CHAPTER I

INTRODUCTION

1.1 The Background of Study

Pragmatics is a sub field of linguistics which concerns with the relation of language and context around the speakers. Yule (1996: 3) defines pragmatics as a study to interpret the speaker's intention. Pragmatics is about the analysis of meaning lies behind the utterances spoken by the speaker. Thus, the hearer has to be able to infer the speaker's utterance to catch the intention of the speaker. Another similar definition about pragmatics is delivered by Lycan. According to Lycan (2008: 138) pragmatics is the study of language function related to its context.

In communication the speakers choose the strategies to have polite conversation. People use politeness strategies in order to get the point conversation well. people as the language users have to use language appropriately, for politeness relates to the notion of appropriateness. Politeness itself is one of the requirements to make a smooth social interaction. According to Wardaugh (2010), politeness is the most crucial aspect in language use as we must consider other people feelings. Robin Lakoff, (1960), as quoted by Fukushima, (2005), also argues that politeness is prioritized to avoid offence than to achieve clarity. Hence, politeness is indispensable in the language use that everyone should be polite to make social interaction goes well. It relates to consideration and awareness of the interlocutor face.

According to Brown and Levinson (1993: 1) "Politeness strategies are developed in order to save the heares face". Face refers to the respect that a

individual has for him or her maintaning that self-esteem in public or in private situations.Usually person tries to avoid embarrassing to other person, or make them feel uncomfortable. Face Threatening Acts (FTA's) are acts that infringe on the hearers need to maintain his self-esteem, and be respected. Politeness strategies are developed for the main purpose of dealing with these FTA's. Acorrding to Brown and Levinson there are four types of politeness strategies, The strategies are bald on record, positive politeness, negative politeness, and off record-indirect strategies.

Politeness is something that is really needed in conversation, with politeness that is expressed can be conveyed well and more gently to the listener. Politeness is one important issue. It is regarded as a universal phenomenom in language use, it is doesn't refer to the social rules of behavior such as letting people to go first through the door, or wiping mouth on the serviette rather than on the back of hand.

Nowadays social media is growing rapidly and is well accepted by most people on this world. As we know social media are interactive digitally mediated technologies that faciliate the creation or sharing/exchange the information,ideas,career interest,and other forms of expression via virtual communities and networks. Social media has many types like instagram, facebook, whatsapp, youtube etc. In this research the writer wants to discuss one type of social media, namely Youtube. Youtube is an American online video sharing platform headquartered in san bruno,California. For nowadays youtube is the second most visited website after google search, according to Alexa internet rankings.

There are many things that can be found on YouTube that can help us do something or create something that is needed. Now not a few also create new video content on youtube, many youtubers are pouring ideas in it, as happened in 2019-2020 many YouTubers are doing prank content. Prank (practical joke) is a mischievous trick played someone, generally cousing the victim to experience embarrassment, perplexity, or discomfort. According to Krakowiak and Modliński (2014), "a prank is a ludicrous event or act done to entertain, amuse or ridicule a victim who does not expect to be a subject of any mockery or comic situation" There are many types of pranks, one of which is homeless pranks. homeless prank is one of the social experiments conducted by YouTubers, in this case we can find positive and negative things. The existence of prank content, then the problem arises between what is in the content prank on the audience attitude. The hope is as content that is easy to create and free to create, prank can be an entertaining means for the audience, however in fact, a potentially controversial prank appears bad influence for YouTube viewers. Their prank content is considered violating existing norms in Indonesia is like disturbing peace general, using language that is offensive and disrespectful, and dangerous themselves and others around them.

In this research the researcher discussed about negative strategies in homeless prank on youtube. Researcher used theory from Penelope Brown and Stephen C. Levison 1978 book entitled politeness "Some universal in language usage".

The researcher used the prank content from Atta Halilintar as the data to be researched. Atta Halilintar is the YouTuber with the most subscribers in Southeast Asia. As of August 2019, the number of followers on his YouTube

channel reached 18.5 million with revenues of nearly IDR 23.6 billion per month and has positioned him as a leading influencer today. Atta Halilintar has a lot of content on his YouTube channel, one of which is prank content.

1.2 The Problem of The Study

Based on the background above, this research analyzed about politeness, the writer starts the problem as follows:

1. What are the types of negative politeness strategies used in the YouTube homeless prank utterances and youtuber commentary?

2. What is the most dominant negative politeness strategies found in homeless prank in youtube?

1.3 The Objective of The Study

Based on the problem of the study above, the objectives of the study are formulated as follows:

1. To identify the negative politeness straregies use in the youtube homeless prank utterances and youtuber commentary

2. To find out the most dominant negative politeness strategy found in homeless prank in youtube

1.4 The Scope of The Study

The scope of this study is the negative politeness strategy which are found in homeless prank in YouTube by Atta Halilintar. This study is limited on the analysis of negative politeness strategy in homeless prank in YouTube by use Brown and Levinson theory.

1.5 The Significances of The Study

There are two kinds of significance in this study, those are theoretical and practical. Those can be described as follows.

1. Theoretical Significance

    1. This research could become a new perspective the research of politeness strategies.

    2. This research could become a new model in the research of content youtube utterances.

2. Practical Significance

    Practically, the research findings may be useful for the following:

    1. The students of English literature

        Especially for those who major in linguistics, it can give additional knowledge on politeness strategy in general, and to be more specific negative politeness analysis study.

    2. To the English lecturers of English department

        The findings can be used as an example of how to analyze negative politeness strategies in the youtube prank and could be seen as an alternative idea to teach English using prank in youtube.

    3. To other researchers

        The research can be used as additional information to conduct other research in linguistics, especially concerning politeness.

CHAPTER II

REVIEW OF RELATED LITERATURE

2.1 Pragmatics

Pragmatics is a sub field of linguistics which concerns with the relation of language and context around the speakers. Yule (1996: 3) defines pragmatics as a study to interpret the speaker's intention. According to him, pragmatics is about the analysis of meaning lies behind the utterances spoken by the speaker. Thus, the hearer has to be able to infer the speaker's utterance to catch the intention of the speaker.

In addition, Yule states that pragmatics is a study of contextual meaning. The contextual meaning proposed by Yule is the location, time, circumstances, and participants of the conversation which can affect the meaning of the speaker's utterance. Therefore, the hearer has to be able to relate the utterances spoken by the speaker with the surrounded context to understand the speaker's real intention (Pratiknyo: 2016).

According to Lycan (2008: 138) pragmatics is the study of language function related to its context. pragmatics is the branch of linguistics which studies the use of language in context. In pragmatics perspective, the hearer has to be able to read the context where the conversation takes place to interpret the meaning of the speaker's utterance. Since context is often described in many definitions of pragmatics, context holds an important element in conversation to interpret the meaning of the speaker's utterance.

2.2 Politeness

Based on Yule (1996:60), politeness is a concept of polite social behavior in a particular culture. It can be shown by showing good manners towards others.

The politeness was not only for one group society, but also it was for everyone in all conditions that using language as their tools in daily conversation in order to make a good social interaction with other people in their life. Thomas (1995:150) stated that "politeness was a real-world goal (politeness interpreted as a real desire to be pleasant to others or as the underlying motivation for an individual's linguistic behavior".

Using politeness made listeners give a good response to speaker's question or request. According to Yule (1996: 60), politeness is showing awareness of another person's face; it was related to social distance or closeness. Politeness referred to the emotional and social sense of self that everyone else to recognize. In this case, politeness was really needed to build a good relationship and to have a good social interaction with other people. In other word, politeness was the expression of the speakers's intention to mitigate face threats carried by certain face threatening acts toward another.

Thus, it can be concluded that politeness has an important role in comm unication because it is highly associated with someones's behaviour in interaction. Using of politeness is very necessary in generating social interaction and also an important thing that must be consider because good behavior will produce good communication as well.

2.3 Politeness Strategies

According to Yule (1996:60), politeness is a concept of polite social behavior in a particular culture. It can be shown by showing good manners towards others. Politeness is related to the concept of face. Based on Brown and Levinson (1978:61), face is a kind of public self-image that belongs to everyone. Everyone ought to consider face as basic wants so that one might know each other's desires. There are two types of face namely negative face and positive face. Negative face is a kind of face which wants to be free from actions and free from impositions. Positive face is a kind of face which wants to be appreciated and approved of as the same group by others.

The theory of linguistic politeness first appeared in 1987 by Brown and Levinson. As stated by Brown and Levinson in Cutting (2002:45), a politeness theory is based on the concept that people have a social self-image. This sense of self-image is also known as "face". It is a general typical in all cultures that the speakers should aware on the hearers' needs about their faces, consider of their feelings, and minimize face-threatening act (FTA). Yule (1996:130) states that FTA is an action which gives threat to a person's face. Thu s, in brief, politeness is an act of showing awareness of the hearers' social self-image. Furthermore, Brown and Levinson in Watts (2003:86) state that the aim of politeness strategy is to minimize FTA. They state that every person has two types of face, positive and negative. Positive face is described as the individual's need to be respected and accepted in social interactions, while negative face is the individual's need to have an independence of action and imposition. There are four politeness strategies proposed by Brown and Levinson (1987) to show people's awareness of other's

face. Those are bald on-record, negative politeness, positive politeness, and off-record. The four strategies are explained as follows (Jeihan Jade Archia,2014).

2.3.1 Bald on Record Strategy

Bald on-Record strategy provides no effort by the speakers to minimize the impact of the FTA's. The speakers usually shock the hearers, embarrass them, or make them fell a bit uncomfortable. The prime reason for bald-on record is whenever S wants to do the FTA with maximum efficiency more than he wants to satisfy H's face. However, this type of strategy is commonly found with people who know each other very well, and very comfortable in their environment such as close and family. Brown and Levinson outline that bald on record strategy do not attempt to minimize the threat to the hearer's face. This strategy is most often utilized by speakers who closely know their audience. With the bald on record strategy, there is a direct possibility that the audience will be shocked or embarrassed by strategy such as family or close friends.

Exampe:

- *come in*

    Welcome

-*Watch out*

    Great urgency or desperation

2.3.2 Positive Politeness Strategy

Brown and Levinson (1987: 101) states that strategy attempt to minimize the threat to the hearer's positive face. This strategy is most commonly used in situations where the audience knows each other fairly well. Quite often hedging and attempts to avoid conflict are used. Seeks to establish a positive relationship

between parties, respect a person's need to be liked and understood. Direct speech acts, swearing and flouting Grice's maxim: can be considered aspects of positive politeness because: they show awareness that the relationship is strong enough to cope with what would normally be considered impolite (in the popular understanding of the term).'' They articulate an awareness of the other person's values which fulfils the person's desire to be accepted.'' Moreover, Holmes suggests that positive politeness emphasizes shared attitudes and values. For instance, when the boss asks to his employee, who is subordinate people, to use first name (FN) to him, this is a positive politeness, expressing solidarity and minimizing status difference. Besides that, the positive politeness is a face save acts which is concerned with the person's positive face which tends to show the solidarity, emphasize that both speakers and hearer want the same thing, and they have a common goal (Yule, 1996: 62). However, positive politeness is face work that is aimed at positive face.

Example:

- *"What a fantastic garden you have!"*

By exaggerating his expression with exaggerated intonation or stress, the speaker invites the hearer that hearer's want is admirable for speaker. The speaker conducts this exaggeration to express his admiration of the hearer's garden. This way may satisfy the hearer's positve face and claim common ground.

2.3.3 Negative Politeness Strategy

Negative Politeness Strategy Brown and Levinson (1987:129) state negative politeness which presumes that the speaker will be imposing on the listener. The potential for awkwardness or embarrassment is greater than in bald

on strategies and positive politeness strategies. Negative face is the desire to remain autonomous. Thus, a request without consideration of the listener's negative face might be uncomfortable; '' I need $5? '' is awkward if five dollars is outside the listener's wants to maintain their autonomy, adds an out for the listener like ''1 know you've been Linda strapped for cash, but could I borrow $5?'' the listener is more likely to give them that money because the request showed a respect for their ability to maintain autonomy. Negative politeness strategy which similar to positive politeness in that we recognize that they want to be respected; however we also assume that we are in some way imposing on them. i,e. say ''I'm sorry to brother you but, I just wanted to ask if I could use one of these pens?'' making a request less infringing, such as if you don't mind '' or if it isn't much trouble '' respects a person's right to acts freely. In others words deference. There is a greater use of indirect speech acts. Negative politeness is also known as respect politeness where every participant in the social process has the need not to be disturbed and to be free. In Holmes` opinion (1992:297), negative politeness pays people respect and avoids intruding on them. However, Brown and Levinson (Goody, 1996:134) said that negative politeness is repressive action addressed to the addressee's negative face; his want to have his freedom of action unhindered and his attention unimpeded. Negative Politeness Strategy Brown and Levinson (1987:129) state negative politeness which presumes that the speaker will be imposing on the listener. The potential for awkwardness or embarrassment is greater than in bald on strategies and positive politeness strategies. Negative face is the desire to remain autonomous. Thus, a request without consideration of the listener's negative face might be uncomfortable; '' I

need $5? '' is awkward if five dollars is outside the listener's wants to maintain their autonomy, adds an out for the listener like ''1 know you've been Linda strapped for cash, but could I borrow $5?'' the listener is more likely to give them that money because the request showed a respect for their ability to maintain autonomy. Negative politeness strategy which similar to positive politeness in that we recognize that they want to be respected However we also assume that we are in some way imposing on them. i,e. say ''I'm sorry to brother you but, I just wanted to ask if I could use one of these pens?'' making a request less infringing, such as if you don't mind '' or if it isn't much trouble '' respects a person's right to acts freely. In others words deference. There is a greater use of indirect speech acts. Negative politeness is also known as respect politeness where every participant in the social process has the need not to be disturbed and to be free. In Holmes` opinion (1992:297), negative politeness pays people respect and avoids intruding on them. However, Brown and Levinson (Goody, 1996:134) said that negative politeness is repressive action addressed to the addressee's negative face; his want to have his freedom of action unhindered and his attention unimpeded.

2.3.4 Off Record Strategy

According to Brown and Levinson (1987) a communicative act is done off record if it is done in such a way that it is not possible to attribute only one clear communicative intention to the acts. Thus, if a speaker wants to do an FI'A, but wants to avoid the responsibility for doing it, he can do it off record and leave it up the addressee to decide how you interpret it (Siburian,2016)

Example:

- Be sarcastics or joking

"yeah, he's a real rocket scientist"

- Give hints

  "it's cold in here"

2.4 The strategies of negative politeness

According to Brown and Levinson (1978:129-211), Negative Politeness is a kind of politeness which deals with satisfying hearer's negative face. It concerns with respect behaviour. In conducting this strategy, speaker would like to emphasize hearer's relative power. All of the strategies' outputs are useful for keeping the social distance. There are five mechanisms which will be explained below:

2.4.1 Be Direct

Basically, Negative Politeness combines direct utterance and the action which minimizes in position in the FTA. One of the ways to minimize imposition is by being indirect.

Strategy 1:

Be conventionally indirect, the speaker delivers the utterance which has contextually clear meaning yet different from its literal meaning. The most common way to show this strategy is by uttering indirect speech acts. By delivering indirect speech acts, the utterance goes on record and the speaker's intention to deliver his/her desire still remains indirect.

Example: *"Can you please pass the salt?"*

The example shows that the speaker delivers an indirect request. Although the speaker asks the hearer whether the hearer can pass the salt or not, the intention of the speaker is not about asking the capability of the hearer in passing

the salt. The speaker's real intention is to make the hearer gives the salt to the speaker.

2.4.2 Do Not Presume/Assume

In conducting this strategy, speaker should carefully avoid presuming or assuming anything about hearer's desire and interest because it might impose hearer. The speaker should keep the distance from the hearer.

Strategy 2:

Question, hedge Question is necessary in conducting 'do not assume' strategy, because the speaker can ask question to the hearer instead of assuming by himself. Hedge is also necessary because it could modify the force in the utterance. Hedge can be encoded in particles of language.

example*: "I wonder whether I could just sort of ask you a little question."*

The speaker tries to satisfy the hearer's negative face by reducing the force of imposing him/her by delivering the phrase 'sort of' and 'a little'. Thus, the hearer's negative face will be saved.

2.4.3 Do Not Force Hearer

Since negative politeness focused on keeping hearer's negative face, then, speaker forbid to force hearer too much. Forcing basically threats hearer's negative face, because it indicates a strong imposition towards hearer. Besides, it breaks the rule of negative politeness.

Strategy 3:

Be pessimistic to indicate this strategy, the speaker needs to express kind of doubt explicitly. Expressing doubt may imply that speaker does not know whether

hearer can fulfill his desire or not. Then, speaker does not appear to force hearer to do the FTA.

example: *"If you had a little time to spare for me this afternoon, I'd like to talk about my paper"*

The speaker uses the remote possibly marker. It can be seen when the speaker says "If you had a little time…" By saying that, the speaker succeeds in redressing the hearer's negative face since the speaker, indirectly, give an option to the hearer whether the hearer will accept or refuse it.

Strategy 4:

Minimize the degree of imposition Strong imposition might damage hearer's face either negative or positive. Then, in a conversation, the speaker ought to consider the social factor as distance and power. By considering the factor, speaker can manage the weightiness of the imposition so that hearer might accept the imposition well. For instance:

Example: *"Could I talk to you for just a minute?"*

The example shows that the speaker minimizes the imposition by saying "for just a minute" meanwhile the real intention of the speaker is to talk to the hearer for some minutes.

Strategy 5:

Give deference There are two ways to convey giving deference strategy. First, speaker tends to be humble. Second, speaker treats hearer as superior. In this case, speaker realizes that he is not in the position where he can force the hearer. It is a kind of mutual respect among participants of speech.

Example: *"Mr. President, if I thought you were trying to protect someone I would have walked out"*

The speaker emphasizes the social distance between him/her and the hearer by delivering the word 'Mr. President'. The purpose of the speaker is to satisfy the negative-face wants of the speaker. Thus, the face threatening act will be accepted by the hearer

2.4.4 Communicate Speaker's Desire not to interrupt on Hearer

To satisfy hearer's negative face, speaker ought to be careful in representing the interruption towards hearer. It can be done by apologizing before doing interruption and making the agent of FTA is unclear.

Strategy 6:

Apologize Asking for apologize may minimize imposition towards hearer's negative face. In conducting this strategy, speaker could admit the impingement, show his reluctance and beg forgiveness to the hearer upon the FTA given.

Example: *"I'm sure you must be very busy, but…"*

The example shows that, in order to save the negative face of the hearer, the speaker admits that the hearer must be very busy to make the hearer's negative face fulfilled.

Strategy 7:

Impersonalize speaker and hearer the basic concept of this strategy is avoiding reference to the person that involves in FTA. Speaker should avoid inclusive 'I' and 'you' in the conversation because it may indicate a little imposition.

Example*: "Do this for me."*

The example shows that the speaker avoids the use of the pronouns 'I' and 'you' by deleting the subject and the object of the utterance. The purpose of deleting those two elements is to keep the distance between the speaker and the hearer in order to fulfill the negative-face wants of the hearer.

Strategy 8:

State the FTA as a general rule Stating the FTA as general rule in the conversation is a safe way to minimize the imposition. Speaker can reveal the FTA as a social rule or obligation that has to be done by hearer. Then, speaker does not seem to impose hearer.

Example: *"I am going to spray you with DDT to follow international regulations"*

The speaker shows that he/she, actually, does not want to intrude the hearer but he/she has to do it because of the general rule. The general rule of that utterance is signalized by the statement "to follow international regulations."

Strategy 9:

Nominalize The strategy of nominalize deals with the degree of formality. To conduct this strategy, speaker can replace or nominalize the subject, predicate, object or even complement to make the sentence gets more formal.

Example: *"Your good performance on the examinations impressed us favourably"*

The speaker succeeds in making the utterance sounds formal since the speaker uses the noun phrase 'good performance' as the subject. By nominalizing, the speaker also succeeds in keeping the distance between him/her and the hearer. Thus, those acts lead the speaker fulfill the hearer's negative-face want.

2.4.5 Redress Other Wants of Hearer

This strategy is related to the redress or feedback that speaker has to do towards hearer after doing the FTA. In this case, hearer can ask for his desire if he has more power than speaker or if they have any debt between them.

Strategy 10:

Go on record as incurring a debt or as not indebting hearer in this strategy, speaker generally imposes heavily on hearer by going on record. The speaker can also claim a debt explicitly as a redress or feedback of the FTA.

Example: *"I'd be really grateful if you would…"*

In the example above, the speaker shows his/her debt to the hearer by saying "I'd be really grateful." By saying that expression, the speaker succeeds in saving the hearer's negative face since the hearer will feel that the speaker has a debt if the hearer agrees to do what the speaker wants.

2.5 Channel AH

AH channel is a YouTube channel from one of the Indonesian youtubers that is Atta Halilintar. before becoming AH the name of his YouTube channel was his own name, namely Atta Halilintar. This youtube channel was created in 2016 and became popular in Indonesia in a matter of years. At the beginning of starting a YouTube channel, Atta Halilintar uploaded his daily life with his family which is also called a vlog. Atta has 10 siblings and this makes his YouTube channel subscribers and viewers increase because many people are curious and entertained by their vlogs content. AH channel has uploaded hundreds of videos with various types of content such as vlogs, room tours, podcasts, pranks. prank is content that

really attracts the attention of its audience in 2019, one of which is homeless prank on YouTube.

2.5.1 Homeless prank

According to Krakowiak and Modliński (2014), "a prank is a ludicrous event or act done to entertain, amuse or ridicule a victim who does not expect to be a subject of any mockery or comic situation". According Cambridge dictionary "prank is a trick that is intended to be funny but not to cause harm or damage".

"Prank content is included in the vlog genre, which is comedy-themed content and this content is one of the contents of the vlog genre that is much favored by the audience. Almost every day there are many videos recommending prank content on the YouTube site. This can be seen from the number of prank-themed subscribers who are able to reach numbers millions of viewers" (Annastasia, 2020: 3).

At first, pranksters or pranksters did this as a means to entertain by making videos of jokes or jokes in a way that was practiced both against friends, relatives, parents, and strangers. The purpose of the content creators to make these pranks is none other than as a medium of entertainment for the viewers of their YouTube channel. But over time some content creators make their videos considered evil and cruel because they ignore the norms that apply in Indonesia such as decency norms and immoral norms, not infrequently some of these prank videos can invite danger and trauma for both the prankster and those around him.

Homeless Prank is an activity that YouTubers do on content on YouTube. Some of the most popular channels on YouTube are those dedicated to candid "pranks" or "gags". Homeless pranks are mostly done by YouTubers in almost

all countries, and Indonesia is one of them. Homeless prank content is very popular in 2019.

2.5.2 Atta Halilintar

Muhammad Attamimi Halilintar born 20 November 1994, professionally known either as Atta Halilintar or simply as Atta is an Indonesian YouTuber and content creator. Atta Halilintar launched his official YouTube account in 2016 and Atta Halilintar is the first YouTuber in Southeast Asia to earn the Diamond Play Button. As of December 2020, he has approximately 26.1 million subscribers and was ranked 22nd most popular YouTuber in the world for the year 2020.

2.6 Previous study

Politeness strategies had been a common topic which is conducted by other researchers. However, there are only some researchers who interested in analyzing politeness strategies of refusal expressions. The first previous study conducted by Rr. Kuweira Nur Pratiknyo (2016). The researcher analyzed positive and negative politeness strategies of refusals in Richard Linklater's Boyhood. The researcher focused with the kinds of positive and negative politeness strategies of refusals are employed by the characters in Boyhood and   What factors influence the characters to choose a certain politeness strategy. The researcher use theory from Brown and Levinson (in Goody, 1978 to analyzed the data, and applied a combined method of descriptive and qualitative in analyzing the data. Based on the analysis, the authors found that Richard Linklater's Boyhood used the negative and positive politeness strategy and the most dominant is positive politeness strategy. The researcher also found the factors that Influence the

Characters in Choosing a Certain Type of Politeness Strategy in Boyhood, there are two factors namely, payoff and Relevant Circumstances.

The similarity between Kweir's research and this research is in the use of the qualitative methods and analyzing negative politeness strategy. The researcher also found the differences namely, using different theories and ways of analyzing the data found and research focus, while the Kweir's research focuses on analyzing positive and negative politeness and also factors of influence the characters to choose a certain politeness strategy. While this research only focuses on negative politeness strategies.

The second previous study was conducted by Charismawati (2014) entitled "Positive Politeness of Refusal in Three American Drama Movies." The research is aimed to describe how the ways of the characters in Legally Blonde, Yes Man, and Not That Just Into You movie deliver the positive and negative politeness strategies in their refusal and to find out what is the most dominant strategy of positive and negative politeness strategies used by the characters. The research discovered that the most dominant strategy used by the characters in expressing positive politeness strategies is "giving or asking for reasons". Meanwhile, strategy "being conventionally indirect" is the most frequent strategy of negative politeness strategies which is often used by the characters in the movie. The similarity between Charismawati's research and this research is use qualitative methods, use the theory from Brown and Levinshon and analyzing negative politeness strategy. The researcher also found the differences that is Charismawati's research discuss about speech acts and this research discuss about pragmatics.

Another politeness study was conducted by Nurdy Kurniawan (2015) entitled an analysis of positive and negative politeness strategies an interview of Mark Rutte on metro tv's face 2 face with Desi Anwar program. The researcher focuses on the implementation of positive and negative politeness strategies to save hearer's face based on Brown and Levinson's politeness theory in an interview between Desi Anwar and Mark Rutte. Based on the analysis, the researcher found 12 data that include questions and statements. The results moderate that Mark Rutte uses more positive politeness strategy than negative politeness strategy. Researcher use the theory from Brown and Levinson same as the theory that will be used in this research. The difference found in Nurdy's research with this research is the author will compare the results of research from positive and negative politeness strategies. While in this research the researcher only analyzes negative politeness strategies and finds which negative politeness is more dominant.

2.7 Conceptual Framework

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                    │     PRAGMATICS      │
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                    │ Politenes Strategies│
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Bald on Record	Off Record	Negative Politeness	Positive Politeness

Types of negative politeness according Brown and Levinson theory:

1. Be conventionally indirect
2. Question, hedge
3. Be pessimistic
4. Minimize the imposition
5. Give deference
6. Apologize
7. Impersonalize speaker and hearer
8. State the FTA as a general rule
9. Nominalize
10. Go on record as incurring a debt, or as not indebting hearer

AN ANALYSIS OF NEGATIVE POLITENESS STRATEGIES FOUND IN UTTERANCES AND COMMENTARY IN ATTA HALILINTAR HOMELESS PRANK
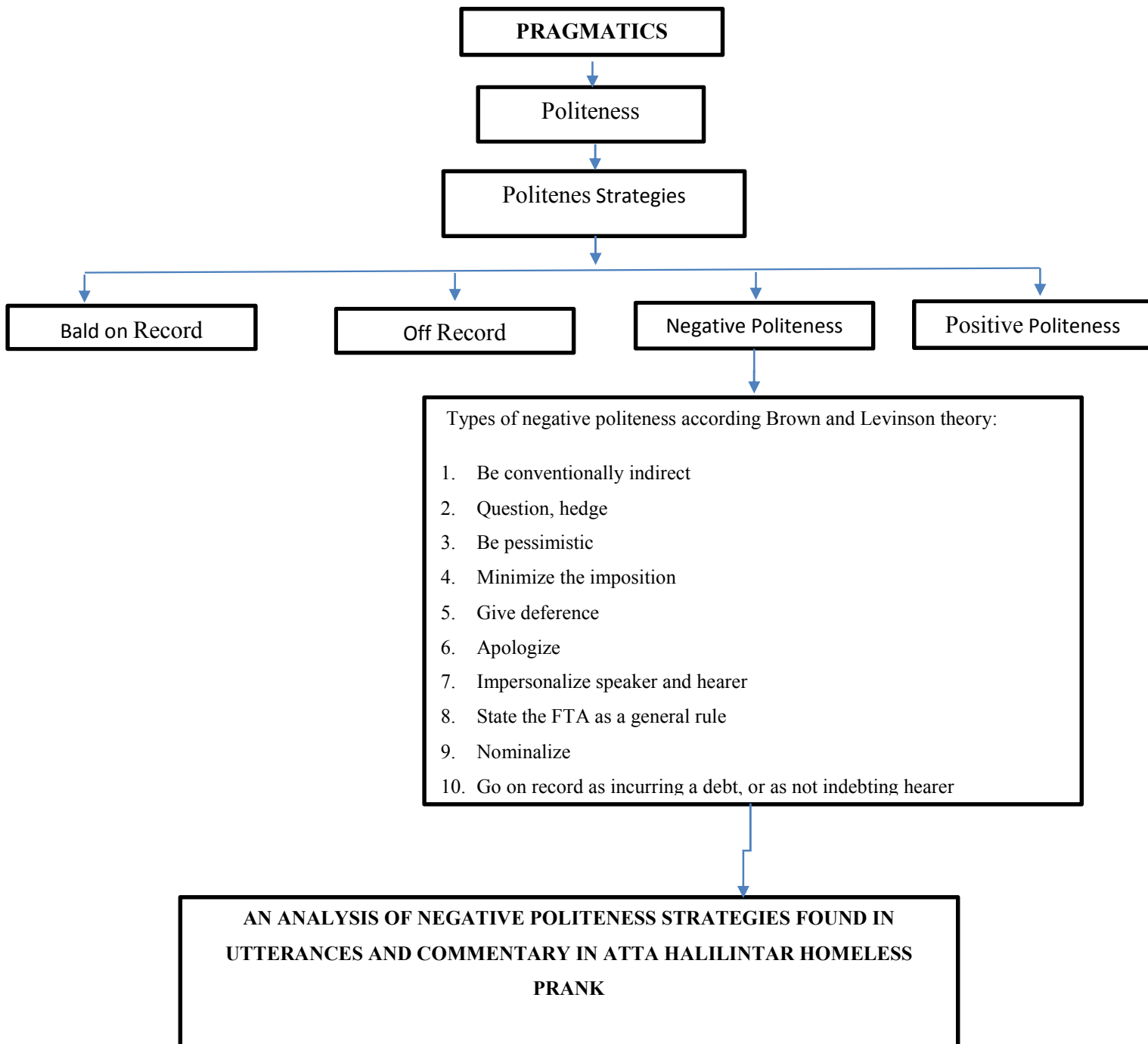
Figure 2.1

Pardede, Hotminar, 2021. An Analysis of Negative Politeness Strategies Found in Utterances and Commentary in Atta Halilinta Homeless Prank

This research studies the linguistics phenomenon under the pragmatics study. In this study, the researcher observes the negative politeness strategy in homeless prank in YouTube.

The researcher uses the theory of politeness strategy proposed by Brown and Levinson (1987:129) namely the negative Politeness. Based on the theory, there are five types of negative politeness: be direct, don't presume/ assume, do not force hearer, communicate speaker's desire not to interrupt on hearer, redress Other Wants of Hearer.

CHAPTER III

RESEARCH METHODOLOGY

3.1 The Research Design

According to Creswell (2009:3) "research design is plans and the procedures for research to detailed methods of data collection and analysis". The function of a research design is to ensure that the evidence obtain enables us to answer the initial question as unambiguously as possible. In this research the writer using the Descriptive Qualitative. According to Denzin and Lincoln (2000) claim that "qualitative research involves an interpretive and naturalistic approach". This means that qualitative research study things in their natural settings, attempting to make sense of, or to interpret, phenomena in terms of the meaning people bring to them.

In this research the writer using Descriptive Qualitative because the data is conversation transcript. The writer using theory of Politeness Strategies to analysis "homeless prank in YouTube".

3.2 The Source of The Data

Data are the most important in this research. The source of the data is the object where the researcher can get the data. The data of this research is utterance between Atta Halilintar and the people who were at the scene and from commentary. The data taken from YouTube.

3.3 The Technique of Collecting Data

In this research the researcher used data from YouTube that is Atta Halilintar's channel.

The writer uses the following steps:

1. The researcher has downloaded the video from YouTube channel of Atta Halilintar

2. The researcher has transcribed the conversation into text

3. Read the comments on Atta Halilintar's youtube

4. Have underlined the negative politeness strategy in the comments section of youtube

5. Then, the researcher selected the prank video to analysis.

3.4 The Technique of Analyzing Data

The researcher has used several steps in analysing the data, as follow:

1. Identify the data which are related to the negative politeness strategies that has been underlined.

2. Classify the data based on the types of negative Politeness Strategies.

3. Have calculated the data based on each types of negative Politeness Strategies.

4. Finding out the types of negative Politeness strategies and the most dominant negative politeness strategies.