

CHAPTER ONE

INTRODUCTION

1.1 Background of Study

Nowadays, the ability to communicate in English already more widespread because mostly has the ability language that play a role as a tool to deliver idea or even desire (Rido, 2020). The most communicate of English, the latest of television broadcasts development will be more created in Indonesia. However, there are still concerns on the mastery of English among Indonesians (Dosia & Rido, 2017). It is influenced by factors of age, social status and also educational background. Learning English has always been associated with globalization where the nation needs to perform on the global stage for the economy ((Di Grapello, Kruse, & Tandon, 2011); (Rido, 2011); (Lauder, 2008)). Seeing this condition in Indonesians context, many Indonesians seem not confident of using English in public.

In the world of television broadcasts, there are two types of programs namely journalistic programs and artistic programs. Journalistic programs are news programs that are based on the facts, both hard news, soft news or talk show, while artistic programs are programs that prioritize entertainment such as entertainment programs, comedy, soap operas, dramas, reality shows, variety shows and talk shows. Talk show includes journalistic program as well as artistic programs. What distinguishes them is that talk show in journalistic programs are delivered in a more serious and informative way that is important for viewers to know, while talk show contained in artistic programs are delivered in a more relaxed manner to inform something with the aims entertaining of viewers in the talk show program.

According to (Timbreg, Erler, & et, 2010), Talk show is host centered, the conversation is experienced in the present tense, spontaneous but highly structured, product commodity, churned out within the strict formulas and measured segment of costly network time, and designed to air topics appealing to the widest possible audience. However, in the terms of language talk show are popular terms that come from foreign language. Talk means *talks / discussion / conversation*, while show means *show/ exhibition / spectacle*. When the two words are combined, the meaning is the conversation that is shown. This requires program material that are designed in such a way, for example about the theme to be delivered, when and where it will be shown, how to deliver it, who are the speakers and also with the entertainment so that it is not boring for viewers in talk show program.

Jimmy Kimmels Live! is ABC's studio longest-running late night talk show in its history, debuted on January 26, 2003 to mediocre reviews. In 2003, Kimmel become successful with a best host late-night talk show and beat out rival late night talk show in the ratings. In September of 2013, Kimmel made a spoof by releasing a tirade of tweets of an interview that rapper Kanye West had with Britain's BBC on his show *Jimmy Kimmel Live!*. In ABC's studio on Friday August 10th, 2018 at 11.35 p.m, Kimmel opened up talk show by having an interview with Kanye West with the episode of Era Donald Trump "Does Donald Trump cares about Black people?". In that evening talk show, Kanye was silent when Kimmel brought up his comments guest's in 2005 about President George W. Bush when Hurricane Katrina devastated New Orleans. He crossed his arms for several times before the host decided to give commercial breaks. Shortly after that, Kanye answered Kimmel's question that Trump cares about the way people feel about him and he would like to

ask Black people to like him like they did.

The conversation which seen on *Jimmy Kimmel Live!* such as interviews or talk show usually use non-standard spoken language. Furthermore, this is very influential in host and co host even though that talk show may result in potential problem. There might be certain influence that can be good or bad for its audience, but there is a good side of this talk show that the host and the guest employs some politeness strategies in the beginning. Therefore, the researcher is interested to see the rest of politeness strategies in the talk show that the host and the guest employs some politeness strategies in the beginning. Therefore, the researcher is interested to see the rest of politeness strategies in the talk show.

Politeness is an important subject matter in conversation. This conversation concerns between two or three participants whom we may call as (presenter or speaker) and (co-host or listeners). According to (Yule, 1996) "Politeness is system of interpersonal relations designed to facilitate interaction by human interchange." It means that when speaker being polite in talking something, we as the listener must to known what are the things we want to say and what we do not want to say. It refers to the situation where both of them must respect their feelings either by giving argument or talking something. Because by delivering an argument, that will be aware, like the theme, purpose and the content of argument (Istiani & Puspita, 2020). So that will be created a politeness strategy, to help fulfill their goals. In that statement also, Yule (1996: 60) said that "Face is public self image of person". It means that the emotional of everyone has must been expects to recognize.

Seeing the fact above, the researcher was interested to select *Jimmy Kimmel Live!* Show rather than other talk show because has two reasons to conducting the

study regarding to the politeness issue. First, *Jimmy Kimmel's Live!* is an interesting talk show that discusses trending topic or hot issues by inviting guest star who influential in the USA or in the world. Second, Jimmy Kimmel is known as a host and comedian nicely. However, in interview tendency asking directly to guest stars. Therefore, this talk show is eligible to be a research because the corpus shows that how are the politeness strategies of two people (Jimmy Kimmel and Kanye West) which is one of them as host in games show also comedian with American rapper.

1.2 Research Question

1. What are the politeness strategies used by Jimmy Kimmel and Kanye West ?
2. How are the factors affecting the politeness strategies of an utterance that used by Jimmy Kimmel and Kanye West?

1.3 Research Objective

1. To know the types of politeness used by Jimmy Kimmel and Kanye West in Jimmy Kimmel Live Talk Show.
2. To analyze the factor affecting the politeness strategies of an utterance that used by Jimmy Kimmel and Kanye West.

1.4 The Use of Study

This research has two basic significances which its role to enrich the reader's knowledge, both theoretically and practically:

1.4.1 Theoretical uses

Theoretically, this study applies the theory of politeness strategy in field of pragmatics which is study general of linguistic especially politeness strategies to provide information about how that two people show the politeness in the communication by using politeness strategies in the utterances.

1.4.2 Practical uses

This research can be assisted for readers as follows; First, the readers can enrich their knowledge of politeness strategies. Second, the readers can practice how the way they can speak to be polite in a conversation especially in Live Talk show. Third, the readers can apply strategies in different situations when the readers are required to be polite or not. As the result, the readers will be more cautious in applying various politeness strategies in their speaking. Further, this study also can help English learners to understanding about the politeness strategies and to be an additional reference in utterance appropriately.

1.5 The Scope of Study

This research focused on the politeness strategies used in the dialogue of the interview. The research employs politeness strategies by Brown and Levinson (1987). The data taken from the utterances produced by Jimmy Kimmel and Kanye West in ABC's late night talk show "*Jimmy Kimmel Live*" in the edition of Era Donald Trump on August 10th, 2018.