



Analysis Of Language Politiety In Youtube Content Tonightshow Vindest-Andika

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Abstract . *This research aims to analyze language politeness in conversations in Vindest-Andika's tonightshow YouTube videos. This type of research uses a descriptive method with a qualitative approach. The data collection technique in this research uses note-taking and listening techniques. politeness of language in Vindest's YouTube Talkshow content can be concluded that there are several maxims that exist in the conversation between Vindest and Andika, namely the maxim of wisdom which occurs at minutes 7.12 and 18.46, the maxim of generosity which occurs at minutes 6.23 and 23.14, the maxim of appreciation which occurs at minutes 24.34 , the simplicity maxim which occurs at minutes 1.19 and 14.55, the consensus maxim which occurs at 2.48 and 11.15 minutes and finally the sympathy maxim which occurs at 5.22 and 15.35 minutes..*

Keywords : Language Politeness, Vindest-Andika, YouTube.

BACKGROUND

Language is a communication tool for humans. In this way, language has an important role in human life, because humans cannot live alone and always interact with each other. In accordance with its function, language has a role as a transmitter of messages between humans and each other. In social life, people who use polite language show that they are educated, ethical and cultured. Polite language does not mean using correct language. Polite language is good language, namely language that fits the context. Politeness is tied to who the speaker is, who the person speaking to is, what the object or topic of the speech is, and what the context of the situation is.

In Indonesian speech, speech is actually considered polite if the speaker uses polite words, his speech does not contain direct ridicule, does not order directly, and respects other people. Therefore, language politeness needs to be studied in order to find out how many errors or deviations in language politeness occur in humans when communicating with each other.

Social media such as YouTube in Indonesia is growing rapidly with very diverse users and does not have strict restrictions. A lot of content on YouTube is uploaded with various programs, one of which is talk shows. The use of language in talk shows often violates language politeness for both presenters and guest stars. This can cause conflicts such as offense and misunderstanding between speakers and speakers. In this study, researchers chose the Vindest – Andika talk show, where this talk show has received 5.81 million subscribers and 142 thousand likes. This talk show is called Tonightshow which has the concept of storytelling and

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discussion. The topics discussed in this talk show include politics, lifestyle, education and others.

THEORETICAL STUDY

Language politeness is a rule in conversation that regulates speakers and speakers to pay attention to politeness in language. Sulisty (2013: 27) states that politeness is the treatment of a firm concept that is related to polite social behavior found in a culture or society. Leech (in Rahardi, 2003:10) pragmatics is part of the use of language in actual communication. The language used has grammatical or grammatical levels. The use of language, the high and low levels of intonation in speaking are a sign of politeness or politeness in communicating with other people. Language activities regarding politeness or politeness are the realm of pragmatics itself. The aim of achieving speech between speakers and their interlocutors is to have politeness in language. The principle of politeness (politeness) according to Leech (1983) (in Sulisty, 2013: 27-29) is divided into six maxims, namely: (1) maxim of wisdom (tact). maxim), (2) the maxim of generosity or generosity (gene-rosity maxim), (3) the maxim of acceptance or praise or appreciation (appro-bation maxim), (4) the maxim of coolness or simplicity (mo-desty maxim), maxim (5) agreement (agreement ma-xim), and (6) maxim of sympathy (sympathy maxim).

RESEARCH METHODS

The approach used in this research includes a qualitative approach, which is a method for exploring and understanding the meaning that - by a number of individuals or groups of people - is considered to originate from social or humanitarian problems. This qualitative approach is based on descriptive data in the form of spoken language from speech in observed YouTube videos. The type of research that will be used is descriptive research. In this research, the object that will be described is in the form of speech in a YouTube video. The aim is to systematically describe the forms of language politeness in the YouTube video. The data in this research are the utterances contained in the YouTube video tonightshow Vindest-Andika which were analyzed using the principles of politeness according to Leech. The data source in this research is the tonightshow YouTube account. Data validity test to ensure the validity of the data, the strategy that will be applied is theoretical triangulation, namely the research data will be read repeatedly and analyzed using indicators of the Leech Principle of Manners. Next, the data will be examined by lecturers (experts) who are experienced in qualitative research methods. The data analysis technique used in this research is data reduction, the data reduction

stage is the stage for classifying the data that has been obtained, data interpretation is the process of interpreting the data in a way and finally drawing conclusions.

RESULTS AND DISCUSSION

Language politeness is a measure of whether a conversation is polite or not between the speaker and the speech partner. Every utterance uttered by the speaker or interlocutor can be categorized as polite or not by referring to the fulfillment of one of the elements of the language maxim of politeness. The form of language politeness in this research refers to the results of the researcher's observations of the voice intonation and facial expressions of both the speaker and the interlocutor during a conversation. Based on analysis of data regarding conversations presented by considering the elements of language politeness maxims according to Leech's theory, there are several interesting findings to discuss.

1. Maxim of Wisdom

The conversation between Desta, Andika, and Vincent at minutes 7.12 and 18.46 is an example that fulfills the maxim of wisdom. In these conversations, there is simplicity and benefits provided to the listener. Their speech shows awareness of a wise life and provides a positive message. In terms of politeness, the voice expression used looks polite and sounds relaxed.

2. Maxim of Generosity

The conversation between Andika and Desta at minutes 6.23 and 23.14 illustrates the maxim of generosity. They talk about self-sacrifice and kindness to others. The message conveyed shows awareness of past mistakes and efforts to change for the better. The serious expression in the conversation reflects a sense of regret and sincerity.

3. Maxim of Appreciation

The conversation between Desta and Andika at minute 24.34 shows the maxim of appreciation. Desta praised Andika for his ability to get out of trouble and learn from experience. The response given by Andika showed a humble attitude and appreciation for the appreciation given. A serious expression in the conversation shows respect.

4. Maxim of Simplicity

The conversation between Boni and Vincent at minute 1.19, and between Andika and Desra at minute 14.55 are examples of the maxim of simplicity. They do not praise themselves and honestly admit the true situation. Their speech reflects humility and simplicity. The relaxed expression in the conversation conveys peace.

5. Maxim of Agreement

The conversation between Vincent and Andika at 2.48 minutes and between Desta and Andika at 11.15 minutes reflects the maxim of consensus. They support each other and maintain harmony in their interactions. The responses given show cooperation and agreement between speakers. Polite expressions in the conversation show mutual respect.

6. Sympathy Maxim

The conversation between Desta and Andika at minutes 5.22 and 15.35 shows the maxim of sympathy. They empathize with each other and pay attention to each other's feelings. Their speech reflects concern and sympathy for their experiences. The casual expressions in the conversation show closeness and warmth in the interaction.

CONCLUSIONS AND RECOMMENDATIONS

Based on the findings from the results of data analysis related to the principles of politeness in Vindest's YouTube Talkshow content, it can be concluded that there are several maxims in the conversation between Vindest and Andika, namely the maxim of wisdom which occurs at minutes 7.12 and 18.46, the maxim of generosity which occurs at minutes 6.23 and 23.14. , the maxim of appreciation which occurs at minute 24.34, the maxim of simplicity which occurs in minutes 1.19 and 14.55, the maxim of agreement which occurs in minutes 2.48 and 11.15 and finally the maxim of sympathy which occurs in minutes 5.22 and 15.35. Realizing that this research is still far from perfect, therefore the researcher hopes for criticism and suggestions from readers to develop and improve the research that has been carried out. There are also suggestions based on the results of this research, namely for educators, through this research educators are expected to be able to sort out and apply the principles of language politeness in everyday life, especially during teaching at school. As well as being able to be more creative and selective in using teaching materials to achieve learning objectives. For students, through this research, students are expected to increase their activeness during classroom learning activities, such as when discussing and speaking with educators and applying the context of language politeness principles directly. And students pay more attention to how to speak politely to friends, educators and parents.

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