ABSTRACT

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This study investigates the use of positive politeness strategies employed by Andrew Huberman and David Goggins in the *Huberman Lab Clips YouTube Channel* podcast. The objectives of this study are: (1) to identify the kinds of positive politeness strategies used by Andrew Huberman and David Goggins in the YouTube podcast, (2) to understand the reasons why Andrew Huberman and David Goggins used positive politeness strategies. This research employed a descriptive qualitative method. The data were utterances containing positive politeness strategies, collected from the podcast through documentation collection, transcribing, and observation. The data were then analyzed using Brown and Levinson's politeness framework and interpreted through qualitative descriptive analysis.

The findings reveal that there were 21 utterances containing positive politeness strategies produced by Andrew Huberman and David Goggins. Out of Brown and Levinson's fifteen positive politeness strategies, only five types appeared: Seek Agreement (11 instances), Include Both Speaker and Hearer in the activity (6 instances), Use In group Identity Marker (2 instances), Exaggerate (1 instance), and Notice or Attend to Hearer (1 instance). These strategies were used to create a friendly atmosphere, reduce social distance, and support smooth conversation. Among them, *Seek Agreement* emerged as the most frequently used since it allowed the speaker to show alignment with the hearer, thereby strengthening rapport.

Keywords: education, *Brown and Levinson, podcast, positive politeness, pragmatics.*

ABSTRAK

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Penelitian ini mengkaji penggunaan positive politeness strategies yang digunakan oleh Andrew Huberman dan David Goggins dalam podcast Huberman Lab Clips di YouTube. Tujuan penelitian ini adalah: (1) mengidentifikasi jenis-jenis positive politeness strategies yang digunakan oleh Andrew Huberman dan David Goggins dalam podcast tersebut, dan (2) memahami alasan penggunaan positif politeness strategies yang digunakan oleh Andrew Huberman dan David Goggins. Penelitian ini menggunakan metode deskriptif kualitatif. Data berupa tuturan yang mengandung positive politeness strategies dikumpulkan melalui dokumentasi, transkripsi, dan observasi. Data tersebut kemudian dianalisis menggunakan kerangka teori politeness strategies Brown dan Levinson serta diinterpretasikan melalui analisis deskriptif kualitatif.

Hasil penelitian menunjukkan bahwa terdapat 21 tuturan yang mengandung positive politeness strategies yang diproduksi oleh Andrew dan David. Dari lima belas positive politeness strategies menurut Brown dan Levinson, hanya lima jenis yang muncul, yaitu: *Seek Agreement* (11 kali), *Include Both Speaker and Hearer in the Activity* (6 kali), *Use In-group Identity Marker* (2 kali), *Exaggerate* (1 kali), dan *Notice or Attend to Hearer* (1 kali). Strategi-strategi tersebut digunakan untuk menciptakan suasana percakapan yang ramah, mengurangi jarak sosial, dan mendukung kelancaran interaksi. Di antara semua strategi, *Seek Agreement* menjadi yang paling dominan karena memungkinkan pembicara menunjukkan keselarasan dengan mitra tutur sehingga memperkuat hubungan interpersonal.

Keywords: education, *Brown and Levinson, podcast, positive politeness, pragmatics.*