POLITENESS STRATEGY ANALYSIS ON THE TONIGHT SHOW STARRING *JIMMY FALLON*

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A B S T R A C T

The purpose of this study is to identify the politeness strategies used by Taylor Swift and Paul Rudd in the Tonight Show with Jimmy Fallon YouTube videos "Taylor Swift Talk Record-Breaking Midnight Album, Music Video Cameos and Easter Eggs" and "Paul Rudd Compares His Men's Health Shoot with Jonathan Majors' (Extended)" when they decide to use particular politeness strategies in communication. The research employed a qualitative descriptive method using an observational data collecting technique is applied to analyze the speakers' manner politeness strategies affect the communication between the speaker and hearer. Data collected from observation were analyzed using discourse analysis interpretation and were classified regarding the Brown and Levinson (1987) theory. This research found that the speakers both of Taylor and Paul prevalence the positive politeness strategy when they communicating in Jimmy Fallon's show. the positive politeness strategy that appeared in Taylor Swift that she is usually showing exaggerate (interest approval, sympathy with Hearer) while Paul Rudd deals with his character who really like making a joke almost in the whole conversation. Besides, the differences also followed by the second strategies that revealed by Taylor and Paul. Taylor Swift commonly chosen negative politeness strategy and Paul Rudd deals with off-record politeness strategy.

Introduction

Politeness is a key consideration in pragmatics. Politeness appears to be a key tool that helps to facilitate effective communication by preventing unneeded conflict between the speaker and the hearer. It indicates that the choice of words, phrases, or linguistic variants used to express ideas or meaning in a particular setting is determined by the endeavor to be polite. According to Selfia & Marlina (2016), The goal of politeness methods is to create harmony through improved communication. It is a set of strategies for doing everyday communication task while at the same time protecting face.

The right politeness strategy can give right effect to the goal of communication which mean the listener or the reader can easy to understand the speaker or writer purpose. Meanwhile the false politeness strategy can make risk such as make the listener or reader cannot understand the message that conveyed by the speaker or the writer. For example, a host of talk show have to build up the exciting and co mfortable atmosphere during the show in order to make the addressee feel enjoy. In addition, There are four politeness strategies, according to Brown & Levinson (1987), namely the bald on record strategy, the positive politeness strategy, the negative politeness strategy, and the off record strategy. would be main point of this research. The used of social media platforms have development increasingly. A wide range of modifications, fluctuations, and novel phenomena will result from this development. One of famous social media phenomena is YouTube phenomena. As the time goes by, the development of television as conventional

device has started to decline by the society. According to Nielson in Shalekhah (2020), The second-highest amount of time, with an average of 3 hours 14 minutes per day, is spent accessing the internet, even if watching television is still the activity that takes the most time (4 hours 53 minutes per day on average). This does not preclude YouTube users from being internet users. According to Shalekhah (2020), The use of language in the content serves as a bridge for the audience to comprehend the presented pictures. Every speaker and their addressee on the video have responsible in actions and deviations from linguistic principles during communication. Thus, both of the speakers and their addressee have to consider the use of politeness strategy. In addition, James Thomas Fallon, Jr. hosts The Tonight Show, as was already established. He is an American comedian, actor, and musician best known for his work as a performer on Saturday Night Live and host of the late night talk show "The Show Of The Tonight Starring Jimmy Fallon". Basically, the video titled "Taylor Swift Talk Record-Breaking Midnight Album, Music Video Cameos and Easter Eggs" and the second video entitled "Paul Rudd Compares His Men's Health Shoot with Jonathan Majors' (Extended)". Politeness strategies can create a comfortable communication atmosphere. Related to previous research, this study focuses on the interaction between Jimmy Fallon with Taylor Swift and Jimmy Fallon Paul Rudd.

Research Method
Research Design

Because the data was gathered in the form of sentences, the study is qualitative. Litosseliti (2010) explains that there are three types of research designs, qualitative, quantitative and mixed methods. This research uses descriptive qualitative. According to Cresswell (1994) qualitative research is defined as an inquiry process to understand social or human problems, based on building a complex and holistic picture, formed with words, reporting the detailed views of informants, and carried out in a natural setting. In this paper, a case study is selected as the research design for the current study to obtain data.

Content analysis was used in evaluating data from case studies. In addition, this study uses Brown and Levinson's theory to determine the types and strategies of politeness as the main theory, which is contained in a YouTube video entitled *"Politeness Strategy Analysis on The Tonight Show Starring Jimmy Fallon".*

Data and Sources

The object of this research is a politeness strategy focused on the host in the YouTube video. Data was taken from the Youtube video The Tonight Show Starring Jimmy Fallon entitled "Taylor Swift Talks Record-Breaking Midnights Album, Music Video Cameos and Easter Eggs" on link https://youtu.be/T2F4iP2ocBo and "Paul Rudd Compares His Men's Health Shoot with Jonathan Major's (Extended)" on link https://youtu.be/0cNqqderUmc. Researchers chose two of video to listen and discuss sentences that reveal politeness strategies.

Data Collecting Technique

The mode of data collection used in this study was observation. According to Creswell (2013), the data collection methods used in qualitative research include in-depth interviews, document analysis, observation, and analysis of audio-visual resources. It refers to the researcher taking thorough field notes about what they have observed, heard, or encountered.

Data Analysis

The researcher examined the data after gathering it. There are four stages in analyzing the data used by researchers. According to Creswell (2014), there are four stages in analyzing data, namely:

a) Processing and preparing data analysis, the researcher prepares video transcriptions to be analyzed. It consists of a transcription of a video from Jimmy Fallon's YouTube channel entitled "Taylor Swift Talks Record-Breaking Midnight Album, Music Video Cameos and Easter Eggs".

b) Reading all the data, the researcher re-reads the video transcript and reduces unnecessary data because some data that is not used is better to ignore.

c) Analyzing in more detail by coding data, researchers analyze data according to specifications to achieve research objectives. In data coding, the researcher gave the code and number of each sentence.

d) Interpreting data. In this last stage the researcher interprets the findings based on the research objectives.

To discuss the data, many steps were taken. In order to find the politeness techniques based on Brown and Levinson (1987), the bold data will be identified. The following are the codes and numbers used in the data analysis process:

CODE	MEANING
B	Bald on Record
P	Positive Politeness
N	Negative Politeness
O	Off Record
T	Taylor Swift
J	Jimmy Fallon

Table 1. Code Analysis

This research analysed type of politeness strategy proposed by Brown & Levinson (1987) as follow:

Point	Type of Politeness Strategy	Data	Code
1	Bald on Record		
2	Positive Politeness		
3	Negative Politeness		
4	Off Record		

Table 2. instrument of data analysis

In table 2 there are some data that will be analyzed by the researcher. It consists of several lines. Each line is represented by a single piece of information, with point 1 standing in for the bare on-record politeness strategy (B), point 2 for the positive on-record politeness strategy (P), point 3 for the negative on-record politeness strategy (N), and point 4 for the off-record politeness strategy (O).In drawing conclusion, a calculating will made to process the result to answer the research question. The formulation for calculating, as follow:

$$P = \frac{F}{N} \ x \ 100\%$$

Note:
P = Percentage
F = Frequency
N = Total Number

Result and Discussion

In this research, the researcher focused on the utterances that contained politeness strategies. The data was collected from transcription of The Tonight Show Starring Jimmy Fallon on YouTube entitled "Taylor Swift Talks Record-Breaking Midnights Album, Music Video Cameos and Easter Eggs" and "Paul Rudd Compares His Men's Health Shoot with Jonathan Majors' (Extended)". In collecting the data, the researcher did several stages which were watched the video and taking note the utterances in the video that identified as politeness strategy.

Prevalent students' Politeness strategies appeared in Jimmy Fallon Tonight Show

The respondents on the show are promoting their up coming projects and were purposively chosen to see how their politeness strategies by talking about their projects. The transcripted data were analyzed and classified base on the types of politeness strategies by Brown and Levinson (1987).

No.	Types of Politeness Strategy	Frequency	Percentage
1.	Bald on Record	13	9.8%
2.	Positive Politeness	79	59.3%
3.	Negative Politeness	24	18%
4.	Off Record	17	12.8%
	Total	**133**	**100%**

Table 3. Taylor Swift Politeness Strategy on Tonight Show Starring Jimmy Fallon

Table 3 inferred that the most dominant politeness strategy used by Taylor Swift is positive politeness strategy. Positive politeness used to save the interlocutor's positive face by expressing friendship, positive politeness strategy also happened when the speaker tended to show their interested and or agreed to do something that the hearer wants in order to make the hearer satisfied. It's clear that the interaction between Taylor and Jimmy on this talk show had such wonderful manners that viewers enjoyed watching it.

No.	Types of Politeness Strategy	Frequency	Percentage
1.	Bald on Record	8	6%
2.	Positive Politeness	82	61.6%
3.	Negative Politeness	17	12.8%

4.	Off Record	26	19.5%
	Total	**133**	**100%**

Table 4. Paul Rudd Politeness Strategy on Tonight Show Starring Jimmy Fallon

The table 4 showed that the highest strategy used by Paul Rudd is positive politeness strategy. Through the talk show mostly Paul have expressed the exaggerate feeling and tease each other in order to make the show is going really fun. For example, when Paul showing exaggerate on greeting like "Very sweet of you." he stated. He also tend to give gifts to the hearer (good, sympathy, understanding, cooperation) as illustrated, "You're a stud. This is awesome." we can conclude that the both Taylor and Paul have revealed the positive politeness strategy through their conversation on the tonight show of Jimmy Fallon. The positive politeness commonly used as the strategy to showing the good relation within the speaker and the hearer.

The divergences politeness strategies used by Taylor Swift and Paul Rudd

This present research revealed the differences in politeness strategies used by the speakers. It was addressed from each conversation that they have the same dominant strategy that is positive politeness strategy but specifically they have different strategy regarding to the topic that they have been talking in the talk show. Taylor Swift more used in negative politeness strategy while Paul Rudd was have dominantly on off record politeness strategy.

It was found that the both of them have dominant politeness strategy that is positive politeness and from the data also it can be seen that there are significant differences between their politeness strategies. The divergent comes out from what kind of positive politeness that appeared in the show of Jimmy Fallon. This exaggerate (interest approval, sympathy with Hearer). Brown & Levinson in Sertivia (2019), state that in this strategy the speaker often use exaggerate intonation, stress, and other prosody aspect in showing their interest, approval, or any sympathy toward the listener. It is often used with overstated intonation and stress. For example:

Dialogue 1:
Time (0:06-0:13)
Jimmy: We are so -- *It's so great to see you. You look fantastic. Thanks for coming back.*
Taylor: Thank you so much. *That was really nice, guys, by the way.*
Dialogue 2:
Time (1:13-1:20)
Jimmy: *This album is on track to sell well over one million*, copies in its first week. *That is history,* buddy. *Congratulations!*
Taylor: Unbelievable.

At the first sight they really showing a good interest by being praise each other. Jimmy as the host of tonight show was really showing exaggerate to the Taylor as the guest at that time. Jimmy often an interest, approval and sympathy to the Taylor new album which is on track and sell over one million copies. Furthermore, the Taylor swift response is also showing a good manner about Jimmy statement so it doesn't overstated the intonation and stress between them.

Positive Politeness Appeared on Tonight Show Jimmy Fallon

Regarding the result, politeness strategy is the most dominant strategy that appeared on the Jimmy Fallon Tonight Show. The authors of Hartati (2021), Brown & Levinson, claim that positive politeness is readers' attention oriented to the addressee's positive face and his ongoing desire that his wants (or the action/acquisition values coming from them) should be thought of as desirable. Positive manners are an effort to lessen the threat to the listener's good face.

Data 1 (Taylor)
Showing Exaggerate (interest approval, sympathy with Hearer)
In this case, Taylor often appeared the exaggerate in positive politeness strategy. The positive politeness that commonly appeared by Taylor is showing

Data 2 (Paul)
Making a Joke
Paul and Jimmy conversations are mostly tied within being tease each other. The positive politeness that illustrated in this case is Joke. In Sertivia (2019), Brown and Levinson claim that jokes can be utilized to minimize the size of FTA. It is also employed as a tool for creating cozy surroundings. The joke is also employed as a tactic of good manners that makes the listener feel at ease. For Example:

Dialogue 1:
Time (0:05-0:21)
Jimmy: Dude, you look great, as always. Look at you on the cover of Men's Health magazine... *Looking like a stud! No, no, no, no, no, no. We can't --*
Paul: Whoo! Whoo! Thank you! *You know, now, you're embarrassing me.*
Jimmy: Bringing out Men's Health already, *out of the gate.*
Paul: NO!
Jimmy: [Laughter] -No, *I did it on your intro.*
Paul: -*Very sweet of you.*

Dialogue 2:
Time (2:24-2:34)
Jimmy: so, here's Jonathan with his -- *he's having a protein shake.*
[Laughter and applause] And Then, here. So, he's drinking his -- yeah.
Jimmy: And *here's you with a glass of juice*
Paul: Yeah [Laughter] So, *it's kind of the same.*

From the dialogue above can be illustrated that Jimmy is feeling comfortable on teasing Paul Rudd. The show is running so fun when it comes to Jimmy and Paul which have utilized a joke to showing a good manner between them. Moreover, they made a joke in whole of a show an this Paul Rudd episode talking about his project such a funny talk show you have should watch coming on tonight show YouTube channel.

Conclusion
The research aim is to describe the principle of politeness that underlies the preferences of the main character in Jimmy Fallon's 2 Youtube videos entitled Taylor Swift Talk Record-Breaking Midnight Album, Music Video Cameos and Easter Eggs and Paul Rudd Compares His Men's Health Shoot with Jonathan Majors' (Extended) choosing

certain politeness strategies in communicating. In choosing the participants for this study the researcher chose the videos which contain minimum 10 minutes duration.

The first conclusion presents an answer the first objective of the study namely: describe the speakers politeness strategies towards the Tonight Show starring Jimmy Fallon's 2 Youtube videos: Taylor Swift and Paul Rudd. The second presents answer to the second objective of the study, namely: to explore the different politeness strategies used by the speakers regarding their communication in Tonight Show starring Jimmy Fallon's.

This present research showed that the speakers both of Taylor and Paul prevalence the positive politeness strategy when they communicating in Jimmy Fallon's show. Taylor and Paul have revealed the positive politeness strategy through their conversation on the tonight show of Jimmy Fallon with the total average 133 appeared in the conversation. The positive politeness commonly used as the strategy to showing the good relation within the speaker and the hearer in communicating each other.

The second research objective is to explore the differences of the specific politeness strategy with them. The finding illustrated the positive politeness strategy that appeared in Taylor Swift that she is usually showing exaggerate (interest approval, sympathy with Hearer) while Paul Rudd deals with his character who really like making a joke almost in the whole conversation. Besides, the differences also followed by the second strategies that revealed by Taylor and Paul. Taylor Swift commonly chosen negative politeness and Paul Rudd deals with off-record politeness strategy.

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