

ABSTRACT

Pratama, Hizkia Satya. 2021. Brown & Levinson's Positive Politeness Strategies Used by Chris Rock in Tamborine Stand-up Comedy Show. Thesis. Supervisor 1 : R. Pujo Handoyo, SS, M.Hum. Supervisor 2 : Ika Maratus Sholikah, SS., MA. Examiner : Dr. Chusni Hadiati S.S., M.Hum. Ministry of Research, Technology and Higher Education, Jenderal Soedirman University, Faculty of Humanities, English Department, English Literature Study Program, Purwokerto.

The research entitled Brown & Levinson's Positive Politeness Strategies Used by Chris Rock in *Tamborine* Stand-up Comedy Show is aimed to discover the types of positive politeness strategy and to find out the purposes of those strategies used by Chris Rock in his stand-up comedy show. The research is conducted by using descriptive qualitative method. Total sampling technique is applied to determine the samples. The data of this research are the premises containing positive politeness strategies. The result shows that Chris Rock uses seven out of fifteen sub-types of positive politeness strategies proposed by Brown and Levinson (1987). Those sub-types are 4.5% of Notice, Attend to Hearer; 4.5% of Intensify Interest to the Hearer; 31% of Use In-group Identity Markers; 4.5% of Avoid Disagreement; 40% of Presuppose to Raise or Assert Common Ground; 9% of Joke; and 4.5% of Give Gifts to the Hearer in the Form of Goods, Sympathy, Understanding, or Cooperation. Presuppose to Raise or Assert Common Ground becomes the most frequently used sub-types because the majority of his materials are very sensitive which attacks the audience's positive face. Meanwhile, it is found that there are three purposes of doing the positive politeness strategy in *Tamborine*. First purpose is called Connecting with Audience that is used to help Chris to stay connected with the audience. Second, by applying a positive politeness strategy, Chris can create amusement that makes the audience at ease when discussing sensitive materials. Lastly, the strategy known as Creating Solidarity enables him to maintain solidarity with the audience. From the result, it can be concluded that Chris Rock uses extensive positive politeness strategies in order to avoid doing the face-threatening act by raising and asserting common ground in his premises with the audience. For further research, other researchers are expected to conduct an analysis on the use of positive politeness in different objects such as movies or TV series in order to obtain diverse results.

Keywords : Pragmatics, Positive Politeness Strategies, Stand-up comedy.

ABSTRAK

Pratama, Hizkia Satya. 2021. Strategi Kesopanan Positif Brown & Levinson yang Digunakan Chris Rock dalam Acara Stand-up Komedi *Tamborine*. Skripsi. Pembimbing 1 : R. Pujo Handoyo, SS, M.Hum. Pembimbing 2 : Ika Maratus Sholikhah, SS., MA. Penguji : Dr. Chusni Hadiati S.S., M.Hum. Kementerian Pendidikan dan Kebudayaan, Universitas Jenderal Soedirman, Fakultas Ilmu Budaya, Jurusan Bahasa Inggris, Program Studi Sastra Inggris, Purwokerto.

Penelitian yang berjudul Strategi Kesopanan Positif Brown & Levinson yang Digunakan Chris Rock dalam Acara Stand-up Komedi *Tamborine* bertujuan untuk menemukan tipe-tipe strategi kesopanan positif dan mengetahui tujuan dari penggunaan strategi tersebut. Penelitian ini dilakukan dengan metode deskriptif kualitatif. Teknik total sampling diterapkan untuk menentukan sampel-sampelnya. Data yang dipakai dalam penelitian ini adalah premis-premis yang mengandung strategi kesopanan positif. Hasil dari penelitian ini menunjukkan bahwa Chris Rock menggunakan tujuh tipe strategi kesopanan positif yang dipaparkan oleh Brown & Levinson (1987). Tipe-tipe sub strategi tersebut terdiri dari 4.5% strategi Notice, Attend to Hearer; 4.5% strategi Intensity Interest to the Hearer; 31% strategi Use In-group Identity Markers; 4.5% strategi Avoid Disagreement; 40% strategi Presuppose to Raise or Assert Common Ground; 9% strategi Joke; dan 4.5% strategi Give Gifts to the Hearer in the Form of Goods, Sympathy, Understanding, or Cooperation. Penelitian ini menunjukkan bahwa Presuppose to Raise or Assert Common Ground adalah tipe strategi yang paling banyak digunakan sebab hampir keseluruhan materi yang dilontarkan bersifat sangat sensitif dan menyerang muka positif penonton. Sementara itu, ada tiga tujuan dari penggunaan strategi kesopanan positif yang ditemukan dalam *Tamborine*. Tujuan pertama adalah Connecting with Audience yang membantu Chris untuk tetap terkoneksi dengan penonton. Kedua, dengan mengaplikasikan Creating Amusement, Chris dapat memberikan hiburan agar penonton tetap merasa nyaman ketika membahas materi-materi yang sensitif. Terakhir, tujuan yang dikenal dengan Creating Solidarity memungkinkan Chris untuk menjaga solidaritas dengan penonton. Penelitian ini menunjukkan bahwa Chris Rock menggunakan beragam tipe strategi kesopanan positif demi menghindari aksi pelanggaran muka dengan cara membahas dan menegaskan kesepahaman bersama. Untuk penelitian lebih lanjut, para peneliti lain diharapkan melakukan kajian dalam penggunaan strategi kesopanan positif pada objek yang berbeda seperti film atau serial TV agar hasil yang diraih lebih beragam.

Kata Kunci : Pragmatik, Strategi Kesopanan Positif, Stand-up komedi.