# POSITIVE POLITENESS STRATEGIES USED BY JACK MA IN WORLD ECONOMIC FORUM; 'MEET THE LEADER' SESSION

# THESIS

Submitted as Partial Fulfillment of the Requirements for Bachelor Degree of English Department Faculty of Arts and Humanities State Islamic University of Sunan Ampel Surabaya



By:

Dewi Roviqo Reg. Number: A73215038

# **ENGLISH DEPARTMENT**

# FACULTY OF ARTS AND HUMANITIES

# STATE ISLAMIC UNIVERSITY OF SUNAN AMPEL

# SURABAYA

2019

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The undersigned,

Name : Dewi Roviqo

Reg. Number : A73215038

Department : English Department

Faculty : Arts and Humanities

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# POSITIVE POLITENESS USED BY JACK MA IN WORLD ECONOMIC FORUM; 'MEET THE LEADER' SESSION

By: Dewi Roviqo A73215038

Approved to be examined

Surabaya, March 8th 2019

Thesis Advisor

<u>Dr. Mohammad Kurjum, M. Ag</u> NIP: 196909251994031002

Acknowledged by:

The Head of English Department

Dr. Wahju Kusumajanti, M.Hum NIP: 197002051999032002

# ENGLISH DEPARTMENT

# FACULTY OF ARTS AND HUMANITIES

## STATE ISLAMIC UNIVERSITY OF SUNAN AMPEL SURABAYA

2019

This thesis has been approved and accepted by the Board of Examiners, English Department, Faculty of Arts and Humanities, State Islamic University of Sunan Ampel Surabaya, on March 11<sup>th</sup>, 2019.

The Dean of Arts and Humanities Faculty

gus Aditoni, M. Ag 196210021992031001

The Board of Examiners

Examiner I

Dr, Mohammad Kurjum, M. Ag NIP. 196909251994031002

Examiner III

M. Pd Dr. A. Dzbul Mila

NIP. 196005152000031002

Examiner II

Prof. Dr. Hi. Zuliati Rohmah, M. Pd NIP, 197303032000032001

**Examiner IV** 

<u>Abdulleh Ubet, M. Ag</u> NIP. 196605071997031003



# KEMENTERIAN AGAMA UNIVERSITAS ISLAM NEGERI SUNAN AMPEL SURABAYA PERPUSTAKAAN

Jl. Jend. A. Yani 117 Surabaya 60237 Telp. 031-8431972 Fax.031-8413300 E-Mail: perpus@uinsby.ac.id

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Nama	: Dewi Roviqo
NIM	: A73215038
Fakultas/Jurusan	: Adab dan Humaniora
E-mail address	: droviqo@gmail.com
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#### ABSTRACT

Roviqo, Dewi. 2019. Positive Politeness Strategies Used by Jack in World Economic Forum; 'Meet the Leader' Session. English Department, Faculty of Arts and Humanities. State Islamic University of Sunan Ampel Surabaya.

Thesis Advisor : Dr. Mohammad Kurjum, M. Ag.

Key words : Pragmatics, Positive Politeness Strategies, Discussion Forum

This thesis examined positive politeness strategies used by Jack Ma in World Economic Forum 'Meet the Leader' Session. The aims of this study are to figure out how are positive politeness strategies applied by Jack Ma and also the factors influenced Jack Ma in choosing the positive politeness strategies in his utterance.

In analyzing the data, the writer used qualitative approach, in which might be useful to describe the ways of positive politeness strategies applied by Jack Ma. Since the data of this study in the form of utterances which includes word, phrases, and sentences so that qualitative approach is very appropriated. The researcher mainly employs Brown and Levinson's theory (1987) to analyze the kinds of positive politeness strategy and the factors influencing the choice of politeness strategies.

As the result of this study, the researcher found 47 data of positive politeness strategies that is applied by Jack Ma in 'Meet the Leader' session at World Economic Forum. The researcher found 9 out of 15 strategies of positive politeness among them notice, attend to hearer, exaggerate, intensify interest to the hearer, use in group identity marker, seek agreement, avoid disagreement, be optimistic, include both speaker and hearer in activity, assume or assert reciprocity. Furthermore, the factors that influenced Jack Ma in choosing the positive politeness strategies are payoff and relevant circumstance. Those factors are influencing all of the data with different scales or degree.

#### INTISARI

Roviqo, Dewi. 2019. Strategi Kesantunan Positif Yang Digunakan Oleh Jack Ma Pada Forum Diskusi Dunia; Sesi 'Bertemu Sang Pemimpin' Sastra Inggris. Fakultas Adab dan Humaniora. Universitas Islam Negeri Sunan Ampel Surabaya.

Dosen Pembimbing : Dr. Mohammad Kurjum, M. Ag.

Kata Kunci

: Pragmatik, Strategi Kesantunan Positif, Forum Diskusi

Skripsi ini meneliti tentang strategi kesantunan positif yang digunakan oleh Jack Ma dalam sesi 'Bertemu Sang Pemimpin' pada Diskusi Forum Dunia. Tujuan dari penelitian ini yaitu untuk mencari tau bagaimana strategi kesantunan positif diaplikasikan oleh Jack Ma dan juga factor-faktor yang mempengaruhi Jack Ma dalam memilih strategi kesantunan positif pada ujarannya.

Dalam menganalisis data, peneliti menggunakan pendekatan kualitatif ynag berguna untuk mendeskripsikan jenis-jenis strategi kesantunan positif yang diaplikasikan oleh Jack Ma. Sejak data pada penelitian ini berupa ujaran yang meliputi kumpulan kata, frasa, dan kalimat, maka pendekataan kualitatif sangat tepat. Peneliti menggunakan teori Brown dan Levinson (1987) untuk menganalisis strategi kesantunan positif dan factor-faktor yang mempengaruhi pemilihan strategi kesantunan.

Sebagai hasil dari penelitian ini, peneliti menemukan 46 data dari strategi kesantunan positif yang digunakan oleh Jack Ma dalam sesi 'Bertemu Sang Pemimpin' pada Forum Diskusi Dunia. Peneliti menemukan 9 dari 15 strategi kesopanan positif di antara mereka memperhatikan, memperhatikan pendengar, membesar-besarkan, meningkatkan minat kepada pendengar, menggunakan penanda identitas kelompok, mencari persetujuan, menghindari pertentangan, bersikap optimis, termasuk pembicara dan pendengar dalam aktivitas, berasumsi atau menyatakan timbal balik. Selanjutnya, faktor-faktor yang mempengaruhi Jack Ma dalam memilih strategi kesopanan positif adalah hasil dan keadaan yang relevan. Faktor-faktor tersebut mempengaruhi semua data dengan skala atau tingkat yang berbeda.

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#### **CHAPTER I**

## **INTRODUCTION**

This chapter presents the background of the study, statement of the problems, objectives of the study, significance of the study, scope and limitations, and definition of the key terms. In order to give the important explanations for conducting the research.

#### 1.1 Background of The Study

Language as a communication tool used by humans in interaction. Language holds an important role in human life such as to socialize and to interact with each other. It might be difficult for humans to cooperate and to understand each other if there is no language in their life. In addition, human as social beings certainly need language to build up good communication and relation with others. There are different styles of communication used by human among them spoken and written communication. In everyday life, humans use spoken language more often as a communication tool to express their opinion, ideas, feelings, thoughts, and etc. However, in interaction people should be aware on people's face because every people have rules and attitudes that develop in the environment around them so that most of the people decided to be polite in communication to make the conversation runs well and smoothly. Therefore, politeness strategies in language are very necessary because people have different strategies to be applied in their communication. Politeness is one of the important aspects of communication. Brown and Levinson (1987:17) stated that politeness is a way of behaving well by taking into account the feelings of people being addressed. Holmes (2001:267) argued that politeness is the people's ways to use the language appropriately towards their addressee. It means that being polite is not only saying 'thank you' or 'please' in the right place but also how people can use those word or the language appropriately.

Politeness strategies are used by people to establish a good relationship and harmonious interpersonal relationship with others. Besides, people are being polite in order to reduce the risk that might be happened during communication and it also used to get the conversation run well and go smoothly because the language can indicate the behavior or the attitude of someone.

Politeness strategies are also used in general discussion forums. In general discussion forums, people who have different social backgrounds must be presented. So that politeness strategy is needed to reduce and prevent the conflicts. World Economic Forum is an example of a discussion forum in the world which is attended by people from various regions and certainly, also have different social backgrounds. This event also presents speakers as fillers of the event, especially in 'Meet the Leader' session. Obviously, the speaker needs strategies to maintain the hearer's face and to attract attention from the audience in order to make the audience feel comfortable when they are joining the discussion. This was also the evident from Jack Ma who was one of the speakers at the 'World Economic Forum' event in 'Meet the Leader' session.

The World Economic Forum (WEF) is a non-profit organization foundation founded in Geneva and famous for its annual meeting in Davos, Switzerland which always brings together leaders of world business, political leaders around the world, selected scholars and journalists to discuss important issues faced the world including health and the environment. The forum also holds an "Annual Meeting of the New Champions" in China and several regional meeting sessions each year.

At that time Jack Ma was a speaker at the 'Meet the Leader' session. Meet the Leader Session is an informal discussion for participants to hear about the personal experiences of prominent world leaders. At that moment, Jack Ma shared his personal experiences and gave opinions for the questions which are given by the moderator and also the audience who came from several regions and of course had different backgrounds knowledge. So, to make the discussion run smoothly and the listeners also satisfied with the answers, Jack Ma uses politeness strategies in his speech. This reason makes the study of politeness strategies is really interesting to be analyzed and it has been attracted researcher to conduct research on this particular topic.

The researcher interested to conduct the research at Meet the Leader Session of World Economic Forum because the researcher wanted to know what strategies were used by the invited speakers at this event to make their listeners interested and comfortable during the discussion, how are the speaker's way to apply politeness strategies and also how are the speaker's way to attract attention from the audience. Whereas, as explained above, this event was attended by the various group of people who comes from a different region and have a different profession such as the leaders of world business, political leaders around the world, selected scholars and journalists.

In addition, the researcher chose 'Jack Ma' as an object of analysis because Jack Ma is included in the list of influential people in the world. As cited in Forbes.com, Jack Ma was born in Hangzhou, Zhejiang, China, September 10, 1964. His age is 54 years old. He is a Chinese businessman. He is the founder and Executive Chairman of the Alibaba Group, the largest e-commerce company in China. He is the first Mainland Chinese citizen to have appeared in Forbes magazine and is listed as a world billionaire. In 2018, he was on the list of the most influential people in the world at number 21. This was evident in several events that invited Jack Ma as a speaker on events such as the University of Turkey, University of Vietnam and so forth.

Many Studies on politeness strategies have been done previously. The previous studies might be useful to support this research. The first is conducted by Khoiriyah (2016) entitled *Face Strategies Used by The Host in Interviewing Politician and Non-Politician Shown in Talk Show Rachel Maddow Show*. She has conducted this study using the descriptive qualitative method to analyzes face strategies using the theory of Brown and Levinson. She analyzes the utterances of the moderator in interviewing the guests that are politician and non-politician in Rachel Maddow Show which is held at February, 18<sup>th</sup> 2016. In her analysis, she found that the moderator is dominant using negative politeness when interviewing the guests from politician background with ways are conventionally indirect,

using hedges, avoiding coerce the guest and avoiding impinge. While in interviewing the guests from non-politician background positive politeness strategies are dominantly used by the moderator with ways conveying the same wants, claiming common ground, conveying the moderator and guest are cooperators, and fulfilling the guest's desire. This previous study has examined the kinds of politeness strategies and the factors that influence the choice of politeness strategies but this study did not explain the ways that are used by the speaker in applying the politeness strategies.

Second, the study of politeness strategies had been examined by Fatimatuzzahra (2017) entitled *Politeness Strategies of Representative Act in Discussion Forum Indonesia Lawyer Club (ILC)*. She analyzes the kinds of politeness strategies which accompanied of the representative act in discussion forum Indonesia Lawyer Club (ILC) by using Brown and Levinson's theory as the main theory and she uses the theory of Searle as supported theory for analyzing speech act. This research used Indonesia language as the data because the data is taken from Indonesia Lawyer Club which one of the discussion forum events in Indonesia. In her analysis, the researcher found that almost the participant using politeness strategies in doing a representative act. The researcher found three kinds of politeness strategies were accompanying representative act and positive politeness strategies is to predict the future act and hearer condition to accept their utterances. This previous research has examined the kinds of politeness strategies that was accompanying representative act but the previous researcher did not add the factors influencing the choice of politeness strategies and the ways that are used by the speaker in applying the politeness strategies.

Third, the study of politeness strategies had been done by Maharani (2018) entitled A Study of Politeness Strategies Used by Hillary Clinton and Donald Trump On The Second Presidential Debate. She examines the types of politeness strategies that are used by Hillary Clinton and Donald Trump on Second Presidential Debate and she also examines the factors that influence the choice of politeness strategies used by Hillary Clinton and Donald Trump on Second Presidential Debate. This previous study analyzes the politeness strategies and the factors influencing the choice of politeness strategies used by Hillary Clinton and Donald Trump on Second Presidential Debate using Brown and Levinson's theory. This previous study found 71 data that indicated in politeness strategies that are used by Hillary Clinton and Donald Trump on Second Presidential Debate but the most strategies that often used by Hillary and Donald Trump are Positive Politeness and Bald on Record. In addition, she also found the factors that influence Hillary Clinton and Donald Trump in choosing the politeness strategies are social distance and rank imposition. However, this previous study is still less complete because the researcher did not attach the ways of Hillary Clinton and Donald Trump to apply the strategies in their speech.

After analyzing all that previous research presented above. The present researcher concludes that there is still some incompleteness in their research such as the topics covered which are too broad and did not focus on one of the kinds of politeness strategy. Most of the researcher examines all of the politeness strategies such as Khoiriyah, Fatimatuzzahra, and Maharani. All of the researchers analyze all the type of politeness strategies. Consequently, making the previous studies have less explanation in the discussion section about the application of each strategy in politeness strategies. Besides, all those previous studies presented above did not explain the ways that are used by the speaker in applying politeness strategies in the conversation.

Hence, in order to fill the gaps. In this present study, the researcher conducted the study of politeness strategies in a particular topic that focusses in positive politeness strategies. This present study also examined a new object that never studied previously by the other research that is the study of politeness strategies used in world forum discussion by using the English language in conversation. That event attended by people who have a different profession and the audience come from any region of the entire world who have a different cultural background. As the researcher has already known, the different cultural background may have resulted in the different strategy of politeness strategy so Jack Ma as the speaker or the guest of that event used positive politeness strategies to satisfy the moderator and the audience and to minimize the conflict that might be happened. Since the data used in this research is English language and it made this research differ from other research that had been done previously. Furthermore, the researcher chose the World Economic Forum as a source to collect the data because it is one of the examples of a world-class discussion forum that invites representatives from several regions in the world. Automatically the language used in this event is English. Besides that, the

researcher chose Jack Ma as the object of this research because he was one of the influential people in the world. So, it makes him often invited as a speaker in events, especially in business events. As a speaker, Jack Ma certainly used politeness strategy to save his face and make his listeners comfortable during the discussion. From the reasons above, the researcher conducted the study on positive politeness strategies used by Jack Ma and the ways that used by Jack Ma in applying the positive politeness strategies in 'Meet the Leader' session at World Economic Forum. In addition, the researcher also examined factors that influenced the choice of positive politeness strategies used by Jack Ma in 'Meet the Leader' session at the World Economic Forum.

## **1.2** Statement of the Problems

- 1. How are the types of positive politeness strategies applied by Jack Ma in 'Meet the Leader' session at the World Economic Forum?
- 2. What factors influenced the choice of positive politeness strategies used by Jack Ma in 'Meet the Leader' session at the World Economic Forum?

#### **1.3** Objectives of the Study

- To describe the categories of positive politeness strategies are used by Jack Ma and the ways that used by Jack Ma in applying positive politeness strategies in 'Meet the Leader' session at the World Economic Forum
- To describe the factors that influenced the choice of positive politeness strategies used by Jack Ma in 'Meet the Leader' session at the World Economic Forum.

#### **1.4** Significance of the Study

Theoretically, this study might be useful to improve the linguistic knowledge of Pragmatics field in general, especially in the study of positive politeness strategies. In addition, this study might be useful to provide accurate information for understanding the theory of pragmatics about positive politeness strategies and become knowledge for the next research in the same field and provide enough information about the related topic.

Practically, this research might be useful for increasing the social knowledge in choosing the strategy of communication and it might be useful for people who want to learn more about positive politeness strategies and it might gain a better understanding about how the way to apply politeness strategies properly and correctly while doing conversation with other people in everyday life especially in a discussion forum attended by people who have a different culture or social background.

## **1.5** Scope and Limitation

The scope of the study is especially focused on Jack Ma's utterance that consists of politeness strategies in 'Meet the Leader' session at the World Economic Forum that was published on January 24, 2018. There are many kinds of politeness strategies proposed by Brown and Levinson's theory among them positive politeness, negative politeness, bald on record and off record. However, this study gave limit only focused in how are the kinds of positive politeness strategies applied by Jack Ma and also focuses on the factors that influenced the choice of positive politeness strategies used by Jack Ma in 'Meet the Leader' session at World Economic Forum.

# **1.6 Definition of Key Terms**

To avoid misinterpretation about the use of terms; it is important for the researcher to give the suitable meaning of the main terms. Some terms are defined as follows:

Pragmatics		: The study of the relationships between language
		and contexts that grammatically code in the structure
		of language (Brown and Levinson, 1983: 9).
Politeness Strate	egies	: A type of communication strategy emphasize polite
		words in action (Brown & Levinson, 1987:61).
Positive Politene	ess Strategy	: A strategy to save the positive face of someone
		who tends to show solidarity (Brown & Levinson,
		1987:101).

#### **CHAPTER II**

# **REVIEW OF LITERATURE**

This chapter presents several theories that related to the topic of this study. The researcher explores the approach of this study such as pragmatics, context, politeness strategies, positive politeness strategies, and factors influencing the choice of politeness strategies.

# 2.1 Pragmatics

Pragmatics is one of the branches of linguistics which studies about meaning (Yule, 1996:3). Semantics is also a study of meaning but it is completely different from pragmatics, within which semantics deals with the study regarding that means through written text. While pragmatics deals with the study regarding that mean through spoken text. Yule (1996:3) also argued that pragmatics is concentrated with the study which means as spoken by a speaker (or writer) and understood by the hearer (reader). It deals that interpretation of the hearer depends on its context. Both pragmatics and semantics are involved with the people's ability to use language expressively. The study of pragmatics might be useful to facilitate people in communication because people can understand the intended meaning of other people belongs its context.

# 2.2 Context

Context holds an important role in communication because it correlates with the physical or social aspect of utterances (Leech, 1983: 13). Based on his perception, background knowledge which is shared by the speaker and the hearer in understanding the utterance is called context. It can help the speaker and the hearer to convey the messages and also to understand the meaning of the utterances.

From the definition above, it illustrated that context is one of the most important aspects of the process of understanding the meaning of each utterance. In every utterance, humans will find it difficult to interpret a speech if they do not know the context clearly.

# 2.3 Politeness Strategy

Based on Brown and Levinson (1987:61) and Goffman (1967:215), politeness is giving attention to people's faces. Mills (2003:6) also states that politeness is an expression to minimize face threatening acts toward another. From the statement above means that politeness is an action to give attention to others by minimizing actions that can threaten the hearer's face. Another definition of politeness is argued by Cruse (2006:131), politeness can be measured based on the feelings of satisfaction of the listeners. This can be achieved by minimizing the negative face and maximizing the positive face of the listeners.

Every single people have desires or face needs to save the face. So, maintaining the other's face and satisfying each other is common to cooperate with each other. There are two kinds of face among their positive face and negative face. Negative face is a face that wants to be free from the actions that may threaten the face or something that deviates from hearer's wants. While the positive face is an act of saving the faces by showing the face that wants to be appreciated and approved by others.

Brown and Levinson (1978: 65-67) state that there are two kinds of acts that can threaten a positive face and negative face. It can be called as Face Threatening Acts (FTA). The acts that can threat negative faces such as request, command, reminding, advice, suggestion, and warning. Then, the acts that might threat positive faces such as showing disagreement, critics, contradiction or bringing bad news for the hearer. In addition, there are some acts that might threat positive face and negative faces such as complaint, interruption, threat and strong expression of emotion.

Brown and Levinson (1987) divided politeness strategies into five categories that might be chosen by the speaker in performing face-threatening acts (FTAs) among them bald on record, positive politeness, negative politeness, offrecord, and no FTA that the risk of face loss grows the further down.

#### 2.4 **Positive Politeness**

Brown and Levinson (1987: 101-129) argued that positive politeness is an act to satisfy the hearer's positive face. It can be useful to help the speaker to show his appreciation, approval, interest, and solidarity with the hearer. It can be shown by showing claiming common ground, conveying that the speaker and the hearer are cooperator and fulfill hearer's desires. Furthermore, Brown and Levinson (1987) divided the positive politeness into the following paragraphs:

## 1. Notice, Attend to Hearer (wants, interests, needs, and goals)

In this strategy, the speaker focuses on the hearer's condition. The speaker should pay attention to the hearer's wants such as giving a response to the hearer's condition or anything that can help the speaker to show the solidarity and to make a close relationship with the hearer. Thus, the hearer will know and realize that the speaker notices his or her condition.

Example: You must be hungry. It is a long time since breakfast. How about some lunch?

# 2. Exaggerate (interest, approval, sympathy with the hearer)

This strategy might be useful to show the speaker's interest, approval, sympathy and so on. This strategy can be applied by exaggerating intonation, stress or other aspects of prosodic as well as with intensifying modifiers.

Example: That was a mesmerizing performance!

## **3.** Intensify Interest to Hearer

The speaker can use this strategy to intensify his interest in the conversation. This strategy can be applied by putting the hearer into the middle of the events being discussed so the speaker can get the hearer through his story. It can be employed when the speaker tries to put his conversation or story and to increase his intrinsic interest.

Example: Last night, I was going to my grandmother's house. And you know what happened? I met two robbers...

#### 4. Use in a Group Identity Marker

This strategy is related to the use of address forms, jargon or slang, language or dialect, and so forth. In this strategy, the solidarity of the people can be seen from the agreement of others as the same members of the group. The agreement or approval can be seen from the use of the same address forms, jargon or slang, language or dialect, and so forth.

#### a. Address Form

Address form used to carry such in-group membership includes general names and term of address like mate, buddy, honey, dear, duckie, mom, brother, sister, cutie, sweetheart, guys, and fellas.

Example: Come here, Dear!

b. Language or Dialect

FTA can be redressed by giving demand, the speaker can use the nickname or complete name of the hearer on his utterance in calling the name of his hearer.

Example:

Come here, Johnny! (First, call)

John Henry Smith, you come here right away! (Second call).

c. Jargon or Slang

Other ways to apply this strategy by representing an object with a slang term, the speaker may evoke all the associations and attitudes that he or his hearer have toward the object. It stresses that the speaker and the hearer share an (ingroup) rely on the required object. It is used for the FTA redress.

Example: Lend us two bucks then, Wouldja Mac?

Bucks on the utterance above means Dollar while Wouldja.

## d. Contraction and Ellipsis

The speaker can reveal the common ground with the hearer by using uncompleted sentence on his utterance.

Example: Mind if I smoke!

#### 5. Seek Agreement

In the communication process, the speaker pursues ways to agree with the hearer. When the speaker shows his agreement to the hearer means that the speaker attempts to satisfy. In the communication process, the speaker tried to find a way to agree with the hearer. When the speaker shows his agreement to the hearer means that the speaker attempts to satisfy the hearer's positive face. There are 2 ways to apply this strategy among them:

Safe topic, this strategy allows to S to stress his agreement with H. To satisfy the H, it can be shown by saying 'right' or it might be strengthened the opinion.

Repetition, this strategy can be expressed by repeating the part or all of what the preceding S has said in the conversation. Besides, by using that function can be indicated emphatic agreement.

Example:

A: I got a flat tire on the way home.

B: Oh God, a flat tire!

#### 6. Avoid Disagreement

To avoid disagreement, the speaker may choose one of the following ways:

a. Token Agreement

According to Brown and Levinson (1987), the token agreement is a way to express disagreement through screwing his utterances. It can be done by expressing the word "yes... but". It is better than saying it deliberately, such as by saying "No".

Example:

A: What is she, small?

B: yes... yes. She is small...um... not really small but certainly not very big.

b. Pseudo-agreement

The speaker can use the word '*then*' *as* a conclusory marker. It shows that the speaker drawing a conclusion to a line of reasoning carried out supportively with the addressee.

Example: I'll meet you in front of the theatre just before 8, then.

c. White Lies

This strategy can be employed when the speaker wants to give an argument. In case, the speaker improved to say the lie to his hearer than damage the positive face of his hearer in hiding the disagreement. In addition, this strategy also might be useful to express a rejection of disagreement on a request

or statement from the hearer. The speaker can reject it by lying or pretending by giving reasons why the speaker cannot approve it.

Example: Oh, I can't. The batteries are dead.

# d. Hedging Opinion

The speaker can pick to be ambiguous his own opinion, so as not to be seen to disagree. The unclear opinion of the speaker is marked by a sort of, kind of, like, or in a way.

Example: It's really beautiful, in a way.

# 7. Presuppose/ Raise/ Assert Common Ground

This strategy is necessary to show that both the speaker and hearer have the same knowledge. For example, the use of question tag with falling intonation. Another example can be seen in cases where in giving empathy or someone states that only the hearer can know. It is for showing that the hearer is central to the conversation.

Example:

A: Oh, this curt hurt awfully, Mom!

B: I know.

### 8. Joke

The speaker uses joke in his utterances in order to give stress to the background or values which is shared. Since the joke is based on shared background or values, it makes the researcher uses this strategy to redefine the size of the FTA.

Example: How about lending me this old heap of junk?

# 9. Assert/ Presuppose Speaker Knowledge of a Concern for Hearer

This strategy used to show that the speaker and hearer are cooperation. It can be applied by stroking pressure on the hearer. The speaker may put other utterances that the speaker knows before inquiring for requests and offering something to the hearer in order to make the hearer admit that request.

Example:

Look, I know you want the car at 5 o'clock, so shouldn't I get to the town now?

# **10.** Offer or Promise

The speaker can privilege whatever the hearer wants, he will aid to obtain it. This strategy is used by the speaker to redress the potential threat of some FTAs on his hearer.

Example: I'll drop by sometime next week.

# 11. Be Optimistic

This strategy proposes that the hearer has the same desires as the speaker and the speaker has a lot of confidence if the hearer will help to obtain it.

Example: Look, I'm sure you won't mind if I borrow your typewriter.

# 12. Include Both Speaker and Hearer in Activity

The speaker uses the term we while truly the speaker's purpose is "you" or "me". It is to show his cooperation and redress the hearer's FTA.

Example: Let's get on with dinner, eh?

#### 13. Give or Ask for Reason

Another way for the speaker to make the hearer to do the same activities with him by giving or asking for reasons why he wants it.

Example: Why don't we go to the seashore?

## 14. Assume or Assert Reciprocity

The presence of cooperation between the speaker and hearer may also be appealed or urged by giving a suggestion of equal rights. It means the speaker promise to do something as long as the hearer does something for the speaker to for cooperation.

Example: I'll give you a bonus if you can sell these clothes.

# 15. Give Gift to the Hearer

The speaker can satisfy the hearer by giving gifts, human relation wants such as the desire of being liked, respected, cared about, understood, and listened to.

Example: I'm sorry to hear that.

# 2.5 Factors Influencing the Use of Positive Politeness Strategy

The hire of politeness strategy is influenced by several factors. According to Brown and Levinson (1987: 71), there are two factors that influence the speaker to employ politeness strategy. The factors are payoff and circumstances.

#### 1. Payoff

The speaker services the politeness strategy because they can get advantages. The speaker can diminish the FTA by declaring the listener that he likes the listener and wants to fulfill the listener's wants. Thus, the listener's positive face is not vulnerable by the speaker because it can be seen in their mutual shares. Example: *Let's get on dinner* 

The example above indicates that the speaker minimizes the FTA (request) to the listener by counting the speaker himself equally as the participant.

## 2. Relevant circumstances

The significance of an FTA is also influenced by the circumstances. Sociological variable and thus to a determination of the level of politeness, according to Brown and Levinson in Rahardi (2005) there are three scopes to regulate the level of politeness. Among them are relative power (P), social distance (D) and size of imposition (R).

a. Relative Power

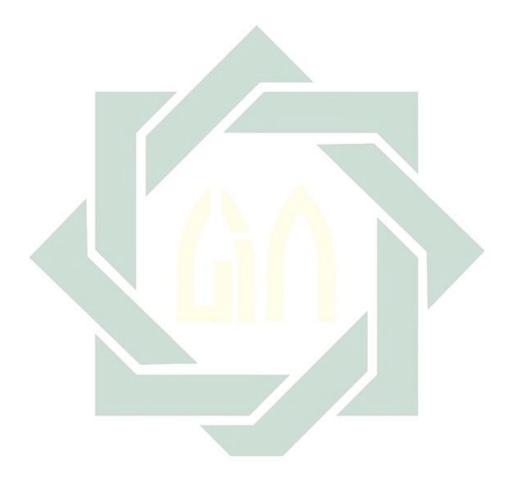
According to Brown and Levinson (1987:77) power is an unequal social distance of relative power, roughly in Weber's sense. In general point, relative power (P) is that we tend to use greater degree politeness with people who have more power or specialist over us to those who do not. It is based on the unequal relationship between the speaker and the hearer. This type is mostly found in clearly ranked setting, such as the courts, the military, workplace. For example, you would possibly be politer about assigning to your employer because he or she always arrive late, than in conveying to your brother. This is because your employer can influence your career in a positive way (reward power) or negative way (coercive way).

b. Social Distance

Social distance (D) can be perceived as the merged of psychologically real factors (status, age, sex, degree, of intimacy, etc.) which together determine the overall degree of consideration within a given speech situation. It is based on the symmetric relation between the speaker and the hearer. For example, you feel so close to your friend because he is similar in terms of age or sex then you will get closer or sustaining to him and the distance rating will get smaller. As a result, you will not employ polite utterance when you inquire him to do something. So, you will employ the polite utterance when you cooperate with the person whom you are not known well, such as a person who is older than you.

c. Absolute Ranking of Imposition

According to Brown and Levinson (1987:77) size of the imposition is social expresses ranking of impositions by the degree which they are considered to interfere with an agent's wants of selfdetermination or of the agreement. Size of the Imposition (R) can be seen from the relative status between one speech acts to another in a context. For example, stealing a car in the ordinary time will make us feel reluctant, but in an urgent situation, it will natural. Thus, in the first context, we will employ the polite utterance because the situation is crucial.



#### CHAPTER III

## **RESEARCH METHOD**

This chapter presents the procedures applied by the researcher in conducting the research. It is divided into several items such as research design, data and data sources, research instrument, techniques of data collection, and techniques of data analysis.

## 3.1 Research Design

Research design which used in this study was qualitative approach since the purpose of the study was to understand the findings of language phenomenon of politeness strategies deeply. According to Vanderstoep and Johnston (2009:310), qualitative research as a kind of study which generates a descriptive text of the occurrence. Furthermore, Vanderstoep and Johnston (2009:167) stated that the intention of the qualitative research was to acquire a deep understanding of the research participants' point of view.

From the explanation above, it can be indicated that in descriptive qualitative research, the researcher just gathered the data, categorized them, then made the interpretation of the data and the researcher represented the conclusion based on the data that had been analyzed. By using the descriptive method, the researcher attempted to explain the facts regarding the object of the research, specifically the positive politeness strategies.

#### **3.2 Research Instrument**

Instruments are tools and materials used by the researchers to complete research and also is used to facilitate the researchers in collecting the data that is needed in research. Besides the result can be more accurate, complete and systematic. In the the qualitative research method, the instrument of the research was the researcher itself. The researcher as the primary one might be the most essential research instrument in this analysis. The researcher was one of the important things to gain the data in collecting, counting, classifying, analyzing and so forth. However, in conducting this research, the researcher used the other instruments to support him to do this research among them a computer and mobile phone. Mobile phones were used to open YouTube because the main data source of this research was a a video of World Economic Forum taken from YouTube. So mobile phones were very needed in this research. While computer also became very important role to assist the the researcher in completing this research among them are a computer as a tool for transcribing data of the video that will be analyzed by the researcher. Furthermore, the computer was useful to assist the the researcher in coding the data to facilitate the researcher in analyzing the positive politeness strategies used by Jack Ma. In addition, coding was also important to make it easier for the researcher to find the data when needed.

#### **3.3 Data and Data Sources**

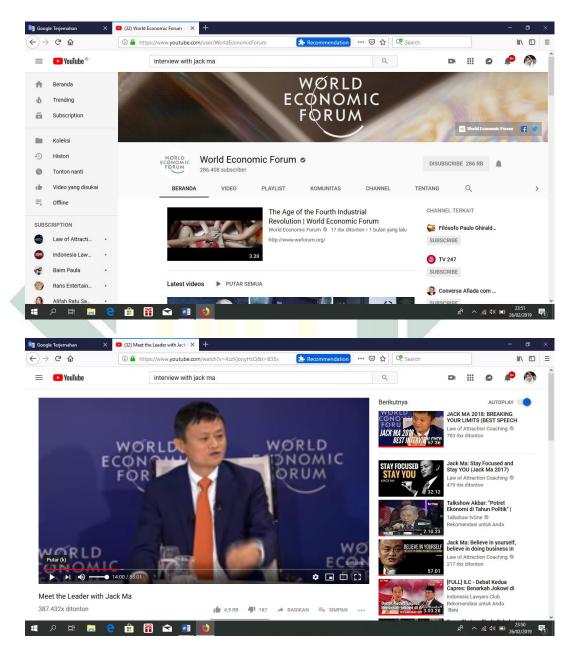
This study analyzed the politeness strategies used by Jack Ma in the the World Economic Forum. The data of this research was the utterances of Jack Ma which taken from the YouTube Channel of World Economic Forum entitled "Meet the Leader Jack Ma" that were published on January, 24th 2018 and January, 23<sup>th</sup> 2019. The duration of the video was about 58 minutes for each video. Since the data was the utterances of Jack Ma in the the World Economic Forum which taken from YouTube Channel of the the World Economic Forum. So automatically it became the source of the data of this research. The writer chose the World Economic Forum because it was an organization that always discusses the current issues of the world and the participant of this forum came from many countries in the world. In this event, there was a session that provided inspiring people or the leader of a company to share their personal experiences. While the researcher chose the episode with Jack Ma as the object of this research because the researcher interested to know the positive politeness strategies that used by Jack Ma in 'World Economic Forum' at 'Meet the Leader' session and how are the ways that used by Jack Ma to attract the audience with topics that were discussed at that time and how was Jack Ma applied the positive strategies in his speech.

#### **3.4 Techniques of Data Collection**

The function of research procedures was used to set the direction in guiding the research. This research was carried out in the following steps:

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 The researcher collected the data by searching on the YouTube channel of the World Economic Forum and downloaded the video 'Meet the Leader Jack Ma'



- 2. The researcher watched the video several times for getting a deep understanding of the topic that was discussed in 'Meet the Leader' session at the World Economic Forum.
- 3. The researcher typed the script directly during watch the video.
- 4. To collect the data, the researcher read the script many times until the researcher really understood it well about the topic discussed.
- 5. The researcher started to code the script that was typed which utterances of Jack Ma that consist of positive politeness strategies. Then, categorized the data that have been transcribed to reveal the ways and the reasons for Jack Ma in choosing the strategies that he chose.

# **3.5 Techniques of Data Analysis**

After the data collection has been completed, the writer did several activities to analyze the data. The analysis was carried out in the following steps:

1. Identification

After transcribing the data, the researcher identified all the utterances of Jack Ma that consist of positive politeness strategies. The writer used underline with various colors in each kind of positive politeness strategies to help the researcher in analyzing the data.

	Types of Positive Politeness	
No	Strategies	Codes
1.	Notice, Attend to Hearer (NAH)	
2.	Exaggerate (EGT)	

	3.	Intensify Interest to Hearer (IIH)	
	4.	Use in Group Identity Markers	
		(UGI)	
	5.	Seek Agreement (SAG)	
	6.	Avoid Disagreement (ADA)	
	7.	Presuppose/Raise/Assert Common	
		Ground (PRA)	
	8.	Joke (JK)	
	9.	Assert the speaker's knowledge and	
		concern for the hearer's desire	
		(ASK)	
	10.	Offer or Promise (OP)	
	11.	Be Optimistic (BOP)	
	12.	Include Both Speaker and Hearer in	
		Activity (SHA)	
	13.	Give or Ask For Reason (GAR)	
	14.	Assume or Assert Reciprocity	
		(AAR)	
	15.	Give Gift to the Hearer (GGH)	

For the coding can be showed in the examples below:

01:59
yeah we people are very lucky because we Exaggerate
02:03
are in the area that the world is in a
02:07
very big transformation because of the
02:09
chip technology I think we read a lot of
02:14
on the books that 200 years ago when the
02:17
first industry have a lot of great
02:19

See Appendix 1: Example of Data Analysis

# 2. Classification

After identifying the data, the researcher classified every utterance which produced by Jack Ma in handling the question in a session 'Meet the Leader' of World Economic Forum based on Brown and Levinson's theory of positive politeness strategies. In order to facilitate the researcher in analyzing and classifying the data, each utterance was marked with a code. The code can be seen in the following ways:

Codes of positive politeness strategies:

- a. NAH = Notice, attend to the hearer
- b. EGT = Exaggerate interest, approval, sympathy, with the hearer
- c. IIH = Intensify interest to the hearer
- d. UGI = Use in-group identity markers
- e. SAG = Seek Agreement

- f. ADA = Avoid Disagreement
- g. PRA = Presuppose/raise/assert common ground
- h. JK = Joke
- i. ASK = Assert the speaker's knowledge and concern for the hearer's desire
- j. OP = Offer, Promise
- k. BOP = Be Optimistic
- 1. SHA = Both speaker and hearer in the activity
- m. GAR = Give or ask for a reason
- n. AAR = Assume or assert reciprocity

. .

0.	GGH	= Give	gifts to	the	hearer
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No	Code	Data Codes (Video/Question/Page/Line)
1.	NAH	
2.	EGT	(1/1/1/1)
3.	ІІН	(1/1/1/2), (1/1/1/3)
4.	UGI	
5.	SAG	
6.	ADA	
7.	PRA	
8.	JK	
9.	ASK	

10.	OP
10.	
11.	BOP
12.	SHA
12.	SIIA
13.	GAR
10.	
14.	AAR
14.	AAK
15.	GGH

Note: Data 1 was found in Video 1 Question 1 Page 1 and Line 1

# 3. Determination and Calculation

After identifying and classifying the data, the researcher made a table to determine the total and calculate the percentage for kinds of positive politeness used by Jack Ma in the World Economic Forum. Then, the researcher counted the frequency kinds of positive politeness used by Jack Ma in the World Economic Forum.

No	Positive Politeness Code	Data Codes (Video/Question/Page/Line)	Total Number Found	Percentage
1.	NAH			
2.	EGT	(1/1/1/1)		
3.	IIH	(1/1/1/2), (1/1/1/3)		
4.	UGI			
5.	SAG			
6.	ADA			
7.	PRA			

8.	JK		
9.	ASK		
10.	OP		
11.	BOP		
12.	SHA		
13.	GAR		
14.	AAR		
15.	GGH		
	Total		

After classifying the types of positive politeness strategy, the writer additionally gives the percentage from the result. Here the writer showed the formula that was used to count the percentage.

Percentage of each type =  $(X/Y) \times 100\%$ 

X = number found in each type of positive politeness strategy

Y = the total number of positive politeness strategies.

# 4. Description

After determining and calculating the data, the researcher analyzed the kinds of politeness strategies deeply and explained the data one by one to figure out the answer to research questions.

To answer research question number one. First, the researcher analyzed kinds of positive politeness strategies that are used by Jack Ma using Brown and Levinson's theory. Then, the researcher analyzed the ways that are used by Jack Ma in applying positive politeness strategies. The researcher interpreted the data related to the theory from Brown and Levinson about Face Threatening Acts in positive politeness strategy.

To answer research question number two, the researcher analyzed factors that influenced the choice of positive politeness strategies used by Jack Ma in 'Meet the Leader' session at the World Economic Forum. The researcher interpreted the data by using Brown and Levinson's theory

# 5. Conclusion

The final step was drawing the conclusion. The researcher gave a conclusion from the results of the research that was done.

#### **CHAPTER IV**

# FINDINGS AND DISCUSSION

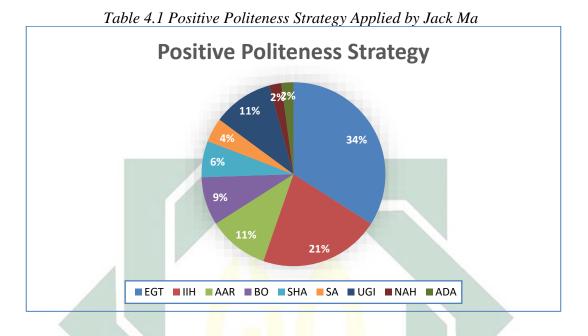
This chapter offers two main parts of this research there are finding and discussion. In findings and discussion are presented to answer the research question of this research. In addition, the results of this research might be described in more detail.

# 4.1 Findings

The findings of this research are divided into two parts based on the research question of this research. First is about the types of positive politeness strategies used by Jack Ma in 'Meet the Leader' session at the World Economic Forum. Second is about the ways are used by Jack Ma in applying each strategy of positive politeness strategies in 'Meet the Leader' session at the World Economic Forum.

# 4.1.1 Types of Positive Politeness Used by Jack Ma in 'Meet the Leader' Session at the World Economic Forum

The researcher finds 47 data which is containing positive politeness strategies. From all the types of positive politeness strategies, the researcher finds 9 out of 15 strategies of positive politeness that is used by Jack Ma. For more details of positive politeness strategies is used by Jack Ma's utterances are shown in the chart below:



The chart above shows that Jack Ma often uses 'exaggerate' strategy in his utterances. It can be seen in that chart that 'exaggerate' is the highest frequency among strategies expressed by Jack Ma in 'Meet the Leader' session at the World Economic Forum. That strategy has the highest number of the strategy with the total 16 data out of 46 data or 34%, namely 'exaggerate' strategy. Then the second is 'intensify interest to the hearer' strategy which is consisting of 10 data or 21%. The third place, the writer finds 2 strategies that have same total amount 5 of the data or 11%, namely 'use in a group identity marker' and 'assume or assert reciprocity'. Furthermore, the researcher finds 'be osptimistic' strategy which occurred of 4 data or 9%, then 'include both of the speaker and the hearer in activity' strategy which occurred of 3 data or 6%. In addition, the researcher also finds 'seek agreement' which occurred of 2 data or 4% used by Jack Ma and the

last is 'avoid disagreement' and 'notice, attend to the hearer' strategy which occurred of 1 data or 2%. From the data above, the strategy of 'exaggerate' directly became the most dominant strategy used by Jack Ma in his utterances when being a speaker in 'Meet the Leader' session at World Economic Forum'. The kinds of positive politeness strategies and the factors that influenced Jack Ma in choosing the positive politeness strategies are explained in paragraphs below:

# 4.1.1.1 Notice, Attend to hearer wants, needs, interests, goods.

In this strategy, the speaker focuses on the hearer's condition. The speaker should pay attention to the hearer's wants such as giving a response to the hearer's condition or anything that can help the speaker to show the solidarity and to make a close relationship with the hearer. Thus, the hearer will know and realize that the speaker notices his or her condition. In this research, the researcher only find 1 utterances that contains this strategy, namely 'attending the hearer's wants'. It will be presented in the paragraphs below.

#### Data 1 (1/9/12/14)

A3 (9) : I'm Sam global shaper from the slumber huh I really want to know what you think about leadership is it something that comes from the heart when it comes to decision making as a leader is it something that that you have to take you have to think through your mind as well or is it a bit of both like as a leader when you make decisions would you go with something that you really feel about from your heart or would you have tried to have a mix off your mind and your heart when you make decisions?

J : Yeah, I think you are it's a good question. I've been thinking about that first it's your nature instinct there must be have something that you're different. Second is you need a training you should be trained through all the tough experience but still positive. The conversation above is a conversation between Jack Ma and one of the invited guests who attended the event. The guest asked Jack Ma about how Jack Ma's perspective on leadership or being a leader and how do leaders take fair decision.

From the dialogue above shows that Jack Ma responses the question using positive politeness strategy, namely 'attending the hearer's wants' strategy. Jack Ma employed this strategy by presenting several steps taken by the leaders in making a decision. By using this strategy, It shos that Jack Ma wants to pay attention to the hearer's wants and also to show his solidarity with his audiences.

#### 4.1.1.2 Exaggerate Interest, Approval and Sympathy with Hearer

Brown and Levinson (1987) claims that for exposing his interest, approval, and sympathy, the speaker can exaggerate intonation, stress, or other aspects of prosodic, such as really, for sure, exactly, absolutely and so on. In this study, the researcher finds 16 data of this strategy are used by Jack Ma in his utterance during the discussion in 'Meet the Leader' session at the World Economic Forum which cosist of *exaggerating interest with the hearer and exaggerating approval*. The researcher finds 10 data of exaggerating interest with hearer while 6 data of exaggerating approval with the hearer. But, the researcher only gives 2 examples of each strategy. Those data might discuss in paragraphs below:

#### Data 3 (1/1/1/23)

**M** : So you ended your interview last year by saying we really need to pay attention to people who are 30 years old in the next 30 years and to companies that have less more than 30 employees. I turned 30 last year so it was particularly welcome to hear this and I think for many people in the

room they meet one or two of those categories so in light of that what are you most looking forward to and most scared of in the next 30 years?

J : Yeah. We people are very lucky because we are in the area that the world is in a very big transformation because of the chip technology.

In the World Economic Forum, there are 2 sessions. The first session, the moderator takes the position as a questioner. For the second session, the moderator takes the position of mediator in the discussion between the audience and the speaker. The first session starts from the first minute to the twentieth minutes. On the first occasion, the moderator gives a question to Jack Ma about a related topic that had been discussed by Jack Ma at a previous meeting about the lives of people who are 30 years old in the future. The question is 'what are you the most looking forward to and most scared of in the next 30 years?'

Jack Ma responses the question by saying "We people are very lucky because we are in the area that the world is in a very big transformation because of the chip technology." It indicates that Jack Ma uses one of the positive politeness strategies, namely 'exaggerate approval'. It can be seen from the words "Yeah. We people are very lucky", Jack Ma tries to attract the hearer's attention by exaggerating his approval with exploring the advantages of living in this era which has many sophisticated technologies. In addition, it proved that Jack Ma uses this strategy for showing his interest in the question that is given by the moderator.

#### Data 4 (1/1/2/30)

But this is normally general like that not everybody like but most of the people were like that. So, 30 years old, we people next to 30 years are the luckiest to period. We're a lot of challenges, a lot of things that are happening and with our knowledge, with our physical power. it's time you need to change.

The sentence is a continuation of Jack Ma's answer to the first question. Jack Ma explains what should be done by people at the age of 30 years old and the ways to address technology that continues to grow rapidly. After explaining all the things that should be done by people at the age of 30 years old, he shows his approval to the listeners by criticizing something first and then exposing it using 'exaggerate approval' strategy. It can be seen that he criticize something from the word "but this is normally general like that not everybody like but most of the people were like that" and after that he exposed his interest and approval to the statement of the hearers using exaggerate strategy indicated from the word "So, 30 years old, we people next to 30 years are the luckiest to period." This strategy used by Jack Ma to advice the hearer through his utterances that the hearer who has the age 30 years old to use their time wisely and to be more productive.

## Data 4 (1/2/3//16)

M : Wonderful and moving on a topic which is kind of impossible to ignore after 2017 so I thought of all the people in leadership positions in Alibaba are women but the picture elsewhere is a bit bleaker and a friend of mine recently said something that has really stayed with me, women are tired of empowerment programs and we want power in 2016 venture capitalists invested fifty-eight point two billion dollars in mail founded companies, while women received just one point four six billion and as 2017 showed it was a year of sexual harassment scandals. the gender pay gap still exists and unfortunately, the list does go on. So how do you think we can move beyond tokenistic gestures toward genuine gender equality? J : **Yeah that is very interesting**. A few years are like four years ago there is a journalist came to our company and when he leaves, he asked me brushing why there are so many women in your company?

The sentence above is the conversation between the moderator and Jack

Ma discussed gender issues that happened at that time. This is the second question

that is given by the moderator to Jack Ma. Moderator as a woman gives a question of gender issues to Jack Ma because she wants to know Jack Ma's perspective about gender issues and how to change it. Then, Jack Ma response the question with the phrase 'Yeah .. That's very interesting'. From the sentence indicates that Jack Ma tries to use the positive politeness strategies which is called 'exaggerating interests'. Jack Ma responded to the questions from the moderator with the phrase 'Yeah .. That's very interesting' which means Jack Ma is happy and also interested with the issues raised by the moderator. Jack Ma's interest can be seen from the word 'very' which indicates that Jack Ma is very eager and very interested in discussing the matter.

#### Data 5 (1/2/3/23)

Today we have forty-nine percent close forty-nine percent of the employees of our company a woman. That's a lot for a high-tech company. It's not on purpose with high women we think they are great in helping us to grow. Alibaba is an e-commerce company. E-commerce is a service industry.

Data 5 (1/2/3/25)

To serve people, better you have you should have a surf hop service part. We find that women doing much better jobs than men.

#### Data 6 (1/2/3/31)

I believe if a person wants to be successful, we should have a high EQ but if you don't want to lose quickly you should have a high IQ but if you want to be respected you should have high LQ the Q of love so those three Q's put together. A lot of men, they have a high IQ below EQ on a very tiny LQ. Women balance wise, they are the best. Data 7 (1/2/4/2)

If you want your company to be successful. If you want your company to operate with wisdom with care, the **woman is the best.** 

#### Data 8 (1/2/4/9)

We never feel anything wrong and women they sacrifice more like when they love it they believe if they continue to do it **so I think the very one of** 

# the 'secret sauce' for Alibaba to be successful it was successful in the past eighteen years because we have so many women colleagues.

The sentence above is the conversation between the moderator and Jack Ma discussed gender issues that happened at that time. This is the second question that is given by the moderator to Jack Ma. Moderator as a woman gives a question of gender issues to Jack Ma because she wants to know Jack Ma's perspective about gender issues and how to change it.

Jack Ma shows his interest for many time to expose the women strength. He responses the question by mentioning the fact about women's strength such as "It's not on purpose with high women we think they are great in helping us to grow", "We find that women doing much better jobs than men", "Women balance wise, they are the best", "woman is the best", and the "I think the very one of the 'secret sauce' for Alibaba to be successful it was successful in the past eighteen years because we have so many women colleagues".

From the data above, it indicates that Jack Ma uses positive politeness strategies, namely 'exaggerate interest' to show his interest and sympathy to the woman by providing the fact about women's strengths.

## **4.1.1.3 Intensify Interest to the Hearer**

This strategy is an alternative way used by the speaker to communicate with the hearer. This strategy used to intensify the speaker's interest in the conversation. The speaker can get the hearer's attention by taking the hearer into the middle of the story that was discussed. In this research, the researcher finds 10 data of this strategy in Jack Ma's utterances in 'Meet the leader' session at the World Economic Forum. For more detail, the data will be explained in the following paragraphs:

#### Data 9 (1/1/1/24)

M : So you ended your interview last year by saying we really need to pay attention to people who are 30 years old in the next 30 years and to companies that have less more than 30 employees. I turned 30 last year so it was particularly welcome to hear this and I think for many people in the room they meet one or two of those categories so in light of that what are you most looking forward to and most scared of in the next 30 years?

J : Yeah. We people are very lucky because we are in the area that the world is in a very big transformation because of the chip technology. I think we read a lot of on the books that 200 years ago when the first industry has a lot of great people and then a hundred years ago electricity revolution can't a lot of successful people, so now the technology count this new technology will also create a lot of successful people, interesting careers but honestly every technology craft were of Russian come is going to create a lot of social problems and my view is the first a technology revolution cause the first world war, second technology revolution, red cause the second world war.

Now we under third, so what is gonna happen? people worry about artificial intelligence, people worry about robots, people worry about a computer and data and privacy and securities, people start to worry. But whether you're worried it will come, you don't worry it comes.

The statement above was delivered by Jack Ma when he answered the question from the moderator. The question is "what are you the most looking forward to and most scared of in the next 30 years?" The moderator wants to know the opinion of Jack Ma about the things which is the most looking forward to and most scared of in the next 30 years.

The bold word above shows that Jack Ma uses positive politeness strategies, namely "intensify interest to the hearer". It proved from the words "I think we read a lot of on the books that 200 years ago when the first industry has a lot of great people". This strategy employed by Jack Ma through inviting the hearer to remember the story happened in 200 years ago about the first industry. Jack Ma tries to attract the audience's intention by telling the story. Besides, he also employed his interest in giving a question such as "Now we under third, so what is gonna happen?" It shohws that Jack Ma wants to express his desire that people should not be worried about any changes that occur as a result of developing technology that might cause many social problems in humna life in the next few years. Jack Ma uses this strategy to attract the hearer's attention.

#### Data 10 (2/10/12/4)

Q(10): hi jack my name's Sudarshan I'm a global shaper from Pune and I work to KFI education but one of the things that I found interesting in the global shapers community is that I've found a place where I can be vulnerable share failures and share my fears now I'm interested in knowing what are the communities that you feel comfortable which is the circle that you feel comfortable using Wallner ability you mentioned how the eating co-founders were the people that you shared your failures with I'm also interested in knowing are those eating co-founders till the people you share your fears and failures well and has that changed thank you.

J: Yeah yes I think first it's a young global leaders shape personally this is a very good community right? This is why I come here year 2001. I was young global leader and I was sitting there listening to Bill Gates Colington. At that time you know.. The debate that most of things I don't understand what they're talking about

The sentence above was uttered by Jack Ma when he was giving an opinion about globalization. The sentence marked in bold are examples of the strategies used by Jack Ma, namely 'intensify interest to the hearer' strategy. Jack Ma employed this strategy to intensify interest to hearers by gicing questions to ensure that Jack Ma also considers that tho young global leaders shape is a good community and profitable. Then, Jack Ma also gives an interesting story about his personal experience when he came to this event in 2001. Giving a good story might be useful to increase the hearer's interest to the topic that were discussed.

#### 4.1.1.4 Use in Group Identity Marker

This strategy is related to the use of address forms, jargon or slang, language or dialect, and so forth. In this strategy, the solidarity of the people can be seen from the agreement of others as the same members of the group. The agreement or approval can be seen from the use of the same address forms, jargon or slang, language or dialect, and so forth. In this study, the researcher finds 5 data which consist of this strategy. Those are addressing form, but he researcher only gives one example to discuss in this chapter.

#### Data 11 (2/1/2/9)

M: Jack today we have the global shapers community, the young global leaders and technology pioneers are seated in the room today and an eager really to engage with you but let me start off with this question. So now in 1999 you recorded a video of your speech to your co-founders at the launch of Alibaba and in that video, you were very resolute and confident. I mean you seemed so confident that the company was going to succeed. Yet we know that there is no such thing as a risk-free business. So, did you have any moments of doubt or fear or launching Alibaba or what you really, did you have any concerns that maybe you wouldn't make it and if you did, how did you manage those fears and doubts and what was your support system like?

J: Thank you so much, thank you. It's my great honor to be with you and thank you for asking the question I was scared, **there are technical guys here**. Don't ask any technical questions but of course I scared, I was scared I had feared, doubted again, again.

The conversation above is the first conversation on the second video. In the first session, the moderator asked Jack Ma about how Jack Ma overcame his fear and doubt. Beside, the moderator also asked Jack Ma about the support system that owned by Jack Ma which can make him so confident in running his business.

In the conversation above shows that Jack Ma uses positive politeness strategy, namely 'use in group identity marker'. It indicated from the word "guys". Jack Ma employs this strategy to dilute the conditions at that time. In addition, Jack Ma uses this strategy in otder to make him closer to his audiences.

# 4.1.1.5 Seek Agreement

In the communication process, the speaker pursues ways to agree with the hearer. When the speaker shows his agreement to the hearer means that the speaker attempts to satisfy. In the communication process, the speaker tried to find a way to agree with the hearer. When the speaker shows his agreement to the hearer means that the speaker attempts to satisfy the hearer's positive face. In this research, the researcher finds 2 data of this strategy in Jack Ma's utterances in 'Meet the leader' session at the World Economic Forum. For more detail, the data will be explained in the following paragraphs:

#### Data 12 (1/5/7/17)

: Maybe says something about how we need to look at government Μ as well in terms of more young people entering and doing policymaking. so if there are these six or 16 or 60 million businesses and we're all kind of hyper-connected on a more fundamental level do you think consumption is making us happy?

J : **Consumption?** what I mean consumption by making us happy?

: Through consuming are we becoming happier through being Μ more connected is that genuinely J

: Yes. Of course.

The conversation above is a conversation between Jack Ma and the moderator. The moderator gives Jack Ma the fourth question about the benefits or benefits of building strong relationships or cooperation with other companies. In the data, it can be seen that Jack Ma gives a repetition of words or questions from the moderator to show his interest in the questions that have been given to him. In the phrase 'consumption?' it can be seen that Jack Ma agreed to do it. However, Jack Ma wants to emphasize again to find out the wishes of the moderator clearly. In this conversation, it is clear that Jack Ma uses a 'seek agreement' strategy to give satisfaction to the moderator and listener to the answers that will be conveyed by him.

In addition, Jack Ma shows his agreement with saying 'Yes. Of course," It can be indicated that Jack Ma uses 'seek agreement' strategy by saving the topic with that word.

# Data 13 (1/7/9/26)

A2 : Hi my name is Iman. I'm a global shaper from the Jeddah hub in Saudi Arabia my question is as a young boy. Did you never have envisioned that your life would be like this did you have intuition about this and if, so do you think the belief helped in achieving such great success?

# J : As a young boy I never thought

The conversation shows that Jack Ma employs positive politeness strategies, namely 'seek agreement' strategy. It indicates from the word "As a young boy I never thought" because Jack Ma answers the question by repeating the question of the audience who asks "did you never have envisioned that your life would be like this?" Jack Ma agreed that he never have envisioned that his life would be like this, he never thought that he would be rich and also become CEO. Jack Ma employs this strategy because he wants to satisfy with his answer. Jack Ma wants to satisfy the hearer's wants by presenting this strategy.

#### **4.1.1.6** Avoid Disagreement

Normally, this strategy employed to keep away from a disagreement between speaker and hearer. It means the speaker lies to say "yes" by twisting his or her sentences to determine disagreement for instance. In this research, the researcher finds 1 data of this strategy employed by Jack Ma in "Meet the Leader" session at the World Economic Forum. For detail explanation, the data will be discussed in the following paragraph:

#### Data 14 (1/7/9/26)

A2 : Hi my name is Iman. I'm a global shaper from the Jeddah hub in Saudi Arabia my question is as a young boy. Did you never have envisioned that your life would be like this did you have an intuition about this and if, so do you think the belief helped in achieving such great success?

# J : As a young boy I never thought oh you know it's a young but you've ever.

The conversation above happens between Jack Ma and the second audience who was giving the question to Jack Ma. The audience gives a question with a sentence "as a young boy, did you never have envisioned that your life would be like this did you have an intuition about this and if, so do you think the belief helped in achieving such great success?". It is such as asking for approval of Jack Ma on his belief that positive thoughts or beliefs will have a good impact on achieving success.

From the question above, Jack Ma answers with the word "As a young boy I never thought oh you know it's a young but you've ever ". It can be seen from that word, Jack Ma tried to determine his disagreement by twisting his utterances. Jack Ma explained that he never thought he will be a success people or great CEO.

# 4.1.1.7 Be Optimistic

This strategy proposes that the hearer has the same desires as the speaker and the speaker has a lot of confidence if the hearer will help to obtain it. In this study, the researcher find 4 data which contains of this strategy, while the researcher only gives one example to discuss in this chapter. The data will be presented below:

#### Data 15 (1/4/5/26)

M: so what is your message to people in this room kind of about globalization?

J: I think globalization cannot be stopped. Nobody can stop globalization nobody can stop trade and I believe if trade stops walls dust. Trade is the way to solve them to dissolve the war not to cause the walls. I think globalization did a fantastic job in the past of 30 years in rich a lot of countries but of course caused a lot of problems right young people did not have opportunities. Small business have done opportunities. Development developing countries were neglected but it's only 30 years. It's a baby, it's a growth you have to improve it. If you try to improve it then you kill it's easy. Most of the time to kill something is much easy **so my beliefs it's our generations job today we have a better technology we'll have a better knowledge about a globalization and it's our generations responsibility or opportunity to improve it.** 

In the conversation above, Jack Ma uses 'be optimistic' strategy. Jack Ma employs this strategy by showing his belief that our young generations will have more sophisticated technology and they can take the opportunity to develop it. Jack Ma uses this strategy, he assumes that the hearers also agrees and has the same desires as what he believes.

#### 4.1.1.8 Include Both Speaker and Hearer in Activity

The speaker uses an inclusive "we" form when the speaker really means "you" or "me", he can call upon the cooperative conventions and thus redress FTAs. Nothing that lets in English is an inclusive "we" form. In this study, the researcher finds 3 data for this strategy. Furthermore, the data might be discussed in the following paragraphs:

# Data 16 (3/4/9)

Let's think about customer number one. most of the women they believe in the first-day dream or first day love most of the man easy to forget. I'm sorry it does not say bad about the man this is system this is a statistic this is why our company work the balance.

From the statement above seemed that Jack Ma tried to attract the hearer by presenting 'include both speaker and hearer in activity" strategy. Jack Ma used this strategy in order to redress the FTAs in his utterance. From the word "Let's think about customer number one". It indicates that Jack Ma applied this strategy by inviting the hearer to be cooperative. It can be seen from the word "Let's think" means that this word not only for Jack Ma but also for all the hearer who heard his speech. Although in his utterance he did not mention the word "Let's" which indicated an invitation word.

#### Data 17 (3/5/27)

**Let's catch this opportunity** if you complain the other people catch it, if you catch the opportunity in bracelet now you will be the next Alibaba.

From the statement above seemed that Jack Ma tried to attract the hearer by presenting 'include both speaker and hearer in activity" strategy. Jack Ma uses this strategy in order to redress the FTAs in his utterance. From the word "Let's catch this opportunity". It indicates that Jack Ma applied this strategy by inviting the hearer to be cooperative. It can be seen from the word "Let's catch" means that this word for all the hearer who heard his speech. If they want to be successful like Jack Ma, they have to take the opportunity. Although in his utterance he did not mention the word "you" or "me" but automatically it means "we" because there was the word "Let's" which indicated an invitation word.

# 4.1.1.9 Assume or Assert Reciprocity

The existence of cooperation between speaker and hearer can also claimed or forced by providing evidence of reciprocity or obligations contained between speakers and hearers. In this study, the researcher finds 5 data which contains of this strategy. The data will be presented below:

#### Data 18 (1/1/3/2)

M: So you ended your interview last year by saying we really need to pay attention to people who are 30 years old in the next 30 years and to companies that have less more than 30 employees. I turned 30 last year so it was particularly welcome to hear this and I think for many people in the room they meet one or two of those categories so in light of that what are you most looking forward to and most scared of in the next 30 years?

J: Yeah.. We people next to 30 years are the luckiest to period. We're a lot of challenges, a lot of things that's happening and with our knowledge,

with our physical power. It's time you need to change. You have to think we all want to be successful tomorrow it's possible if you want to be successful a year later it's impossible but if you want to win 10 years later you have chance. That is what I think.

The dialogue above shows that Jack Ma uses 'assert reciprocity' strategy. Jack Ma said that people who are next to 30 years are the luckiest periods. He assumes that in this age, people will be more productive with the experiences that have been obtained at a previous age of around 20-30 years old. Besides that, Jack Ma also emphasized that if the hearers want to get success at that age, they must change their mindset and also change themselves. Jack Ma expressed reciprocity by expressing his opinion about what he was thinking,

# 4.1.2 The Factors That Influenced Jack Ma in Applying the Positive Politeness Strategies

This section discussed the factors that influenced Jack Ma in applying the positive politeness strategies. Based on the theory proposed by Brown and Levinson (1987: 71) there are two factors that influence the speaker to service politeness strategy. The factors are payoff and circumstances. Payoff explained the result of the strategies and the relevant circumstances include three variables, namely social distance, the relative power and the rank of imposition.

In this research, the researcher finds all of the factors that influenced Jack Ma in applying positive politeness strategy. For further explanation, the researcher gives an example of each data.

## 4.1.2.1 Payoff

This factor influencing the use of politeness strategies because the speaker might get the advantages from the hearer because it can be useful to minimize the FTAs by assuring the hearer that both of them have the same wants and the speaker wants to fulfill it. In this research, the researcher finds 47 data influenced by the payoff factor. While the researcher only gives one sample to be presented in this chapter.

#### Data 19 (1/4/6/27)

Let's catch this opportunity. If you complain, other people catch it. If you catch the opportunity in bracelet now, you will be the next Alibaba.

This sample is the conversation between the moderator and Jack Ma. It talks about Jack Ma's opinion about globalization and gives the messages for the audience how to face it. The researcher takes an example of positive politeness in "include both speaker and hearer in activity". The possible factor that influences Jack Ma in applying this strategy is the payoff factor. The speaker applies this strategy to minimize the FTAs when offering and inviting the hearer to take the opportunities that are available as well as possible. In addition, Jack Ma is influencing this factor because he wants to convince the hearer.

#### **4.1.2.2 Relevant Circumstance**

Another factors that influenced the use of politeness strategies is relevant circumstance which consists of three factors, namely social distance (D), relative power (P), and absolute ranking of imposition (R).

#### A. Social Distance

Social distance means the relation between the speaker and the hearer based on a social degree. The social degree includes age, status, sex, the degree of intimacy, etc. In this research, the researcher finds 15 data which have far relationship and 32 data have average relationship. While the researcher do not find the data which have close relationship between Jack Ma and the hearer. The data of positive politeness strategies that influenced by social distance factor will be discussed in the following paragraph below. The researcher only gives one sample to be presented in this chapter.

# Data 20 (1/1/3/2)

M: So you ended your interview last year by saying we really need to pay attention to people who are 30 years old in the next 30 years and to companies that have less more than 30 employees. I turned 30 last year so it was particularly welcome to hear this and I think for many people in the room they meet one or two of those categories so in light of that what are you most looking forward to and most scared of in the next 30 years?

J: Yeah.. We people next to 30 years are the luckiest to period. We're a lot of challenges, a lot of things that's happening and with our knowledge, with our physical power. It's time you need to change. You have to think we all want to be successful tomorrow it's possible if you want to be successful a year later it's impossible but if you want to win 10 years later you have chance. That is what I think.

From the conversation above shows that Jack Ma uses positive politeness strategies which influenced by social distance factor. It can be seen from the conversation above that Jack Ma uses ordinary language while the moderator uses polite language when talking to Jack Ma. In this case, the use of positive politeness is influenced by this factor because both of Jack Ma and moderator do not have close relationship, they only meet in that event. While the other aspects that might be visible are differences in age and sex. Those aspects that influenced Jack Ma in applying the positive politeness strategies.

#### **B.** Relative Power

According to Brown and Levinson (1987:77) power is an unequal social distance of relative power, roughly in Weber's sense. In general point, relative power (P) is that we tend to use greater degree politeness with people who have more power or specialist over us to those who do not. It is based on the unequal relationship between the speaker and the hearer. This type is mostly found in clearly ranked setting, such as the courts, the military, workplace. In this study, the researcher finds 16 data that speaker has higher power, 15 data have equal power, and 16 data have lower power. For further explanation, the researcher gives an example below:

#### Data 21 (1/4/5/26)

M: As you should be and I think it's a very strong message to send out to like I say other companies that have a range of reasons for why that's why that's not the case but clearly you've been able to build the most successful one with that being with that being so so you just came off stage after giving a talk about digital e-commerce and what needs to happen for small businesses and entrepreneurs to benefit from globalization at the time when globalization once again is being questioned is it really delivering for the most vulnerable is it delivering for people in the global South etc. so what is your message to people in this room kind of about globalization?

J: I think globalization cannot be stopped. Nobody can stop globalization nobody can stop trade and I believe if trade stops walls dust. Trade is the way to solve them to dissolve the war not to cause the walls. I think globalization did a fantastic job in the past of 30 years in rich a lot of countries but of course caused a lot of problems right young people did not have opportunities. Small business have done opportunities. Development developing countries were neglected but it's only 30 years. It's a baby, it's a growth you have to improve it. If you try to improve it then you kill it's easy. Most of the time to kill something is much easy **so my beliefs it's**  our generations job today we have a better technology we'll have a better knowledge about a globalization and it's our generations responsibility or opportunity to improve it.

From the conversation above, it can be seen that Jack Ma has a higher power while the moderator has a lower power. This can be seen from the use of positive politeness strategies applied by Jack Ma. Jack Ma emphasized his statement and claimed his listeners to believe what he said. In conveying his statement, Jack Ma uses ordinary language.

# C. Absolute Ranking of Imposition

According to Brown and Levinson (1987:77) size of the imposition is social expresses ranking of impositions by the degree which they are considered to interfere with an agent's wants of self-determination or of the agreement. Size of the Imposition (R) can be seen from the relative status between one speech acts to another in a context. In this research, the researcher finds 10 data which is influenced by a large or high ranking of imposition, 18 data which is influenced by an average ranking of imposition, and 19 data which is influenced by a lower ranking of imposition. For further explanation, the researcher gives an example in this paragraph below:

#### Data 22 (2/10/11/22)

Q5: yeah hi good afternoon I'm Miriam Robinson from Jamaica CEO of a bank in Jamaica so I like you believe that technology is good for human beings and it actually helps to democratize access to markets which is relevant for very small poor countries but there is also this concern that as we innovate there's no one standard managing that innovation and that these small poorer countries could be left behind so I wanted to get your thoughts on should this be more standardized and managed at a global level and can that help to bring along small poor countries to ensure that growth is inclusive

J: Yeah. That is good question. This is what I'm doing almost every day for small company countries, developing countries. better not to think about standardization rules regulation don't think about it the first thing think about is **let the entrepreneurs come up**, **lets the innovation come up** when they come up now you know how to regulate last century big size big money standardization is the rules.

The conversation above is an example of the use of positive politeness strategy, namely 'include both speaker and hearer in activity'. In applying this strategy, Jack Ma is influenced by the 'absolte ranking of imposition' factor. Jack Ma as the speaker wants to invite the hearer to bring innovation and bring entrepreneurs to advance a country. In his utterance, Jack Ma uses the word "Lets" which indicates that Jack Ma wants to give his opinion with not to force his hearers to it. It indicates that Jack Ma want to minimize the risk that might happen between him and the hearer in stating an opinion.

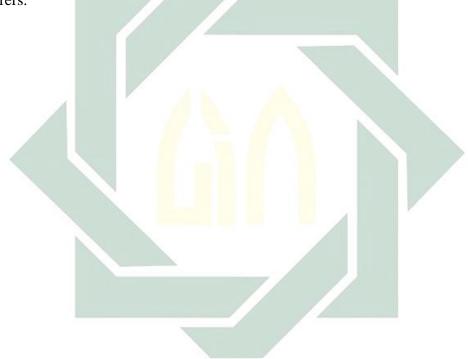
#### 4.2 Discussion

The study of politeness strategies is one of the cases of communication that might be necessary to make the conversation run well and smooth. One of the ways to save the face is employing politeness strategies in communication. Politeness strategies are used by people to maintain the face and to build up the relationship with another. According to Brown and Levinson (1987: 71), positive politeness is divided into four strategies among them bald on record, positive politeness, negative politeness, and off-record.

This present study, the researcher only focuses on positive politeness strategies used by Jack Ma in 'Meet the leader' session at the World Economic Forum. Brown and Levinson (1987) presented 15 strategies in positive politeness such as notice attend to the hearer, exaggerate, intensify interest to the hearer, use identity marker. seek agreement, disagreement, in а group avoid presuppose/assert/raise common ground, joke, assert/presuppose speaker knowledge of a concern for hearer intention, offer or promise, be optimistic, include both speaker and hearer in activity, give or ask for reason, assume or assert reciprocity, and the last give gift to the hearer.

This present study, the researcher finds 47 data which consist of the positive politeness strategies in Jack Ma's utterances in 'Meet the Leader' session at the World Economic Forum. However, the researcher only finds 9 data out of 15 strategies of positive politeness. The highest strategies are 'exaggerate' which has 16 data. The second strategy is mostly used by Jack Ma is 'intensify interest to the hearer' strategies. It indicated that Jack Ma prefer to employ 'exaggerate' and 'intensify interest to the hearer' in his speech to express his feelings to the hearer. Besides, Jack Ma expressed his feeling using various way such as providing the fact, criticizing something, giving stress to the word, and giving disagreement. However, Jack Ma mostly applied positive politeness strategies by providing fact and criticizing something.

Second, the researcher analyzes the factors influencing Jack Ma in choosing the positive politeness strategies in 'Meet the Leader' session at the World Economic Forum. In this research, the researcher finds payoff factors and relevant circumstances factors. In relevant circumstance factor, the researcher finds all of the factors in Jack Ma's utterances. The most dominant factor is 'payoff'. Payoff factor influencing Jack Ma in applying the positive politeness strategies because Jack Ma can get many advantages from the hearer. While relevant circumstance factor influencing Jack Ma in applying the positive politeness strategies to minimize the conflict or the risk that might happen between Jack Ma and the hearers.



#### **CHAPTER V**

#### **CONCLUSION AND SUGGESTION**

This is the last chapter of this research which consists of two parts among them conclusion and suggestion. The researcher explains the result and gives some suggestion for the next researcher.

# 5.1 Conclusion

Based on findings and discussion of kinds of positive politeness strategies are used by Jack Ma in 'Meet The leader' session at the World Economic Forum. There is some conclusion that can be illustrated in this research. There are 9 out of 15 strategies of positive politeness strategies employed by Jack Ma. The strategies is notice, attend to hearer, exaggerate, intensify interest to the hearer, use in group identity marker, seek agreement, avoid disagreement, be optimistic, include both speaker and hearer in activity, assume or assert reciprocity. The positive politeness strategies are mostly used is 'exaggerate'. This strategy often used by Jack Ma to exaggerate his utterance in order to expose his approval, sympathy and his interest to the hearer. In addition, the ways are used by Jack Ma in applying strategies presented by using various way such as providing the fact, criticizing something, giving stress to the word, and giving disagreement. However, Jack Ma mostly applied positive politeness strategies by providing fact and criticizing something. In this research, the researcher analyzes the factors influencing Jack Ma in choosing the positive politeness strategies in 'Meet the Leader' session at the World Economic Forum. In this research, the researcher finds three factors influencing Jack Ma in choosing the positive politeness strategies. The most dominant factor is 'payoff'. Payoff factor influencing Jack Ma in applying the positive politeness strategies because Jack Ma can get many advantages from the hearer.

#### 5.2 Suggestion

This research has examined the politeness strategy which focuses on positive politeness strategies, the ways of applying the positive politeness strategies and the factor influencing the choice of positive politeness strategies by using Brown and Levinson's theory. The researcher suggests to the next researcher who wants to analyze positive politeness strategies in a different object, a different theory, different media and different aspect of politeness strategies to enlarge the knowledge about politeness strategies.

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