

**AN EXAMINATION OF BARACK OBAMA'S VICTORY
SPEECH'S POLITENESS STRATEGY**



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KATA PENGANTAR

Puji syukur kami panjatkan kehadirat Allah SWT yang telah melimpahkan rahmat dan hidayahnya sehingga penelitian kolektif dosen dan mahasiswa tentang *An Examination of Barack Obama's Victory Speech's Politeness Strategy* ini berjalan lancar.

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ABSTRACT

This research is on pragmatics politeness of Barack Obama's victory speech. This research is descriptive qualitative research. This research focuses on Barack Obama's utterances in his victory speech in Chicago, November 4th 2008. The writer uses the politeness strategy of Brown-Levinson's theory in using the strategies, such as positive and negative politeness of the politeness strategies form by Barack Obama as figure political or president in his utterance from his victory speech. The research findings show that Barack Obama applied politeness strategy since he delivered his utterance in his victory speech. Obama applied positive politeness strategies to show FTA. As elected president in America, Barack Obama uses politeness strategy in his utterance during his victory speech. By applying Brown and Levinson theory, Barack Obama performed positive politeness strategy by joking, intensify interesting, exaggerating, complimenting, including S and H in the activity, be optimistic, promising, offering, and assuming or asserting reciprocity. It means Barack Obama used positive politeness strategies in his utterances.

Keyword: Politeness, Strategy, Speech

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A. INTRODUCTION

1. Background of The Study

Language is a system of sound sign that agreed and used by certain member of society to cooperate, communicate and to identify among themselves.¹ The main function of language is for communication because language has very important role in human's life. People need a language to interact, and socialize with other people in a society. They use language to communicate every day and everywhere.

Communication is a process by which information is exchanged between individual through a common system of symbols, sign, or behavior.² With language and communication people can understand about the issues in their societies. Communication can build social relationship for the societies. It means language and communication cannot be separated in a society. Every societies in this world have rule to make their communication become politeness. Politeness in communication is very important because it can make social relationship become comfortable and longer based on their socio-cultural background. In this sense politeness can be accomplished in situations of social distance or closeness. Politeness is important for society to make and develop the social relationship.

Politeness is one of pragmatics studies. Pragmatic is the study of the relation between language and context that are basic to an account of language understanding.³ Pragmatics is distinct from grammar, which is the study of the internal structure of language. Pragmatics is the study of how language is used to communicate (Parker, 1986: 11).⁴ Pragmatics itself is concerned with the study of meaning as communicated by a speaker (or writer) and interpreted by a listener (or reader).⁵ Consider the following definition of pragmatics that is advanced by Cruse (2000: 16): Pragmatics can be taken to be concerned with aspects of information (in the widest sense) conveyed through language which (a) are not encoded by generally accepted convention in the linguistic forms used, but which (b) none the less arise naturally out of and depend on the meanings conventionally encoded in the linguistic form used, taken in conjunction with the context in which the forms are used [emphasis added].⁶ Pragmatics can be defined as the study of the relationship between context and meaning. Through this corpus data as an of investigation associated with pragmatics such as deixis, Speech Act Theory and politeness are covered.⁷ But, it is only politeness in the pragmatics view that will be applied in this research.

According to politeness discussion, Barack Obama as politician in United State. Barack Obama is a famous figure on politic in America. Barack Obama graduated from Columbia University and Harvard Law School starting his career to be president with grasp as faculty senat member in Illinois from 1997 until 2004. Barack Obama becomes president in 2009 and defeat John McCain.⁸ In election, the important one for politician is speech. Politician makes serious efforts to make people believe with his promise to make better

government with speech. The speech must be effective to make the people listen and believe with his promise. Politeness in language used by politicians during their campaign they want to build their career in politics. For politicians, politeness in their utterance can increase the popularity and improve their image to his people, his friends, and his political opponents. In speech, when politicians want other people to believe with his utterance must use politeness strategies, and in this speech Barack Obama used politeness in his utterance. He submitted his speech with English. The choice of words of his speech shows the politeness symbol according to English language rules in English conversation because it is viewed in terms of the environment and different culture. He used standard and polite English in his speech. In this research proposal will examine the politeness of Barack Obama's speech. Obama is his nickname; he is able to use appropriate language placement.

This speech is very interesting to be examined, not only from the politeness contents but also the impacts arising after this speech was delivered. Barack Obama is able to use English fluently as his communication device. Barack Obama appreciates the similarity of the societies thought than his political interests and he is also able to put English with guests and listeners that what presented is able to be carefully understood by all attendees. English has become the international language agreed, then in that event with guests who come from domestic and foreign, he used English well. English becomes compulsory for communicating and interacting with people in other countries.

In this study, the writer uses the text of Barack Obama's victory speech as her corpus of study. In the text of Barack Obama's victory speech are many politeness strategies which are used by Barack Obama. This speech will be examined using Brown and Levinson theory, and politeness strategies.

2. Formulation of the Problem

Based on the background of problem above, the researcher formulates some problems. They are as follows;

1. What kinds of politeness strategy were chosen by Barack Obama in his victory speech?
2. How the process to apply politeness by Barack Obama in his victory speech?

3. Objective of the Research

Relating to the problem statements above, the objectives of the research is

1. To know how the strategies used by Barack Obama in his victory speech.
2. To reveal how the process to apply politeness in Barack Obama's victory speech.

4. Significance of the Research

Theoretically, this thesis is expected to increase the linguistics knowledge of pragmatics field in general, especially in the study of politeness strategies. In addition, this study is expected to provide accurate information for understanding the theory of pragmatics about the pragmatics aspects of the politeness strategies. And became knowledge for further research in the same field and provide enough information about related topic.

Practically, this research is expected to increase for the society knowledge in choosing the strategy of communication and it is also expected for people who wantto learn further about linguistic.

B. REVIEW OF RELATED LITERATURE

1. Definition of Politeness

Politeness, as a sub-discipline of pragmatics, gains a great deal of interest in the past twenty-five years. Much has been written on politeness principle and theories. It is crucial in explaining why people are often so indirect in conveying what they

mean. Leech's model of politeness is founded on interpersonal rhetoric and views politeness as conflict avoidance.

He introduced the politeness principle whose function is maintaining the social equilibrium and the friendly relations which enable us to assume that our interlocutors are being cooperative in the first place. Watts identifies politeness as linguistic behaviour which is perceived to be beyond what is expectable. Politeness is viewed as explicitly marked, conventionally interpretable subset of 'politic' responsible for the smooth functioning of socio-communicative interaction and the consequent production of well-formed discourse within open social groups characterized by elaborated speech codes. Lakoff defines politeness as a system of interpersonal relations designed to facilitate interaction by minimizing the potential for conflict and confrontation inherent in all human interchange. Fraser presents the notion of politeness as a conversational contract.

He states that upon entering into a given conversation, each party brings an understanding of some initial set of rights and obligations that will determine, at least for the preliminary stages, what the participants can expect from other(s).¹³

Cruse defines politeness as "a matter of what is said, and not a matter of what is thought or believed." He further specifies the purpose of politeness in saying: The purpose of politeness is the maintenance of harmonious and smooth social relations in

the face of the necessity to convey belittling messages. Of course, the nature of reality, social, psychological, and physical constraints the scope for politeness: if our world is to 'work', we must respect this reality.¹⁴

In the standard meaning of the word 'polite', at least three dimensions can be identified: 1) polite as civil socially correct; 2) polite as kind or friendly; and 3) polite as tactful or diplomatic.¹⁵ Pragmatically, politeness is interpreted as a strategy (or some) used by a speaker to achieve a variety of goals, such as promoting or maintaining harmonious relations.¹⁶

The concept of politeness is relevant with the utterance, the utterance who has delivered by the speaker must contain politeness for making the listener feel comfortable and appreciated. This need politeness strategy to someone who wants to keep the longer relation between people. In speech, the words and other politeness strategies who delivered by the speaker must be processed to become so polite. Politeness, in an interaction, can then be defined as the means employed to show awareness to another person's face.

Brown and Levinson define politeness as a complex system for softening face-threatening behaviour.¹⁸ In politics, the politeness strategies is one of the important thing that they should used to deliver their speech in front of people. Politic behaviour is 'that behaviour, linguistic, and non-linguistic, which participants construct as being appropriate to the on-going social interaction. Therefore, politic behaviour can be equated with appropriate social behaviour. Polite behaviour, on the other hand, refers to a marked version of politic behaviour in that use of linguistic structures such as those outlined here exceed a level of linguistic behaviour that is expected in the context, thereby leaving them open to interpretation by the participants as polite.

It relatives between the politic behaviour and polite behaviour. The benefit of politeness strategies for the speaker can make his image into charismatic and authoritative in front of the listener. The speaker image such as politician become a trusted person in front of the people. It takes benefit for politicians to use politeness strategies in their utterance. That is why the politicians must use the politeness strategies in their utterance.

2. The Concept of Face

People generally behave as if their expectations concerning their public self-image, or their face wants, will be respected. If a speaker says something that represents a threat to another individual's expectations regarding self-image, it is described as a **Face Threatening Act (FTA)**.²⁰ Brown and Levinson view politeness as a complex system for softening FTAs if the FTA has to be performed, then the speaker has five communicative choices, bald on record, positive politeness, negative politeness offrecord and don't perform the FTA. As illustrated in Figure 1, where the choices are made in bold.²¹

Strategies for doing FTA:

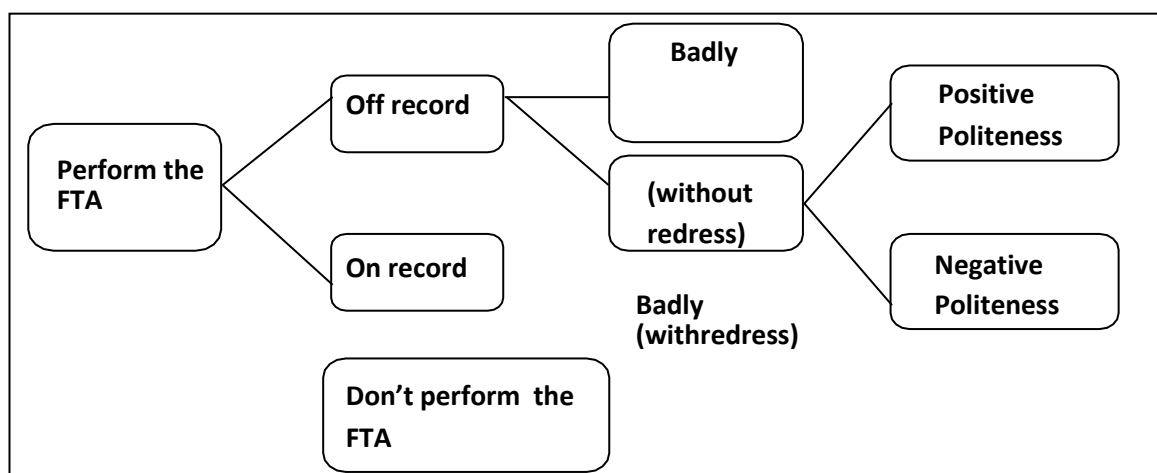


Figure 1. Brown and Levinson's (1987) strategies for performing FTAs.

There are many kinds of FTAs based on Brown and Levinson politeness

A. Acts primarily threaten the addressee's (H's) negative face want, by indicating (potentially) that the speaker (S) does not intend to avoid impeding H's freedom of action, include:

1. Acts indicate some future act A of H. Therefore, in so doing put some pressure on H to do (or refrain from doing). Those acts are:
 - a. Orders and requests (S indicates that he wants H to do, or refrain from doing, some act A).
 - b. Suggestions, advice (S indicates that he thinks H ought to

- (perhaps) do some act A).
- c. Reminders (S indicates that H should remember to do some A).
 - d. Threats, warnings, dares (S indicates that he – or someone, or something
 - will instigate sanctions against H unless he does A).
2. Acts predicate some positive future act of S toward H, and in so doing put some pressure on H to accept or reject them, and possibly to incur a debt. Those acts are:
 - a. Offers (S indicates that he wants H to commit himself to whether or not he wants S to do some act for H, with H thereby incurring a possible debt).
 - b. Promises (S commits himself to a future act for H's benefit)
 3. Acts predicate some desire of S toward H or H's goods, giving H reason to think that he may have to take action to protect the object of S's desire, or give it to S:
 - a. Compliments, expressions of envy and admiration (S indicates that he likes or would like something of H's).
 - b. Expressions of strong (negative) emotion toward H such as hatred, anger, lust (S indicates possible motivation for harming H or H's goods).
- B. Acts threaten the positive-face wants, by indicating (potentially) that the speaker does not care about the addressee's feelings, wants, etc. That is some important respect he doesn't want H's want, include:
1. Those that show that S has a negative evaluation of some aspects of H's positive face:
 - a. Expressions of disapproval, criticism, contempt or ridicule, complaints and reprimands, accusations, insult (S indicates, that he doesn't like/want one or more of H's wants, acts, personal characteristics, goods, beliefs or values).
 - b. Contradictions or disagreements, challenges (S indicates that he thinks H is wrong or misguided or unreasonable about some issue, such as wrongness being associated with disapproval).

2. Those that show that S doesn't care about (or is indifferent to) H's positive face:
 - a. Expressions of violent (out-of-control) emotions (S gives H possible reason to fear him or be embarrassed by him).
 - b. Irreverence, mention of taboo topics, including those that are inappropriate in the context (S indicates that he doesn't value and doesn't fear H's fears).
 - c. Bringing of bad news about H, or good news (boasting) about S (S indicates that he is willing to cause distress to H, and/or doesn't care about H's feelings).
 - d. Raising of dangerously emotional or divisive topics, such as politics, race, religion, women's liberation (S raises the possibility or likelihood of face-threatening acts (such as the above) occurring).
 - e. Blatant non-cooperative in an activity. e.g. disruptively interrupting H's talk, making non sequiturs or showing non attention (S indicates that he doesn't care about H's negative or positive-face wants).
 - f. Using address terms and other status-marked identifications in initial encounters (S may misidentify in an offensive or embarrassing way, intentionally or accidentally).
- C. Acts directly damage S's negative face. Those acts are:
 1. Expressing thanks (S accepts a debt, humbles his own face).
 2. Acceptance of H's thanks or H's apology (S may feel constrained to minimize H's debt or transgression, as in 'It was nothing, don't mention it.')
 3. Excuses (S indicates that he thinks he had good reason to do, or fail to do, an act which H has just criticized; this may constitute in a turn a criticism of H, or at least cause a confrontation between H's view of things and S's view).
 4. Acceptance of offers (S is constrained to accept a debt, and to encroach upon H's negative face).
 5. Responses to H's faux pas (if S visibly notice a prior faux pas, he may

cause embarrassment to H; if he pretends not to, he may be discomfited himself).

6. Unwilling promises and offers (S commits himself to some future action although he doesn't want to; therefore, if his unwillingness shows, he may also offend H's positive-face).
- D. Acts directly damage S's positive face. Those acts are:
1. Apologies (the reason is that S indicates his regret in doing a prior FTA, thereby damaging his own face to some degree – especially if the apology is at the same time a confession with H learning about the transgression through it, and the FTA thus conveys bad news).
 2. Acceptance of a compliment (S may feel constrained to denigrate the object of H's prior compliment, thus damaging his own face; or he may feel constrained to compliment H in turn).
 3. Breakdown of physical control over body, bodily leakage, stumbling or falling down.
 4. Self-humiliation, shuffling of cowering, acting stupid, self contradicting
 5. Confessions, admissions of guilt or responsibility – e.g. for having done or not done an act, or for ignorance of something that S is expected to know.
 6. Emotion leakage, and non-control of laughter or tears. We can directly address the other as a means of expressing your needs. The most direct approach, using imperative forms such as those in example [1], is known as bald on record.

Positive Politeness

Positive politeness strategy is the strategy that you recognize that your hearer has a desire to be respected. Positive politeness is oriented toward the positive face of H, the positive self-image that claims for himself.²⁴ Positive politeness is redress directed to the addressee's positive face, his perennial desire that his wants (or the actions/acquisitions/values resulting from them) should be thought of as desirable.²⁵ Positive face is saved by conversational participants co-constructing and feeling of closeness and fostering the belief

that all speakers are looking towards as common goal.²⁶ Positive face indicate that speaker want to form a closer bond with the hearer. Positive-politeness techniques are usable not only for FTA redress, but in general as a kind of social accelerator, where S, in using them, indicates that he wants to ‘come closer’ to H.²⁷ A positive politeness strategy leads the requester to appeal to a common goal, and even friendship, via expressions such as those in example [2]:

[1] a. *How about letting me use your pen?*

b. *Hey, buddy, I'd appreciate it if you'd let me use your pen.*

These on record expressions do represent a greater risk for the speaker of suffering a refusal and may be preceded by some ‘getting to know you’ talk, of the kind in [2], designed to establish the necessary common ground for this strategy.

[2] *Hi. How's it going? Okay if I sit here? We must be interested in the same crazy stuff. You take a lot of notes too, huh? Say, do me a big favor and let me use one of your pens.*

The strategies of positive politeness involve three broad mechanisms, those of the first type involve S claiming ‘common ground’ with H, by indicating that S and H both belong to some set of persons who share specific wants, including goals and value. Three ways of making this claim are these; S may convey that some want (goal, or desired object) of H’s is admirable or interesting to S too; or he may stress common membership in a group or category, thus emphasizing that both S and H belong to some set of persons who share some wants; finally, S can claim common perspective with H without necessarily referring to in-group membership. The output of these three methods of stressing common ground give us positive-politeness strategies 1-8, which we now examine in turn.

Strategy 1: Notice, attend H (his interest, wants, need, goods).

In general, this output suggests that S should take notice of aspects of H’s condition including noticeable changes, remarkable possessions, and anything which looks as though H would want S to notice and approve of it. Example:

- *What a beautiful bracelet this is! Where did it come from?*

Strategy 2: Exaggerate (interest, approval, sympathy with H)

This is often done with exaggerated intonation, stress, and other aspects of prosodics, as well as with intensifying modifiers. Example:

- *What a fantastic swimming pool you have!*

Strategy 3: Intensify interest to H

Another way for S to communicate to H that he shares some of his wants is to intensify the interest of his own (S's) contribution to the conversation, by 'making a good story'. Example:

- *I come down the stairs, and what do you think I see? – a huge men all over the place, the phone's off the hook and clothes are scattered all over...*

Strategy 4: Use in-group identity markers

By using any of the innumerable ways to convey in-group membership, S can implicitly claim the common ground with H that is carried by that definition of the group. These include in-group usages of address forms, of language or dialect, or jargon or slang, and of ellipsis. Other address forms used to convey such in-group membership include generic names and terms of address like Mac, mate, buddy, pal, honey, dear, duckie, luv, babe, Mom, blondie, brother, sister, sweetheart, guys, fellas. Example:

- *Help me with this bag here, will you pal?*

Strategy 5: Seek agreement

There were two ways strategies in its practice. The first is **Safe Topic**, who allows S to stress his agreement with H and therefore to satisfy H's desire to be 'right', or to be corroborated in his opinions. Example:

If your neighbor comes home with a new car and you think it hideously huge and pollution-producing, you might still be able to say sincerely: *'Isn't your new car a beautiful colour!'*

And the last is **Repetition**, may also stressed by repeating part of all of what the preceding speaker has said, in conversation.

Example:

A. Terry went to Soul this weekend!

B. *To Seoul!*

Strategy 6: Avoid disagreement

This strategy is expressed in several ways:

- a) **Token agreement.** The desire to agree or appear to agree with H leads also to mechanisms for pretending to agree, instances of 'token' agreement. Example:

- A. *Can you hear me?*

B. *Barely*

- b) **Pseudo-agreement.** Use of *then* as a conclusory marker, an indication cooperatively with the addressee. Example:

-I'll meet you in front of the theatre just before 7.0, then.

- a) **ng opinions.** S may choose to be vague about his opinions, so as not to be seen to disagree. Example:

□ *'s really beautiful, in a way.*

Strategy 7: Presuppose/raise/assert common ground

This strategy is expressed in several ways:

- a) **Gossip, small talk.** The value of S's spending time and effort on being with H, as a mark of friendship or interest in him, gives rise to the strategy of redressing an FTA by talking for a while about unrelated topics.

- b) **Point-of-view operations.** Used as techniques for reducing the distance between

S's and H's points of view. For example:

1. **Personal-centre switch.** S to H, where S speaks as if H were S. or H's knowledge were equal to S's knowledge: *I had a really hard time learning to drive, didn't I.*

2. **Time switch.** The use of 'vivid present', a tense shift from past to present tense: *Mirna says he really loves your roses.*

3. **Place switch.** The use of proximal rather than distal demonstration

(here, this, rather, than, there, that), where either proximal or distal would be acceptable, seems to convey increased involvement or empathy: *Here! You must come in and have some tea.*

4. Avoidance of adjustment of reports to H's point of view. S is trying to stress common ground that he shares with H.

a) **Presupposition manipulations.** S presupposes something when he presumes that is mutually taken for granted: *Would you like a drink?*

Strategy 8: Joke

Joking is a basic positive-politeness technique, for putting H 'at ease'.

Example:

OK if I tackle those cookies now?

Strategy 9: Assert or presuppose S's knowledge of and concern for H's wants

One way to indicate that S and H are cooperators is to assert or imply knowledge of H's wants and willingness to fit one's own wants in them.

Example in using negative questions:

- *I know you can't bear parties, but his one will really be good – do come! (request/offer)*

Strategy 10: Offer, promise

Offers and promises are the natural outcome of choosing this strategy: even if they are false, they demonstrate S's good intentions in satisfying H's positive face wants. Example:

- *I'll come to your wedding tomorrow.*

Strategy 11: Be optimistic

Presumptuous or 'optimistic' expressions of FTAs are one outcome of this strategy (and constitute perhaps the most dramatic difference between positive-politeness and negative-politeness ways of doing FTAs). Example:

- *Look, I'm sure you won't mind if I borrow your typewriter.*

Strategy 12: Include both S and H in the activity

By using an inclusive 'we' form, when S really means 'you' or 'me', he can call upon the cooperative assumptions and thereby redress FTAs. Noting that *let's* in

English is inclusive 'we' form. Example:

- *Let's get on with dinner, eh? (i.e.you)*

Strategy 13: Give (or ask for) reasons

H in the activity is for S to give reasons as to why he wants what he wants, we can ask the reason by using the word "why" in the beginning of utterance. Example:

- *Why don't we go to the beach!*

Strategy 14: Assume or assert reciprocity

The existence of corporation between S and H may also be claimed or urged by giving evidence of reciprocal rights or obligations obtaining between S and H (or vice versa). Example:

- *Tomorrow, I'll lend you my car if you do something for me now.*

Fulfil H's want for some X. The last positive-politeness strategy involves S deciding to redress H's face directly by fulfilling some of H's wants, thereby indicating that he (S) wants *for* H, in some particular respects.

Strategy 15: Give gifts to H (goods, sympathy, understanding, cooperation)

S may satisfy H's positive-face want (that S want H's wants, to some degree) by actually satisfying some of H's wants. Example:

- *I feel sorry for you sister*

D. Negative Politeness

Negative politeness is the strategy that recognizes the hearer's face and imposes them. Negative Politeness is oriented mainly toward partially satisfying (redressing) H's negative face, his basic want to maintain claims of territory and self-determination.²⁹ Negative politeness is redressive action addressed to the addressee's negative face: his want to his freedom of action unhindered and his attention unimpeded.³⁰ However, in most English-speaking contexts, a face saving act is more commonly performed via a negative politeness strategy. The most typical form used is a question containing a modal verb such as example [3]:

[3] a. *Could you lend me a pen?*

b. *I', sorry to bother you, but can I ask you for a pen or something?*

c. *I know you're busy, but might I ask you if – em – if you happen to have an extra pen that I could, you know – eh- maybe borrow?*

Using this strategy also results in forms which contain expressions of apology for the imposition, of the type of [3b]. More elaborate negative politeness work can sometimes be heard in extended talk, often with hesitations, similar to that shown in [3c].

Strategy 1: Be conventionally Indirect

A speaker is faced with opposing tensions: the desire to give H an 'out' by being indirect, and the desire to go on record. Example:

- *Can you please pass the salt?*

Strategy 2: Question, hedge

Hedge is a particle, word or phrase that modifies the degree of membership of a predicate or noun phrase in a set: It can be "sort of, regular, true, rather, pretty, and quite". Example:

- *Bill is a regular fish.*

Strategy 3: Be pessimistic

This strategy give redress to H's negative face by explicitly expressing doubt that the conditions for the appropriateness of S's speech act obtain. Example:

- *Could you jump over that five-foot fence?*

Strategy 4: Minimize the imposition R_x

This strategy asked to H to do something, or his/her

- *I just want to ask you if I can borrow a little paper.*

Strategy 5: Give defence

S humbles and abases himself, and another where S raises H.

- *I think you should, uh, attend to your flies.*

Strategy 6: Apologize

By apologizing for doing an FTA, the speaker can indicate his reluctance to impinge on H's negative face and thereby partially redress that impingement.

- *I'm sure you must be ver busy, but ...*
- *I don't want to bother you, but...*
- *Excuse me, but ...*

Strategy 7: Impersonalize S and H

S doesn't want to impinge on H is to phrase the FTA as if the agent were other than S, or least possibly not S or not S alone, and the addressee were other than H, or only inclusive of H. Example:

- *It is so (I tell you that it is so).*
- *Do this for me (I ask you to do this for me).*

Strategy 8: State the FTA as a general rule

Dissociating S and H from the particular imposition in the FTA, and hence a way of communicating that S doesn't want to impinge but is merely forced to by

circumstances, is to state FTA as an instance of some general social rule, regulation, or obligation. Example:

(a) *Passenger will please refrain from flushing toilets on the train*

(b) *You will please refrain from flushing toilets on the train*

Strategy 9: Nominalize

Nominalizing the expression, the interlocutor show negative politeness. This Score corresponds to a continuum from syntactic volatility to syntactic inertness. Example:

(a) *You performed well on the examinations and we were favourably impressed.*

(b) *Your performing well on the examinations impressed us favourably.*

(c) *Your good performance on the examinations impressed us favourably.*

Strategy 10: Go on record as incurring a debt, or as not incurring H S requests or offers something on record.

Example:

- *I could easily do it for you.*

E. Off Record

A communicative act is done off record if it is done in such a way that it is not possible to attribute only one clear communicative intention to the act.³¹ Off-record, the indirect strategy that involves the breaking of conversational norms to imply a particular recommended course of action, is a politeness strategy that relies upon implication.

Strategy 1: Give hints

If S says something that is not explicitly relevant, he invites H to search for an interpretation of the possible relevance. Example:

- *It's cold in here. (c.i Shut the window)*

Strategy 2: Give association clues

Mentioning something associated with the act required of H, either by precedent in S-H experience or by mutual knowledge irrespective of their interactional

experience. Example:

- *Oh God, I've got a headache again.*

Strategy 3: Presuppose

S criticize H with says *"I washed the car again today."*, It mean's S is the only

Strategy 4: Understate

S's violation of the Quantity Maxim with says as much as and no more than is

- *A. How do you like Josephine's new haircut?*

Strategy 5: Overstate

S says more than is necessary, thus violating the Quantity Maxim in another way, he may also convey implicature. Example:

- *I tried to call a hundred times, but there was never any answer.*

Strategy 6: Use tautologies

S encourages H to look for an informative interpretation of the non-informative utterance (or a criticism). Example:

- *Your clothes belong where your clothes belong, my clothes belong where my clothes belong. Look upstairs!*

Strategy 7: Use contradictions

S forces H to find some implicature that preserves the Quality assumption which is perhaps the most basic principle of language usage by violating the Quality Maxim ('Speak the truth, be sincere').

Example:

- *A. Are you upset about that?*
- *Well, yes and no.*

Strategy 8: Be ironic

Saying the opposite of what he means, again a violation of Quality, S can indirectly convey his intended meaning, if there are clues that his intended meaning is being conveyed indirectly.

Example:

- *Lovely neighbourhood, eh? (in a slum)*

Strategy 9: Use metaphors

The connotations of the metaphors S intends may be off record.

Example:

- *He's the son of a Jain household. (implicates 'He's proud')*

Strategy 10: Use rhetorical questions

S wants H to provide him with the indicated information.

Example:

- *How many times do I have to tell you ... (c.i. Too many)*

Strategy 11: Be ambiguous

The term 'ambiguity' to include the ambiguity between the literal meaning of an utterance and any of its possible implicature.

Example:

- *John's pretty sharp cookie. (an insult).*

Strategy 12: Be vague

S may go off record with an FTA by being vague about who the object of the FTA, or what the offence is.

Example:

- *Perhaps someone did something naughty.*

Strategy 13: Over-generalize

Mentioning H's name or her/him addressing directly.

Example:

- *The lawn has got to be mown.*

Strategy 14: Displace H

S may go off record as to who the target for his FTA is, or he may pretend

to address the FTA to someone whom it wouldn't threaten, and hope that the real target will see that the FTA is aimed him.

Strategy 15: Be incomplete, use ellipsis

Elliptical utterances are legitimated by various conversational context. S
can

Example:

- *Weel, if one leaves one's tea on the wobbly table ...*

In conclusion, the Barack Obama's victory speech will be analyzed with

C. RESEARCH METHOD

1. DATA ANALYSIS / FINDING

a. THE DATA DESCRIPTION

The data from this thesis was collected from Barack Obama's utterance in his victory speech who was delivered in Chicago, November 4th 2008. The writer analysis the data for finding the meaning and what strategy that used in the data. Next the writer analysis for finding the purpose of the speaker use those strategy. The writer puts the data analysis which contain the hearer presence. Through their words, the writer analyzes the strategies employed. His words will be analyzed by strategies employed with Brown and Levinson theory. Below are the utterances that writer found in the text of Barack Obama victory speech that implied politeness strategy.

b. THE DATA ANALYSIS

As the elected president, Barack Obama as a speaker must deliver his victory speech to American people as the hearer. His victory speech in Chicago, November 4th 2008 was attended, heard, and watched by American's people and all people in the world who watched it in media, certainly Obama was chose the politeness strategy to deliver his victory speech. The writer will explain that Obama's victory speech implied politeness strategy.

Datum 1

Obama: "It's the answer told by lines that stretched around schools and churches in numbers this nation has never seen, by people who waited three hours and four hours, many for the first time in their lives, because they believed that this time must be different, that their voices could be that difference".

Analysis

Barack Obama as the speaker wants to commend the American people as the hearer who waited and voted for the election. In the sentence "*they believed that this time must be different, that their voices could be that*

difference” he makes FTA by complimenting the hearer for his chance to voted the election.

Datum 2

Obama: “It's the answer spoken by young and old, rich and poor, Democrat and Republican, black, white, Hispanic, Asian, Native American, gay, straight, disabled and not disabled. Americans who sent a message to the world that we have never been just a collection of individuals or a collection of red states and blue states. “We are, and always will be, the United States of America.”

Analysis

In the sentence *“It's the answer spoken by young and old, rich and poor, Democrat and Republican, black, white, Hispanic, Asian, Native American, gay, straight, disabled and not disabled”* Obama as the speaker compliments all the American people as the hearer who have different background with showing deference. He uses the intensify interest to the hearer for making them to be respected and appreciated in his victory speech. In the sentence *“Americans who sent a message to the world that we have never been just a collection of individuals or a collection of red states and blue states”* he also makes FTA by complimenting the hearer as unitary state. Obama used the words *“we are”* as the politeness strategies by including both S and H in the activity, in this utterance the H is United States of American people.

Datum 3

Obama: “It's been a long time coming, but tonight, because of what we did on this date in this election at this defining moment change has come to America.”

Analysis

Obama as the speaker says *“we did on this date in this election”* by including both S and H in the activity as his politeness strategy to American people as the hearer. He uses be optimistic strategy in the sentence *“at this defining moment change has come to America”* to make American people believe that America has chanced to be better government in his leadership.

Datum 4

Obama: “I want to thank my partner in this journey, a man who campaigned from his

heart, and spoke for the men and women he grew up with on the streets of Scranton and rode with on the train home to Delaware, the vice president-elect of the United States, Joe Biden.”

Analysis

In the sentence “*a man who campaigned from his heart*” Obama as the speaker uses politeness strategies with intensify interest to hearer. Here, Joe Biden as the hearer. He uses positive politeness strategy with exaggerating his election partner in front of American people. He also makes FTA by complimenting Joe Biden for his sacrifice as his partner in the election.

Datum 5

Obama: “And I would not be standing here tonight without the unyielding support of my best friend for the last 16 years the rock of our family, the love of my life, the nation's next first lady Michelle Obama.”

Analysis

The above utterance Obama as the speaker wants to show his wife sacrifice. Here Michelle Obama as the hearer. He shows deference for complimenting Michelle Obama for her love and struggle until he became elected president. He uses positive politeness strategy with exaggerating her in front of the listeners. In phrase “*the rock of our family*” he uses politeness strategy with intensify interest to hearer.

Datum 6

Obama: “Sasha and Malia I love you both more than you can imagine. And you have earned the new puppy that's coming with us to the new White House.”

Analysis

In the above utterance, Obama as the speaker exaggerates in describing his love for his daughters in front of American people. Here Sasha and Malia as the hearer. In the sentence “*I love you both more than you can imagine*” he uses politeness strategy with intensify interest to hearer. He wants to show his love for his daughters in front of American people. In the sentence “*you have earned the new puppy that's coming with us to the new White House*” Obama expresses this utterance with joke

bysmiling. Exaggrate, intensify interest the hearer and joke are kind of the politeness strategy in this theory.

Datum 7

Obama: "There's new energy to harness, new jobs to be created, new schools to build, and threats to meet, alliances to repair. I promise you, we as a people will get there."

Analysis

In the sentence "*There's new energy to harness, new jobs to be created, new schools to build, and threats to meet, alliances to repair.*" Obama as the speaker gives sympathy for American people as the hearer. Obama wants to tell about the process of developing America with intensify interest the listeners about his programs. Intensity interest is a kind of politeness strategies. In the sentence "*I promise you*" he uses politeness strategy with promise to develop the facilities for American people. He promises that his government will be better than before. Promise is kind of FTA. By using promise, Obama threatened his face to the hearer. In sentence "*we as a people will get there.*" he uses politeness strategy with be optimistic. He is optimist that in his government America will get chance to be the greatest country.

Datum 8

Obama: "But I will always be honest with you about the challenges we face. I will listen to you, especially when we disagree. And, above all, I will ask you to join in the work of remaking this nation, the only way it's been done in America for 221 years - block by block, brick by brick, calloused hand by calloused hand."

Analysis

In the sentence "*I will ask you to join in the work of remaking this nation*" Obama as the speaker uses politeness strategy with offers to recruit the hearer his programs. He makes some FTA with request the hearer to join about his government programs. Here the hearer is American people.

Datum 9

Obama: “So let us summon a new spirit of patriotism, of responsibility, where each of us resolves to pitch in and work harder and look after not only ourselves but each other.”

Analysis

In the sentence *“So let us summon a new spirit of patriotism, of responsibility,”* Obama as speaker uses politeness strategy by including S and H in the activity. He wants the hearer do some act like the speaker says. In the sentence *“where each of us resolves to pitch in and work harder and look after not only ourselves but each other.”* He orders the hearer to be work harder in every sector to struggle for the America future.

Datum 10

Obama: “And to those Americans whose support I have yet to earn, I may not have won your vote tonight, but I hear your voices. I need your help. And I will be your president, too.”

Analysis

In the sentence *“I need your help. And I will be your president, too.”* Obama uses politeness strategies by assuming or asserting reciprocity to American people as the hearer. He urges by giving evidence of reciprocal rights between S and H to get the cooperation existence.

Datum 11

Obama: “That's the true genius of America: that America can change. Our union can be perfected. What we've already achieved gives us hope for what we can and must achieve tomorrow.”

Analysis

In the sentence *“America can change. Our union can be perfected. What we've already achieved gives us hope for what we can and must achieve tomorrow.”* Obama uses politeness strategy with be optimistic. He optimist that America will be the greatest country.

Datum 12

Obama: "This is our chance to answer that call. This is our moment."

Analysis

In the sentence "*This is our chance to answer that call. This is our moment.*" Obama as the speaker uses politeness strategy by using be optimistic. By using this strategy he wants to make American people as the hearer has the same aim.

Datum 13

Obama: "This is our time, to put our people back to work and open doors of opportunity for our kids; to restore prosperity and promote the cause of peace; to reclaim the American dream and reaffirm that fundamental truth, that, out of many, we are one; that while we breathe, we hope. And where we are met with cynicism and doubts and those who tell us that we can't, we will respond with that timeless creed that sums up the spirit of a people: Yes, we can."

Analysis

In the sentence "*This is our time, to put our people back to work and open doors of opportunity for our kids; to restore prosperity and promote the cause of peace; to reclaim the American dream and reaffirm that fundamental truth*" Obama as the speaker uses the politeness strategies with be optimistic. He optimists in his government there is still a lot of chance to make America becomes prosperous. In the sentence "*Yes, we can.*" he uses politeness strategy with be optimistic too. Here American people as the hearer.

From the above, the writer concluded that:

- A. Obama performed FTA.
- B. Obama used more positive politeness strategies and less negative politeness strategies.
- C. Obama performed some strategy without FTA.

In this speech, Obama influenced the participants's strategies. By applying Brown and Levinson theory, Obama performed more positive politeness strategy by joking, intensify interesting, exaggerating, giving sympathy, understanding and cooperating. The writer concluded that this speech was influenced by the positive politeness strategy in his utterance.

E. CONCLUSIONS AND SUGGESTIONS

1. CONCLUSIONS

In this research, the writer used descriptive qualitative analysis as the method to find out the kind of politeness strategies are used by Barack Obama in his victory speech. The writer used the theory of politeness strategies by Brown and Levinson to find out the types of politeness strategies that used by Barack Obama in his victory speech. In analyzing this speech, the writer decided the utterance which contain the speaker and the hearer in his victory speech. And then the writer decided the utterance is an FTA and which is not. Also, the writer matched between the strategy and the kind of politeness shown. Then, the writer saw strategy used by Obama performing FTA. The result of this research are:

Firstly, Politeness strategies is one of the important thing that they should be used to deliver their speech in front of people. So, the speaker who wants to deliver his utterance must use politeness strategies to be respected by the listener. Using politeness strategies in utterance can make long relationship between the speaker, the listener, and make them feel comfortable and appreciated.

Secondly, based on knowledge Barack Obama as elected president used politeness strategies to influence the listeners about his leadership. As a politician is important to him to use politeness strategies in his utterance in front of people. As a president and politician, he tried to be polite. It will make him commanded and respected by all American people also his political rivals. In the script of Barack Obama's victory speech, he used different types in using politeness strategy and FTA concept.

Thirdly, by applying Brown and Levinson theory, Obama performed more positive politeness strategy by joking, intensity interesting, exaggerating, giving sympathy, understanding and cooperating. He applied negative politeness just for showing deference. It means Barack Obama used politeness strategies in his

victory speech.

2. SUGGESTIONS

The writer suggests the readers who interested in researching politeness strategy in an speech or any kind of corpus data to use longer object of research. The writer suggests to use other politeness theories, such as theories of Ron Scollon and Suzanne Wong Scollon, Bruce Fraser, and others for the further research. The writer hopes the research can be useful, give benefits, and add more knowledge for the future researchers who have interest in politeness theory and linguistic study or even the similar topic to analyze other factor. The writer suggests the readers to apply politeness theory in social life.

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