Politeness Strategies Used by Bagas of the *Pakai Hati* Web Series to The Boss and Colleagues

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ABSTRACT

Communication is essential, therefore, to maintain a pleasant communication, "polite language" is needed. This study aims to find out the type of Politeness Strategies applied by the main character in *The Pakai Hati* web series. In conducting this study, the writer used Brown and Levinson's (1987) politeness theory in analyzing the utterances spoken by the main character when conversing with his boss and his colleagues as the object of this study. In addition, this study was done using a qualitative research method. As a result, the writer found out that from 15 utterances spoken by the main character, not all Politeness Strategies are used. The main character only uses the positive and negative Politeness Strategies. The writer found out that relative power is one of the factors that makes the main character use different Politeness Sptrategy for different interlocutors.

Keywords: politeness, politeness strategy

INTRODUCTION
Humans will never be separated from social interaction since it is considered as one of humans' needs. Therefore, language is an important tool to communicate people's messages and feelings. To maintain a pleasant communication, "polite language" is needed. Leech (1983, p. 23) defines politeness as a type of action that aims to create and maintain pleasantness.

Pleasant communication refers to not harming the hearer's face. Face here does not employ its literal meaning; it is related to how people want themselves to be seen or self-image (Brown and Levinson, 1987). According to Brown and Levinson (1987), there are two kinds of faces, negative and positive faces, and every face has different wants. Negative face wants to be free and not to be imposed. Meanwhile, the positive face wants to be accepted by others. Brown and Levinson (1987) also suggest that face is vulnerable; however, in daily conversation, human's face can be harmed. According to Brown and Levinson (1987, pp.65-68), some acts, known as FTA (Face Threatening Acts), might damage another person's face. For example, commands, are primarily perceived to threaten the hearer's face. Therefore, Politeness Strategies are used to minimize the FTA.

Politeness Strategies are the acts that require the speaker to be more concerned for the hearer's face (Yule, 1996, p. 60). These strategies allow the speaker to avoid FTA and develop a good relationship with the hearer. To avoid FTA, Brown and Levinson (1987) suggest four Politeness Strategies: bald on record strategy, positive politeness strategy, negative politeness strategy, and off-record strategy. According to Brown and Levinson (1987), Each strategy can be clarified as follow:
- Bald on record: a strategy in which the speaker is expected to state the speech that he/she wants the hearer to hear directly without considering to avoid the face-threatening acts to the listener's face.
- Positive politeness: a strategy which focused on the hearer's positive face.
- Negative politeness: a strategy which aims to have the hearer act independently to fulfill the negative-face wants.
- Off record: is a strategy in which the speaker does an indirect face threatening act.
(Brown and Levinson, 1987)

In this study, the writer intends to analyze Politeness Strategies Applied by the main character in in the *Pakai Hati* web series by Bank BRI addressing his boss and his colleagues, who have social statuses in the workplace. To fulfill this purpose, the writer analyzes the conversation between Bagas and his colleagues, Reni and Leo, and the conversion between Bagas and his boss, Pak Indra, in the *Pakai Hati* web series by Bank BRI. This movie was produced by Ricky Adikama and directed by Kuntz Agus. The web series tells the story of Bagas, played by Rizky Nazar, as the male lead who works as a BRI banker. On his first day of work, his boss Pak Indra, played by Ben Kasyafani, asks him to assist Rani, his senior in the office. Bagas was chosen because this project is related to Bagas's previous job, and this is why Pak Indra asked Bagas to help Rani on this project. This web series also shows the life of BRI's professional bankers in developing MSME (Micro, Small, Medium Enterprises) in Indonesia.

Therefore, the writer chose to analyze *Pakai Hati* web series by BRI to find out the Politeness Strategies used by Bagas, as the main characters, to other characters with different statuses in business settings. In this study, the writer tried to observe Bagas' interactions with his boss and his colleagues. From there, the writer tried to compare and contrast the Politeness Strategies used to the interlocutors with different statues to find out the similarities and the differences.

However, there are several limitations of this study. The writer only chooses some episodes that have more interactions between the main character, Bagas, and his boss, Pak Indra, and also between Bagas and his colleagues in business settings. Brown and Levinson (1987) mention three factors that influence conversation: the social distance between speaker and hearer, the relative power, and the final ranking of impositions in the particular culture. Following this statement, the writer focuses her study on identifying the Politeness Strategies within the conversation delivered by Bagas towards the other three individuals with two different social distances or ranks in the workplace, they are Bagas' boss and colleagues.

METHODS
This study was a qualitative study. As the main instrument of the study, the writer was collecting the data by finding utterances that the writer thought contained the politeness strategy. The writer analyzed these data mainly using the theory developed by Brown and Levinson (1987) about Politeness Strategies. The utterances were taken from a web series called *Pakai Hati.*

Pakai Hati is a web series produced by *BRI* (*Bank Rakyat Indonesia*) on its YouTube channel called *Bank BRI*. The web series has three seasons, and each season consists of four episodes. However, in this study, the writer only used episode two from the first season, to collect the data. The writer only focused on the main character's conversation with his boss, also the conversation with his colleagues. The purpose is to show the differences in Politeness Strategies between people with different social statuses.

To collect the data, first, the writer made a complete transcription from the web series. Later, the writer coded the transcription according to the speaker, the hearer, and the number of utterances. After that, the writer the writer determined which utterances would be analyzed to determine the differences in the Politeness Strategies between Bagas and his boss and colleagues. Utterances that met the requirements above were highlighted and analyzed using table 3.1 to explain the analysis.

In analyzing the data, the writer used content analysis based on Brown and Levinson's (1987) theory about Politeness Strategies to analyze the data. According to Krippendorff (2004), Content analysis is a research approach for obtaining repeatable and accurate conclusions from

texts about the context used in research. Furthermore, the writer used two tables to analyze the data. In the first table, the writer determined the occurrence of Politeness Strategies spoken by Bagas to different interlocutors. Later, the writer counted the percentage of the occurrence and place the percentage in another table. This table was later used to show which politeness strategy was dominant for each addressee. Finally, the findings and discussion will be presented in the next section.

FINDINGS AND DISCUSSION
In the writers' study, the writer found some interesting findings that would be discussed in the following section. The summary of the findings is presented first, followed by the Politeness Strategies used by Bagas towards his boss and colleagues.

Summary of the Findings
The findings are summarized in table 1. The table indicates that not all Politeness Strategies proposed by Brown and Levinson (1987) are used by Bagas. Some strategies are not used as in the interaction between Bagas and his boss, Bald of Record and Off Record are not used. Meanwhile in the interaction between Bagas and his colleagues, only Positive Politeness is used.

The table below shows that Bagas uses different types of Politeness Strategies every time he is having a conversation. Bagas has eight conversations in total with his boss, Pak Indra. The conversations consist of three Positive Politeness and five Negative Politeness Strategies, 37,5% of which is Positive Politeness and the rest (62,5%) is Negative Politeness. From the analysis, the writer discovered that Bagas uses more Negative Politeness Strategies than Positive Politeness Strategies when conversing with his boss.

In his conversation with his colleagues, Rini and Leo, Bagas is not using the entire or the main four Politeness Strategies proposed by Brown and Levinson (1987). He applies only the Positive Politeness strategy in his conversation with his colleagues. The percentage of the positive politeness usage was 100%, that inferred that he uses positive Politeness Strategies in every conversation.

Table 1: The Occurrence of Politeness Strategies by Bagas to the Boss and the Colleagues in Pakai Hati Web Series.

Politeness Strategies / Speaker	Addressees															
	Boss								Colleagues							
	BoR		PoS		Neg		OR		BoR		PoS		Neg		OR	
Bagas	0	0%	3	37.5 %	5	62.5%	0	0%	0	0%	12	100%	0	0%	0	0%
Total	8	100%							12	100%						

Notes:

BoR = Bald on Record   Neg = Negative Politeness
PoS = Positive Politeness   OR = Off-Record

The Use of Politeness Strategies towards the Boss
There are four Politeness Strategies proposed by Brown and Levinson (1987). In this section, the writer will discuss the occurrence and the absence of Politeness Strategies in conversations between Bagas and his boss.

In this episode, Bagas does not use the Bald-on-record strategy in his conversation with the boss. In Bagas's case, this thing can happen for a reason. The reason is that Bagas does not have a higher position than the boss; he is just a rookie. Furthermore, Bagas does not have a close relationship with the boss. Using this strategy when conversing with his boss will be considered extremely rude because this strategy is used to straightforwardly address the hearer to express the speaker's needs or wants without making any effort to minimize the threats to the hearer.

Bagas applies the Positive Politeness Strategy when he interacts with his boss. Nevertheless, he only applies it three times (37,5%) in this episode. Bagas uses this strategy not only for seeking agreement but also giving deference to the boss.

Conversation 1:
> PI: "Oke bagas, ini project pertama kamu. Kamu nemenin Reni." (Okay Bagas, This will be your first project with Reni.)
> B : "Okay, siap pak." (Okay, I'm ready, sir)

Bagas here uses Positive Politeness, using sub-strategy 2, which is exaggerated. By delivering "Okay, siap…" (Okay, I'm ready, sir), Bagas shows that he is interested in the project given by Pak Indra. When he says, "Okay, siap pak," (Okay, I'm ready, sir) he uses exaggerated intonation because he is excited about his first project. Bagas also used "pak"when responding to his boss to show respect Pak Indra's negative face.

In conversing with his boss, Bagas mostly uses negative politeness strategy because this strategy aims to respect the social distance between the speaker and the hearer. The following conversations are examples of how Bagas used the Negative Politeness Strategy with his boss.

Conversation 2:
> \<Bagas enters Pak Indra's office to join the meeting\>
> B: "Ada apa, pak?" (Do you need me, sir?)

Conversation 3:
> PI: "Oke bagas, ini project pertama kamu. Kamu nemenin Reni." (Okay Bagas, this will be your first project with Reni.)
> B : "Okay, siap pak." (Okay, I'm ready, sir)

In those utterances, Bagas applied negative politeness using the same strategy as before which is a sub-strategy giving deference. The use of this strategy is to show the distance between him and his boss. Bagas uses "Pak" to address his boss, Pak Indra, to emphasize the social distance between him and his boss. Bagas aims to show that he respects Pak Indra's negative face by delivering "Pak".

The last type of Politeness Strategy is The Off-Record Strategy. Bagas as the main character of the *Pakai Hati* Web series does not use this strategy. The reason is almost the same as the reason why Bagas does not use Bald-On-record Strategy. Off-record Strategy is usually indirect language and declarative sentences. Thus, it could be considered rude if Bagas uses this strategy to communicate with his boss.

The Use of Politeness Strategies towards The Colleagues
As shown in the table analysis, the occurrences of the four main strategies proposed by Brown and Levinson (1987) are quite different when Bagas interacts with his boss and when he is with his colleagues. In this section, the writer will discuss the occurrence and the absence of Politeness Strategies in conversations between Bagas and his colleagues.

In this episode, Bagas does not use the bald-on-record strategy to interact with his colleagues. It can happen because Bagas is a new recruit in the office, which means he does not know anyone yet. The Bald-on-record strategy is usually used by a speaker or person who holds high relative power, between intimates, or in an urgent situation. Using this strategy can also be considered rude or disrespectful because all of them do not have a close relationship yet.

Based on the result of the analysis, Bagas uses Positive Politeness Strategies when he is communicating with his colleagues. The reason is that his colleagues are also using the Positive Politeness strategy while conversing with him. However, Bagas does the same thing as his colleagues do. In this matter, Bagas shows his interest in his colleagues by paying attention to Reni and Leo and other purposes that make his colleagues comfortable with him. Thus, Bagas satisfies his colleagues' positive face that wants to be liked, approved, and appreciated. From this example below, we can see the positive politeness used by Bagas towards his colleagues, Leo and Reni.

Conversation 4:
 L: "Lo asli Jakarta, gas?" (Are you from here?)
 B: "Iya, gue tinggal di Jaksel, lo?" (Yes, I live in South Jakarta, and you?)

This conversation happened after Reni introduced Bagas to Leo, her co-worker. Bagas here is applying a Positive Politeness strategy because he says "gue" which means "I" in Betawi dialect, rather than "Aku" or "saya" which are the polite form of "I", to Leo to omit the distance between them. Even though that was their first meeting, Bagas uses the sub-strategy to seek agreement by delivering "Iya," which means "yes" in English. From the sentence, Bagas shows that he understands the question by answering the question given by the hearer.

Conversation 5:
 R: "Oke gas, sebelum kita mulai project ini, gue mau set a few things on the ground." (Okay, gas, before we start this project, I want to set a few things on the ground.)
 B: "Okay"
 R: "Rule yang pertama, I trust you, you trust me. Apapun yang terjadi dalam projek ini, kita harus saling terbuka. Deal? (Rule number one, I trust you, you trust me. NO matter what happens throughout this project, we have to be open with one another, deal?)
 B: "Deal"
 R: "Rule yang kedua. Walaupun kita partner, tapi gue lebih dulu kerja disini, gue lebih ngerti system disini. Jadi gue asumsikan, I am the PIC of this project dan rule ketiga gue ga suka partner yang nurut nurut aja. Jadi lo harus bisa ngasih insight ke proyek ini." (Second rule, even though we are partners, I've worked here longer than you have. so, I have a better understanding of the system. So, I 'm assuming that I am the PIC of this project. And the third rule, I don't like partners who always agree with me, so you must be able to give insight to this project.)
 B: "Okay, I'll try my best."

This conversation happens when Reni and Bagas are inside the elevator to go to their customer's place. As the PIC of the project and Bagas's rookie buddy, Reni wanted to ensure who was in charge of this project. Therefore, in this situation, Reni is positioning herself as Bagas' senior, which means she wants to make the distance toward Bagas. However, Bagas still maintains the use of the positive politeness strategy.

"Okay" and "Deal" are considered positive Politeness Strategies using sub-strategy 5, that is, seeking agreement. Bagas here shows that he wants to satisfy Reni's face-wants by agreeing to what she said. In addition, he also uses the sub-strategy 10, which is Promising by delivering "I'll try my best." Bagas is giving a promise to Reni in order to erase the potential threat since giving promise is the demonstration of a good intention to satisfy Reni's wants.

When conversing with his colleagues, Bagas does not use negative politeness strategy because this strategy aims to respect the social distance between the speaker and the hearer. Whereas Bagas and his colleagues want to minimize the distance between them because they are in the same level position in the office, also they are going to do a project together. Bagas always speaks comfortably with his colleagues by addressing them as "Lo which means "you" in Betawi dialects, rather than "anda" or "kamu" which are the polite form of "you", even though all of them have the same meaning.

From the findings, the writer found out that Bagas also does not use Off-record. Since Off-record Strategy is usually indirect language and declarative sentences, Bagas cannot use it because it can be considered rude if Bagas uses it towards his colleagues.

Finally, the writer found out that there are some things similar and different between Bagas' use of Politeness Strategies between him and his boss and between him and his colleagues. The writer discovered that Bagas uses the Positive Politeness Strategy when he talks with Pak Indra, his boss, also when he talks with his colleagues (100%). Even though Bagas uses the Positive Politeness Strategy towards his boss, he does not use much of it in his conversation with his boss (37.5%). Another similarity that can be found is Bagas does not use other Politeness Strategies such as, Bald on Record Strategy and Off Record Strategy when conversing with his boss and his colleagues. According to Brown and Levinson (1987), Bald on record strategy is a strategy when the speaker uses a direct way of saying things, without considering to minimize the imposition. Bagas does not use those strategies to the boss and colleagues in the web series.

There are some differences that the writer found from the findings. The most obvious difference from the politeness strategy used by Bagas is that when he talks to his boss, he mainly uses the negative politeness strategy. Meanwhile, when he talks with his colleagues on one project, he uses only language that seems more comfortable, which is the positive politeness strategy.

Bagas uses Negative politeness in his conversation with his boss because he has a different level or he is not in the same position with his boss, there is a distance between Bagas and his boss. The status or the position is something that influences Bagas in applying which Politeness Strategies should be used in every conversation between him and his boss during his conversation with the colleagues. He uses the negative politeness Strategy in conversing with the boss because in the negative politeness Strategy, the hearer's "face" is recognized and incorporated in the manner of how the speaker would talk to them.

On the other hand, Bagas tends to use the Positive Politeness Strategy while he is conversing with Leo and Reni, his colleagues. This can possibly happen because they are in the same level

of position, even though Bagas just started his career at Bank Rakyat Indonesia (BRI) as a rookie. Since Positive Politeness Strategy is often seen in a group of friends or people who have known each other in order to reduce the distance between the S and the H by expressing friendliness, Bagas uses this strategy to minimize FTA to the hearer. Actually, it is Reni and Leo who approached with the Positive Politeness Strategy and Bagas just followed them to use the Politeness strategy. The factor determining the use of Politeness Strategies in this web series is power. According to Brown and Levinson (1987) relative power is the degree where the hearer can impose his/her desire. This means when the speaker has lower power talks with the hearer who has higher power, the speaker applies high degree of politeness with respect and it happens vice versa.

CONCLUSION

This study examines the use of the Politeness strategy by Bagas the main character in the *Pakai Hati* web series using the four main Politeness Strategies as suggested by Brown and Levinson. The Politeness Strategies are Bald on Record, Positive Politeness, negative politeness, and Off Record. However, while doing the analysis, the writer is able to conclude that Bagas does not use all the Politeness Strategies.

When he talks with his boss, Pak Indra, he uses the Negative Politeness Strategy most of the time and rarely the Positive Politeness. Bagas uses the negative politeness strategy towards his boss to show that he respects the distance between him and the boss in order to meet the boss's face-wants.

On the other hand, Bagas uses the positive politeness strategy when he talks with his colleagues, Reni and Leo. He is 100% using this strategy while he is conversing with his colleagues. Bagas talks comfortably when he is having a conversation with Reni and Leo. Using Positive Politeness helps Bagas to get along and closer with his project partners because the Positive Politeness goal is to minimize the distance between the speaker and the hearer.

Finally, the writer expects that this study will be of some use for other researchers who want to make a further study about the application of Politeness Strategies in the work place.

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