made a speech to avoid this disagreement by his utterance "Umm, it didn't cause division. I was a little dissapointed on my brother".

Data 8

Charlie Rose :   So you think Hollyfield is gonna lose?

Donald Trump :   I think Hollyfield, umm i am not sure he's gonna lose now, **but i think your next champion is gonna be Lennox Lewis.**

Based on the data above, it shows the utterances from Donald Trump indicated positive politeness strategy 6, avoid disagreement when Charlie asked to Donald Trump about who is the king of boxing. On the other hand, he thought Hollfield is the king, but then he give a avoid disagreement statement by his utterance "but i think your next champion is gonna be Lennox Lewis".

Data 9

Charlie Rose   : What makes the decision as to when you go. Is that a decision made by you or that decision by the bankers?

Donald Trump **: No...No....No!. It's made by me.**

Based on the data above, it can be seen that the Donald Trump used positive politeness strategy 6, that is avoid disagreement. It is confirmed when Charlie asking him about the decion what makes him gone is by himself or the decision by the bankers. Thus, Donald Trump give avoid disagreement statement "No...No....No!. It's made by me"**.**

Data 10

Charlie Rose **:**   But well, it was Adam. You made more money than you sold it for moment and you paid for what? There is a lot of money but it didn't sell and it's soldy from less every day!.

Donald Trump **: No...No...No. I didn't reduce not for less, but i reduced my debt by hundreds of millions of dollars by the sale of the shuttle.**

Based on the data above, the utterance of Donald Trump is included positive politeness strategy 6, that is avoid disagreement. It is proved when Charlie Rose asking him about his abriged or reduced the money. On the other hand, Donald Trump made the utterance to avoid this rejection by saying " I didn't reduce not for less, but i reduced my debt by hundreds of millions of dollars by the sale of the shuttle".

Data 11

David Muir   : You don't think it undermines your credibility if there's no evidence?

Donald Trump : No, not at all because they didn't come to me. Believe me. Those were Hillary votes. And if you look at it they all voted for Hillary. They all voted for Hillary. They didn't vote for me. I don't believe I got one. Okay, these are people that voted for Hillary Clinton. And if they didn't vote, it would've been different in the popular.

From the data above, it can be seen that Donald Trump's utterances used positive politeness strategy 6, that is avoid disagreeeement. It can be proved when David Muir asked him about illegal votes dangerous for this country and it will descrese the Trump's credibility. On the other hand, he refused it by saying "No, not at all because they didn't come to me. Believe me. Those were Hillary votes. And if you look at it they all voted for Hillary. They all voted for Hillary" and then he made a statement to avoid this rejection by saying "Okay, these are people that voted for Hillary Clinton. And if they didn't vote, it would've been different in the popular".

5. **Strategy 7 : Presuppose / Raise / Assert Common Ground**

This strategy used to shows the same consideration between hearer and the speaker. On the other hand, it is also to show positive face to the hearer. The hearer indicates to show common ground with the speaker about the hearer's thought and feels. For more details information, the research has already give the example from the utterance of Donald Trump as seen below:

Data 12

Charlie Rose : For money or not for money?

Donald Trump : **Well, i like playing for money because it gives you an interest. I mean it really does. Golf was something that helped me through a period when i was really you know there's a point at which you can't push. You have to sort of sit back and wait and see how the chips are falling .**

Based on the data above, the Donald Trump's statement included in positive politeness strategy 7, that is presuppose / raise / assert common ground. It proved when Charlie rose asking him about the purpose of golf is for money and Donald Trump give a assert common ground answer same thought to him. It can be showed by his utterance "Well, i like playing for money because it gives you an interest. I mean it really does. Golf was something that helped me through a period when i was really you know there's a point at which you can't push. You have to sort of sit back and wait and see how the chips are falling". From this statement, the researcher knows

Data 13

Charlie Rose : But you know better than i do is that during that time and the savings and loan crisis came about because a lot of savings alone, lend a lot of money to developers that were bad loans and should not ever have been made.

Donald Trump: **That's true and i have to tell you it's a hundred percent true. But a alot of that was exacerbated, a lot of loans that could have been good loans were made into bad loans because of the change, because of the 1986 tax law change and what they did is all of the sudden you had resolution trust and you're paying billions and billions in order to save five billion dollars in taxes. We're now paying trillions of dollars to save industries and save banks.**

Based on the data above, the Donald Trump's utterances included in positive politenness strategy 7. That is is presuppose / raise / assert common ground. It proved by the utterances from Donald Trump when he asked about the crisis of loan and savings by Charlie Rose, it is caused by lend a lot of money to the developers. On the other hand, Donald Trump agree with his statement by Charlie Rose is 100 % true or give he the same common ground to him. It confirmed when he said "that's true".

Data 14

Charlie Rose : And is that profitable?

Donald Trump **: Trump Tower?? Yeah. I mean it was the most successfull development ever built in this country and a condominium basis.**

Based on the data above, the Donald Trump's utterances included in strategy 7. That is is presuppose / raise / assert common ground. It is proved when Charlie Rose asked about the profitable of Trump's tower. Thus, Donald Trump

agree with the Charlie's question by saying "Trump tower? Yeah. I mean it was the most successfull development ever built in this country and a condominium basis. The word "yeah" it self, it indicates the common ground and it included in strategy 7.

Data 15

Charlie Rose : Well, it depends on what the other guys took does.

Donald Trump : **I know, but generally speaking you're gonna win that game, okay. You know, it's the sad as it is to say but you're gonna win that game.**

Based on the data above, it proved that Donald Trump's utterances included positive politeness strategy 7. That is presuppose / raise / assert common ground. It confirmed when Charlie Rose asked about the baseball game. Then, Donald Trump had the same common ground or similar thought with him about the baseball game by saying "I know". Thus, that word indicated the agreement with Charlie Rose.

Data 16

Donald Trump : That's really a false time because Reichman owed a lot more money than me and nobody's partners with right now. .

Charlie Rose : Yeah but you know that he's bankrupt.

Donald Trump : I know, they're bankruptcy and you know just very deep trouble. My banks, have had a great confidence in me and they know i am good. They know i do it the best and they also know that i am honest.

Based on the data above, it is proved that the Donald Trump's utterance included in positive politeness strategy 7, that is is presuppose / raise / assert common ground. It can be seen when Donald Trump gave the comments about the Reichman that he owed a lot money. And Charlie Rose agreed with Trump's statement by saying "yeah you know that he's bankrupt. Then, Donald Trump agreed with the statement of Charlie Rose if Reichman was bankrupt by saying "i know, they're bankruptcy.." On the other hand, Trump give the common ground or same thought to Charlie.

Data 17

Charlie Rose : You'll get some political people who are smarter than you and I both about politics who will say the same thing.

Donald Trump : **I believe it.**

Based on the data above, the utterance from Donald Trump included positive politeness strategy 7. That is is presuppose / raise / assert common ground. It proved when Charlie Rose asked about the politics if there are some political people who are smarter thatn Trump. then, Donald Trump agreed with the statement and he had the same common ground with Charlie Rose about politics. It is proved when he said "i believe it".

Data 18

Donald Trump : Ultimately it'll come out of what's happening with Mexico. We're gonna be starting those negotiations relatively soon. And we will be in a form reimbursed by Mexico which I will say...

David Muir : So, they'll pay us back?

Donald Trump   : Yeah, absolutely, 100 percent.

Based on the data above, the utterances from Donald Trump included in positive politeness strategy 7. That is is presuppose / raise / assert common ground. It proved when David Muir asked about the reimbursed by Mexico Goverment ": So, they'll pay us back?". Then, Donald trump agree with that statement and it is proved when he said "Yeah, absolutely, 100 %. The word "yeah" indicates the agreement of Donald Trump to David Muir's statement.

Data 19

David Muir   : When does construction begin?

Donald Trump: As soon as we can. As soon as we can physically do it.
                We're ...

David Muir   : Within months?

**Donald Trump : I would say in months. Yeah, I would say in months.
                Certainly planning is starting immediately.**

Based on the data above, the utterances from Donald Trump indicated positive politteness strategy 7. That is presuppose / raise / assert common ground . This conversation talked about the construction that Donald Trump's going to buid that asked by David Muir when it begin and then, He tried to convinced Donald Trump by saying "within months?". Thus, he answer that question "Yeah i would say in a months". It is proved that David Muir indicates to show common ground with Donald Trump.

6. Strategy 9: Assert or Presume Speaker's knowledge and concern for hearer's wants.

This strategy is used to show the cooperation between listener and hearer. Not only to show the cooperation, but it's also used by the speaker to convince the hearer. For more details information, the research has already give the example from the utterance of Donald Trump as seen below:

Data 20

Charlie Rose : I can take your words on all this, right?

Donald Trump : **Yeah, Sure!. By the way Charlie, I have to tell you because of the fact and a big differences and that's why you see on all thee casino things, because of the fact….**

Based on the data above, The Donald Trump's utterances included positive politeness strategy 9. That is assert or presume speaker's knowledge and concern for hearer's wants. It can be seen, when Charlie Rose asked about all of the utterances during the interview are trusted by saying " i can take your words on all this, right?". Then, Donald Trump tries to convinces Charlie Rose if all of his utterances in this inteview can be trusted. It proved when he said "yeah, sure!".

Data 21

David Muir   : Let me ask you, has the magnitude of this job hit you yet?

Donald Trump : **It has periodically hit me. And it is a tremendous magnitude. And where you really see it is when you're talking to the generals about problems in**

the world. And we do have problems in the world. Big problems. The business also hits because the -- the size of it. The size.I was with the Ford yesterday.

From the data above, the Donald Trump's statement included positive politeness strategy 9. That is assert or presume speaker's knowledge and concern for hearer's wants. It can be seen when David Muir asked about new position of Donald Trump as The Prisident of America by saying "Let me ask you, has the magnitude of this job hit you yet?". On the other hand, Donald Trump tried to persuades David Muir about his new position as the President and the problems in the world by his utterance "It has periodically hit me. And it is a tremendous magnitude. And where you really see it is when you're talking to the generals about problems in the world".

Data 22

David Muir : But you have tweeted ...(OVERTALK)

David Muir : ... about the millions of illegals ...

Donald Trump : Sure. And I do -- and I'm very ...(OVERTALK)

Donald Trump: ... you're just asking a question. I would've easily won the popular vote, much easier, in my opinion, than winning the electoral college. I ended up going to 19 different states. I went to the state of Maine four times for one. I needed one.

Based on the data above, the Donald Trump's utterances included in the positive politeness strategy 9. That is assert or presume speaker's knowledge and concern for hearer's wants. It can be seen when Donald Trump give statement to

David Muir if he is really optimist about the vote of President's election much easier and easily won the popular vote. On the other hand, Donald Trump shows that he tries to put pressure to David muir with the aims of Trump to cooperate with him

7. **Strategy 10: Offer, Promise**

This method is used by the speaker to fulfill the hearer's wants and to ilustrate speaker's good intentions in redress the possible threat of some FTA. For more details information, the research has already give the example from the utterances of Donald Trump as seen below:

> **Data 23**
>
> David Muir : But Mr. President, will they be allowed to stay?
>
> **Donald Trump : I'm gonna tell you over the next four weeks. But I will tell you, we're looking at this, the whole immigration situation, we're looking at it with great heart. Now we have criminals that are here. We have really bad people that are here. Those people have to be worried 'cause they're getting out. We're gonna get them out. We're gonna get 'em out fast.**

Based on the excerpt above, The Donald Trump's utterances included positive politeness strategy 10. That is offer / promise. it proved when President Donald Trump said that he promises to the immigrants and David Muir that they will be allowed to stay in United States of America in the next four years. On the other hand, the President also focuses about the criminals in America. it proved when he said "I'm gonna tell you over the next four weeks".

8. Strategy 11: Be optimistic

This strategy is used by the the speaker or the hearer to show an optimistic characteristic. Therefore, the speaker have a commitment to the hearer that the cooperation can be the aims between speaker and hearer. For more details information, the research has already give the example from the utterance of Donald Trump as seen below:

Data 24

Charlie Rose : So it's just 92 the best year of you life?

Donald Trump **: I think 92 could be certainly one of the best in my life because it really all came together for me financially speaking and in so many other ways.**

Based on the data above, it is explained that Donald Trump produced positive politeness of strategy 11 that is be optimistic. It proved when Charlie Rose asked him "So it's just 92 the best year of you life?", and he answered it by saying "I think 92 could be certainly one of the best in my life because it really all came together for me financially speaking and in so many other ways". the sentence "92 is the best day of my life" indicated as be optimisstic. Therefore, this sentences indicated that this sentences included in strategy 11

Data 25

Donald Trump: Ultimately it'll come out of what's happening with Mexico. We're gonna be starting those negotiations relatively soon. And we will be in a form reimbursed by Mexico which I will say....

David Muir   : So, they'll pay us back?

Donald Trump**: Yeah, absolutely, 100 percent.**

Based on the data above, it shows that the Donald Trump's utterances produced positive politeness of strategy 11. That is be optimistic. It is showed when David Muir asked him whether American taxpayers will pay for the wall, and he answered this questions by saying "Yeah, absolutely, 100 percent". Therefore, it can indicates be pessimistic strategy.

9. Strategy 14: Assumer or Assert reciprocity

This strategy used by the speaker to asks the listener to cooperate by providing evidence of habit or obligations between them**.** For more details information, the research has already give some examples from the utterance of Donald Trump as seen below:

Data 26

Charlie Rose   **:** But, if in fact he raped her in that hotel room regardless of whether she came there, you think that end should have to the slammer.

Donald Trump : Well, you know this day denies it. I don't know that it happened and i think that as they said if he didn't testify, **he would have been exonerated totally if the jury said that. Mike was arrogant, he was a horrible witness from what i understand and i am not surprised. I mean i would say that generally speaking you don't put Michael as witness**.

Based on the data above, it shows that Donald Trump used positive politeness of strategy 14. That is assumer or assert reciprocity. It proved when Donald Trump gives a comments about Mike Tyson's brutality and if he did not carry out about it, Mike Tyson will not go to the jail. It is showed by his utterance "he would have been exonerated totally if the jury said that. Mike was arrogant, he was a horrible witness from what i understand and i am not surprised. I mean i would say that generally speaking you don't put Michael as witness"

Data 27

Charlie Rose : But they could have put up you against the wall and said you owe this money, you can't pay it back, we call the tune.

Donald Trump : **They could've done that and i think if they did that, it would've been for everybody including them and i think they understood that.**

Charlie Rose : But they would've lost money!

Based on the data above, it proved that Donald Trump used positive politeness strategy 14. That is assumer or assert reciprocity. It can be seen when he give this statment "They could've done that and i think if they did that, it would've been for everybody including them and i think they understood that". It shows that he give comments to Reichman that Donald Trump agreed with the statement of Charlie Rose aboout the bankruptcy on him (Reichman)

10. Strategy 15: Give Hints to the Hearer

This strategy used by the speaker to show a human-relation wants such as those wants to be adored, admired, cared about, loved, listend yo, and so on. The speaker might please listener's positive face wants but essentialy filling some hearer's wants. For more details information, the research has already give the example from the utterance of Donald Trump as seen below:

Data 28

David Muir : When people learn of the news of this wall today there are gonna be a lot of people listening to this. And I wanna ask about undocumented immigrants who are here -- in this country......

Donald Trump **: They shouldn't be very worried. They are here illegally. They shouldn't be very worried. I do have a big heart. We're going to take care of everybody. We're going to have a very strong border.** We're gonna have a very solid border. Where you have great people that are here that have done a good job, they should be far less worried. We'll be coming out with policy on that over the next period of four weeks.
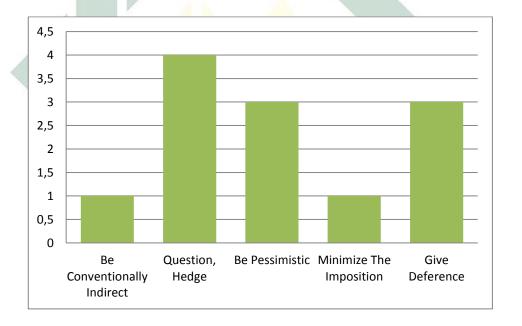
Based on the data above, the conversation included in strategy 15: give hints to the hearer. It proved by Donald Trump's utterances fulfilled the immigrant's that they are not illegally by saying "They shouldn't be very worried. They are here illegally. They shouldn't be very worried. I do have a big heart. We're going to take care of everybody. We're going to have a very strong border".

4.1.2 David Muir and Donald Trump's Negative Politeness Strategies

There are three of negative strategies founded in the utterances of Donald Trump and Davidd Muir in Charlie Rose Show and ABC News such as be conventionally indirect, question / hedge, be pessimistics, minimize the imposition, and give deference. For the more complete result, it will be drawn on diagram's below.

Diagram 2: **Frequency of Negative Politeness Used by Donald Trump and David Muir on ABC News and in Charlie Rose Show**

The types of negative politeness strategies used by David Muir and Donald Trump divided into five categories. Those are be conventionally indirect, question / hedge, be pessimistic, minimize the imposition, and give deference. On the other hand, the highest frequency of negative politeness strategies is question / hedge which appears 4 times. The second highest frequency is be pessimistic and

give deference which occurs 3 times. The lowest frequensy is be conventionally and minimize the imposition that occurs only 1 time.

1. Strategy 1 : Be Conventionally Indirect

This strategy is used by the speaker to say indirectly to the hearer and the speaker is confronted with opposing pressure. For more details information, the research has already give the example from the utterances of Donald Trump as seen below:

Data 29

Charlie Rose : A lot of people who did not want to see a hugedevelopment, you turned it around. Most people give you the credit for turning around. So you end up with twelve zero vote. How did you do it and did you make so many consessions in doing it that it now longer is an economically viable project??

Donald Trump : Well, the only way you can talk about viability is what's going happend with the market today is nothing viable. Today nothing is viable, you could have the greatest piece of land in the best location in New York and nothing's viable.

Based on data above, the Donald Trump's utterances included in negative politeness strategy 1. That is be conventionally indirect. It proved when Charlie rose asked Donald Trump talked about the market's viability. On the other hand, it give Charlie Rose an by being not direct.

2. Strategy 2 : Question, Hedge

This strategy is used by the speaker to show negative politeness to the hearer. It makes the speaker saying some words like "might" or "rather" that purposed as hedges to show that the speaker does not assumes something. For more details information, the research has already give the example from the utterance of Donald Trump as seen below:

Data 30

Charlie Rose   : Is that what killed that relationship you think?

Donald Trump : A lot of things perhaps killed it but I would say that

probably that's the predominant thing. I was very ancy. I didn't want to settle......

Based on the data above, the Donald Trump's utterances included negative politeness strategy 2. That is question / hedge. It can be seen when Charlie Rose asked him about the things that killed relationsip. Thus, the answers of Donald Trump indicatesthe hedges. It shows that when he said "probably" and it proved a hedges to show negative politeness.

Data 31

Charlie Rose   : What would you have done differently?

Donald Trump   **: I probably instead of stopping with the sale of the Saint Maritz where I sold and I made a lot of money, I probably would have sold some other things.**

Based on the data above, the utterances which underlined included negative politeness strategy 2. That is question / hedge. It proved by the Donald

Trump's utterance when he said the "probably". It shows that the speaker using a

hedges because he did not assumes something.

Data 32

Charlie Rose **:** Well, that was his claim to fame that he's survived being in the ring with Lennox.

Donald Trump : Well, umm i think Lennox Lewis is probably the real think. I mean he could be the first real thing since Mike and it'll be interesting and he's younger and he's this or hat or.

Based on the data above, Donald Trump's utterances incuded negative

politeness strategy 2. It proved when Charlie Rose asked about who is the best

boxer in the world between Lennox and Mike Tyson. He said 'probably' means

that word showing a hedges about lennox lewis.

Data 33

Donald Trump : I think Ivana probably would have gone further than she did but it got so bad and the stories began getting so bad that she said, "Boy, I better take what I'm entitled to according to the contract that we had signed." She ended up taking the $10 million plus the this plus the that. It's probably a package of $20 or $25 million. I think she was smart in doing it in the end. I think her lawyers were horrendous. I think she was horribly represented. She could have gotten a lot more money earlier if she had decent lawyers but she had layers who.....

Charlie Rose : Meaning what? She could have gotten a lot more money early?

Donald Trump : At an earlier stage

Based on the data above, this conversation talked about Donald Trump's

ex-wife and its data uses negative politeness strategy 2. That is Question, hedge. It

proved when Donald Trump made an assumptions about Ivana from this statement "I think Ivana probably....." which unproven about the rightness

3. Strategy 3 : Be Pessimistic

This strategy is used to show a pessimistic characteristic. Usually, the speaker showing indirect question or requests and give redress to hearer's negative face. For more details information, the research has already give the example from the utterance of Donald Trump as seen below:

Data 34
Charlie Rose   **:**   Alright, they helped me go back and understand what it was to be you and what happened. So, the economy did.

Donald Trump : I mean, you know what it's like you're really in a position where i think that if you had to do it again. I am not sure you could. I went through a period of two years that was truly tough.....

Based on the data above, the utterances of Donald trump which highlight text included negative politeness strategy 3. That is be pessimistic . It proved when he said "i am not sure you could". It means that Donald Trump pessimist with everyone included Charlied Rose about the crisis that he has been through for a long time ago.

Data 35

Charlie Rose   : your mom tough enough to survive their life

Donald Trump : Umm, she's tough enough and she's quality came in more than tough she's quality.

Charlie Rose   : So she said what?

Donald Trump : **Well, she didn't exactly like the fact that i was defending Iron Mike but i watched what happened to Mike Tyson.........**

Based on the data above, this conversations talked about the fact of Donald Trump's mothe. Thus, it included in negative politeness strategy 3. That is be pessimistic. It can be seen when he is pessimist that his mother did not exacly like the fact. It proved by his utterance "Well, she didn't exactly like the fact that i was defending Iron Mike but i watched what happened to Mike Tyson".

Data 36

Charlie Rose **:** Did you have to go to you father and say bail me out help me if i won't get through this crisis one more time?

Donald Trump : **My father wouldn't have been in a position to bail me out. But he certainly helped and you know morally and in any way he could. My mother was great.**

Based on the excerpt above, the utterance from Donald Trump included in negative politeness strategy 3. That is be pessimistic. It proved when he said "wouldn't". From that word, about his father is pessimist that Donald Trump can be able to pass the crisis even though he gave a loaned.

4. Strategy 4 : Minimize the Imposition

This strategy is the implementations from the mechanism of third negative strategy. on the other words, the speaker did not insist the hearer and to reduce the FTA. For example "*i just want to ask you if i can borrow your pen*"

Data 37

Charlie Rose	: Look, what happened to Bill Clinton right now. If you could translate that for you where would it be, where would it take to you to what would be the equivalent of reaching the White House for you??
Donald Trump	**: Well, i think just doing what i am doing Charlie. You know i've had a really great streak over the last year.** A lot of people went down the economy is in a horible condition. It just a deplorable condition.

Based on the data above, Donald Trump's utterances included in negative politeness strategy 4. That is minimize the imposition. It proved when Charie Rose asked him about the condition he said "i think just doing what i am doing" it can reduces the FTA and minimize the imposition to hearer.

5. Strategy 5 : Give Deference

This strategy is to give a respect to the hearer. Usually, it used when the hearer is have a higher position than the speaker. For instance : *it is such an honor to have a chance to meet you Sir".* on the other hand, the researcher has already wrote about this strategy. For more details, the researcher give some example below:

Data 38

David Muir   : Mr. President, it's an honor to be here at the White House.

Donald Trump : Thank you very much, David.

Based on the example above, the utterances by David Muir indicates using the negative politeness strategy 5. It proved when he have a conversation with the

President at the White House, "**:** **"**Mr. President, it's an honor to be here at the White House".

Data 39

David Muir : What got my attention, Mr. President, was when you said, "Maybe we'll have another chance."

Donald trump : Well, don't let it get your attention too much because we'll see what happens. I mean, we're gonna see what happens. You know, I told you and I told everybody else that wants to talk when it comes to the military I don't wanna discuss things.

Based on the example above, the utterances by David Muir indicates using the negative politeness strategy 5. It proved when he have a conversation with the President at the White House, "**:** What got my attention, Mr. President..".

Data 40

Charlie Rose   : Heck of an interview it is.

Donald Trump : **I hope we're going to have a good time. I hope you get good ratings too.**

Charlie Rose   : I do too.

Based on the data above, the utterances from Donald Trump included using the aplogize strategy. it shows when he apologizes to Charlie Rose to keep the negative face and give respect to hearer. On the other hand, it also reduces the FTA between David Muir and Donald Trump.

a. Discussion

Based in the findings above, the research took the data from Donald Trump's utterances and David Muir's utterances which indicated about the positive and negative strategies on ABC News and in Charlie Rose Show. There are exaggerate (interest, approval, sympathy) to hearer, strengthen interest to hearer, use in group identify markers, avoid disagreement, presuppose/raise/common ground, and assert of pressume speaker's knowledge and concern for hearer wants, offer / promise, and assume or assert reprocity . Beside of it, presuppose / raise / common ground is the highest type of positive politeness. Meanwhile, the lowest is use in group identify and give hints to the hearer. On the other hand, the researcher also analyzed about negative politeness strategies. There are 5 strategies that found on ABC News and in Charlie Rose Show. Those are be conventionally indirect, question / hedge, be pessimistic, minimize the imposition, and give deference. The question / hedge is the highest frequency while be conventionally indirect is the lowest frequency.

In this research, the researcher also analyzed the factors that influence the politeness strategies used by David Muir and Donald Trump on ABC News and in Charlie Rose show. The researcher found that there are two factors which influenced. Those are social distance and relative power.

The first is social distance. It is determined by relationship between the speaker and hearer. From the data above, the researcher knows if the interviewer did not have a close relationship with Donald Trump neither David Muir and Charlie Rose . it causes the interview politely between the speaker and hearer.

The second is relative power. This is used when peope who have some authority or power than us. based on the data above, Donald Trump is a really famous person even before he became the President Of United States of America. Most of America citizen already knows about him including Charlie Rose when he interview Donald Trump in his own tv program called "Charlie Rose Show" in 1992 before he became the President of USA and also David Muir when he interview him on "ABC News" in 2017 after Donald Trump being the President. Therefore, it makes these interviewers talked politely with him.

CHAPTER V

CONCLUSION AND SUGGESTIONS

In this section, the reseacher divides two parts, those are conclusion and suggestions. In conclusion, the researcher presents the explanation about the result based on the research problem of this research. while in suggestions part, the researcher gives some suggestions for the next researcher to determine this related study.

5.1 Conclusion

This research is about positive and negative politeness used by Donald Trump and David Muir on "ABC" News in 1992 and in "Charlie Rose Show in 2017. Based on the previous chapter, the researcher explains the conclusion of this research by anwering two research problem in the first chapter.

First, the researcher uses Brown and Levinson (1987) to identifies the types of positive and negative politeness used by David Muir and Donald Trump. The researcher found 40 datas which contain 28 utterances in positive politeness and 12 utterances in negative politeness strategy. Thus, there are 10 positive politeness strategies found. Those are exaggerate (interest, approval, sympathy with the hearer), strengthen interest to the hearer, use in group identify markers, avoid disagreement, presuppose / raise / common ground, assert or presume speaker's knowledge and concern for the hearer's wants, offer / promise, be optimistic, assumer or assert reciprocity, and the last is give hints to the hearer. Therefore, The highest frequency of positive politeness is

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presuppose/raise/common ground with 8 times utterances and the lowest frequency are use in group identify markers and give hints to the hearer which only 1 time utterances in each strategy. On the other hand, there are 5 negative politeness strategies found such as be conventionally indirect, question / hedge, be pessimistic, minimize the imposition, and the last is give deference. Thus, the highest frequency of negative politeness strategy is question / hedge which occurs 4 times utterances and the lowest frequency is be conventionally indirect that only 1 time utterances.

Second, the researcher found two factors that influenced David Muir and Donald Trump. First is social distance. It proved when David Muir, neither Donald Trump and Charlie Rose did not have a close relationship. It makes the interview politely between each other. Second is social power. Donald Trump is really famed enough even before he became the President of America. The citizen of America has already know about that. On the other hand, it makes the interviewes (David Muir) talked politely with him. Thus, according to Al – Quran in surah Al Baqarah 83 said (and be good to parents and to kindred and to orphans and the needy, and needy, and speak kindly to mandkind and establish worship an pay the poor-due). It means as human being, we must be polite either in many aspects with parents, orphans, and everyone.

5.2 Suggestions

In this part, the researcher presents the suggestions perhaps this research can be measured for the next researcher about the politeness strategy. Especially on positive and negative politeness strategy. The suggestion is there are many subjects and objects that can be analyzed for the next researcher. The researcher suggests to   analyze negative strategies or positive politeness through daily conversation in our daily activities and related with Al Quran. On the other hand, the researcher wishes that this research can be a reference and useful for the linguistic learners, especially in politeness strategies.

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