POSITIVE POLITENESS STRATEGIES USED BY THE JUDGES IN MASTER CHEF AUSTRALIA: SEASON 11

THESIS



BY: ELMA LUTFIA ALAMANDA

REG. NUMBER: A73216109

ENGLISH DEPARTMENT
FACULTY OF ARTS AND HUMANITIES
UIN SUNAN AMPEL SURABAYA
2020

DECLARATION

I am the undersigned below:

Name : Elma Lutfia Alamanda

NIM : A73216109

Department : English Department

Faculty : Art and Humanities

University : UIN Sunan Ampel Surabaya

Truly state that the thesis I wrote entitled "Positive Politeness Strategies Used by the Judges in Master Chef Australia: Season 11" is really my original work, and not plagiarism in part or whole.

If in the future it is proven that this thesis results from plagiarism, either in part or in full, then I am willing to accept sanctions for such actions in accordance with the applicable provisions.

Surabaya, June 15th 2020

Who makes the statement



Elma Lutfia Alamanda

APPROVAL SHEET

POSITIVE POLITENESS STRATEGIES USED BY THE JUDGES IN MASTER CHEF AUSTRALIA: SEASON 11

by Elma Lutfia Alamanda Reg. Number: A73216109

Approved to be examined by the Board of Examiners, English Department, Faculty of Arts and Humanities, UIN Sunan Ampel Surabaya

Surabaya, 25th June 2020 Thesis Advisor

Suhandoko, M, Pd. NIP. 198905282018011002

Acknowledged by: The Head of English Department

Dr. Wahju Kusumajanti, M.Hum. NIP. 197002051999032002

EXAMINER SHEET

This thesis has been approved and accepted by the Board of Examiners, English Department, Faculty of Arts and Humanities, UIN Sunan Ampel Surabaya on 22nd July 2020

The Board of Examiners are:

Examiner 1

Examiner 2

Suhandoko, M.Pd.

NIP. 198905282018011002

Prof. Dr. Hj. Zuliati Rohmah, M.Pd.

NIP.197303032000032001

Examiner 3

Examiner 4

Raudlotul Jannah M.App.Ling

NIP. 197810062005012004

Dr.A. Dzo'ul Milal, M.Pd

NIP. 196909251994031002

Acknowledged by

Faculty of Arts and Humanities

Ampel Surabaya

MDH Agus Aditoni, M.Ag

VIP. 196210021992031001



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

LEMBAR PERNYATAAN PERSETUJUAN PUBLIKASI KARYA ILMIAH UNTUK KEPENTINGAN AKADEMIS

Sebagai sivitas akademika UIN Sunan Ampel Surabaya, yang bertanda tangan di bawah ini, saya:

Nama	: Elma Lutfia Alamanda
NIM	: A73216109
Fakultas/Jurusan	: Adab dan Humaniora /Sastra Inggris
E-mail address	: elamandah@gmail.com
UIN Sunan Ampe □ Sekripsi □ yang berjudul :	gan ilmu pengetahuan, menyetujui untuk memberikan kepada Perpustakaan I Surabaya, Hak Bebas Royalti Non-Eksklusif atas karya ilmiah: Tesis Desertasi Lain-lain () teness Strategies Used By The Judges In Master Chef Australia : Season 11.
heserta neranokat	vang diperlukan (bila ada) Dengan Hak Bebas Royalti Non-Ekslusif ini

beserta perangkat yang diperlukan (bila ada). Dengan Hak Bebas Royalti Non-Ekslusif ini Perpustakaan UIN Sunan Ampel Surabaya berhak menyimpan, mengalih-media/format-kan, mengelolanya dalam bentuk pangkalan data (database), mendistribusikannya, dan menampilkan/mempublikasikannya di Internet atau media lain secara *fulltext* untuk kepentingan akademis tanpa perlu meminta ijin dari saya selama tetap mencantumkan nama saya sebagai penulis/pencipta dan atau penerbit yang bersangkutan.

Saya bersedia untuk menanggung secara pribadi, tanpa melibatkan pihak Perpustakaan UIN Sunan Ampel Surabaya, segala bentuk tuntutan hukum yang timbul atas pelanggaran Hak Cipta dalam karya ilmiah saya ini.

Demikian pernyataan ini yang saya buat dengan sebenarnya.

Surabaya, 15 June 2020

Elma Luttia Alamanda nama terang dan tanda tangan

ABSTRACT

Alamanda, E. L. (2020). Positive Politeness Strategies Used by the Judges in Master Chef Australia: Season 11. English Department, the Faculty of Arts and Humanities. UIN Sunan Ampel Surabaya. Advisor: Suhandoko, M.Pd.

Keywords: pragmatics, positive politeness, comments

This research aimed to investigate the use of positive politeness strategy in the comments that the Master Chef Australia judges used in their utterances and the factors affecting their choice of strategy.

Master Chef Australia season 11, episode 01 and 55 were selected as the data source of this research. In this research, the researcher applied Brown and Levinson's (1987) framework about politeness strategy and its contributing factors. In her study, the researcher employed the qualitative approach. She transcribed episode 01 and 55 videos in order to collect the data. She also highlighted all sentences, words, and phrases that contain positive politeness strategies.

The researcher found that twelve of the fifteen strategies proposed by Brown and Levinson (1987) were carried out by the judges, they are; use in-group identity marker, exaggerate, give-gift to the hearer, notice or attend to hearer, avoid disagreement, include both speaker and hearer in activity, intensity interest to hearer, promise, give or ask reason, jokes, seek agreement, and assert speaker knowledge and concern to hearer's wants. Also, the researcher found that the judges' use of positive politeness strategies was motivated by two main reasons; payoff and the relevant circumstances factor. The judges used those factors because they want to reduce the social distance with the contestants and minimize the FTA by assuring the hearer that the speaker finds her/himself to be the same kind that the hearer liked and wanted to fulfill the desires of the hearer.

ABSTRAK

Alamanda, E. L. (2020). Strategi Kesopanan Positif oleh Juri dalam Master Chef Asutralia: Season 11. Program Studi Sastra Inggris, Fakultas Adab dan Humaniora. UIN Sunan Ampel Surabaya. Pembimbing: Suhandoko, M.Pd.

Kata Kunci: pragmatik, strategi kesopanan positif, komentar

Penelitian ini bertujuan untuk meneliti penggunaan strategy kesopanan positif dalam komentar yang diutarakan oleh para juri pada Master Chef Australia dan juga faktor yang mempengaruhi para juri dalam penggunaan strategi tersebut.

Master Chef Australia musim 11 episode 01 dan 55 dipilih sebagai sumber data dari penelitian ini. Dalam penelitian ini, peneliti menggunakan teori Brown dan Levinson (1987) tentang strategi kesopanan dan faktornya. Pendekatan kualitatif digunakan oleh peneliti dalam analisis ini. Peneliti menyalin video episode 01 dan 55 ke teks transkripsi dalam pengumpulan data. Peneliti menyoroti semua kalimat, kata, dan frasa yang mengandung strategi kesopanan yang positif.

Peneliti menemukan bahwa para juri menggunakan dua belas jenis strategi yang dikemukakan oleh Brown dan Levinson (1987): menggunakan penanda keakraban dalam suatu kelompok; melebih-lebihkan rasa ketertarikan, persetujuan, dan simpati terhadap lawan bicara; memberikan hadiah berupa perhatian, simpati kepada lawan bicara; memperhatikan minat, keinginan atau kelakuan kepada lawan bicara; menghindari ketidaksetujuan; melibatkan pembicara dan lawan bicara dalam suatu kegiatan tertentu; janji; memberikan dan meminta alasan; lelucon; mencari persetujuan; membuat persepsi bahwa pembicara memahami keinginan lawan bicaranya. Peneliti juga menemukan bahwa juri menggunakan strategi kesopanan berdasarkan dua faktor, yaitu faktor keuntungan timbal balik dan faktor keadaan. Strategi itu digunakan karena mereka ingin mengurangi jarak sosial dengn peserta dan meminimalkan tindakan yang tidak menyenangkan dengan meyakinkan lawan bicara bahwa pembicara berbagi hal yang sama dengan apa yang disukai lawan bicara dan ingin memenuhi keinginan lawan bicara.

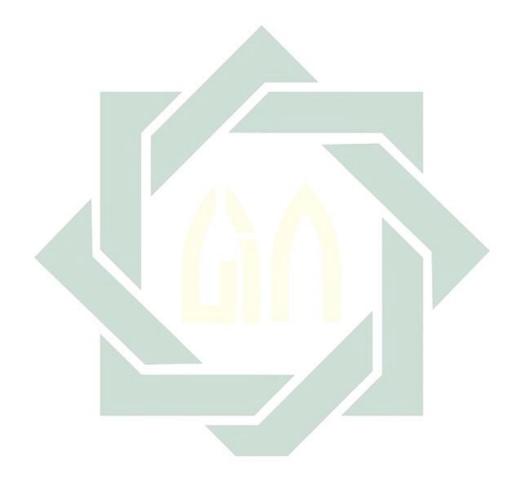
TABLE OF CONTENTS

Cover Page	i
Inside Cover Page	ii
Approval Page	iii
Examiner Sheet	iv
Declaration	V
Acknowledgment	vi
	vii
	iii
Table of Content	ix
List of Tigures	Χi
List of Figures	X11
CHAPTER I INTRODUCTION	
1.1 Background of the Study	1
1.2 Research Problems	6
1.3 Significances of the Study	7
1.4 Scope and Limitation	7
1.5 Definition of the Key Terms	8
CHAPTER II REVIEW OF RELATED LITERATURE	
2.1 Pragmatics	9
2.2 The Concept of Face	9
	10
2.4 Politeness Strategies	11
2.5 Positive Politeness Strategies	14
2.6 Factors that Affect the Use of Positive Politeness	28
CHAPTER III RESEARCH METHODS	
	31
-	31
	32
	33
	33

CHAPTER IV FINDINGS AND DISCUSSION	
4.1 FINDINGS	36
4.1.1 Types of Positive Politeness Used by Judges in Master Chef Australia	36
4.1.2 Factors that Affect the Use of Positive Politeness by Judges in Master C	hef
Australia	71
4.2 DISCUSSION	78
CHAPTER V CONCLUSIONS AND SUGGESTIONS	
5.1 Conclusions	83
5.2 Suggestion	84
REFERENCES	86
APPENDICES	
Appendix 1	88
Appendix 2	90

LIST OF TABLE

Tables	Pages
Table 3.1 The Example of Classifying Data	35
Table 4.1 Data Findings of Positive Politeness Strategies	37
Table 4.2 Factor that Affects the Use of Positive Politeness	72



LIST OF FIGURES

Figures	Page	es
Figure 3.1 The Various Colors of Types of Positive Politeness		34
Figure 3.2 The Example of Identifying the Utterances		34



CHAPTER I

INTRODUCTION

This part is the first part of this research, which presents the reason why the researcher is interested in carrying out the research. It includes the background of the study, research problem, significances of the study, scope and limitation, and definition of the key terms.

1.1 Background of the Study

Politeness is an important subject of communication. Politeness is used to ensure smooth communication and harmony between people in the context of social interaction, whether in everyday life or social media. Politeness is also very helpful in building and establishing human solidarity. In the context of the use of politeness, everyone is aware that politeness must be understood in order to develop good communication, because the use of language may reflect human behavior and attitude (Wardaugh, 2006, p. 6).

The way the speaker impacts the hearer is called the politeness strategy.

The primary purpose of using this strategy is to make the hearer feel comfortable when interacting with the speaker. In addition, harmony and avoiding misunderstanding are also essential when using this strategy. Holmes (2001, p. 267) argues that being polite is not just like saying "thank you" or "I'm sorry," but it is about people who use language for the hearer. Therefore, politeness is an important issue to build a good relationship with the hearer (Holmes, 1992, p. 296).

The basic principle of politeness is face-saving. The face is a public picture of an individual. It refers to the "emotional and social sense of self that everyone else has and expects to know" (Yule, 2010, p. 135). In the cycle of interaction, each contestant will strive to preserve the identity of each other. Politeness is described as "the means used to demonstrate the knowledge of the face of another person" (Yule, 1996, p. 60). Therefore, a politeness strategy is required to be articulated as a practical application of the proper manner in any situation of conversation, and the politeness strategy applied to communication also becomes an important aspect of a smooth and efficient conversation both direct and indirectly.

Brown and Levinson (1987) state that politeness strategies consist of four types that are bald-on-record, positive politeness, negative politeness, and bald-off-record. The strategy of a bald-on record is a strategy where the speaker tends to say something clearly without minimizing coercion, directly, clearly, unambiguously, and concisely. Positive politeness is a strategy in which redress is directly given to the positive face of the hearer, in which his / her desires must be made as something desirable. A negative politeness strategy is a repressive act aimed at the negative face of the recipient: his desire for freedom of action is unobstructed, and his attention is unobstructed. The last one is bald-off-record as communicative activities carried out in such a way that it is not possible to link a clear communicative intention with those actions.

The study of politeness has become an essential aspect of communication.

Politeness is needed to create excellent communication and relationship between

speaker and hearer. Numerous studies to date have scrutinized politeness strategies in various fields, such as a movie (Pramiardhani, 2010; Aslikhatulmilah, 2015; Shodiq, 2018), discussion forum (Rachmatika, 2015; Fatimatazzahro, 2018), movie/drama script (Rachmasari, 2013; Reza, 2017), children communication (Eka, 2015; Asjuh, 2018), and TV programs (Siburian, 2016; Romadhani, 2017; Widya, 2018). From the various fields of politeness study above, the researcher focuses on TV programs in her writing.

Various programs broadcasted on the TV are aimed to provide information to the hearer or even to entertain the hearer. Besides, the occurred conversation in the TV program is, more often, not script-based. Therefore, the empirical view of human communication can be seen through the conversation of the TV program. It also captures how communication in real life happens. Nowadays, TV program has significantly grown in recent years. The program can be divided into two, news and non-news. Furthermore, non-news programs can be distinguished in the form of their content, such as entertainment, drama, sport, and religion program.

Studies have been conducted in an attempt to analyze politeness strategies on the TV programs, such as talk shows (Santoso & Musyahda, 2014; Safitri, 2015; Siburian, 2016; Devi, 2019) and talent shows (Tifani, 2016; Romadhani, 2017; Lubabah, 2019). However, to the best of my knowledge, only a few have been conducted in cooking shows like Master Chef, as conducted by Safa and Kurniawan (2015) and Widya (2018).

Safa and Kurniawan (2015) investigated the politeness strategies used by Gordon Ramsay. In this study, the use of the politeness strategy used by Gordon

Ramsay in Master Chef US and Master Chef Junior US was compared using Brown and Levinson's theory. The data were obtained from the elimination test of two episodes of Master Chef US season 4 (episodes 9 and 12) and the elimination test of two episodes of Master Chef Junior US season 1 (episodes 2 and 6). The findings reveal that Gordon Ramsay carried out all types of politeness strategies. He also performed a variety of politeness strategies at Master Chef US and performed only a positive politeness strategy at Master Chef Junior.

Different from Safa and Kurniawan, who only focused on Gordon Ramsay, Widya (2018) focused on all US Master Chef judges, especially in the top fifteen in season 1. Using Brown and Levinson's positive politeness strategies theory, she found that the judges used five types of positive politeness strategies. They are a strategy of exaggerating, notice and attend to the hearer, intensify interest to the hearer, avoid disagreement, and give reasons. In general, exaggerating is the strategy most frequently used by judges. The studies mentioned above were analyzed by using Brown and Levinson's politeness strategy theory. However, few researchers have focused on positive politeness used by the judges in Master Chef Australia. Those studies focused only on the types of strategies used by the judges, disregarding the factors that influence the use of that chosen strategy. Therefore, the researcher is interested in investigating the positive politeness of Master Chef Australia and analyzing the factor that underlies the use of those strategies.

Master Chef Australia was taken as the data source because it is one of the most popular and respected cooking television series around the world where

many Indonesians also become contestants in this competition. They are Reynold Purnomo in season 7, Elena Duggan in season 8, Michelle Lukman in season 9, Jess Liemantara in season 10, and season 11 Tati Carlin as a contestant who came from Indonesia. Gary Mehigan, George Calombaris, Matt Preston become judges on the whole eleven season of Master Chef Australia.

The judges in Master Chef Australia impartially provide constructive feedback to the contestant. They also have an exciting way of conveying their feedback; either to say that it lacks a little seasoning, the texture is a bit weird, it is not quite perfect, or it is a bit charred. In the present study, the researcher chose season 11. The judges of this season are still the same as the previous season. It means that the judges are experienced and expected to have variations in their comments. They were also expected to be more aware of the language they used while commenting on those 11 seasons by taking the experience of the previous ten seasons.

Additionally, the researcher chose episodes 01 and 55 as the data source because of some factors. Firstly, episode 01 was an elimination round. In this round, all contestants have to prove their ability to the judges for their next step. It means that the judges have to comment to all of the contestants, and here we can see the various comments of the judges that likely contain politeness strategies. Secondly, episode 55 was chosen because this episode is the final episode of the top six of the best contestants this season. The contestants had passed many challenges and obstacles, no doubt. They also made several mistakes and received comments from the judges. Some contestants frequently make the same

mistakes. In this part, we can see the politeness performed by the judges when encountering the same mistakes made by the contestants.

As one of the most-watched shows in the world, the judges of Master Chef Australia have become public figures who mimic the viewers. In fact, the judges must show good speaking ability and select strategies in their judgments. Judges may try to protect, maintain, or even enhance their faces in front of the contestants. Based on the above phenomena, the researcher is interested in studying the strategy of politeness used by the judges in Master Chef Australia, especially the positive strategy. It is because seen from how judges make comments; they tend to have a good relationship and interact with the contestant in an intimate and pleasing conversation.

The aim of this research is, therefore, to examine the use of the positive politeness strategy by judges in Master Chef Australia Season 11 Episode 01 and 55 and to investigate the contributing factors on the use of the chosen strategies.

1.2 Research Problems

Based on the background, this study is conducted to deal with the issues raised in the following questions:

- (1) How positive politeness strategies are used by the judges in Master Chef Australia season 11?
- (2) What are the factors that contribute to the choice of the strategies used by the judges in Master Chef Australia season 11?

1.3 Significances of the Study

The results of this study are expected to provide theoretical and practical contributions. Theoretically, this study contributes to the pragmatics study in identifying the types of positive politeness strategies used in cooking talent on the TV program, so the researcher also wants this study to be useful to readers, the academic community (students and faculty). In addition, this research can apply to the development of linguistic science subjects. Practically, this study is intended to help readers understand the awareness of the politeness strategy and how positive politeness strategies are used in day-to-day communications. The researcher, therefore, hopes that this research will help readers understand how much positive politeness in social life and social media is required to communicate with many people.

1.4 Scope and Limitation

This study focused on analyzing positive politeness strategies in Master Chef Australia: Season 11 Episode 01 and 55. The conversation used in the analysis was taken from the recorded video of Master Chef Australia Season 11 Episode 01 and 55, then turning it into transcription text. The researcher examined all of the utterances used by the judges in the Master Chef Australia. This research, however, did not study all episodes because the researcher wants to focus on the audition and final test only.

The discussion in the present study was based on Brown and Levinson's positive politeness strategy theory (1987), which is classified into the fifteen (15)

strategies. In addition, the discussion is also emphasized on the factors that affect the use of politeness strategy.

1.5 Definition of the Key Terms

In order to prevent confusion and misunderstanding, the researcher defines the keywords used in this study as follows:

Politeness is a strategy of showing good manners towards others to build comfortable communication and interaction.

Positive politeness is a way of communicating that is intended to save the positive face of others (hearer).

Comments are a response/ criticisms/ suggestions that someone gives to others.

CHAPTER II

REVIEW OF RELATED LITERATURE

Several related theories for this study are presented in this chapter. The aim is to support the theoretical framework and background of the issues presented in the previous chapter.

2.1 Pragmatics

Yule (1996, p. 3) define that one of the linguistic branches that study of sense is pragmatics. Semantics is also a study of meaning, and it is entirely different from pragmatics, where semantics concerned with the study of this meaning thru the written text. Whereas the pragmatics is concerned with the study by means of the spoken text concerning that means. The meaning of what is spoken by the speaker and understood by the hearer is obtained pragmatically (Yule, 1996, p. 3). That statement means that the perception of the hearer depends on its meaning. Neither pragmatics and semantics are implicated in people's ability to use language in an expressive way. The study of pragmatics may help enable interaction because people could understand the meaning of others as part of their context.

2.2 The Concept of Face

Erving Goffman, who studied the concept of a face in 1967, describes it as a positive meaning that a person effectively claims for himself the line that others believe he had already carried throughout a particular contact. The face is an image of personality-delineated in terms of accepted social characteristics-though

an image that others may share as if a person were doing a good show for his profession of religion by performing a good show of himself (Goffman, 1967, p. 5).

The individual concept of the face changes across a lifetime, which can either lead to improvements or a deterioration in the face, depends entirely on whether the person's desires are fulfilled. Brown and Levinson (1987, p. 61) define the face as emotionally involved and that can be lost, preserved, or improved, and must be continuously engaged in contact.

2.3 FTA (Face-Threatening Acts)

Brown and Levinson (1987, p. 95) assume that the strategy of politeness is used to compose arguments in order to save the hearer's face. Face refers to the self-image that the speaker or hearer would rather see and maintain. The utterances that the speaker says poses a threat to other people's self-image expectations is called the Face Threatening Acts or the FTA (Yule, 1996, p. 61). People need to save their faces to keep the conversation going. As a consequence, the face is much of our body that used show expression, appearance, and personality, amongst others. FTA is defined when the speaker says something that poses a threat to another person gives rise to self-image expectations (Yule: 1996). In addition, Fasold (1996, p. 160) argues that the face is emotionally involved, that it can be lost and maintained, and that there needs to be constant interaction.

Brown and Levinson (1987, p. 110) also classified the face image component as positive and negative. A positive face is the desire of the individual that he/she wants to be appreciable in social interaction or that others can accept

the need for a positive image. For instance, when someone shows you his proper sneakers that he thinks are nice and wants your admiration, but your answer is "what an old fashion shoe" that does not fulfill his desire, then his positive face is insulted. The individual to be free to act or to be imposed and hindered by others called a negative face. For instance, when you make your oldest son unwilling to obey your order for the sake of your relative authority. He bothers his negative face.

2.4 Politeness Strategies

Politeness in communication is meant to demonstrate the awareness of someone's face. The use of politeness strategies was intended to make conversations between individuals who go well and minimize misunderstandings. Holmes (2001, p. 267) said that being polite is not just "thank you," but it is about people using the right language to listen to their hearers. Politeness can be seen as a rule in some context of the conversation. It means that the contestants should be careful in their way of speaking out and in order not to produce a misunderstanding between individuals.

Based on Brown and Levinson (1987, p. 61) and Goffman (1967, p. 215), politeness pays attention to people's face. Mills (2003, p. 6) also points out that politeness is an expression that minimizes face-threatening behavior towards others. In the above statement, politeness is an action to pay attention to others by reducing actions that may threaten the face of the hearer. Cruse (2006, p. 131) argues that another definition of politeness can be measured based on the

satisfaction of the hearer. It can be accomplished by reducing the negative face and optimizing the positive face of the hearer.

Each person has a desire or a face that needs to be saved. So, maintaining the other's face and satisfying each other is common to cooperating. There are two kinds of faces between their positive and negative faces. The negative face is a face that wants to be free from actions that could threaten the face or something that deviates from the wishes of the hearer. The positive face, on the other hand, is the act of saving the faces, showing the face that wants to be appreciated and approved by others.

Brown and Levinson (1978, p. 65-67) note that there are two kinds of acts that could threaten both a positive and negative face. Acts that may threaten negative faces are requests, orders, reminders, advice, suggestions, and warnings. While showing disagreement, critics, contradiction, or bringing bad news to the hearer are acts that could threaten positive faces. In addition, certain acts may threaten positive faces and negative faces, such as complaints, interruptions, threats, and strong expressions of emotion.

In the way performing face-threatening acts (FTA), Brown and Levinson (1987) divided politeness strategies into four categories that could be chosen by the speaker. They are bald on record, positive politeness, negative politeness, and bald off-record. However, the present study focuses primarily on positive politeness strategies, since what the study will analyze is the implementation of positive politeness strategies.

Here are four main types of politeness strategies to reduce FTA's:

(1) Bald-on-Record Strategy

Bald on-record acts are produced when the speaker has considerably more power than the hearer or when the threat is minimal. These acts noted by Brown and Levinson obey Grice's maxim of cooperation. The speaker and the hearer are appropriate, concise, and avoid ambiguity and do not communicate more than is required and so there is no expression of concern about the face (Brown & Levinson. 1987).

For example:

"Give me this bag!".

The strategy is ranked as a direct strategy. The speaker may ask the listener to do something. For a case where speakers have considerably more power than the listener, a bald record strategy is often applied.

(2) Positive-Politeness Strategy

Positive politeness is a strategy used to minimize threats to the hearer's face. This strategy is frequently used in cases where the group is quite familiar with each other. Moreover, this strategy is aimed at someone who has a positive face or someone who has a desire that should be considered desirable (Brown & Levinson, 1987).

(3) Negative-Politeness Strategy

Negative politeness is a regressive action directed at the addressee with a negative face (Brown & Levinson 1987, p. 129). Brown and Levinson

(1987, p. 125) stated that the negative face is the urge to have freedom of movement unhindered. In other words, the negative face is used by the speaker to demonstrate behavior and to show respect for the hearers.

(4) Off-Record Strategy

The face of the hearer is shielded by the possibility of withdrawing behind the literal meaning of the word (Cutting, 2008). And the speaker can save himself by refusing to perform a threatening act on his face. This strategy minimizes the threat most successfully, but the speaker risks being misunderstood and failing to communicate with the FTA.

For example:

"The window is not open."

The utterance above means that the speaker wants the hearer to open the window. The meaning of the statement is not directly stated by the speaker.

2.5 Positive Politeness Strategies

Positive politeness may help the speaker to express gratitude, approval, concern, and cooperation with the hearer. It can be shown that the speaker and the hearer are co-operators and fulfill the wishes of the hearer. Brown and Levinson (1987) further divided positive politeness into fifteen strategies, as follows:

(1) Notice, Attend to Hearer (Needs, Interest, Goal, and Wants)

The speaker reflects the condition of the hearer through this strategy.

The speaker must pay attention to the wishes of the hearer, such as seeking

the perception of the hearer or thoughts that support a conversation for unity and have a close relationship with the hearer (Brown & Levinson 1987, p. 103).

For example:

Rani: "Rudi, have you had lunch yet? It's already two o'clock."

Rudi: "Not yet, I have to do homework first."

Rani's utterance above stated that she understands the need of her interlocutor that has lunch yet by asking, "have you had lunch yet?" with that question, the speaker tries to understand the hearer's need. The speaker also emphasized, "it's already two o'clock" indicates that give attention to the hearer to have lunch on time.

(2) Exaggerated (Sympathy, Interest, and Approval with the Hearer)

An exaggerated strategy could be useful to demonstrate the interest, approval, compassion, and so on of the speaker. The above strategy may be implemented through exaggerating intonation, stress, or other prosodic aspects, as well as by deepening modifications (Brown & Levinson 1987, p. 104).

For example:

"What a georgeus cat you have!"

These examples show that s/he is interested in your new pet. The speaker overstates your cat because s/he excited about it. In the case of English, exaggerating words are included as sure, really, exactly.

(3) Intensify-Interest to Hearer

In this strategy, a conversation is an involvement by the speaker. This strategy can be applied by putting the hearer in the middle of the things that are being addressed so that the speaker can get the hearer through his stories. It can be used when the speaker is trying to put his conversation or story together and increase his interest (Brown & Levinson 1987, p. 106).

For example:

"I came to that audition and what do you think I see? they gave a me a hug, and gave me a congrats. That makes me an emotional, and this is the story why I really like to join that competition."

In the context of the example above, the speaker has a conversation with her friend, and the speaker tells about he or she won the audition. It can be seen from the word "and what do you think I see?" the speaker wants to intensify the hearer's interest in the story.

(4) Use in-Group Identity Markers

In this strategy, by using any of the many means of conveying membership of a group, the speaker can implicitly claim that there is common ground with the hearer that is consistent with that definition of a group. These strategies include in-group use of address forms, language or dialect, jargon or slang, and ellipse. Through this strategy, the unity of the people can be seen by the cooperation of others as members of the same group. Approval or

acceptance may depend on the same form of address, jargon or slang, language or dialect, and so on (Brown & Levinson 1987, p. 107).

(a) Address Forms

The address form, which includes the use of the terms son, love, friend, etc., is used to soften the imperative power of the speaker's speech to the hearer while at the same time creating a close relationship between the speaker and the hearer.

For example:

"Come here, honey."

The example above indicates that the speaker used in-group identity markers by saying "honey" intended to the hearer.

(b) Use of in-Group Language or Dialect

The phenomenon of code-switching includes some transition through one language or dialect to another in societies where two or more such codes are included in the linguistic repertoire. In cases where code-switching occurs, switching to the in-group code and domestic values can be assumed to be a possible way to express important politeness when the FTA requires redress. The FTA may be rectified by giving the request; while calling the name of the hearer, the speaker may use the nickname or full name of the hearer (Brown & Levinson 1987, p. 110).

For example:

"Come here, Johnny."

This strategy is considered polite because the speakers use the greeting word, which means the closeness or familiarity between the speaker and the hearer, as indicated in the greeting self-name, which is "Johnny." This strategy is used to maintain the positive face of the hearer so that the hearer feels he has the same degree.

(c) Use of Jargon or Slang

The use of in-group terminology is related to the use of in-group language or dialect. By referring to an object with a slang term, the speaker may evoke all the shared associations and attitudes that both the speaker and the hearer have towards that object; this can then be used as an FTA remedy (Brown and Levinson 1987, p. 111)

For example:

Hery: "No one can guarantee it, Prof."

In the example above uses a marker that shows identity, namely jargon. Jargon is usually used limitedly in certain fields of science, professions, or groups. The jargon used in the speech above is the professional field, namely, as a Professor. In Hery's utterance, it is shown the use of jargon, which is "No one can guarantee it, Prof" stands for "prof" in the example is jargon that signifies one's profession.

(d) Contraction and Ellipsis

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

For example:

"Mind if I smoke?"

(5) Seek Agreement

The speaker is seeking the means of agreeing with the hearer in the communication process. If the speaker demonstrates his/her satisfaction with the hearer, s/he indicates that the speaker is seeking to satisfy him/herself. In the communication process, the speaker was trying to find a way to communicate with the hearer. When the speaker demonstrates his/her satisfaction with the hearer, s/he indicates that the speaker is trying to satisfy the excellent face of the hearer. There are two ways in which this strategy can be implemented.

(a) Safe Topics

Safe topics allow the speaker to stress his agreement with the hearer that the opinion of the hearer is correct. The speaker reinforces his opinion and thus fulfills the positive face of the hearer (Brown & Levinson 1987, p. 112).

For example:

"Isn't your new car a beautiful color!"

The example above is one example of safe topics used when your neighbor comes home with a new car, and you think it hideously huge and pollution-producing, you might still be able to say sincerely. Hence, your

neighbor's positive face is safe because we do not tell about his dreadful car directly.

(b) Repetition

Another way to show the agreement is by repeating part of what the other person is saying.

For example:

Winston: "I had a flat tire on the way home."

Ben: "Oh, God, a flat tire!"

From the example above, the speaker repeats one of the interlocutor's utterances, "a flat tire," to show an agreement. This strategy shows that the speaker wants to satisfy the positive face of the hearer to be agreed.

(6) Avoid Disagreement

In order to avoid any disagreement, the speaker can choose one of the following ways.

(a) Token agreement

The token agreement is a desire to agree or seem to agree with the hearer, which also leads to a mechanism to pretend to agree (Brown & Levinson 1987, p. 113). The extraordinary level at which speakers can distort their words in such a way that they seem to agree or hide disagreements-to respond to the previous statement with "Yes, but ..." rather than "No."

For example:

Bams: "What is she, small?"

Charlie: "Yes, yes, she is small, um, not really small but certainly not very big."

The example above shows that Charlie actually disagrees with Bams's opinion. In order to minimize FTA, Charlie chooses to say "yes" rather than "no".

(b) Pseudo-agreement

The pseudo agreement is used 'then' as a conclusory marker, an indication that the speaker concludes a line of reasoning that has been cooperated with the addressee (Brown & Levinson 1987, p. 115).

For example:

"I'll meet you in front of the theatre just before 8.0, then."

It means that the speaker does not want to talk with the interlocutor anymore. However, s/he does not want to threaten the interlocutor's positive face. The word "then" on the example to a conclusion of an actual agreement between the speaker and the hearer. Therefore, their conversation ends well.

(c) White Lies

White lies happen when a speaker, faced with the need to express an opinion, wants to lie rather than damage the positive face of the hearer.

This is often used to prevent conflict while rejecting an application by

lying, and to say that there are excuses that one can not agree (Brown & Levinson 1987, p. 115).

For example:

"Can I borrow your music player?. No, I can not. The batteries are dead."

The example above is a response to a request to borrow a music player. Here, we can see the speaker may lie when refusing a request. Both speaker and hearer may know that that statement is not true, but hearer's face is saved in that way.

(d) Hedging Opinion

Hedging opinion occurs when the speaker may choose to be vague about his own views so as not to be seen to be in disagreement (Brown & Levinson 1987, p. 116).

For example:

"It is stunning, in a way."

The word "in a way" is one of the hedges that have a positive politeness function. This hedge use to make someone's opinion safely vague.

(7) Presuppose/Raise/Assert Common Ground

This situation occurs when both speakers and hearers engage in informal talks or share gossips on unrelated issues. The marker is the common ground that can be used to indicate that the speaker and the hearer

23

share the same point of view. The example could be seen in the following conversation below:

Ellys: "Oh, this cut hurt awfully, Dad."

Billiton: "Yes, dear, it hurts terribly, I know."

That conversation above is in circumstances where a person gives condolences or states that only the hearer can know. It's to demonstrate that the hearer is central to the discussion.

(8) Joke

Jokes may also be used as exploitation of politeness strategies in an attempt to reduce the size of the FTA. For example, the speaker may joke about minimizing the FTA of the request. Jokes are also used as a basic positive politeness strategy to put the hearer 'at ease,' e.g., in response to a false pass of the hearer.

For example:

Risya: "Have you ever heard a baby who is able to drink all the elephant's milk in a day?"

Shinta: "I've never heard if it. That is impossible. Whose baby is that?"

Risya: "The elephant's baby hahaha"

The conversation above is a situation where Risya gave Shinta a joke when they were in a serious condition. It helps the hearer feel comfortable in the conversation. Therefore, FTA can be reduced by those strategies.

24

(9) Assert or Presuppose the Speaker's Knowledge of and Concern for the

Hearer's Wants

This strategy is done by asserting or implying a knowledge of the

desires of the hearer and a willingness to fit one's desires with them. The

speaker may make other statements that are known to the speaker before

asking for a request and offer something to the hearer to make the request

known to the hearer and make the hearer admit that request.

For example:

"I know you really hates this guy? Should I tell him now?"

From that example, the speaker is trying to reassure the hearer that her

bag will be back at 4 a.m. On the other hand, it is also important to know the

desires of the listener and to reduce FTA.

Offer, Promise (10)

In order to redress the potential threat of some FTAs, the speaker may

choose to emphasize his cooperation with the hearer differently. The speaker

may stress the desire of the hearer to fulfill the positive courtesy of the hearer.

The speaker may make an offer and promise to create such conditions with

the good intentions of the speaker to correct the positive face of the hearer,

even if they are wrong.

Example:

Rudi: "I'm very sad because nobody's at home"

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

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

(11) Be Optimistic

In this strategy, the speaker assumes that the hearer wants to do something for the speaker (or the speaker and the hearer) and will help the speaker to achieve the goal because it will be in their mutual interest.

For example:

"You'll lend me your skirt, right?"

The example above shows that the speaker was optimistic that hearer would lend her a skirt.

(12) Include both Speaker and Hearer in the Activity

The involvement of both the speaker and the hearer in the activity is the other way of implementing a cooperative strategy. An example of the use of this strategy is an expression that involves the speaker and hearer using Let's or the word 'we.'

For example:

"Let's stop for a bite".

The example above indicates that the speaker actually wants the hearer to stop because the speaker wants a bite. The speaker's request uses inclusive 'we' form (let's). It makes the request more polite because it indicates the

cooperation between the speaker and the hearer that the goals not only for the speaker but also for both the speaker and the hearer.

(13) Give (or Ask for) Reasons

The aspect of involving the hearer in the interaction is that the speaker should offer reasons why he wants what he wants. Thus, by including the hearer in his practical reasoning and assuming reflexivity (hearer wants the wishes of the speaker), the hearer is led to see (or so the speaker hopes) the reasonableness of the FTA of the speaker.

For example:

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

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

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

(14) Assume or Assert Reciprocity

This strategy is used when the speaker wants to offer a reciprocal action with the hearer. It means that the speaker promises to do something as long as the speaker does something for the speaker to cooperate by saying, "I'll do X for you if you do Y for me or 'I did X for you last week."

For example:

Milly: "Okay, what can I do for you? Just don't hurt her!"

Nathan: "Well, I am not gonna hurt her, if your mouth is silenced."

From this example, it shows that Nathan asks Milly to keep silent about his secret, and Milly agrees with it. Therefore, Nathan may reduce FTA by opposing Milly to cooperate with him.

(15) Give Gifts to H (Goods, Sympathy, Understanding, Cooperation)

This strategy is used by the speaker to save the hearer's positive face by satisfying a portion of the hearer's desires. The speaker uses a positive politeness strategy, not just a real gift (which shows that the speaker knows some hearer's desires and wants them to be fulfilled) but through human relationships. As loved, admired, cared for, understood, listened to, and so on.

For example:

Ant: Hey George, I'm afraid I can't register for the exam because it's still in chapter 4".

George: "Ant, don't worry. I'm going to help you to finish your thesis. Don't be sad".

From the conversation above, it shows that George decides to restore

Ant's face directly by fulfilling her wants to help her doing his thesis, and he
has fulfilled Ant's wants.

2.6 Factors that Affects the Use of Positive Politeness

The use of a politeness strategy is affected by a variety of factors. There are two factors that influence the speaker to use a positive politeness strategy, according to Brown and Levinson (1987, p. 71); the payoff and the circumstances are factors.

(1) The Payoffs: A Priori Considerations

Brown and Levinson (1987) argued that payoffs could be arranged against a continuum of conflicting powers depicting the terms in which any strategy would generally be invaluable. The speaker may potentially have an advantage by employing positive politeness strategies, such as it can be praised for honesty, because it shows that he believes in what he wants, he can be praised for being outspoken, avoiding the danger of being seen as a manipulator; avoiding the risk of being misunderstood; and having the opportunity to pay for any FTAs.

For example:

"Let's go on breakfast today".

The example above indicates that the speaker minimizes the FTA (request) to the hearer by counting the speaker himself as the contestant, as opposed to the actual outs. This is to suggest or provide an escape route without actually doing so, implying that he has the other person who wants to be in mind.

(2) The Circumstances: Sociological variables

The circumstances also determine the seriousness of the FTA. The conditions are identical to those of the sociological variables (Brown & Levinson 1987, p. 74). There are three dimensions in which to determine the level of politeness consisting of relative power, social distance, and size of imposition.

(a) Relative Power

In general, relative power requires a higher degree of politeness for those who have more power or authority over us than for those who do not. It is based on the asymmetrical relationship between the speaker and the hearer. This type of relative power is most clearly seen in patriarchal environments such as courts, the workplace, and the military.

For example:

"Can I smoke?" use when a boss asks for permission from his employee.

"Excuse me Sir, would it be alright if I smoke?" use by the employee to ask permission to his boss.

(b) Social Distance

Social distance might be seen as a combination of real psychological factors (status, age, gender, degree, intimacy, etc.) that together determine the overall level of respect for a particular speech situation. It is based on a well-balanced relationship between the speaker and the hearer.

For example:

You feel so close to your friend because he is similar in age or sex, then you're going to get closer or stay closer to him, and the distance rating is going to get smaller.

As a consequence, you're not going to use respectful utterance when you ask him to do something. So, you're going to use a polite expression when you interact with someone you do not know well, such as someone older than you.

(c) Size of Imposition

The size of the imposition factor is the culturally determined rating of the imposition by the degree to which it is perceived that it interferes with an individual seeking self-determination or approval. In the sense of Brown and Levinson (1987, p. 77), the size of imposition factor can be seen from the relative status of one speech to the other.

For example:

When borrowing a motorcycle in ordinary time would make us feel uncomfortable, but it will be common in an emergency. In the first context, therefore, we will use a polite statement because the situation is urgent.

CHAPTER III

RESEARCH METHODS

This chapter presents the method used by the researcher to collect and analyze the data. This part consists of research design, research instrument(s), data and data sources, techniques of data collection, and techniques of data analysis.

3.1 Research Design

In this present study, a qualitative approach was applied by the researcher for the research design. According to Walliman (2011, p. 114), a qualitative research approach mostly involves the data in the form of a word, feeling, opinion, and description. Qualitative research is an approach aimed at exploring and understanding the significance of individuals or groups associated with social or human problems. The study method includes questions and procedures that occur, data that are typically obtained, data analysis, and interpretation of the significance of the data (Creswell, 2014). Therefore a descriptive qualitative approach in the context of the present study used to find out and explain the types of positive politeness strategies used by judges in Master Chef Australia and the underlying factors. This method is appropriate because the depth elaboration of findings and analysis in the study requires words rather than numbers.

3.2 Research Instruments

There are some instruments in this research, and the most important instrument is the researcher. The researcher had spent a great time watching

Master Chef Australia on DailyMotion. Furthermore, the researcher transcribed all of the utterances by using a personal computer and sometimes took it to the notes. All activities in this research have been done by using her smartphone, personal computer, and Microsoft Office applications.

3.3 Data and Data Sources

The data of this research are all of the utterances performed by three judges; Gary Mehigan, Matt Preston and George Calombaris of Master Chef Australia that contains positive politeness when giving comments to the contestants. The video of Master Chef Australia season 11, episode 01 and 55 are the data source of this research. The researcher chose episodes 01 and 55 because episode 01 is an elimination round, and the contestants have to prove their ability to the judges for their next step. While episode 55 is the final top six where the contestant had passed many challenges, here we can see politeness performed by the judges when encountering the same mistake made by the contestants. The videos were taken from the daily motion platform on

https://www.dailymotion.com/video/x77ar11

https://www.dailymotion.com/video/x7d9c2m. The duration video of episode 01 is 01:14:07 and 01:18:13 for episode 55. The researcher transcribed all of the judges' utterances into a transcription text and used it to understand the utterance.

3.4 Techniques of Data Collection

The data in this research were taken from the judges' utterance on the Master Chef Australia, which contains positive politeness strategies. In the matter of collecting data, the researcher had done some following steps. First, after deciding episode 01 and 55 on season 11, the researcher watched the video on the dailymotion.com to clearly understand the conversation. While watching the video, the researcher transcribed the video to make it easy to identify and analyzing positive politeness strategies that were utter by all the judges in Master Chef Australia. In order to transcribe the data, the researcher typed one utterance and then paused the video. The researcher repeated that some ways to make sure the result correctly. Besides, the researcher also asked one of the researcher's friends to watch and recheck the transcript. The researcher used a mark (indistinct) for the conversation between judges and the contestant that do not sounds clear.

Next, the researcher highlighted all the words, phrases, and sentences that contained positive politeness strategies in the judges' utterance. In the present research, the researcher applied Brown and Levinson's theory of politeness as her theoretical framework.

3.5 Techniques of Data Analysis

This part provided the way the researcher analyzed the data. In the matter of analyzing the data, the researcher had several steps in order to analyze data. It was elaborated as follows:

In order to analyze the data, the first step was identifying. For this step, the researcher identified all of the utterances that contain positive politeness strategies. To mark the existence of positive politeness, the researcher gave a highlight with various colors according to the types of positive politeness. In order to avoid mistaken data, the researcher has read several times the utterances and made sure that only data containing positive politeness would be used in the analysis. The following are the highlighting techniques of the utterances based on the types of positive politeness strategies.

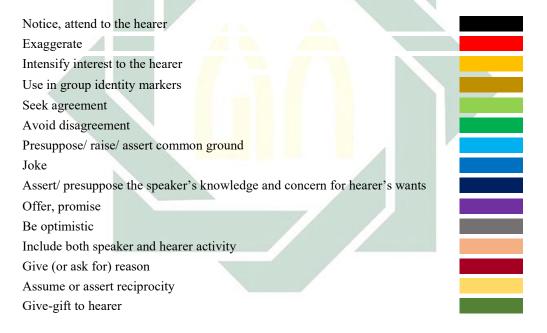


Figure 3.1 The Various Colors of Types of Positive Politeness

Tim: "Hi George nice to meet you mate"
GC: "Welcome"
Tim: "Thankyou."
GC: "What are you doing man?"
Tim: "I run the kitchen garden program at a school in Ballarat."

Figure 3.2 The Example of Identifying the Utterances

GC: "Okay"

The second step after identifying is classifying. Here, the researcher classified every word or sentence used by judges' in Master Chef Australia that have been identified before.

Table 3.1 The Example of Classifying Data

No	Types of Strategy	Data Findings		
		Episode 01	Episode 55	
1	Use in group identity markers	(00:13:28) (00:15:18)	(00:28:25)	
2	Seek agreement	(00:21:17) (00:21:43)	(00:30:00) (00:30:11)	

The next step is interpreting. In this part, the researcher explained the data that consists of positive politeness and also the underlying factor which revealed the use of positive politeness by judges in Master Chef Australia based on Brown and Levinson's positive politeness strategy theory (1987). After that, the researcher drew a conclusion based on the analysis of the types and factors of positive politeness used by judges in Master Chef Australia.

CHAPTER IV

FINDINGS AND DISCUSSION

This chapter presents the findings and discussions on the strategy of positive politeness performed by the judges of Master Chef Australia. By applying Brown and Levinson's (1987) framework about politeness, this chapter provides the analysis and discussion of types of uses of positive politeness and their factors in Master Chef Australia.

4.1 Findings

Research findings provided the answer to the research problems. The first part is the discussion of the types of positive politeness strategies uttered by the judges of Master Chef Australia based on Brown and Levinson's theory of politeness. The second addressed the factors that influence the judges in choosing a kind of positive politeness strategy. The strategy is found then highlighted in different colors as determined by the researcher.

4.1.1 Types of Positive Politeness Used by Judges' on Master Chef Australia

The researcher found that the judges of Masterchef Australia performed some positive politeness strategies. The researcher found that thirteen strategies of positive politeness uttered by judges in Master Chef Australia. More detail on the types of positive politeness in this research are shown in the table and explanation below:

Table 4.1 Data Findings of Positive Politeness Strategies

No	Types of Stuctory	Findings	
No	Types of Strategy		%
1	Notice, attend to the hearer	5	6
2	Exaggerate		25
3	Intensify interest to the hearer		9
4	Use in group identity markers		8
5	Seek agreement		10
6	Avoid disagreement		11
7	Joke		6
8	Assert/ presuppose the speaker's knowledge and concern for hearer's wants		6
9	Offer, promise		1
10	Include both speaker and hearer in activity	6	8
11	Give or ask reason	5	6
12	Give-gift to hearer	3	4
TOTAL		80	100

The table above shows that "Exaggerate" strategies are the highest in frequency among other strategies done by the judges in Master Chef Australia Season 11. Exaggerate becomes the highest number of strategies occur in the data. It appears 20 data out of 80 data or 25% of data. The second is "Avoid disagreement," which total 9 data or 11% of data. In the third position, the researcher finds 10% or 8 data in the "Seek Agreement" strategy. "Intensify interest to the hearer" strategy is found 7 data. For the next, the researchers find as many as 6 data with a percentage of 8% of strategy "Use in-group identity marker" and "Include both speaker and hearer in activity". The researcher considers 5% or 5 data out of 80 data in the "Notice, attend to the hearer" "Joke" "Assert the speaker's knowledge and concern for hearer's wants" and "Give or ask reason". In the next sequence, found the strategy "Give-gift to hearer" of 3 data. The infrequent strategy is "Offer/promise".

4.1.1.1 Notice, Attend to Hearer (Wants, Goods, and Interests)

In this strategy, the most important thing is the speaker must be aware of the condition and situation of the hearer. The speaker is required to pay attention and understand the condition and needs of the hearer. In this, the hearer is required to do something that shows solidarity and a close relationship with the hearer. On the other hand, the hearer must also understand the speaker is aware of his condition.

Datum 1 (00:16:42-00:16:50)

GC: "I've got feeling within my self that is something within you that is capable."

Leah: "Thank you."

GC: "For me, it is a cook again."

The conversation above took from episode 01 on audition week. The contestant named Leah modified traditional Italian ravioli into a culinary masterpiece. She said that she loves things to look pretty and to have a bit of theatre, but sometimes her mum says that it is a little bit pretentious. Matt Preston came over to Leah to evaluate and critique her food. He gave NO because it is not perfect, and he is worried that Leah is a little too far away in terms of basic techniques. Leah looks sad and disappointed. George was also giving comments; he thought that Leah has a capability. He said, "I've got feeling within my self that is something within you that is capable." Different from Matt that giving NO immediately, George gave Leah a second chance to cook because he thinks she can do it well.

From the conversation above, GC performed positive politeness strategies, Notice the hearer's wants. The sentence "I've got feeling within my self that is something within you that is capable" shows that GC notices Leah's capability. He knows that the contestant has an ability that can be developed. GC also shows his interest and builds the spirit of Leah because Matt's criticism was less comfortable. He knows that the contestant tried her best and what she needs is to pass the audition stage. The word "For me, it is a cook again" is meant to satisfy the contestant's wants, which to fight again at the second chance and demonstrate her ability to pass the audition stage. The speaker performs this strategy in order to minimize the FTA and to keeps the hearer's positive face.

Datum 2 (00:32:22-00:33:16)

GM: "So, Anushka, what did you cook."

Anushka: "I made Baklava Fingers with cinnamon honey ice cream and honey sauce."

GM: "It is not my favorite, I mean, if I had (indistinct), they'd called my name because I think it will be perfect with coffee. You (indistinct) family happy dish and bring it into the top six environments. Here in the Master Chef kitchen. I'm not sure that you've done that."

MP: "It is hard because you've got a letter from your daughter. So, you go back to that way, and you wanna play to that time and how far you come, but don't try to make a two-hour dish in one hour."

In the final week on episode 'Ingredient from home mystery box',

Anushka got a letter from her daughter and walnuts as an ingredient. She was
happy to receive that letter and ingredient. Anushka makes baklava fingers with
honey cinnamon ice cream. In this chance, she is not doing good. She had less
time to cook, but she is trying as possible. Anushka hopes all the best for her dish.
In the comment section, three judges' comments were unsatisfactory. George said

40

this dish was too home-style for the top-6. Matt also criticized, he said, "It is hard because you're got the letter from your daughter... but don't try to make two hours dishes in one hour".

From the conversation above, positive politeness strategies Notice to the hearer's goods was uttered by MP. It is shown on MP's utterance, "It is hard because you've got a letter from your daughter. So, you go back to that way, and you wanna play to that time and how far you come, but don't try to make a two-hour dish in one hour." The judges were giving attention to how the contestant set-up her dish. Even though time is very limited, she still tries. Her goals are to make the best dish with the ingredients that her daughter has selected. MP realizes that the contestant is too greedy to set up his dishes for a limited time. He wants to critique how the contestant makes her dish. MP did not say directly, "Don't try to make two-hour dish in one hour" but he tried to give attention to the hearer's condition. Here, positive politeness used to redress FTA to the hearer.

Datum 3 (00:41:52-00:42:05)

GC: "What do you do Derek"

Derek: "I'm a financial analyst from Perth"

MP: "a financial analyst. That's obviously. Ehm,, a solid position to make a good coin. Ehm,, why food, not exciting (indistict) for making a great money?"

Derek: "I think it's different when you go to work and you work late hours. But it's not you're sitting there working for someone else. Kind of thing and you, you want something that's your own. That you'd want to spend those 12 hours a day working for that's something that I'de be. I'd love to do"

The conversation above is the conversation on episode 01. It happens when Derek talks about his work. He is a financial analyst from Perth. The three

judges, MP, responded and told him about it. In his comment, he said, "A financial analyst that's obviously. Ehm,, a solid position to make a good coin " shows that he gives attention to the hearer's interest. Here, he has a curiosity as to why a financial analyst chose to follow the Master Chef, to leave his job and choose to move to the cooking field.

MP uses the strategy **Attention to the Hearer 's Interest**. The contestant is the kind of person who doesn't really like working under the rule of the community, so he prefers to pursue his passion in the field of cooking. This strategy is used to minimize the social distance between the judges and the contestant. It is also to build a close relationship between them.

4.1.1.2 Exaggerate (Interest and Approval with the Hearer)

The next strategy is Exaggerate (interest and approval with the hearer). In this strategy, the speaker shows his or her interest, approval, and sympathy to the hearer. The speaker may use the exaggerating intonation, tension, or other prosodic aspects such as actual, for sure, accurate, and absolute (Brown & Levinson, 1987). The exaggerating strategy on episode 01 can be seen in the discussion below:

Datum 4 (00:16:07-00:16:20)

MP: "I'd give you yes just because of the glaze"

Tim: "Oh hahaha"

MP: "Great concept. Really beautifully executed and looked fantastic.

So you kind of the full deal so I'm obviously a big yes. George?"

GC: "Yeah, huge yes"

MP: "Gary?"

GM: "Haleluya, yes"

The judges' utterance in the data included in the use of positive politeness strategy Exaggerate interest to the hearer. The use of strategy on those utterances intended to exaggerate the speaker's intention to the hearer. It is shown on MP's utterances, "Great concept. Really beautifully executed and looked fantastic" and emphasized the word "Really beautifully" and Obviously a big yes". The word really beautifully means the speaker wants to satisfy the hearer's positive face. "Obviously a big yes" means the judge is satisfied with the contestant's cooking. By exaggerating interest, the hearer feels happy, and his/her positive face will be maintained. Aside from the verbal form, the non-verbal form also used by the speaker that is by exaggerating intonation. Thus, hearer feels cared for by the speaker.

Likewise, GM's utterance in the data shows that he uses **Exaggerate** approval to the hearer strategy. The addition and attachment of the word "Haleluya" and followed by "yes" intended to exaggerate agreement, which means that GM strongly agreed to give yes to the contestant.

Datum 5 (00:34:29-00:34:47)

MP: "That is spectacullar. It's an absolute rollercoaster ride of flavors and some of those left hand like the olive and the poppy seeds are so shocking in so surprising. Then make that whole dish differently. It's clever inspirational, totally delicious. Your father is very proud of you".

Larissa: "Thank you"

GC: "I think the best dish you put in this competition"

The performance of Larissa in this episode is enough to amaze all three judges. In his comments, MP uses an **Exaggerate approval to the hearer**

strategy. It is shown in his words, "It's clever inspirational, totally delicious. Your father is very proud of you." Exaggerating here can be seen in a word that is clever inspirational. After that, it was added with absolutely delicious. Here, MP agrees that Larissa's father will be proud of his child because she is very talented and can make very tasty food. This strategy used to satisfy the hearer's positive face.

Furthermore, the use of this strategy was also used by the judges in episode 55. Another example can be seen in the data below:

Datum 6 (01:02:11-01:03:16)

GM: "Alright Tim, tell us about it

Tim: "Alright, so I'm calling this T-bones marrow so it is oven-roasted bone marrow, and then I've some Brussel sprouts and a cracker."

GM: "There's kind of bacony breadcrumbs and the bone marrow itself delicious, give us you know. So we can have a couple each with it and get stuck into it, then I think wrong something but the biscuity tough. It is not very good at all."

MP: "The stuff I love about this dish is the bone marrow itself and the crumbs on the top. Fantastic delicious. You can cook brilliantly."

The conversation happens when the judges taste the dishes made by Tim in episode 55. GM said that this dish is not very good at all but different from MP. He loves the bone marrow and the crumb on the top. He also said, "fantastic delicious, you can cook brilliantly" to show his interest in how Tim made this dish.

From the conversation above, MP uses positive politeness strategies

Exaggerate interest to the hearer. The word "Fantastic delicious. You can cook brilliantly," shows that MP uses exaggerating words to shows his satisfaction

exaggeratedly. MP uses this type of strategy to save Tim's positive because of GM critics.

Datum 7 (00:56:54-00:57:37)

GC: "Simon, the ingredient was cauliflower."

Simon: "Yep."

GC: "We know that what's the dish."

Simon: "Cauliflower cheese."

MP: "It is a lovely dish (indistinct), remind your cauliflower cheese. It is

super tasty, and it is super clever."

GM: "I'm in love with the custard and i'm in love with the little brown crumb and the little roasted caramelized leaves because I look at that and got this is delicious color."

Simon, the first contestant to take part in the invention test, entered the studio and served the dish. The cauliflower selected by the judge as his main ingredient. In the comment section, the three judges tried it, and they praised Simon's cauliflower cheese. George said, " I am in love with the custard, and I am in love with the little brown crumb and the little roasted caramelized leaves."

Exaggerate interest to the hearer. This strategy has been done by exaggerating the intonation of utterance. It has been done by the speaker in order to show the hearer its value. GM uses this strategy to explain how he interests with the hearer.

4.1.1.3 Intensify-Interest to the Hearer

Another strategy is Intensity interest to the hearer. This kind of strategy is performed when the speaker interacts with the hearer. This strategy is done to increase the speaker's interest in discussion, where the speaker tries to place the

hearer in the middle of the event being discussed. The performance of this strategy can be seen as the following dialogue.

Datum 8 (00:14:09-00:14:30)

GC: "Tell us what have you cooked."

Tim: "I have cooked pork belly."

GC: "So, pork belly?."

Tim: "Pork belly."

GC: "Yes."

Tim: "I've got a celeriac puree underneath."

GC: "Yeap."

Tim: "I've got charred fennel, and then I've cooked some apples. I've sort of stewed them until they're just soft, and then that's where the apple glaze comes from."

In the audition test, Tim made a crispy pork belly. He started on celeriac puree with vegetables. He thinks that these elements are a nice silky smooth celeriac puree. He also got some charred fennel and made some caramelized apples. Tim must make a crispier pork belly to getting an apron. He hopes that the judges like the dish because he has been practicing hard to try, and can prove it today.

From the conversation above, positive politeness strategies Intensify interest to the hearer was uttered by GC in the dialogue. GC uses these strategies aimed at increasing his interest to the contestant. The way he asks the contestant about GC asks Tim to tell what he has cooked. Then Tim explain that he cooked pork belly. MP and GM were surprising because that is GM's favorite food. GC asked again, "So pork belly?" indicates that he uses positive politeness strategy Intensify interest to the hearer means that he has an interest in these dishes. This

strategy is also used to build a positive face from Tim that will be explained in more depth about how the dishes are made.

Datum 9 (00:15:26-00:15:53)

GM: "Far as I'm concerned Tim, that is bloody delicious."

Tim: "Oh, Gary."

GM: "And not because **you know** you're appealing to my sense of the crispy cracking, but it is the combination of flavors. It is how beautiful and silky smooth that puree is the pork is tender and delicious of crackling is obviously crisp, but the way you've charred the fennel is must solve the apples of soft but that glaze just the way you describe it and the fact that you've added the pork juices into it as well which gives it lots of life or lots of depth of flavor."

In this section, GM also used the same strategy with GC on giving comments. The focus is on his utterance "you know you're appealing to my sense of the crispy cracking, but it is the combination of flavors...".

From the conversation above, the researcher notes that **Intensify interest** to the hearer uttered by GM in the dialogue above. In his utterances, he stressed the word "you know" to intensify the hearer's interest in his story. GM shares some of his desires, which are to show his contributions to the conversation. GM also shares some of his desires to the contestant.

Datum 10 (01:05:05-01:05:40)

GM: "Tessa be careful, be careful because you know what's happening here. You're setting yourself up for an inglorious and very hard career in the kitchen in a top kitchen somewhere, much like Kylie Millar. You know who went off to Mugaritz did a couple of seasons, work for Ben Shewry at Attica, and she is loving, loving, what she is doing. You know we consider her probably one of the best young chefs in this country. So, careful because that's where you're heading because that is rock solid cooking that sets you up beautifully for that kind of career."

Overall, the invention test dishes are not as tasty as the mystery box. But the judges unreservedly love Tessa 's John Dory with almonds capers grape and caviar. She was worried that there was too much butter in her dish between her purée of potatoes and her burnt butter sauce. It seems, though, that she cut back the amount of her purity by just the right amount. While commenting, GM wanted to convey a message to Tessa, but he intensified his interest in Tessa first by making a good story.

From the conversation above, GM uses positive politeness strategies, namely Intensify interest to the hearer. The utterances "You know, who went off to Mugaritz did a couple of seasons, work for Ben She-wry at Attica, and she is loving, loving, what she is doing" show that GM is trying to attract the intention of the hearer by making a good story by adding some recognizable names to the cooking area. This indicates that GM wishes to express his desire that Tessa will have to plan to face the rough, forward-looking future in the kitchen.

Datum 11 (00:36:45-00:36:48)

GM: "Really interesting that it takes what could be quite harsh and bitter and turns it into something that's very soft and mellow and matched with the sweet parsnip. It is really lovely, so when you close your eyes, you almost get the roast beef undertones. It is really perfect and absolutely delicious."

The data above is part of a conversation in the Simon comment section on episode 55. The three judges lauded Simon because he managed to leave the judges astounded by his dish, rendering it perfectly and incredibly delicious.

From the conversation above, we can see that GM uttered one of the positive politeness strategies, namely **Intensify interest to the hearer.** GM said

that "It is really lovely, so when you close your eyes, you almost get the roast beef undertones." with stress on the word "so when you close your eyes" That utterances indicate GM seeking to get the interlocutor more interested in the conversation. In addition to reducing the social distance between them.

4.1.1.4 Use in-Group Identity Marker

By using any of the innumerable means of conveying membership of a group, the speaker can implicitly claim the common ground with the hearer that this definition of a group provides. This strategy includes in-group use of address forms, use of in-group language or dialect, and use of jargon or slang (Brown & Levinson 1987). The researcher found 6 data of both episodes 01 and 55 are consist of this strategy. The words that contain the Use in identity marker strategy are marked in bold.

In episode 01 of the audition test, the researcher found that the use of the politeness strategy in the group identity marker exists in the data. The existence of this strategy can be shown as the following data

Datum 12 (00:13:22-00:13:32)

GC: "What's your name??"

Tim: "Tim"

GC: "Tim, nice to meet you."

Tim: "Hi, George, nice to meet you, mate."

GC: "Welcome"

Tim: "Thank you."

GC: "What are you doing, man?"

Tim: "I run the kitchen garden program at a school in Ballarat"

GC: "okay"

Tim: "I also help out in the classroom with kids that need a bit of extra assistance give them a hand as well."

Audition day is the first day where both judges and contestants first meet.

They do not know each other at that time. When the contestant entered the studio with a trolley containing his homemade dish, George greeted him. Then the contestant introducing himself.

From the conversation above, GC uses positive politeness strategies, **Use** in-group identity marker: address forms. It is showed from his utterances, "What are you doing, man." The word "man" here refers to Tim. GC uses the address form to make it more familiar with the contestants. This strategy used by judges in minimizing FTA and their social distance.

Datum 13 (00:41:05-00:41:31)

GC: "Hello"

Derek: "Hai"

GM: "Its gonna look."

GC: "Right. Pop it over there."

GC: "I'll grab the chopsticks."

GM: "Very good, Derek."

GC: "Mate, what is that"

Derek: "Pot sticky dumplings pork with a pickled radish kind of pasta

(indistinct) without chili oil and red vinegar sauce."

Derek is the next contestant to have the opportunity to meet the three great judges at Master Chef Australia. He is one of the contestants who managed to get a white apron and some praise from the judges. When Derek entered the studio, GC welcomed him with a warm greeting that seemed inherent in him.

From the conversation above, GC has performed a strategy of Use ingroup identity marker: address forms. It shows from the use of the word "mate" on his utterances. GC uses address form as a kind of extraordinary or distant honorary transition.

Datum 14 (00:14:34-00:15:19)

MP: "Good at finish, really good fantastic. What you make that of?"

Tim: "So I started the apples in some honey and then added the apple cider vinegar some sugar some water lemon zest bitter whole grain mustard and then I had added the pork juices as well."

GM: "Oh, jeez..."

GC: "I love the look of that fennel. Hey, look at that fennel. It is just beautiful man."

This conversation happens on the audition test. One of the contestants was eventually named Prince Harry because it was similar, Tim. He is making crispy pork belly with celeriac puree charred fennel and an apple glaze. This dish looks great and got praise from three judges. GC likes the roast on the fennel, and he said, "It is just beautiful, man."

From the conversation above, GC uses positive politeness strategies, Use in-group identity marker: address forms. The word "man" refers to Tim. The speaker uses this strategy to show his interest and to dilute the situation with the contestant.

In addition, the researchers also established the use of the same strategy in episode 55, namely the final test. Seen in the following data:

Datum 15 (00:29:31-00:30:17)

Tim: "The dish is called Basil pork roll pumpkin fennel for Abbey."

MP: "Love it and automatically you (indistinct) it that way (indistinct)

Italian ways (indistinct)"

GM: "The smell of basil is just Eddie."

GC: "Flavor bomb. Every single way basil yes delicious pumpkin puree yes the (indistinct). Wow, man, why you presented it beautiful."

In the final week on episode 'Ingredient from home mystery box', Tim named his dish with "Basil Pork Roll Pumpkin Fennel." This dish dedicated to

51

his love, Abbey. All judges were giving praise to his dish. One of them is George.

He was giving appreciation and said, "Wow, men, why you presented it

beautifully."

From the conversation above, the existence of the Use in-group identity

marker: address forms can be seen. It was indicated by the word "man" as an

address form to Tim. George Calombaris is using this strategy in order to make

him closer to the contestant.

Datum 16 (00:34:60-00:35:23)

GC: "Next up, handsome" [laugh]

GM: "Which one?" [laugh]

GC: "Something what have you cooked?"

Simon: "A parsnips with smoke onion and beetroots with some coffee

stock."

GC: "You wanna dress it?"

Simon: "Yeah, please."

The conversation above happened in the mystery box challenge when

George Calombaris called Simon to come on the stage. George Calombaris called

out unusually. He did not call Simon's name but saying handsome. Then,

everyone in the studio laughed both the judges and the contestants.

From the conversation above, GC uses the positive politeness strategies,

Use in-group identity marker: address forms. It showed in his utterance, "Next

up, handsome." The word "handsome" is addressed to Simon as the address form.

This strategy was used by GC to minimize Simon's FTA and increase his

confidence after the disaster of his last cook.

The last example to illustrate the use of this strategy can be found in the data

below:

52

Datum 17 (36:38-00:37:08)

GC: "Look's what happened, then the credit goes 100% to you. I mean, you have developed into an incredible cook. I mean that thoughtful that is delicious easy interesting, and I'm sure people going here, but I need hunk (indistinct) that is just spot-on. I've served that one of my restaurants

tomorrow."

Simon: "Thank you."

GC: "It is delicious. Well done, son."

Simon: "Thank you."

In the final week on episode 'Ingredient from home mystery box', Simon got a letter from his partner, she gave him the coffee as an ingredient. He makes Parsnips with Smoked Onion, Beetroots, and Coffee Stock. Simon was successful in impressing the judges with his dish. One of the judges, GC, will present it at his

From the conversation above, GC uses positive politeness strategies. Use in-group identity marker: address forms. It can be identified by the use of the word "son" is addressed to Simon as the address form. The purpose of the speaker by using this strategy is to maintain Simon's positive face and in order to omit the distance or makes a close relationship with the contestant.

4.1.1.5 Seek Agreement

restaurant.

The next strategy is Seeking agreement. This strategy has happened when the speaker finds the means to reach an agreement with the hearer. When using this strategy, the speaker is trying to step up the hearer by showing the agreement. There are two output strategies in this strategy. They are choosing a safe topic as the first output strategy. This following example shows how this strategy happens, for example: "Wow your lovely scooter, can borrow your cuter?". The second is

repetition, for instance, of A: Lark went to Aussie this weekend! B: Aussie! The performance of this strategy is elaborated in the following example:

Datum 18 (00:21:23-00:21:49)

GC: "And what's the dream, what is it that wants to get out of this thing." Jess: "Ultimately, I'd love to have a little market stall selling a few things that I work on at home like compound butter, spice blends, and some sausage."

GM: "I like a girl that talks about compound butter. That's all fabulous conversation starters."

Jess: "And the chicken fat butter is"

GC: "Chicken fat butter? Woohoo"

Jess: "Chicken fat butter."

GM: "Chicken fat butter."

GM: "Right, did you make any of that today?"

From the conversation above, GC and GM use a positive politeness strategy Seek agreement: repetition. Repetition appears in the dialogue above.

Both of them are stressing by repeating one of Jess's words, "Chicken fat butter."

That is the way they show agreement and also interest in what contestants interested in.

Datum 19 (00:48:33-00:49:05)

MP: "Yeah. It is pretty the motion of where I think cause you've been watching the show for a long time, yes."

Leah: "Since it began."

MP: "Right, okay."

MP: "what's ur name?"

Leah: "My name is Leah."

MP: "Leah, and what have you made for us."

Leah: "Today, I've made glass apple ravioli with chicken liver pate and the apple."

MP: "Glass ravioli. Is this how you cook? Are you all modern"

Leah: "I really love things to look pretty and, therefore, to be a little bit of (indistinct), but look, my mom sometimes says it is a little bit wanky."

Leah is 22 years old, and she is from Melbourne. She has been a lover of Master Chef since the first day of the season. In the audition test, she made a glass of apple ravioli with chicken liver pate and a dish inspired by Shannon Bennett. After she had finished making her dish, she went into the studio and met the three judges. MP welcoming her and then start to have an introduction. When Leah mentioned her name, MP then also said, "Leah." Then while asking about his homemade dish, Leah explained that she made a glass of ravioli with chicken liver pate, then MP said "glass ravioli."

From the conversation above, MP uses positive politeness strategies of Seek agreement: repetition. To seek agreement, he replays his expression by saying "Leah" and "glass ravioli." He repeats the part of Leah's previous utterances.

Datum 20 (00:57:30-00:57:49)

MP: "Ehm,, what's the dish"

Kyle: "King oyster mushroom scallops edamame puree tamarind and

apple gel around it"

GM: "Scallops dish. That's interesting"

Judges are curious about what dishes the contestants are making. The contestant called Kyle told his dish. He is made the King oyster mushroom scallops.

In the conversation above, GM demonstrated the use of a strategy of **Seeking Agreement: repetition**. He reinforced his agreement by repeating the word "scallops." It is the way GM shows his interest and his agreement as well.

Datum 21 (00:31:33-00:31-54)

GM: "I think there's a lot of little clever elements in there's what lovely high the grapes and the walnuts they're really tasty and the tuile is super crispy and light. I think for me, what you've done is you've ripped the pleasure of the goat cheese away. The parfait, if you'd let that tempered a little bit at room temperature, I think it is gonna improve the texture."

GC: "I agree with Gary, it is really icy, and you've dulled down the goat cheese flavor."

This conversation occurred during the comment session for Nicolle. She made goat's cheese parfait with macerated grapes and walnuts. Gary calls it a dish full of many different elements, but goat cheese is not the best and dull. George agrees with Gary. He said, "I agree with Gary," and he also called this dish dulled down.

From the conversation above, GC uses a positive politeness strategy of Seek agreement: safe topic. The word "I agree with Gary" shows agreement. He uses this strategy because he agrees with what GM said about Nicolle's goat cheese.

Datum 22 (00:31:50-00:32:05)

GC: "I agree with Gary, it is really icy, and you've dulled down the goat cheese flavor."

GC: "I know you want to show technique all the time but what is the most important thing, what business we are in here"

Nicolle: "Flavor"

GC: "The flavor business"

Nicolle: "Thanks"

In the final week on episode 'Ingredient from home mystery box', Nicolle got a goat cheese from her father as the main ingredient. She makes a dish and named with 'Goat's Cheese Thyme with Macerated White Wine Grapes and Walnuts.' When trying her dish, George seemed shocked by that. It was very

56

crispy that jumped when it was cut. The judges said it was pretty good; he just

reminds to Nicolle that the important thing in this cooking competition is the

flavor, not just the cooking technique.

From the conversation above, GC uses a positive politeness strategy of

Seek agreement: repetition. George did a repetition in Nicole's utterance. It

reveals that George uses the seek agreement strategy of positive politeness. He is

using this strategy to prove that he agrees with what Nicolle said.

4.1.1.6 Avoid Disagreement

Typically, this strategy has the purpose of preventing disagreement

between the speaker and the hearer. The example of how this strategy performed

is when the speaker lies in saying "yes" by manipulating his or her sentences to

decide disagreement. This strategy has four output strategies. The first output

strategy is the *Token Agreement*. Here, the researcher provides an example of a

token agreement. Example;" Yes.. yes.. she is small ..uhm.. not really small but

certainly not very big". Then, the second is *PseudoAgreement*, for instance," I'll

meet you in front of the theatre just before 8, then". The third is White Lies, for

example, "Oh, I can't the batteries are dead." The last output strategy is *Hedging*

Opinion, the hedging opinion can be seen from the example, "It is wonderful, in a

way."

Not all contestants served an excellent dish in this round. The judges,

therefore, have used this strategy in their comments. As shown in the data below:

Datum 23 (00:36:12-00:36:29)

Contestant: "Oh my God, I love you."

GM: "You love me?"

Contestant: "Yeah"

GM: "Oohh. I feel like a,, I need to let you down jump because you're very

excited."

GM: "We've tasted some amazing dumplings. So in the last few years.

The fillings vary pasty inside. These aren't good enough to put you through"

A contestant who likes to cook with chopsticks becomes the next

contestant. She said that if Gary loved her dish, it would be a dream come true.

She loves Gary, and she is very excited to meet him. She is making a dumpling,

but she is not getting a white apron from the three judges.

From the conversation above, GC performed positive politeness strategies,

namely **Avoid disagreement: white lies**. The use of this strategy is used by GM

so as not to allow the contestants to have an FTA. He did not necessarily point out

the rejection that the contestant could not avoid but focused on the dumplings as

the first attention to the contestant. It is shown on GM utterances, "We've tasted

some amazing dumpling" the hearer may know that this is actually a sign of

rejection. Yet the hearer's positive face would be maintained with this strategy.

Datum 24 (00:34:34-00:34:47)

GM: "I can tell you haven't tasted it because it needs a little bit of seasoning. It's nice, but it's not delicious enough, Gina for me. It's no

from me too".

The dialog is one of GM's comments on Gina's audition test. In this

episode, Gina is not the maximum of her performance. She does not taste her dish,

so there is a lot of missing seasoning.

In his comments, GM requires the use of **Avoid Disagreement: Token Agreement**. In this situation, GM's dissatisfaction is not directly apparent. He actually wants to refuse and say that Gina's dish is not good. By saying, "It's nice, but it's not delicious enough," indicates that GM is doing a token agreement. This strategy used to minimize FTA and save the hearer's positive face. In general, a critique can cause FTA.

Datum 25 (01:00:54-01:01:26)

GC: "Anushka, what have you cooked?"

Anushka: "I cooked Japanese inspired quail."

GC: "We've never seen you playing this genre, and there's a lot of flavor on there that black wrong."

Anushka wants to show the judges that she is capable of pushing herself. Indeed, while the contestant was dealing with some lovely flavors, George is worried that they will clash instead of complimenting each other. However, there is still a lot to be done, so she pressed for time. Thus, it is once that Anushka discovers that she has left her pickled mushrooms off the plate, making her whole pickling effort pointless.

From the conversation above, GC uses positive politeness strategies to

Avoid disagreement: token agreement. GC knows that the contestant not

optimal in making her dishes. The contestant made many mistakes and adversely
affected the results. From GC's utterances, "We've never seen you playing this
genre, and there's a lot of flavor on that black wrong" it can be seen that he did
not directly show he disagrees with the contestant who deals with some lovely

flavors on her dish. By using this type of strategy, the speaker attempts to decreasing the FTA and save the hearer's positive face wants.

4.1.1.7 Jokes

According to Brown & Levinson, Jokes is one of the strategies in positive politeness. Jokes are a strategy undertaken by the speaker to make the hearer feel comfortable and familiar. This is due to the fact that jokes are strategies that emphasize or focus on shared values. In addition, this strategy also tries to redefine the scale of the FTA. This strategy exists in the data. It will be analyzed below.

Datum 26 (00:45:14-00:45:26)

GM: "What have you got there a little agnolotti."

Joe: "Butternut pumpkin agnolotti with goats (indistinct) mousse pancetta walnut (indistinct) and I've burned butter seals."

GM: "A long descriptions on the menus (laugh)"

Joe: "Yeah, hehe."

GM: "What's your name?"

Joe: "Joe"

GM: "We see quite a lot of pasta dishes"

The conversation above happens when Joe, one of the contestants, shows and explains his dish in front of the judges. He made a lengthy description of his menu.

From the conversation above, GM uses positive politeness strategies

Jokes. It shows when GM throws a joke like "A long description on the menus,"

followed by a laugh, and then Joe also laughs. It proves that both of them have the
same shared knowledge and values, and by doing this, it can minimize FTA. This
strategy used by GM to put the hearer at ease.

Datum 27 (01:03:57-01:04:14)

MP: "Tessa, we picked the John Dory for you."

Tessa: "Yes"

MP: "What dish do you make of it?"

Tessa: "I've made john dory with lots of butter."

GM: "I'd order it."

Tessa: "John dory with almonds, capers, and grapes a little bit of caviar."

There were jokes in the conversation above between Tessa and GM. It happened after Tessa said that she made a john dory with lots of butter. GM responded, "I order it" directly. GM uses positive politeness strategies. **Jokes.** GM knows that Tessa is worrying about her dish. This strategy is being used by GM to put the hearer at ease and save the hearer's positive face.

4.1.1.8 Assert/ Presuppose the Speaker's Knowledge and Concern for Hearer's Wants

This strategy is the one way to show that the speaker and the hearer are cooperators, and anyone who may exert pressure on the hearer to work with the speaker is to demonstrate the desires of the hearer and the ability to comply with one's desires. The researcher found the performance of this strategy, and it is elaborated in the illustration below.

Datum 28 (00:36:58-00:37:14)

Contestant: "Uhm, I've made a brown butter parfait with pickled apple and fennel."

GM: "Those flavors. Uhm, it is not doing a lot for me. If you're gonna make it brown butter, you've really got a drive-in brown butter." GC: "I was hoping it was gonna be delicious, but thank you up."

The other contestant in the audition test makes a brown butter parfait with a pickled apple and fennel.

In the conversation above, it is shown that GM uses the strategy of Asserting the speaker's knowledge and concern for hearer's wants. GM understood that this contestant wanted to make a great dish by making a brown butter parfait. From GM's utterance, "If you're gonna make it brown butter, you're really got a drive-in brown butter" he wants to show that the contestant needs to improve and focus on the technique and flavor. It will be to create delicious dishes as he expected. In his comments, he could directly show his dissatisfaction by saying, "You're not really good making this dish," but in order to maintain a positive face for himself and the others, he asserted his knowledge.

Datum 29 (00:30:51-00:31:49)

MP: "So Nicolle, what is your dish."

Nicolle: "My dish is a goat's cheese thyme parfait with macerated white wine grapes and walnuts a couple of different ways."

GM: "Uh, wow. I don't want to shock by that, it was good. It was crispier than (indistinct)."

GM: "I think there's a lot of little clever elements in there's what lovely (indistinct) grapes and the walnuts they're really tasty, and the tuile is super crispy and light. I think for me, what you've done is you've ripped the pleasure of the goat cheese away. The parfait, if you'd let that tempered a little bit at room tempered I think it is gonna improve the texture."

This conversation happened in episode 55 when Nicolle served her dish with goat cheese as the main ingredient. She is going to make a parfait with some walnuts and grapes. At the beginning of Gary Mehigan trying a parfait, he was shocked that the parfait jumped.

From the conversation above, another example of the use **Assert/ Presuppose the speaker's knowledge and concern for hearer's wants** is uttered by GM. In the conversation above, GM knows that the contestant's cooking lacks

the texture that he suggests to her to have the cooking improved. He attempts to assert his knowledge by saying, "If you'd let that tempered a little bit at room tempered, I think it is gonna improve the texture." This strategy is used by GM to minimize the possible FTAs which might arise in the process of the criticisms expressed.

4.1.1.9 Offer/Promise

The next strategy is Offer or promise. This kind of strategy happens when the speaker wants to create such a situation with a purposeful speaker who gives good intentions to correct the optimistic face of the speaker. The researcher considers only one utterance that includes this strategy. That is a promise:

Datum 30 (00:35:21-00:36:31)

GC: "You wanna dress it?"

Simon: "Yeah, please."

GC: "I think it is a bit moment for three of us to sit back and go, yeah."

GC: "Look's what happened, then the credit goes 100% to you. I mean, you have developed into an incredible cook. I mean that thoughtful that is delicious easy interesting, and I'm sure people (indistinct) going here, but I need a hunk of (indistinct). That is just spot-on. I've served that one of my

restaurants tomorrow."

Simon: "Thank you."

GC: "It is delicious. Well done, son."

Simon: "Thank you."

Simon Tori is a cocktail bartender. In this round, he makes a vegetarian parsnip coffee dish with smoked onion, beetroot, and coffee stock. It sounds gross, but apparently, it is soft and creative, with roast beef-like undertones. When GC tried this dish, he was very impressed with the taste. Simon made it so

perfectly and became an incredible cook. GC calls it spot-on, and he is going to serve it in his restaurant tomorrow.

From the conversation above, GC uses positive politeness strategies **Promise.** From his utterances, he gives an understanding to the contestant that they are work as a team. The promising strategy is aspects that the speaker portrays when communicating with the hearer. By doing this, the speaker will show the hearer his positive intentions. This is a good way to satisfy the positive face of the hearer.

4.1.1.10 Include both Speaker and Hearer in the Activity

In this strategy, the speaker uses the term "you or me," which is meant by the speaker. The use of pronouns 'you or me' has a function to give a closer relationship or cooperation. It is also used to redress the face attack. In the data, the researcher found 3 data; 1 data from episode 01 and 2 data from episode 55, to know more detail can see in the data below:

Datum 31 (00:21:10-00:21:18)

Jess: "Okay"

GC: "And let's hopefully give you an apron."

Jess: "Oh yeah get ready."

GC: "What's your name?"

Jess: "Jess"

GC: "Jess"

Jess: "Yeah"

The next contestant is Jess, 28 years old. She is from Sidney and works on a travel agent. In the audition test, she makes pan-seared scallops with a caramelized a shallot puree tarragon herb oil. She said, "It is a celebration of

flavor," and she really hopes that her dishes enough. However, she just needs a white apron. "Everyone in here just, but I want it bad," she said.

The positive politeness strategies, namely **Include both speaker and hearer in the activity,** is uttered by GC in the dialogue above. GC said, "Let's hopefully give you an apron" to Jess. The word "let's" means let us. In that situation, the speaker tries to take the hearer in the same activity that hopes that the judge will give her an apron.

Datum 32 (00:31:50-00:32:05)

GC: "I agree with Gary, it is really icy, and you've dulled down the goat cheese flavor."

GC: "I know you want to show technique all the time, but what is the most important thing, what business we are in."

Nicolle: "Flavor"

GC: "The flavor business."

Nicolle: "Thanks"

The conversation above tells about one of the contestants, Nicolle, who has a proper technique of cooking. In this mystery box, he got the main ingredient of goat cheese from her partner. The results of the dish she makes super crispy and light tuile, but she ripped the pleasure of the goat cheese away. After she served her dish, she received a comment from the judges that she had to prioritize flavor. Since, in this cooking competition, the most important thing was a flavor. GC said, "I know you want to show technique all the time, but what is the most important thing, what business we are in" while giving comments.

From the conversation above, the researcher identified that **Including both**speaker and hearer in the activity was uttered by GC by using the pronoun

'we'. It is indicated in the use of the word "we." By using an inclusive "we" form,

when the speaker means you or me, he can rely on cooperative assumptions and thus redress FTAs

Datum 33 (00:58:57-01:00:01)

Nicolle: "I've put so much thought into this dish. I've put so much love and energy into this dish, but time just slipped away toward the end, and I didn't finish it off the way that I wanted to. I just hope that I've done enough."

GM: "You can tell you've struggled with the past because the past is not great."

GC: "It is not a disaster dish. It is not like OMG I can't eat that."

Nicolle: "Yeah"

GC: "But it is not Nicolle like we know."

Nicole: "Yap"

MP: "Yeah, I look, let's see it is got all those deep rich flavors but your (indistinct)"

The conversation above captures the uses of positive politeness strategies.

Include both speaker and hearer in the activity. It can be seen that GC, as the speaker performed this kind of strategy. MP said, "Let's see" to Nicolle when he comments on Nicolle's dish. Let's see means "You or Me". However, showing the cooperation of the speaker and redress the hearer's FTA.

4.1.1.11 Give (or Ask for) Reason

Give (or ask for) reasons is another output strategy of Brown and Levinson's politeness strategies. This kind of strategy occurs when the speaker lets the audience come into the action by demonstrating his purpose, why, and what he wants. This strategy has typically performed in order to complain or criticize by asking 'Why not' explanations and thinking that if there are no good reasons why the hearer will not or can not cooperate, it will cooperate.

Datum 34 (00:44:11-00:44:23)

MP: "what's ur name?"

Abbey: "Abbey"

MP: "So why did you pick this dish?"

Abbey: "I'm an absolute lover of seafood. We cook a lot of prawns, but you have so many heads left over, and I can't deal with food way, so I've

made a prawn fish today."

The other contestant on the audition test is Abbey. Abbey got her white apron in the montage, so we have not seen anything of it yet. She makes salmon fillets, crispy skin, prawn bisque, asparagus, and fennel salad makes MP ask why Abbey choose to make this dish.

The conversation above captures how MP performed positive politeness strategies, namely **Ask for a reason**. The utterance "Why did you pick this dish?" was uttered by MP in order to know the reason why Abbey chose her dish in this opportunity.

Datum 35 (00:58:15-00:58:37)

GC: "Okay"

CC. Okay

Kyle: "So i do it scallops. I love scallops"

MP: "So why you didn't use scallops?"

Kyle: "Em, i love vegetables. I just think that they need to be here out a little bit more. You know they can look beautiful, and it is got flavor, and I think that you don't need a big piece of protein or something in the

middle."

Kyle, a 29-year-old contestant from Western Australia, is making a king oyster mushroom scallops in this audition test. Kyle is a liar who claims he is presenting scallops, but actually, he is performing mushrooms. He wants the judges to be surprised by the flavors in the mushroom, and the judges might not

be expecting. During the testing session, GM noticed that there were no scallops,

and then MP asked Kyle, "Why didn't you use scallops?"

From the conversation above, MP uses positive politeness strategies

Asking for a reason. His utterances "Why you didn't use scallops" indicate that

MP asks the reason why Kyle did not use scallops but converted mushrooms into

scallops.

Datum 36 (00:56:36-00:57:03)

MP: "What's your name

Kyle: "Kyle"

MP: "So why Master Chef and why now?"

Kyle: "I think that I've just been proud with my fiancee for a little while, and I think I'm ready. All I want to do when I get home is just cook and

talk about cooking in and annoy her about books I'm reading."

GM: "I like him. I like him already."

MP: "Um, what's the dish."

From the conversation above, MP uses a positive politeness strategies

Asking for reason. It shows from his utterances "Why Master Chef and why

now" indicate that MP is curious as to why Kyle wants to pursue Master Chef and

why just now.

Datum 37 (00:45:35-00:45:45)

GC: "what's ur name?"

Nicole: "My name is Nicole."

GC: "Hi, Nicole. What's with the glove?"

Nicole: "I cut my self about three times."

Nicole: "So this is a rib on the bone with truffle mash and madam red wine

juice."

When preparing for the audition test, Nicolle is going to turn the rib bone

into a particular dish. She was not careful when she cut the rib at that time, so her

hands were cut. Then Nicolle entered the studio wearing gloves, which raised questions on GC's face. GC asked Nicolle directly, "What's with the gloves," and then Nicolle responded, "I cut my self about three times."

From the conversation above, GC uses a positive politeness strategies **Asking for a reason.** It shows on his utterances "What's with the gloves" indicate that GC is curious as to why Nicolle is using the gloves for the audition test.

4.1.1.13 Give Gifts to H (Goods, Sympathy, Understanding, Cooperation)

The speaker uses a positive politeness strategy, not just a real gift (which shows that the speaker knows some hearer's desires and wants them to be fulfilled) but through human relationships. As loved, admired, cared for, understood, listened to, and so on.

In the use of this strategy, researchers found 5 data used by the judges. The researcher just took 4 data to be analyzed. As in the data below:

Datum 38 (00:33:56-00:34:28)

GM: "I can tell you haven't tasted it because it needs a little bit of seasoning. It is nice, but it is not delicious enough, Gina, for me. It is a No. from me too."

GC: "I, I actually like the texture of the PG. I love that sort of meaty. Where it is really young but what I'm getting is sort of raw tomatoes. I'm gonna say no, well done coming in and giving this,"

Gina: "Thank you"

GC: "I wish you all the best. Your kids are gonna be so proud of you." Gina: "thank you."

Gina is one of the contestants who come from Adelaide. A contestant who is older than the other contestant. In this competition, she makes a kimchi pasta ala norma with parmesan. She does a lot of things by her hand. This dish reflects

who she is. Being a mother and a grandmother is her greatest joy and most significant achievement in her life. Gina said that she did not get oil on top because the times ran out besides that she also did not taste her dish. According to GM, Gina's dish needs a little bit of seasoning. It is nice, but it is not delicious enough for him.

From the conversation above, GC uses positive politeness strategies, Give sympathy to the hearer. It is shown in his utterances, "well done coming in and giving this" "I wish you all the best. Your kids are gonna be so proud of you". By giving her a gift as compliments and praise, the speaker tries to minimize the face attack and save the positive face wants of the hearer, although the food is not good enough.

Datum 39 (00:41:49-00:42:35)

Derek: "I'm a financial analyst from Perth."

MP: "A financial analyst. That's obviously. Ehm,, a solid position make good coin. Ehm,, why food, not exciting (indistinct) for making a great money."

Derek: "I think it is different when you go to work and you work late hours. But it is not you're sitting there working for someone else. Kind of thing and you, you want something that's your own. That you'd want to spend those 12 hours a day working for that's something that I'd be. I'd love to do."

GM: "I think it is delicious, I love it, and I think it is probably one of the best examples. We've had of that kind of finish in that beautiful kind of little rice flour crap on the bottom, so it is yes from me."

Derek: "Thank you"

GM: "Based on that, that's brilliant."

Derek Lau named his dish with 'Prawn and Pork Potstickers with Red Vinegar Sauce and Cucumber Salad.' He makes sure that the judges like his food, and then he comes out wearing a white apron.

From the conversation above, GM uses a positive politeness strategies

Give goods to the hearer. From his utterances, "I think it is probably one of the

best examples." show that the speaker was giving goods to hearers who are

congratulations that this is one of the best examples of dishes.

Datum 40 (00:45:45-00:47:06)

Nicole: "So this is a rib on the bone with truffle mash and madam red wine

juice"

GM: "It is rare. you get a steak so beautifully."

Nicole: "Ohhhh"

GM: "Mash is delicious. Red wine juice delicious."

Nicole: "Thank you"

GM: "The fact that you've got. It is set the white of beautifully"

Nicole managed to make a tasty meal of meat and mash. She made a

perfect steak with the right ripeness. "It is rare," said GM. In addition, when

offering a white apron, he said, "The fact that you've got. It is set the white of

beautifully."

Another example of the uses of this strategy can be found in the dialogue

above. In the dialogue above, GM, as the speaker, uttered positive politeness

strategies Give cooperation to the hearer. His utterances "The fact that you've

got. It is set the white of beautifully" indicate that GM gave Nicolle a gift in the

form of a white apron. The apron can be seen here as a means of cooperation, as it

will be within the scope of the 2019 Master Chef to work together with the judges

and the contestant.

Datum 41 (01:12:23-01:12:51)

GM: "It is a yes from me!"

Anushka: "Thank you so much."

GM: "Yes, love it. I think it is delicious. Go get an apron."

GM: "Congratulations. There you go. Welcome to the class of 2019. Brilliant stuff."

In the audition test, Anushka was the last contestant who was able to get a white apron from three judges. She makes a honey cake with honeycombs, a dish that is very familiar to the Armenians. While she was upset that she had made a lousy honeycomb, according to the judges, it was perfect. The sponge was light as a feather, and she got three yes from three judges. While pairing the apron, GM said "congratulation" to Anushka.

From the conversation above, **Give goods to the hearer** is performed by the GM as the speaker. It can be seen from the words "congratulation" mean that GM has given Anushka a gift in the form of congratulations because she has managed to get an apron and is entitled to join Master Chef 2019.

4.1.2 The Factors that Affect the Use of Positive Politeness by Judges in Master Chef Australia

In this case, the researcher examined the factors which affected the use of positive politeness by judges in Master Chef Australia. The use of politeness strategy is affected by a variety of factors. According to Brown and Levinson, there are two factors: payoff and the circumstance which consist of social distance (D), relative power (P), and absolute ranking (R).

In this research, the researcher finds three factors that influenced the judges in applying a positive politeness strategy. For further explanation, the researcher displayed a table and gave examples of each data.

Table 4.2 Factor that Affects the Use of Positive Politeness

No	Kinds of Factor	Findings		
		F	%	
1	Pay-off	16	37	
2	Social Distance	7	16	
3	Relative Power	5	12	
4	Size of Imposition	15	35	
TOTAL		41	100	

From the table above, the factor that dominates the use of positive politeness strategy by judges is a pay-off and size of imposition. Besides, social distance and relative power also influence judges in the use of positive politeness. For more details about the underlying factor, see below:

4.1.2.1 Payoff

The speaker may potentially have an advantage by employing positive politeness strategies, such as it can be praised for honesty, because it shows that he believes in what he wants, he can be praised for being outspoken, avoiding the danger of being seen as a manipulator; avoiding the risk of being misunderstood; and having the opportunity to pay for any FTAs. Within this study, the researcher can consider 16 data affected by the payoff factor. The examples are provided by the researcher to be presented in this chapter.

Datum 42 (00:16:42-00:16:50)

GC: "I've got feeling within my self that is something within you that is capable."

Leah: "Thank you."

GC: "For me, it is a cook again."

The first example above is the conversation between GC and Leah. GC chose positive politeness strategies in the way to notice or attend to the hearer.

Here, GC is influencing by the payoff factor. The payoff factor here is applied to

satisfy the hearer's positive face, in some respect. The speaker applies this

strategy to minimize the FTAs when he wants to deliver bad comments to the

hearer. In addition, this factor influences GM because he wants to convince the

hearer.

The payoff factor is demonstrated by the fact that the judges minimize the

FTAs by assuring the contestants. Judges consider themselves to be of some kind

that they take care of the contestants and give positive advice to the contestant.

Datum 43 (00:31:50-00:32:05)

GC: "I agree with Gary, it is really icy, and you've dulled down the goat

cheese flavor."

GC: "I know you want to show technique all the time but what is the most

important thing, what business we are in here"

Nicolle: "Flavor"

GC: "The flavor business"

Nicolle: "Thanks"

The second example above is the conversation between GC and Nicolle. In

the way, he chose a Seek Agreement strategy of positive politeness that is affected

by payoff factors. The payoff factor here is applied by the speaker to satisfy the

hearer's positive face. Based on GC's utterance in the datum above, "The flavor

business" indicates that he wants to fill Nicolle's positive face. He seems to agree

with Nicolle and finds himself to be of the same nature with the same purpose and

feeling.

4.1.2.2 Social Distance

Social distance might be seen as a combination of real psychological factors (status, age, gender, degree, intimacy, etc.) that together determine the overall level of respect for a particular speech situation. It is based on a well-balanced relationship between the speaker and the hearer. In this study, the researcher finds 7 data that are affected by the social distance factor. The following examples are as follows:

Datum 44 (00:35:59-00:37:08)

GC: "You wanna dress it?"

Simon: "Yeah, please."

GC: "I think it is a bit moment for three of us to sit back and go, yeah."

GC: "Look's what happened, then the credit goes 100% to you. I mean, you have developed into an incredible cook. I mean that thoughtful that is delicious easy interesting, and I'm sure people (indistinct) going here, but I need a hunk of (indistinct). That is just spot-on. I've served that one of

my restaurants tomorrow."

Simon: "Thank you."

GC: "It is delicious. Well done, son."

Simon: "Thank you."

From the conversation above, it is seen that GC uses positive politeness strategies that are informed by the social distance factor. From the conversation above, it can be seen that GC uses the address form "son" to the contestant when giving comments. In this situation, the use of positive politeness is affected by this factor, as both judges and contestants do not have a personal relationship, but only meet in the competition. At the same time, the other things that might be apparent are age gaps. Those factors that have affected GC in the implementation of positive politeness strategies.

Datum 45 (00:13:22-00:13:32)

GC: "What's your name??"

Tim: "Tim"

GC: "Tim, nice to meet you."

Tim: "Hi, George, nice to meet you, mate."

GC: "Welcome"

Tim: "Thank you."

GC: "What are you doing, man?"

Tim: "I run the kitchen garden program at a school in Ballarat"

GC: "okay"

Tim: "I also help out in the classroom with kids that need a bit of extra

assistance give them a hand as well."

Based on the above conversation, the influence factor for using the strategy "Use in-group identity marker" is the social distance. Social distance is the relation between the speaker and the hearer. In this case, the relationship between the judges and contestant are not close enough, since they have only met on the competition and never known before. As seen in the above conversations, GC preferred to use the address form "man" to the contestant instead of calling the name. It means that the speaker wants to be closer to the speaker and reduces the social distance between them.

4.1.2.3 Relative Power

Relative power requires a higher degree of politeness for those who have more power or authority over us than for those who do not. It is based on the asymmetrical relationship between the speaker and the hearer. This type of relative power is most clearly seen in patriarchal environments such as courts, the workplace, and the military. You may be more respectful. Within this study, the researcher finds 5 data that are affected by relative power. In contrast, the researcher is only providing two examples to be provided in this chapter.

Datum 46 (00:36:38-00:36:52)

GC: "Look's what happened, then the credit goes 100% to you. I mean, you have developed into an incredible cook. I mean that thoughtful that is delicious easy interesting, and I'm sure people going here, but I need hunk (indistinct) that is just spot-on. I've served that one of my restaurants tomorrow."

From the conversation above, it can be seen that GC, as a judge, has higher power than the contestant. This can be seen from the use of GC of positive politeness strategies. GC stressed his statement and encouraged his hearers to

Datum 47 (00:21:10-00:21:18)

Jess: "Okay"

believe what he had said.

GC: "And let's hopefully give you an apron."

Jess: "Oh yeah get ready."

GC: "What's your name?"

Jess: "Jess" GC: "Jess"

Jess: "Yeah"

The next example is a factor that affects GC in the use of "Include both speaker and hearer in activity" strategy. In his utterance, "Let's" suggests that he tries to take the contestant in the same activity. Here, even the judges have more power than contestants, but he is still polite in his comments. It helps to maintain his self-image ahead of the contestants and viewers of the Master Chef Australia TV show as he is a public figure. Being a public figure here is one of the powers of GC as a judge.

4.1.2.4 Size of Imposition

The size of the imposition factor is the determined rating of the imposition by the degree to which it is perceived that it interferes with an individual determination or approval. From the data finding, the researcher found 15 data of the size of imposition factor.

Datum 48 (00:31:44-00:31:49)

GM: "I think there's a lot of little clever elements in there's what lovely (indistinct) grapes and the walnuts they're really tasty, and the tuile is super crispy and light. I think for me, what you've done is you've ripped the pleasure of the goat cheese away. The parfait, if you'd let that tempered a little bit at room tempered I think it is gonna improve the texture."

The conversation above showed that the size of imposition might influence the judges' choices of politeness strategy. It is shown from GM's utterance, "The parfait if you'd let that tempered a little bit at room tempered, I think it is gonna improve the texture." In this situation, GM asserts his knowledge to the hearer. He knows that the contestant's cooking lacks the texture that he suggests to her to have the cooking improved. Although GM may have a direct and on record to make his request efficient, GM uses, "I think," which suggests an option rather than an action. Leaving the hearers a choice of what to do may give them the freedom to do something and freedom from imposition.

Datum 49 (00:36:12-00:36:29)

Contestant: "Oh my God, I love you."

GM: "You love me?" Contestant: "Yeah"

GM: "Oohh. I feel like a,, I need to let you down jump because you're

very excited."

GM: "We've tasted some amazing dumplings. So in the last few years. The fillings vary pasty inside. These aren't good enough to put you through"

The conversation above is another example of how the size of the imposition factor influences the chosen strategy of politeness. In this situation, GM avoided disagreement to the hearer. In his comments, GM might say directly that it is not acceptable for the contestant to go to the next stage by saying, "Your dish is not good, you are not qualified to join our Master Chef 2019". However, he decided not to say it directly. It is seen from GM's utterance, "We've tasted some amazing dumpling. So in the last few years. The filling varies pasty inside. These aren't good enough to put you through". The social distance between GM and the contestant is not to close so as to build a professional relationship between the assessor and the assessed that it restricted the rapport between them and, therefore, may probably increase the size of imposition. Consequently, in order to maintain GM's self and the other person's face and maintain a good relationship between them, GM prefers not to use direct speech to reduce the size of imposition.

4.2 Discussion

Communication is becoming an important part of creating a social connection for people. Without communication, it will be difficult or worthless to establish a friendship. In conversation, we need to keep the other people's face so that we can make conversation functions effectively and efficiently. Goffman (1967, p. 5) defined face is an image of self delineated in terms of accepted social

attributes-though an image that others may share as if a person were doing a good show for his profession by doing a good show of himself. In addition, Brown and Levinson (1978) state that face is the public self-image which every individual tries to claims for him or herself. Therefore, everyone tries to save her face from losing face or face attack because they do not want their face are damaged. Positive politeness is the way or the communication strategy that fulfills or saves the hearer's positive face wants.

A politeness strategy is a communication strategy designed to maintain and develop interaction between the speaker and the hearer without an FTA.

Brown and Levinson (1987) mentioned four types of politeness strategies those are, bald-on record, positive politeness, negative politeness, and bald-off record strategy. The researcher in the present study applied positive politeness in order to analyze the use of politeness strategy used by judges in Master Chef Australia Season 11 Episode 01 and 55. Brown and Levinson (1987, p. 101) define positive politeness as "Positive politeness is redress directed to the addressee's positive face, his perennial desire that his wants (or the actions/acquisitions/values resulting from them) should be thought of as desirable."

Positive politeness strategy is divided into fifteen strategies; use in-group of identity marker, be optimistic, exaggerate, give-gift to the hearer, notice or attend to the hearer, avoid disagreement, include both speaker and hearer in activity, intensity interest to the hearer, promise, give or ask the reason, jokes, seek agreement, assert speaker knowledge and concern to hearer's wants, assert common ground and assume or assert reciprocity (Brown & Levinson, 1987, p.

103-129). Based on those kinds of strategies, echoing the findings of Safa and Kurniawan (2015), Romadhoni (2017), and Widya (2018), people tend to use positive posliteness strategies to save the hearers' positive face when speaking.

The researcher found twelve strategies used by the judges in Master Chef Australia. The strategy of exaggeration is the most frequently used, while promising strategy is the least used by judges. These research findings seem reminiscent of the previous related studies that exaggerate is the most frequently used to save the hearer's positive face (Safa & Kurniawan, 2015; Romadhani, 2017; Widya, 2018). Safa and Kurniawan (2015) interpret that the judges' politeness aims to save the contestants' face as a direct critique may discourage their motivation in cooking. In a similar tone, Ramadhani (2017) analyzed that the judges in K-Pop Star 6 frequently used the strategy of exaggerating and intensify interest to the hearer in order to show their feeling to the hearer. The exaggerated strategy of positive politeness may support the hearer wants and catch the meaning of hearers' utterances immediately (Widya, 2018). Therefore, the researcher concluded that those strategies used to show the speaker's desires and make the hearer grasp their sense immediately. This is also used to minimizing the possibility of FTA during the conversation.

The use of positive politeness is inseparable from the factors that influence it. Two factors are affecting the choice of strategies, according to Brown and Levinson (1987); the payoffs and the circumstances which social distance, relative power, and size of imposition. Those factors are influencing the use of positive politeness by the judges. The most factor influencing is the payoff and size of

imposition. Pay-off factor influenced the choices strategy because the speaker can get more advantages of it, like Brown and Levinson said, "...which one of these payoffs would be more advantageous than any other" (1987, p. 71).

Moreover, the size of imposition also the most influenced factor because, in positive politeness, the speaker more concerned with the self-image. Not offending the hearer and maintain a positive face. Besides, social distance and relative power were influenced. Social distance factors influence the choice of strategy because both judges and contestants do not have a close relationship. So the judges tend to use positive politeness strategy in order to avoid FTAs and save the positive face of the contestant. In contrast, relative power factors influenced because, in a competition, judges have more power than the contestant. The researchers concluded that everyone must recognize how to communicate well because it is important in everyday communication.

From the overall findings in this study, the researcher may conclude that pay-off and the size of imposition seem to contribute to the chosen strategy of positive politeness of the judges in the Master Chef Australia Season 11 compared to social distance and relative power. This seems to indicate that a positive politeness strategy is formed for minimizing the social distance and trimming the relative power between the judges and participants. The utterance indeed represents how the choice of politeness strategy would have an impact on social distance and relative power. The effect of the payoffs and the size of the imposition factor also seem relatively high. First, by the payoff factor, the speaker

can get any advantages. The speaker can minimize the FTAs by assuring the hearer that the speaker considers himself to be of the same kind.

In addition to the payoff factor, imposition also seems to contribute to the choice of positive politeness strategy. Master Chef Australia judges are more concerned with self-image in front of the hearers. Judges prefer not to make negative comments directly in order to reduce imposition and also in order to protect the face of the hearer. While this is the case in a competition where the relationship between the speaker and the hearer is confined to the judge and the contestant, the judge tries to use affection to reduce the distance between them. In this research, social distance includes status, age, and gender factors that are not as influential in the chosen strategy of politeness. In this competition, the status of the judge is higher than the contestant. A polite expression is used when interacting with older people or having a higher social status as a show of respect (Brown & Levinson, 1987). Likewise, relative power. This factor also influences the choices strategy, even just on a low scale, because, in general, the more power someone has, the more respectful they will be (Brown & Levinson, 1987).

Being polite in communication is also essential in Islamic teachings. Abu

Hurairah narrated a hadith that the prophet Muhammad PBUH said:

"Anybody who believes in Allah and the Last Day should talk what is good or keep quiet. (i.e., abstain from all kinds of evil and dirty talk)." (Shahih al-Bukhari 6018)

Based on the hadith above, the researcher regards that everyone must think first before speaking, or better to keep silent. Moreover, Allah SWT also pays attention to the use of the right word to communicate.

"And tell My servants to say that which is best. Indeed, Satan induces [dissension] among them. Indeed Satan is ever, to mankind, a clear enemy." (Sahih International, Al Isra: 53)

From the verses of the Qur'an above, the researcher regards that everyone must use a good word to speak with other people because bad words can cause disputes. Therefore, everyone must be able to talk politely, as it is a show of respect for others and avoids misunderstandings.

CHAPTER V

CONCLUSION AND SUGGESTION

This chapter consists of two parts, the conclusion, and the suggestion. The researcher explains the results of this research and gives advice to the next researcher.

5.1 Conclusion

This study is attempting to find out the phenomena of positive politeness in the TV show. The data were drawn from the word or sentences used by the judges of Master Chef Australia Season 11 Episode 01 and 55. The goal of this research is to identify the types of positive politeness strategies employed by judges and the factors that affect judges in their choice of strategy.

A total of 80 data on twelve types of positive politeness strategies based on Brown and Levinson 's theories (1987) were found in this study. Those strategies are the use in-group identity marker, exaggerate, give-gift to the hearer, notice to the hearer, avoid disagreement, include both speaker and hearer in activity, intensity interest to the hearer, promise, ask the reason, jokes, seek agreement and assert speaker knowledge and concern to hearer's wants.

Based on the analysis, Master Chef Australia judges season 11, episode 01 and 55 have frequently used exaggerated strategy. It means that the majority of judges tend to exaggerate to show their approval, interest, and sympathy to the hearer in order to maintain the positive face of the hearer or diminish the FTA of the hearer. At the same time, pay-off and size of imposition are the most

influential factor in choosing a strategy, where the speaker can get more advantages of it and also preserve the positive face of the hearer. In contrast, social distance and relative power do not significantly affect the judges in the use of politeness strategy because, in a competition, the social status or power of a judge is higher than the contestants. This also seems to indicate the more payoff the speakers expect and the extent of the speaker reducing the imposition to make them considered being polite will trim the social distance and relative power. However, this, to some extent, is too elusive until more and further researches are conducted to prove this claim.

In this research, it can be seen that the judges are widely used positive politeness strategies in their comments. It is due to the more people experience language, the more inventive they are in choosing words or phrases that are used in conversation, even just to be polite.

5.2 Suggestion

This study has indicated that the influence of payoff and imposition factors on the use of politeness strategy seems to have an impact on other factors such as social distance and relative power. With pay-off and imposition factors, the speaker gets more advantages both for his self-image and for protecting the image of others, in contrast with social distance and relative power factors that are still bound by a rule. However, this study needs to be further proven. Therefore the researcher suggests to the next researcher to investigate further the relationship between the degree of factors contributes to the politeness strategy.

In addition, the researcher suggested to another researcher to explore more about the politeness strategy of Master Chef Australia in a different angle, such as; bald on record, negative politeness strategy, bald off-record, or it could be linked to entertainment. By doing this topic with different aspects, it will give more understanding about politeness strategy.



REFERENCES

- Al Qur'an, (pp. Sahih International, Surah Number 17, Verse 53) retrieved June 24, 2020, from https://quran.com/17
- Brown, P., & Levinson, S. C. (1987). *Politeness: some universals in language usage*. Cambridge: Cambridge University Press.
- Creswell, J. W. (2014). Research design: qualitative, quantitative, and mixed methods approach. Los Angeles: Sage.
- Cruse, D. A. (2006). *A glossary of semantics and pragmatics*. Edinburgh: Edinburgh Univ. Press.
- Denzin, N. K., & Lincoln, Y. S. (2011). *The Sage handbook of qualitative research* (4th ed). Thousand Oaks California: SAGE.
- Fatimatazzahro, N. (2018). Politeness strategies of representative act in discussion forum Indonesia Lawyer Club (ILC). Undergraduate thesis. Surabaya: UIN Sunan Ampel Surabaya.
- Goffman, E. (1967). *Interaction ritual essays on face-to-face behavior*. Australia: Penguin books.
- Holmes, J. (2001). An introduction to sociolinguistics. Harlow, Eng.: Longman.
- Mills, S. (2003). Gender and politeness. Cambridge: Cambridge University Press.
- Riza, H. A. (2017). Positive politeness strategies as reflected by the character in *Medea drama script*. Undergraduate thesis. Surabaya: UIN Sunan Ampel Surabaya.
- Safa, A. F., & Eri, K. (2015). Gardon Ramsay's politeness strategies in Master Chef and Master Chef Junior US. *Journal of Language and Literature Education*, 15(1).
- Safitri, D. (2015). The positive politeness strategy used by Jimmy Kimmel live talk show with Selena Gomes as guest star. Undergraduate thesis. Surabaya: UIN Sunan Ampel Surabaya.
- Septi, A. E. R. (2015). *Politeness strategy in forum Indonesia (a Metro tv program)*. Undergraduate thesis. Semarang: Diponegoro University.
- Siburian, A. (2016). An analysis of politeness strategy in Soimah Talkshow in Trans tv. *Episteme Journal of Linguistic and Literature*, 2(3), 1-13.

- The Hadith, (pp. Sahih Bukhari, Book 78, Hadith Number 49) retrieved June 24, 2020, from https://sunnah.com/bukhari/78
- Walliman, N. (2011). Research methods: the basics. London: Routledge.
- Wardhaugh, R. (1997). Introduction to linguistics. New York: McGraw Hill.
- Widya, R. S. (2018). Positive politeness strategies as used by judges in Master Chef US competition show. Undergraduate thesis. Padang: Andalas University.
- Yuka, A. (2009). Positive politeness strategies in oral communication. *Journal of Economics*, 52(1), 59-70.
- Yule, G. (1996). The study of language. (2nd ed.). Cambridge University Press.