

**POLITENESS STRATEGIES IN SUSTAINABILITY
DISCOURSE: A CASE STUDY OF BRITISH VOGUE'S
PANEL DISCUSSION ON SUSTAINABLE FASHION**

THESIS



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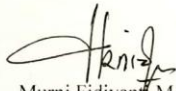
POLITENESS STRATEGIES IN SUSTAINABILITY DISCOURSE: A CASE
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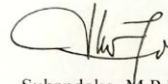
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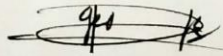
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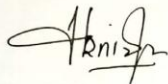
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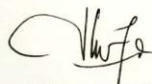
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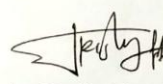
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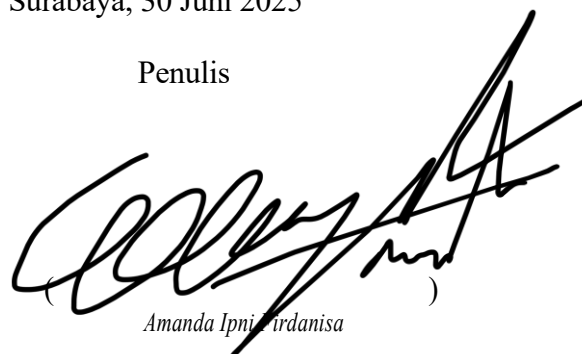
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ABSTRACT

Firdanisa, A. I. (2025). *Politeness Strategies in Sustainability Discourse: A Case Study of British Vogue's Panel Discussion on Sustainable Fashion*. English Literature Department, Faculty of Adab and Humanities, Universitas Islam Negeri Sunan Ampel Surabaya. Advisors: (I) Murni Fidiyanti, MA, (II) Suhandoko, M.Pd.

This study is aimed at investigating the use of politeness strategies in the British Vogue panel discussion, "Sustainability in Fashion". This research explores how politeness functions as a tool to shape discourse on complex and sensitive sustainability issues. There are two main problems solved in this study: (1) what types of politeness strategies are employed by the panelists and the host in the discussion, and (2) in what ways are these politeness strategies used to navigate sensitive topics within the discussion.

This study uses a qualitative approach. It analyzes words, phrases, and sentences from the transcribed panel discussion. The data was gained from the discussion featuring a host and three panelists from diverse professional backgrounds, published on the British Vogue YouTube channel discussions. The analysis is based on Brown and Levinson's (1988) theory of politeness, categorizing utterances into four main strategies.

This study reveals that all four politeness strategies (bald on record, positive politeness, negative politeness, and off record) are utilized by the speakers. Of the identified utterances, positive politeness was the most dominant strategy, followed by negative politeness, bald on record, and off record. The prevalence of positive politeness highlights the speakers' efforts to build rapport and create a cooperative atmosphere. A key finding is the dynamic, layered application of strategies when discussing sensitive issues like greenwashing and labor inequities. Speakers often began with negative politeness to open a topic safely, delivered criticism using bald on record or off-record strategies, and then used positive politeness to restore harmony and build solidarity. This shows that politeness is not merely for maintaining relationships but serves as a crucial diplomatic instrument for conveying sharp criticism and driving change in public discourse.

Keywords: sustainable fashion, politeness strategy, british vogue, panel discussion

ABSTRAK

Firdanisa, A. I. (2025). Strategi Kesantunan dalam Wacana Keberlanjutan: Studi Kasus Diskusi Panel *British Vogue's* tentang Fesyen Berkelanjutan. Program Studi Sastra Inggris, Fakultas Adab dan Humaniora, Universitas Islam Negeri Sunan Ampel Surabaya. Pembimbing: (I) Murni Fidiyanti, MA, (II) Suhandoko, M.Pd.

Penelitian bertujuan untuk menyelidiki penggunaan strategi kesantunan dalam diskusi panel *British Vogue*, "*Sustainability in Fashion*". Penelitian ini mengeksplorasi bagaimana kesantunan berfungsi sebagai alat untuk membentuk wacana tentang isu-isu keberlanjutan yang kompleks dan sensitif. Ada dua masalah utama yang dipecahkan dalam penelitian ini, yaitu: (1) jenis strategi kesantunan apa yang digunakan oleh para panelis dan moderator dalam diskusi, dan (2) dengan cara apa strategi kesantunan ini digunakan untuk menavigasi topik-topik sensitif dalam diskusi.

Penelitian ini menggunakan pendekatan kualitatif. Penelitian ini menganalisis kata, frasa, dan kalimat dari transkrip diskusi panel. Data bersumber dari diskusi yang menampilkan pembawa acara dan tiga panelis dari berbagai latar belakang profesi, yang dipublikasikan di saluran diskusi youtube *British Vogue*. Analisis didasarkan pada teori kesantunan Brown dan Levinson (1988), yang mengkategorikan ujaran ke dalam empat strategi utama.

Penelitian ini mengungkapkan bahwa keempat strategi kesantunan (*bald on record*, *positive politeness*, *negative politeness*, dan *off record*) digunakan oleh para pembicara. Dari total ujaran yang teridentifikasi, *positive politeness* merupakan strategi yang paling dominan, diikuti oleh *negative politeness*, *bald on record* dan *off record*. Prevalensi *positive politeness* menyoroti upaya pembicara untuk membangun hubungan dan menciptakan suasana yang kooperatif. Temuan utama adalah penerapan strategi yang dinamis dan berlapis-lapis saat membahas isu-isu sensitif seperti greenwashing dan ketidakadilan tenaga kerja. Para pembicara sering kali memulai dengan *negative politeness* untuk membuka topik dengan aman, menyampaikan kritik dengan menggunakan strategi *bald on record* atau *off-record*, dan kemudian menggunakan *positive politeness* untuk memulihkan keharmonisan dan membangun solidaritas. Hal ini menunjukkan bahwa kesantunan tidak hanya untuk menjaga hubungan, tetapi juga menjadi instrumen diplomasi yang penting untuk menyampaikan kritik yang tajam dan mendorong perubahan dalam wacana publik.

Kata Kunci: fesyen berkelanjutan, strategi kesantunan, *british vogue*, diskusi panel

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