

HALAMAN PENGESAHAN SKRIPSI

AN ANALYSIS POLITICAL STRATEGIES USED BY PRESIDENT
BARACK OBAMA SPEECH

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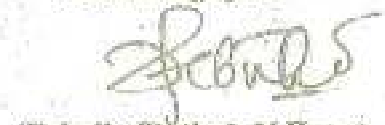
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CHAPTER I

INTRODUCTION

1.1 The Background of the Study

Language is a tool for communication; it is one of the most essential human needs. As a result, language is used in interpersonal communication to build effective relationships. (Abdulameer, 2019) Language is the main communication mechanism which people express meaning through written, spoken, and sign language (Sipayung et al., 2021). Language and communication allow humans to understand things related to their society. Language and the meaning of society are intertwined. Every society around the world has rules that govern polite communication. This is important as it creates comfort in interacting with others and having a deeper socio-cultural connection. When using language, there are many things to learn, including how to behave politely.

Regarding linguistics, experts have different opinions, SIL International (Summer Institute of Linguistics) (Asya et al., 2023) states that linguistics is the science that studies language, its structure, and function. Words are arranged in a certain order, and you can change the beginning and end of words according to their meaning. Word placement, as well as the speaker's knowledge of what the listener understands, can affect their meaning (Nashruddin & Al-Obaydi, 2021). Even though there have been many scientific studies on pragmatics, in this proposal, researcher will focus on studying the politeness strategy part. Pragmatics is an application of linguistics that uses context as the main tool for understanding meaning. According to (Accius, 2017) "Pragmatic is a field of

researcher that investigates how language and context interact with each other. It serves as a foundation for explaining language comprehension. Pragmatics focuses on the use of language and context. Pragmatic is the study of the relation between language and context that are basic to an account of language understanding. Pragmatics is distinct from grammar, which is the study of the internal structure of language. Pragmatics is the study of how language is used to communicate (Manurung et al., 2019). However, in pragmatics, language has no meaning without context. Therefore, we must pay attention to how pragmatics is related to politeness.

From a practical perspective, (Bar-Or et al., 2022, p. 1) say that politeness "facilitates interactions by reducing the potential for human conflict and conflict." interaction as a whole." People are assumed to follow the cooperation principle by engaging each other in meaningful communication while acting as rational agents (Bar-Or et al., 2022, p. 3). According to (Eshreteh & Darwish, 2019, p. 2), linguistic strategies are used by speakers to achieve politeness that expresses respect for and recognition of the face (self-image) of others Goffman 1959. (Raesky & Novitri, 2023) believe that the analysis of civility consists of gaining insight into the intentions of actors. Speakers strategically manage their "face-threatening behavior" (FTA) to respond to "positive" or "negative" faces. Brown and Levinson (1987) proposed four approaches to active politeness they have bald of strategies, off-record strategy, positive strategy, and negative strategy.

Face Threatening Acts (FTA) refers to communications that pose a threat to individuals' Expectations regarding self-image (Yule, 1996: 61). Goffman (1955:215) uses different terms to describe this situation; for example, "with the wrong face," "didn't show up," "embarrassed," and "under threat." Here is a bit of an utterance from Barack Obama's speech:

- Context : In the morning, in Jakarta with a bright situation, Barack Obama gave a speech on how Indonesia could be a good example in the world starting from the food and politeness of the people it has.
- Utterance : If anything, people out there still doubt that America is a place where anything is possible (*Source by YouTube "The Obama White House", with the title "Indonesia's Example to the World"*)

Based on the data above, the utterance used by President Barack Obama is classified as Negative politeness in being pessimistic which is shown when the speaker doubts the suitability of the speaker.

Barack Obama is a public figure who has a great influence on the world, every time Barack Obama speaks all the people can trust, be heard, be noticed, and be proud of the community because the character of a president is very well-prepared. Politeness in speech can increase popularity and boost the popularity and image of a president towards his people, his friends, and his political opponents, so that every Utterance he uses will raise the attention of many people, especially if articles about Obama are published in journals, there will be a lot of value from other studies.

The speaking style of a public figure must have a positive, good, and motivating use of grammar so that the public figure can become a role model for regular grammar because it will be highlighted. This makes researcher interested in researching Politeness strategies in Barack Obama's speech because I found a lot of data containing Politeness strategies.

Although previous researcher has discussed Politeness strategies, the research conducted by this researcher is different from previous research. The difference is in the sources of data that will be used as research material and the focus of discussion or analysis acquired from Barack Obama's speech. According to the previous explanation, the researcher are interested in carrying out this study with the findings of identifying dominating types and politeness strategy types under the following title: **“An Analysis of Politeness Strategies Used by President Barack Obama Speech”**, researcher uses the politeness strategy Theory by Brown and Levinson.

1.2 The Problems of the Study

By considering the research background described previously, the following is a list research questions that will be studied thoroughly:

1. What are the types of politeness strategy used in President Barack Obama's Speech?
2. What is the dominant type of politeness strategy in President Barack Obama's Speech?

1.3 The Objectives of the Study

Regarding the research problem specifically, the objective of the study are:

1. To identify the types of politeness strategy used in President Barack Obama's Speech?
2. To find the dominant type of politeness strategy in President Barack Obama's Speech?

1.4 The Scope of the Study

This research will continue previous research by describing the politeness strategies used in Brown and Levinson's theory which were used to study Barack Obama's speech. This is classified according to Brown and Levinson's (1987: 68-69) politeness strategy. This research focuses on politeness strategy to analyze types of politeness strategies and how they are used in President Barack Obama's speeches. This data was obtained from the speech of the 44th President Barack Obama which was then published on YouTube by Chanel BarackObamadotcom which was then transcribed by the author into written data. The first speech analyzed is entitled "President Obama's Election Night Victory Speech," delivered on November 6, 2012, in Chicago, Illinois, is a speech that is 30 minutes and 7 seconds. (https://youtu.be/Wk17f6_4iW8?si=B2fbmmT), Then the second speech was on the YouTube Channel "The Obama White House", one of the speeches analyzed by researcher was "Indonesia's Example to the World" Nov 10, 2010, at the University of Indonesia, which lasted 31 minutes and seven seconds long

(<https://youtu.be/niDPBTbJqS0?si=gVa3unLDxSBA45WV>).

1.5 Significances of the Study

This research is very important because it analyses the reality of communication. Oral communication usually conveys more than what is encoded linguistically. This means not only the reinforcement of linguistic meaning and the derivation of standard implications but also the use of the communicative act itself to convey demands and attitudes regarding social relations between interlocutors. We hope that the results of this research can provide a valuable contribution both theoretically and practically.

Theoretically, it is hoped that this research will provide a scientific contribution to the notion of strategic politeness proposed by Brown and Levinson, especially in the field of linguistics. It is hoped that this research can provide valuable information for researcher, students, and future readers. It is hoped that for future researcher, this research can provide a basis for analyzing politeness strategies in more detail. For students, as expected, this research will provide useful information for understanding politeness strategies.

This research will be useful for readers who are interested in politeness strategies. I hope these two things can help you to behave better and respect others without exception by learning these politeness strategies.

CHAPTER II

REVIEW OF LITERATURE

2.1. Theoretical Framework

Pragmatics and face-threatening actions (FTA) are two topics that will be examined in this section. In this study, Politeness strategies were used very simply to understand the relationship between terms in the author's research, several theories are needed.

2.1.1. Language and linguistic

Language is a mental system that forms the combinations and rules of linguistic elements, both at the phonological, morphological, and syntactic levels (Oviogun & Veerdee, 2020). Tulligan offers his two definitions of language. First, language is both a systematic system and a generative system. Second, language is a collection of symbols or any symbol. Another definition of language, according to Mackie, is to be a form rather than a state (a language is a form, not a substance), any phonetic system of symbols, or even a system of degrees, or order within the system. (Pinker & Jackendoff, 2005) considers language as any system of phonetic symbols used for human communication (Jurčenko, 2019) argues that a language is defined as the set of all possible sentences, and its grammar is the rules that distinguish between sentences and non-sentences. A language is a collection of possible sentences, and its grammar is the rules that distinguish between sentences and non-sentences.

The final opinion expressed by (Sapitri et al., 2019) is that language is a very important means of spiritual connection in living together. As a term in linguistics, Language is considered a system that converts sound symbols, which are used by members of society to collaborate, interact, and identify themselves. So, based on the opinions of several experts, the author can conclude that language is a communication tool for expressing expressions, and ideas, and even language is not just speech but can be in the form of symbols, which is of course language as a tool for connecting interactions between people.

Most people define linguistics as “the science of languages” or “the scientific study of language.” (Oviogun & Veerdee, 2020). Linguistics, in the New Oxford Dictionary of English 2003 (Oviogun & Veerdee, 2020), defines language The study of language and its structure includes computational linguistics, comparative linguistics, structural linguistics, sociolinguistics, psycholinguistics, and dialectology are some of the different branches of linguistics. “Lingua,” meaning “language,” and “linguistics,” meaning “science of language,” comes from the Latin word “lingua.” In "Romance", which is a language derived from Latin, there are still words similar to "lingua" in Italian. English words come from French. Linguistic terms in English refer to words, likewise, linguistic terms in French refer to words. The field of knowledge in Indonesian is called "linguistics", and the adjective is "language" or "linguistics".

Thinking about how important language is in our daily lives; we need it to read, write, speak, and listen. Language allows us to describe in detail past events and plan the future. Language also allows us to pass information from one generation to the next and produce a rich cultural heritage. Because language is everyone's main means of communication. Humans use various forms of language to meet their daily needs. Because humans are interconnected social creatures, the ability to communicate is their primary need. Humans engage in reciprocal relationships when communicating with each other; this includes speaking and understanding. If someone speaks, others will understand what they say. This is because what someone conveys has meaning.

2.1.2. Pragmatics

Conversation is two-way communication between two or more people, usually between a speaker and a listener. This will depend on how many people are involved in the conversation. The focus of pragmatics research is the message that the speaker wants the listener to understand. The branch of linguistics called pragmatics studies how a speaker intends to be understood and what listeners interpret from the speaker's use of language, taking into account human psychology, situational context, past exchanges, and other elements (Rushdie, 2021). Choosing the right language and tone to convey a message requires observing what people say in certain situations and determining the speaker's intent. According to Huang (2017), pragmatics is the methodical study of meanings that are dependent on or derived from language use. Entailment, prepositions, speech acts, rhetoric, references, context, the division of labor, and

the relationship between pragmatics and semantics are among the main areas of study. Pragmatics is a general functional perspective on linguistics phenomena about their usage in forms of behavior. Pragmatics was the study of linguistic features that needed to be compared to the language's users, which naturally led to a further restriction of the term in analytical philosophy. Griffiths (2006) states that pragmatics is about how these resources are used in communication. Pragmatics is about the conclusions that readers and listeners draw, or that speakers and writers themselves draw to others while speaking or writing, because these conclusions are often conscious, pragmatics usually deals with abstract meanings and is more difficult to understand than semantics, which is best explained using the notations of logic or set theory.

Pragmatics is a field that investigates how language is used in context and semantics (Dewanti, 2022). This is the study of literal meaning regardless of context. Pragmatics deals with ambiguous forms of meanings that are not in the dictionary and can change depending on the situation. Even the same sentence has different meanings depending on the situation, environment, and even person. The same noun phrase can be used to identify different things in the world at different times. The pragmatics section of linguistics investigates how context influences meaning. It examines the conveyance of meaning depends on the speaker and listener, in addition to their knowledge of the context and status of the utterance.

2.1.3. Western Politeness

Politeness theory Leech's face theory forms the basis of his theory by Brown and Levinson, which studies the connotation and denotation of politeness. These two theories have greatly influenced politeness research in various cultures. According to Goffman's theory (Silitonga, 2022, p. 3), face is the most basic and indispensable thing for every communicator, and inviolable for every single person (Sugianto, 2021, p. 3). The concepts offered by Brown and Levinson are stronger. They believe that each member of a rational society has his face, and based on each person's needs, they divide faces into two groups: negative and positive faces. The former indicates that individuals have the freedom to act as they please, while the latter indicates a desire for approval or good perception of the individual as worthy of praise. The face forms a duality and dual, conflicting aspects.

Communication involves interacting with the person we are talking to or paying good attention to him or her, as well as showing our concern. Levinson distinguishes positive face from positive politeness, which is one element of interaction. "Positive face" often uses discourse strategies such as listening to others, respecting them, and showing interest in them; to make it clear that both communicators have something in common, for example by saying, "I agree. I've always believed that." Instead, we need to protect some freedoms and show that we respect the rights of others. This separate aspect of politeness is called "negative face," which Levinson calls "negative politeness."

One of the main tactics for implementing the downside is speculating as little as possible about the needs and interests of other people; not imposing one's own will on other people's opinions; give others the right to make their own choices. For example, you could say, If you want to give someone advice, say something like, "I think you're busy, but I'd love to go out for coffee." (Gao, 1997, p.25). Not forcing things is key to applying a negative face, and certain concepts to other people so that the interlocutor is quite happy with their freedom and independence. In the real world, the most communicative action is threatening face. Sometimes you say rude or inappropriate words, or you complain or blame others for their work. All of this includes face-threatening acts. This happens because speakers do not consider the opinions of other communicators of a social nature. Actions such as commands or requests will have adverse effects. When others in the conversation follow the speaker's request, the speaker forces the listener to act. Speakers must try to protect their face and face to prevent or reduce the level of threat they face and keep communication running well with their listeners. This is distinguished from Western politeness.

Leech has listed six principles of politeness according to English culture
Leech 1983 (Sugianto, 2021)

- 1) Maxim of Act: try to minimize harm to others or maximize benefits to others;
- 2) Maxim of Generosity: trying to minimize benefits to oneself or maximize losses to oneself;

- 3) Maxim of Approval: seeks to minimize others' blame or maximize others' praise;
- 4) Modesty Maxim: tries to minimize self-praise or maximize self-reproach;
- 5) Maxim of Agreement: aims to promote agreement or decrease conflict between the self and other people
- 6) Maxim of Sympathy: trying to maximize sympathy inside oneself or diminish hostility toward others.

2.1.4. Politeness Strategies (Brown and Levinson)

In the last twenty-five years, the sub-discipline of politeness pragmatics has received much attention. Politeness theories and principles have been discussed in a large number of scientific works. Leach's model of civility is based on rhetoric and an interpersonal view of civility as the avoidance of conflict. Politeness is seen as part of “politics” that is explicitly characterized and traditionally interpreted as responsibility for the smooth functioning of social communicative interactions; This can be interpreted as the result of well-organized discourse products in open social groups having characteristics by language codes. According to Cruse, politeness is "It's not a matter of what one thinks or believes, but what one says," and is an insult that conveys a message, If we are required to work in this world, we must respect this fact.

From a linguistic perspective, politeness means choosing your words carefully based on your relationship with the other person. Using inappropriate language may be considered rude. On the other hand, Brown and Levinson (1998) recognize that politeness is a complement to the state of mind. You should always

be careful about what you say or what you want to avoid in a threatening way. According to Brown and Levinson (1987),

Face-threatening behavior (FTA) involves threats that should generally be minimized through rude verbal testimony or pressure. Moreover, this is a threat from someone else's face, which does not make people happy or communicate. Facial Threatening Acts (FTA) are usually carried out through verbal communication, such as spoken words, tone of voice, and other nonverbal communications that may also be caused by the FTA. For example, you can ruin someone's positive face just by not realizing it when you meet them, but you can ruin another person's negative face just by asking them to do something. There are situations where a person's face may be threatened during an interaction. (Sembiring et al., 2023) stated that face-threatening actions (FTA) disrupt the balance of face-saving. Attacking the person you are talking to in the face is called facial intimidation (FTA). In the world of politics, politeness strategy is one of the important things that must be used when giving a speech in front of a large number of people. Political behavior is “verbal and nonverbal behavior that involves participants and is built according to ongoing social interactions.

The best way to convey a message politely is to use politeness strategies (Brown & Levinson, 1987). This strategy is employed to safeguard the audience's face when threatening action is unavoidable or desirable. According to (*Pragmatics Yule 1996.Pdf*, n.d., p. 36) Politeness may be considered a fixed concept in some cultures, as in the idea of "etiquette" or "polite social behavior". Additionally, there may be some general principles for being polite in social

interactions in a particular culture. They may be wise, generous, humble, and full of empathy. Therefore, it can be concluded that politeness is related to the norms and habits that are common in society. Brown and Levinson outline four main types of politeness.

2.1.4.1. Bald On Record Strategies

The close relationship between speaker and listener is the theoretical hallmark of this strategy and avoids misunderstandings between the two. According to Brown and Levinson (1987), the most effective The Bald on Record method is a communication strategy. The speaker mostly utilizes this strategy because, instead of making the audience happy, the speaker wants to engage in FTA. Bald on Record strategy is short, concise clear, and delivered straightforwardly. The demands placed on the listener are not minimized in the application of this method because the strategy is applied when the speaker and the strategies will be surprising, embarrassing, and a little confusing. After all, listeners are already familiar with each other. The most direct strategy covers and touches on the most obvious behavior. The speaker may use phrases such as, “Lend me these Novels”. When there is a marked difference between the speaker and the listener, this approach can also be used. The following are some of the strategies Bald on record uses:

1) Very Urgent or Longing

Very urgent or longing is used when the speaker needs attention, Compensation reduces the urgency presented in cases of extreme urgency or desperation.

The Sample: “Help”, “Pardon me”, “Watch out!”

2) Talk to Attention-Grabbing people as if they need a lot of efficiency

This is used when the speaker as if the maximum effect is significant and emphasizes metaphorical urgency.

The Sample:

I. Look, the point is this...

Example I, this is to attract the listener's attention. The word "Look" is a verb that the speaker uses to direct the listener's attention.

3) Task-oriented/ Pragmatic Form of Guide

This strategy is when the speaker gives the listener a task to achieve the desired result. Flushing is considered irrelevant if the focal interaction interacts with the task.

The Sample: "Give me the book".

4) Sympathetic Advice or Warning

The speaker conveys that he cares about his listeners and has a positive face.

The Sample: Carefully! it is a serious problem. In this example, the word "be careful" is used to remind the speaker to remind the listener to be careful about that problem.

5) Allow Something

Strategies are used when a speaker gives something or tells the listener to do something so that the listener can do it.

The Sample: yes, to understaffed clinics and hospitals. In this example, the speaker allows the speaker to do the favor.

6) Invitation

This strategy is used when a speaker asks the listener to do something.

The Sample: "Come out" or "Exit", When the speaker asks the listener a question, this approach is used to move to another speaker in the room or it could be said to be delivered by a third person.

7) Welcoming

This strategy is used in post-greeting when the speaker makes a negative face.

The Sample: "Hello everybody".

8) Greetings and Farewells

The greeting strategy is used when the speaker greets the listener in a friendly and polite manner. The Farewell strategy is used when the speaker asks the listener to convey positive things.

The Sample: Goodbye, see you, sit down, come.

2.1.4.2. Positive Strategies

Positive politeness strategies are those in which you recognize your listeners want recognition, and H's positive face indicates positive awareness. The goal of politeness strategies is to avoid hurting the listener's feelings. Politeness strategies can be defined as an approach based on strategies. This strategy demonstrates your understanding of what your listener needs, such as kindness or praise. According to Brown and Levinson (1987), Politeness strategies is a modification that focuses on positive faces, or the urge to be recognized, accepted, and desired. This kind frequently strengthens the bond between the speaker and the listeners.

The politeness strategies are categorized by Brown and Levinson (1987) into three mechanisms. The First type involves the speaker forming a community of interest with the listener by indicating that both the speaker and the listener are members of a group of people who share certain desires, such as values and ambitions. There are three ways for a speaker to state this: first by emphasizing that both have a desired goal or object. Second by emphasizing that the speaker and listener share the same perspective the same without having to refer to membership in the group. Third, the speaker can make this claim without

explicitly mentioning membership in the group. These mechanisms for highlighting points of agreement give us constructive politeness strategies.

1) Detect the listener's (Interests, wants, needs, and goods)

This strategy suggests so that the speaker pays attention to any changes and is aware of aspects of the listener's condition. This can take the form of fellow feelings, affection, or praise.

Example: Where did this beautiful scarf come from?

2) Exaggerate (Interest, Approval, Sympathy listener)

This strategy is used to exaggerate an adjective or say something in a higher way than it is. Example: What an extraordinary education system we have

3) Engage listeners by telling a good story

Speakers use this approach when they want to increase listening interest in a discussion by creating a good story.

Example: What do you think I saw when I walked to the rooftop? All of them were big men in black clothes and black glasses.

4) Use In-group Identifying markers

This strategy is used with identity markers such as the use of forms of address, language groups or dialects, ellipses, and jargon or slang. The form of this sentence is to show the closeness between the speaker and the listener, by using nicknames such as guys, fellas, bro, babe, sis, and pal.

Example: where have you been babe?

5) Ask for approval

This strategy emphasizes listener approval by discussing topics that are safe for them to accept, or to strengthen the speaker's opinion of the listener.

Example: The color of your new bike is attractive, isn't it?

6) Avoid Disputes

This strategy is expressed as showing a desire to agree or making the listener appear to agree, as well as pretending to agree, indirect agreement, lies, or value protection so that the speaker may choose not to explain his opinion, so as not to appear to disagree.

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

7) Increase and emphasize community equality

The strategy of explaining that an assumption is an act of believing before it is proven is usually referred to as gossip or operating from a point of view.

Example: It's hard for me to understand, isn't it?

8) Joke

Joking is the main way to be polite to show the speaker's comfort and closeness to listeners.

For Example: Secret Service agents have to wear aviator glasses.

9) The speaker knows and cares about the listener's wishes

Instructing what the listener wants to the speaker to know what the listener wants, by confirming or implying the listener's knowledge and desires.

Example: I know you don't like chocolate cake, but the store doesn't have it anymore, so I bought vanilla cake.

10) Offers and Appointments

This strategy is used by the speaker to show the speaker's good intentions, so the speaker makes a promise to the listener.

Example: I will assist in the smallest areas.

11) Be optimistic

This strategy occurs when the Speaker feels very optimistic that the Listener is willing to do or wants to do something to the Speaker.

Example: Listen, I'm sure that you will help me in completing this program.

12) Include the Speaker and the Listener in the activity.

This strategy involves Speakers and Listeners in activities so that they can become partners who can collaborate. In this strategy, the speaker uses the term "We" which refers to "you" or "Me".

Example: Let's make more interesting news.

13) Give or ask for reasons

This strategy facilitates communication between the speaker and listener through asking questions and giving reasons. This strategy is used to hit or complain with reasons.

Example: Why don't you give me another chance?

14) Assumptions or claims of reciprocity

The strategy is used to create mutual benefits between Speaker and Listener by conducting negotiations, to save FTA- from negative aspects. Example: I will buy chocolates if you buy flowers.

15) Give gifts to the Listener (goods, sympathy, understanding, collaboration)

The listener's good intentions and desires can be granted by the speaker, by paying attention to the listener so that the listener feels admired. Example:

“I just found out about your defeat yesterday, I'm sorry to hear that.”

2.1.4.3. Negative Politeness

The main target of negative politeness techniques is the listener's partial satisfaction (Brown & Levinson, 1987). Negative Politeness, per Brown and Levinson (1987), is a technique for identifying and enforcing the listener's desire to act independently and unhindered and has a basic desire to maintain personal interests. According to Brown and Levinson (1987), Negative Politeness is a technique for identifying and enforcing the listener's desire to act independently and unhindered, that might be possible included in negative politeness, namely:

1) Be conventionally indirect

A strategy where there is a speech act and there is an indirect request so that the speaker not only wants to achieve his wish indirectly but also improves.

Example: Can you give me the chocolate?

2) Question and Protect Value

This strategy assumes that direct questions from the speaker are intended to avoid forcing ambiguity, by conveying information to the listener directly.

Example: What changes will you make?

3) **Be Pessimistic**

This strategy doubts the appropriateness of the listener's speech act but does not force or persuade the listener to do something by force so that the listener is still able to choose his or her action.

Example: If you have time, do we suddenly?

4) **Minimize Coercion**

Using this strategy, the Negative Listener's haughtiness or sense of threat is reduced by selecting a few words that describe the minimum situation.

Example: Can I borrow your dress?

5) **Give Respect**

This strategy is a form of satisfying the listener's desire for respect, where the speaker lowers himself or the speaker elevates the listener. This can be indicated by using special greetings from good people.

Example: Pardon me, sir. Would you kindly shut the window??

6) **Apologize**

By apologizing to create an FTA, also known as the Act of Face Threatening, the speaker can demonstrate that he did not intend to attack the Listener's negative aspects so that the Speaker corrects the attack by apologizing or admitting error.

Example: Sorry, I don't want to bother you, but there is something important I have to say.

7) Impersonality of Speaker and Listener

This strategy is related to avoiding the words "I" and "U" because the speaker does not want to apply them as if there is only one speaker but there are several parties between the speaker and listener.

Example: Do it for me.

8) Providing FTA(Face Threatening Act) as a General rule

This strategy separates the Speaker and Listener in coercion in the FTA, as a form that the Speaker does not violate it but because there is coercion from the situation, Example:

(a). Passengers are asked not to stand on the plane

(b). Please do not stand on the plane.

9) Nominalize

Nominalization is changing verbs in a sentence into nouns, so that the more formal the speaker's statement, the clearer it will be for the speaker not to pressure the listener.

Example: Your good achievements in sports have impressed us.

10) Be on record as someone who is in debt, or not in debt

The speaker asks for or offers something on record to the Listener

Example: I can cook it easily for you.

2.1.4.4. Off-Record Strategies

When speakers speak informally, they use an off-record strategy, ineffectively because the speaker is too wordy in conveying what the speaker wants to say and the speaker tries not to force the listener directly. According to Brown and Levinson (1987), the Off-Record strategy is a communication strategy without special intention, which means that the Speaker's utterance contains some special intention in implying to the Listener to take action. Indirect language is used in the Off Record Strategy. Therefore, by implementing the off-record strategy, the speaker can avoid carrying out direct threat action by allowing the listener to interpret the message for themselves.

1) Give Hints

When the speaker says something unimportant and leaves the Listener to interpret the possible relevance of the speech act.

Example: "This coffee is bitter." (Ask the listener to give sugar).

2) Providing Relevant Cue Instructions

The speaker and listener have the same and mutually beneficial experiences regardless of their interaction, but the speaker still shows the relevant implications of relevance violations.

Example: Oh my God, I'm dizzy again.

3) Presupposition

The speaker forces the listener to look for connections to previous events or be able to estimate something based on what the speaker conveys so that there is action from the listener. Example: I cooked cake again today.

4) Understate

In this strategy, there is an understatement which becomes an implicature from the speaker that what happened was not at all good or very bad. Speakers use this strategy when criticizing their listeners so that listeners will seek interpretations of the meaning conveyed by the speaker (Brown and Levinson 1987:218).

Example:

- a. What do you think of the taste of chocolate ice cream?
- b. Delicious (I don't like it).

5) Overstate

Here the speaker communicates by exaggerating his words so that the speaker will explain more than he should.

Example: I've been waiting for you for hundreds of hours.

6) Use Tautology

The speaker tries to ensure that the listener can interpret informative interpretations of non-informative speech (Brown and Levinson 1987: 220).

Example: If I want, I will.

7) Exploiting Contradiction

The speaker conveys two contradictory things because the speaker is unable to convey his honesty.

Example: I don't like looking at it but I don't hate it.

8) Be Ironic

The speaker indirectly conveys his intentions but through the proposed meaning by saying the opposite of the actual meaning through the context conveyed indirectly.

Example: He looks very diligent (actually he is lazy just sleeping).

9) Use Metaphors

Applying this strategy the Speaker supports his statement and encourages the Listener to interpret the meaning of the statement.

Example: "He's very kind" (He's friendly/helpful/not arrogant).

10) Rhetorical Questions

The inquiry is posed by the speaker with no expectation of a response. The speaker also helps the listener to interpret the meaning.

Example: How many times must I say it again? (Too often).

11) Be Ambiguous

The speaker deliberately speaks ambiguously and leaves the listener guessing what he means.

Example: His words were very sharp.

12) Being Vague

The speaker was unable to explain clearly who was the object of the FTA or what violations he had committed.

Example: I will go on holiday to a place where you know the location.

13) Over – Generalize

The speaker conveys his perception through the use of a proverb and then the listener has a choice whether the perception is valid or not.

Example: Women cannot be leaders.

14) Displace Listener

The speaker does not directly speak to his FTA target, or the speaker pretends to convey the FTA to someone who has no connection, it's just that the speaker hopes that the target reaches the FTA that helps him through a request that doesn't directly send it.

Example: Can you get me that ruler? (there is someone who is more accessible but they are not close friends)

15) Imperfect – use ellipsis

The speaker deliberately does not leave the conclusion of his speech "hanging in the air." Example: Oh man, a stomachache.

2.1.5. The importance of polite language

We may treat people with basic human decency when we are polite, even to people we don't know. Understanding politeness helps us understand basic things about the social world and what it means to be a person with one's own identity. Politeness is not the same as culture and place. Given the distinctions between Eastern and Western Cultures, particularly In Indonesia certain actions may seem polite to one person, but can also be rude to another person. In certain life, politeness is very important to maintain a positive rapport with your audience or readers. This is significant because it conveys to them our appreciation and

regard for them, without softening or changing our words to make them less attractive. When using politeness strategies, speakers expect favorable outcomes.

The benefits of Politeness strategies can be described as follows:

1) Doing Bald on Record Strategy

The speaker employed the Bald on Record technique and the listener can clarify what they said to prevent misunderstandings, and the speaker can have the opportunity to repay his FTA.

2) Doing a Positive politeness strategy

By adopting a positive polite attitude, the speaker can reduce the face-threatening aspects of the behavior by letting the listener know that they come from the same background. They can also avoid the liability impacts of free agreement, which means that polite strategies produce cohesion, friendship, and mutual participation.

3) Doing a Negative politeness strategy

Negative politeness minimizes barriers for the listener and allows the speaker to satisfy their desire for representation in interpretation by partially compensating for their negative face. The speaker can show appreciation and different feelings from the listener for the FTA created by using bad manners. This allows the speaker to maintain social distance from others and prevents loss of face.

4) Doing Off-Record strategy

The recorded strategies allow prevention to take control of adverse possibilities. The speaker avoids the potential for FTA by allowing the

listener to interpret the intended message in the speech themselves so that the speaker can make the listener appear to care about people.

2.1.6. Biography of Barack Obama

Barack Obama was born in Hawaii on August 4, 1961, to Ann Durham, a native of England, and Barack Obama Sr. from Kenya. His parents met in 1960 at the University of Hawaii, where his father was an exchange student. Obama and his family finally moved to Jakarta, Indonesia, where they lived for 4 and attended Besuki Elementary School in Jakarta. After high school, Obama moved to Los Angeles to study at Occidental College for two years before transferring to Columbia University in New York City. He is a political academic specializing in international relations. Obama received a bachelor's degree in 1983, and 1988 he entered Harvard Law School. Obama was president and editor of the Harvard Law Review during this period. Obama earned his J.D. after graduating magna cum laude from Harvard University in 1990. After that, he taught constitutional law at the University of Chicago for twelve years. In 1989, Obama met his wife Michelle Robinson. They married on October 3, 1992. Their daughter Maria Ann was born on July 4, 1998, and their second daughter, Natasha, or Sasha, was born on June 10, 2001.

The 44th President of the United States, Barack Obama, was the first African American to become president. He served as a senator from the state of Illinois from January 3, 2005 to November 18, 2008. Barack Obama's popularity increased with his candidacy as a candidate for President of the United States in 2008. Not only in the United States but throughout the world, all the mass media

reported that the black man was a Democrat party politician. Obama took the oath as president on January 20, 2009, at an inauguration ceremony at the US Capitol, United States. Like other politicians during the campaign, Barack Obama also made speeches to rally voters and win the election. The following are some words from Obama's speech broadcast on September 7, 2012, at the Democratic Party Convention, So you see, the election four years ago wasn't about me. It's about you, fellow citizens, you are the change. In his speech, Obama showed humility to attract the attention of Americans.

Springfield, the capital of Illinois, is Obama's political center. It started when he arrived in Springfield in January 1997, as a newcomer coming from New York and helping the community in Chicago. On February 9, 2007, he declared himself a presidential candidate in Springfield. One of the reasons people are happy with Obama as president is because he will listen so that the decisions people make will be known that he has listened; in addition, he is knowledgeable about how to encourage people to engage and talk. He quite attracted the attention of people in the United States and managed to gain support because of his friendly and interesting nature. Apart from that, Obama was very firm and careful in making decisions during his tenure as president of the United States. Obama interacts with the public by listening to complaints and giving suggestions. Obama has done more during his tenure. Obama spent more time abroad to improve the image of the United States by improving relations with other countries, showing interest in other countries' cultures, and making visits to other countries.

2.1.7. YouTube Channel

The use of online videos such as YouTube shows technological advances in online communication. According to (Anggrarini & Faturokhman, 2021), using YouTube can improve speaking, listening, and pronunciation skills. YouTube can be a useful tool as multiple languages can be taught. YouTube videos can be used to search for various references and knowledge abroad and at home, especially to learn about the diversity of English used around the world and provide them with original speaking material. YouTube is a popular video site that offers a variety of information in "moving image" format and allows users to upload and view their videos for free worldwide. For those who want to search and watch videos directly, this site is the right place. Apart from that, we may participate in uploading or uploading videos to YouTube servers and distributing them throughout the world (Ashar et al., 2023).

According to cultural studies theorists, the concept of democratic participation is more important than the substance of participation, in their opinion (Burgess & Green, 2013). Dr. Rulli Nasrullah stated that YouTube is an internet-based social media that has video content. YouTube contains mostly amateur videos produced by people not involved in the television or film industry and is a dynamic platform that encourages democratic participation. Internet platforms enable people to communicate emotional and social experiences, including socio-cultural and political (Strangelove, 2010). According to (Lingga et al., 2019, p. 260) YouTube is essentially a website where users can share or just watch videos that have been uploaded by different parties.

According to the definition given above, YouTube is an online platform that is utilized by people worldwide, including those in Indonesia. People use it to share their experiences and knowledge, as well as to obtain information and amuse themselves. The majority of people have a YouTube account through which they use to receive regular entertainment.

2.1.8. Language and Leadership

Language is very important for building good relationships between people. Pragmatists consider language as a social behavior used in communication. Social and situational factors influence the use of language as a communication tool. Social status, gender, age, education level, economic level, and others are social factors that influence language use. Verbal signs or language procedures are the way people communicate. When we communicate, we not only speak our minds but also follow cultural standards.

The language used must be appropriate to the culture of the people used. Politeness, also known as politeness strategies, and politeness principles, is a tool that can be used to ensure that everyone lives in harmony and cohesion. According to the principle of politeness, people who speak should not show that they are better or worse than others. In leadership, language is very important. Leaders can use language to clarify goals, build a sustainable vision for the future, and unite people to achieve common goals.

They should not confuse people with jargon and should not leave people guessing. They should speak clearly and directly, using simple words. Language

helps us make decisions, resolve most disputes, create laws, share research results, and articulate new possibilities. Without language, it is impossible to practice effectively in a particular field leadership, medicine, business, or science without mastering the language. We become more than just language experts in leadership by learning concepts like vision, strategy, and culture. Kockelmans' theory (Suprpto et al., 2021) says that, because humans speak, "language is not essentially exclusive to communication; it has a more important role in the web of experience."

2.2. Previous Research

Research on Pragmatics, especially politeness strategies, has been widely carried out because of the importance of this strategy in communicating, especially with important or famous people, because their speech is in the spotlight of the public, therefore, although much research has been conducted on this, the results of each study are different. The purpose of conducting previous research studies is as reference material for researcher in this field of study so that the author can enrich his theories. The following is a reference to previous research regarding "Politeness Strategies":

- 1) Dwi Handayani Silitonga, (Silitonga, 2022) Students from the Department of English Language and Literature at the Faculty of STIE Bina Karya Tebing Tinggi with titled " An Analysis of The Politeness Strategy used in Mata Najwa Talk Show on Trans7" The focus of the research is the types and dominant type seen from Brown and Levinson's theory of politeness strategies using qualitative research methods. The strength of this study is

that it provides a thorough explanation of various politeness strategies and how they are used by speakers. So, what differentiates this research from research that will be conducted by other researchers is the type of data that will be used, as well as how researchers. The main purpose in doing this study is to describe and explain the politeness strategies that are used by the participants in talk show interaction. From the analysis, the researcher found out the result that Positive politeness (76,32%), Negative Politeness (18,42%) and off Record Strategy (5,27%) and there is no Bald Record Strategy used in this analysis.

- 2) Roita Angel Isabella (2022) a student of English Education, Faculty of Teacher Training and Education, University of HKBP Nommensen Medan, had a study “An Analysis of Politeness Strategy of Bataknese Traditional Wedding Ceremony”. The focus of this research is to look for the types of politeness strategies. This research uses descriptive qualitative and graphs with data analysis based on cultural “mangulosi” in Batak Toba marriages, while the data can be objects, motion, humans, places, and so on, the data collection methods are interviews, observations, questionnaires, and related documents. So, this research and previous research both use the same theory from Brown and Levinson about political strategy. However, the object of this research is "mangulosi", while previous research focused on President Barack Obama. The most dominant type used is positive politeness that was realization “Be

optimistic”, when the speaker feels very optimistic that the Listener is willing to do or wants to do something to the speaker.

- 3) Ezra Ocatania Sianipar (2023), a student of English Education, Faculty of Teacher Training and Education, University Of HKBP Nommensen Medan, had a study of “Politeness Strategies Used by The Main Character in the KKN Di Desa Penari Movie”. This research aims to identify the types of politeness strategies and strategies that are most often used by the main characters in films. This research uses descriptive qualitative research and collects data through searching for films on the internet, downloading the movie, watching, taking note of every single type, and interpreting. This research has an advantage in describing the material that goes from Pragmatics to the smallest part to examples of the politeness of each character. The similarity between this research and the previous research is related to Politeness strategies with the same theory from Brown and Levinson. However, the previous study focused on several people as objects, so that each character would be analyzed, while this study focuses on one character, namely Barack Obama in several of his speeches, the formulation of this research problem is different from previous research because this research only discusses the types of politeness strategies and dominant strategies. From the movie, the most dominant type is positive politeness.

4) Aisyah Bella Raesky (2023) a student of English Education, Faculty of Teacher Training and Education, had a study of “An Analysis of Politeness Strategies in George W. Bush’s Victory Speeches”. This research used qualitative design based on Brown and Levinson's (1987) theory of politeness strategies and this research proved that George favorably used a positive politeness strategy. George must be more polite when delivering the speech to maintain the audience's goodwill because he knew his audience wanted to be loved, understood, admired, and sympathetic. The purpose of George's use of positive strategy was to keep the listeners' best interests in mind, and the speech was polite. George W. Bush also utilized positive politeness most frequently in his victory speeches; George needed the hearer's support as he was the elected president and needed to be liked and trusted by the Americans.

2.3. Conceptual Framework

This research specifically focuses on the application and analysis of the Politeness Strategy in President Barack Obama's Speech, because the focus of the research is how this strategy is implemented, created, and functions, this is related to differences in speech and the use of language used, so researcher must understand the meaning of the character's condition in its Pragmatics Context because Pragmatics must deal with relationships between language and context. Researcher used Brown and Levinson's (1987) Politeness Strategies theory in this research.

The first researcher problem is "What types of Politeness Strategies does President Barack Obama use?" The Politeness Strategies Theory of Brown and Levinson will be applied to the resolution of this query. Considering the four primary categories of politeness strategies and 48 sections of Politeness Strategies, a researcher will use these strategies to categorize and realize the use of President Barack Obama's speech.

The second researcher problem is "What type of Politeness Strategies is most dominantly used in President Barack Obama's speech?" In this section, a researcher will interpret and provide the categories of Politeness Strategies outlined in Brown and Levinson's theory. Based on these categories, researcher will classify speeches into Politeness Types, and then determine which types of Politeness Strategies are most often used in President Barack Obama's speeches.

Therefore, this Conceptual Framework section contains all the theories necessary and relevant to this research. One very specific theory used is Brown and Levinson's (1987) theory of Politeness Strategies. The basic theory used to analyze President Barack Obama's speech is to find the dominant types, and types of Politeness Strategies used when President Barack Obama makes his speech.

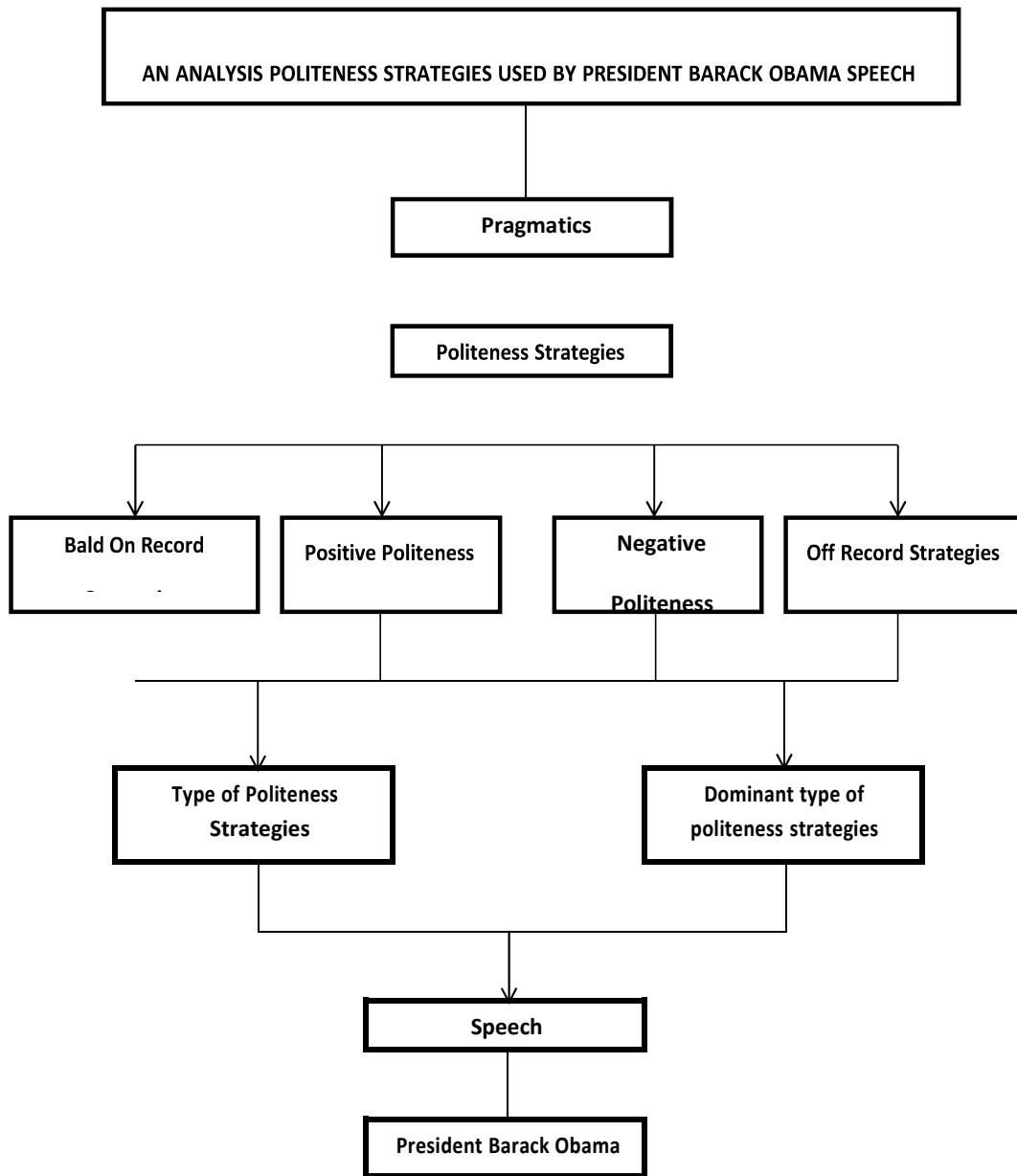


Figure 2.2 Conceptual Framework

CHAPTER III

RESEARCH METHODOLOGY

3.1 Research Design

Researcher used Descriptive Qualitative because this research is about how to speak politely and the method of approach taken, with the data in the form of verbal speech transcripts and understanding the context. Descriptive Qualitative Research aims to understand human actions and what drives this behavior (Lincoln, 2005). Meanwhile, according to Creswell 2014 (Novita et al., 2022, p. 3928), Qualitative descriptive research explores and understands perceived social meaning or humanitarian issues.

Descriptive Qualitative Research is known as research that will produce descriptive data in written and verbal form conveyed by President Barack Obama as well as the behavior that will be observed. Qualitative research focuses on the big picture of phenomena compared to numerical data. This research explains how a president uses Politeness Strategies, especially in President Barack Obama's speech.

3.2 Research Instrument

In this research, researcher used data collection instruments through observation. The main tool used in data collection observations is the "Politeness Strategies Table", to search for complete additional information using electronic media such as laptops, cellphones, notes, stationery, and the YouTube application to search for President Barack Obama's speech.

**Figure 3.1 The Data types of Politeness strategies by
Brown and Levinson (1987)**

No	Utterances	Politeness strategy
1.		
2.		

3.3 Data and Source Data

The data from this research are Barack Obama's speeches in several of his videos which contain politeness strategies. Data will be taken from Barack Obama's speech utterances from Politeness strategies. These policy strategies were taken when Barack Obama made his speech as president. The policy strategies presented can be carried out using various strategies.

Transcripts of President Barack Obama's speeches from YouTube are the data source for this research. YouTube transcripts are necessary documents for qualitative descriptive research. Researcher analyzed the Politeness Strategy in

this research. The data used by researcher are transcripts of speeches delivered consisting of four main categories of politeness techniques, grounded in the theories of Brown and Levinson. President Barack Obama's speech transcript taken from the internet via various links is included as a secondary data source:

- 1) President Obama's Election Night Victory Speech –Nov 6, 2012 In Chicago, (https://youtu.be/Wk17f6_4iW8?si=B2fbmmT6qzPYle47).
- 2) Indonesia's Example to the World – Nov 10, 2010, at the University of Indonesia (<https://youtu.be/niDPBTbJqS0?si=gVa3unLDxSBA45WV>).

3.4 Techniques of Collecting Data

Researcher in this study collected data by looking for speech transcripts from YouTube. The data collection technique used by researcher is to search for speech videos, watch and listen to the videos repeatedly, download the videos, read the video transcripts, and compare them to ensure the validity of the data based on several videos of Barack Obama's speeches.

1) Choosing speech video

Researcher looked for videos of Barack Obama's speeches on YouTube. YouTube is a medium for searching for information in the form of videos. Researcher will look for complete speeches of unspecified duration.

2) Watch Speech Videos

In this case, the researcher paid attention to Barack Obama's entire speech, the researcher watched it repeatedly to understand every form of speech in the

speech. While the researcher watched the speech, a transcript was provided so that the researcher could easily understand the whole thing, and then compare.

3) Download Speech Video

Downloading is the process of transferring data from one device to another. Researcher downloaded Barack Obama's speech video and saved it on their mobile devices.

4) Take a note from Video Speeches

According to Sugiyono 2018 (Sadewa, 2022, p. 2) Qualitative research, documents are used to refer to first-person narratives that can describe actions, experiences, and beliefs. In research, you have to make notes to write down each part that needs to be analyzed, so that researcher write down strategic Politeness so that it can be synchronized more quickly.

3.5 Techniques of Analyzing Data

Researcher analyze the data by identifying each Politeness Strategy in President Barack Obama's speech, then grouping them according to the kind of Politeness strategy and entering them into the analysis table.

The theory of Miles, Huberman and Saldana (2014) was used to analyze data through qualitative analysis. The data for this research comes from YouTube video transcripts. The researcher will analyze data based on Miles' theory to analyze Qualitative data, namely:

- 1) Classify data into four categories of politeness strategies based on theory Brown and Levinson (1987)
- 2) Describes each types of strategy into context
- 3) Calculate the percentage of data in this study the researcher used the formula for calculating the percentage of data to answer the problem of the dominant type, researcher use techniques in the form, as follows (Education, 2021, p. 127)

$$N = F/n \times 100 \%$$

More details:

N = Percentage of Politeness strategies

f = frequency of politeness strategies

n = total category types

3.6 Triangulation

If the data is valid, then the data is categorized as good data in this qualitative research. Researcher used triangulation techniques in this research. According to Cohen's (2000) theory, triangulation is a combination of two or more data collection methods, so there are four triangulation techniques: (1) source triangulation, (2) researcher triangulation, (3) methodology triangulation, and (4) theory triangulation.

1) Source triangulation

The purpose of source triangulation is to test the credibility of the data used by checking data from various sources. In source triangulation, researcher use multiple data sources to produce valid data.

2) Researcher triangulation

Researcher triangulation is where researcher use multiple researchers to gather and examine information because using several researcher can make it more valid.

3) Methodology triangulation

Methodological triangulation involves using more than one type of method to study a particular phenomenon or issue. This can prove helpful in offering greater validity, more thorough data, validation of conclusions, and a deeper comprehension of improbable occurrences.

4) Theory triangulation

In Theoretical triangulation, researchers compare data findings with relevant theoretical perspectives. In this theory, researcher are required

to have expert judgment so that they can compare research findings with theory.

The researcher employs source triangulation in this study to gather and examine information regarding President Barack Obama's speeches by using Brown and Levinson's (1978) theory, thus using different methods and sources to test the truth of the information. The author uses source triangulation to validate the data. The data for this research were videos transcribed by the researcher. The author listened to the speech carefully and identified and analyzed it accurately.