APPLICATION OF BROWN AND LEVINSON'S MODEL ON JOE BIDEN'S VICTORY SPEECH: A CASE ON POLITENESS STRATEGY

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Abstract: This research discussed about politeness strategies in Joe Biden's victory speech. The researchers used theory of Brown and Levinson (1987). This theory to analyzed the types of politeness strategy and the dominant types in Joe Biden victory speech. The source of the data was taken from Joe Biden's speech in YouTube Its about 15 minutes, 19 seconds. This speech was published at 8 November 2020. The researchers chose Joe Biden's speech because the researchers found that the types of politeness strategy in this speech. the researchers found 22 data and three types of politeness strategy namely positive politeness 18 (81.8%), negative politeness 1 (4.5%) and off record indirect strategy 3 (13.6%). Positive politeness that found in this speech namely : uses promise, intensify interest to the hearer, be optimistic, repetition, joke, assume or assert reciprocity, offer, and use rhetorical strategy, negative politeness that found in this speech was use pessimistic and off record indirect strategy namely use metaphors and give hints or directions. The most dominant types in Joe Biden Victory speech was positive politeness strategy. Positive politeness used in the speech so that make good communications between the speaker and the hearer and also make the situations comfortable, relax and make a pleasant situation in doing communication.
Keywords: *Brown and Levinson's model; politeness strategy; pragmatics; speech.*

INTRODUCTION

Language is important part in human life that connect one to another. Through language we can interact with others. Language function as social interaction and one of the vital factors that differentiate human from another creatures. Language is one maintain relationship with other people in an interaction. As social being, almost everyday people use language to communicate with others. By language makes people have more interaction with others. Simanjuntak *et al.* (2022) stated that language is a complex system of communication that used in human beings.

Language is central to our lives it means that languages is something that cannot be apart from our life. central in our life is communication with other people, to socialization with society and culture (Herman, 2014). According to Anwari (2020), the purpose of language is a system of conventional vocal signs by means of which human beings communicate. So, it is important whether with others by talking and writing or with ourselves by thinking.

English is important to learn because English as

International language in the world and it taught from elementary school until University school level. By learning English students are expected to understand and keep up the development of science, technology, and art. Herman *et al.* (2022) stated that the purpose of English has become the most widespread language in the world, used for more peoples for more purposes than any other language on the earth. Literature and language are closely related. It can be concluded that English is as the most spoken language in the world (Patimah *et al.*, 2021). English holds a big part in the communication.

The use of language can possibly achieve the purpose such as selecting the word choices this strategy to deducted unpleasant feeling so that communication became well. By language, we can talk with other people, can give a lot of information, can able to exchange knowledge and also can express emotion, ideas, beliefs, feeling, opinion, wishes, thanks and promises. the function of language namely to inform about fact, to influence other people, to discuss about language, to describe, to chat or communicate with others or interact with other, and to deliver message. So language is tool of communication.

According to Caroline *et al.* (2021), Communication is a process where somebody or some people, group, organization and society created and use the information to be connected with the environment and others. The aim of communication is to exchange the information, to share knowledge through written and spoken language. Communication is the process of delivering a message by someone to another to inform or change attitudes and behavior, either directly orally or indirectly through media and also one act by which one person want to give or receive from another about information that person's needs, desires, perceptions, knowledge or statements.

According to Kurniawati (2019), communication is an important aspect in our daily activity. Communication means process of exchanging ideas between a person to another in order to gain of information or something else. As a human, people cannot be separated from social life because human is a social person and need other people help. By communication we can express our mind, idea, feeling, suggest to others. With communication we can build relationship with others, by communication we can talked or interact with other become politeness (van Thao *et al.,* 2021)

Pragmatics is the part of linguistics study that learned the relationship between the utterances and the situation (Simaremare *et al.,* 2021). Pragmatics is the study of the connection between the context and language that focused on grammatical in the structure (Hinck *et al.*, 2021; Ma'yuuf and Abbas, 2021). It means that people can analyze the meaning by seen their statements.

Pragmatics has several part to be learned, one of them is politeness strategy (Balogun and Murana, 2018). Politeness is a form of kind action taken by one person to another person. Politeness is important point in language, when we talked to another we must show good attitude or show a politeness (Balik and Alinda, 2022; Pardede *et al.,* 2021). As we know by using politeness in language, a conversation become more polite especially in speech. Politeness is a manner or etiqutte in communication that aimed to respect one to another people. In doing communication, people need to know and understand how to make conversation well and politely (Syah *et al.,* 2017; Yaqin & Shanmuganathan, 2020). So, people need to use politeness strategy in conversation to get good response from the others. Politeness strategy aimed to minimize or to avoid conflict in conversation. When we used the politeness strategy in communication it means we can decrease misunderstanding or problem and also get good respect from others (Xiang *et al.,* 2020; Manurung *et al.,* 2021).

When we want to make a speech or delivered a speech many things that we must pay attention so that the listener feel comfortable or not feel bored. Many aspect that must pay attention such as the choice of words or content from the speech, gestures from the speaker and using politeness strategy. This is very important in speech, when a speaker using politeness strategy in delivered speech, and also pay attention to the listener. It can build a good relationship between the speaker and the listener.

Literature is the representatives of the resesarcher's feeling. Ghani and Hussain (2021) stated that "literature" to composition that tells a story, dramatizes a situation, expresses, emotions, analyzes, and support ideas. One of the phenomena in communication is less politeness. Sometimes the listener do not focus to the speaker when the speaker delivered his speech. Many people can make a speech or delivered speech in the public but not all people can show a politeness in speech. So it make the speaker create good communication with the listener. Many aspects that make the listener do not focused to the speaker such as the content of the speech make the listeners do not

excited and feel bored so that there is no interaction between the speaker and the listener. There are many reasons why politeness strategy is important in life namely to achieve your goal and get what you want. While the goal of politeness is to make the listener relax, feel comfortable with one to another.

Based on theory Brown and Levinson (1987) there are four types politeness strategy described by Brown and Levinson namely: Bald On Record, Positive Politeness, Negative Politeness And Off Record Indirect Strategy.

Nowadays, we can find communication from various sources, such as in speech. Speech is the activity of speaking in the public, carried out by conveying the opinion or thoughts of the speaker (Zhu, & Wang, 2020; Nurdiansyah, 2021). Generally, speech are made to state events or things that deserve to be discussed in the public. The function of speech is to delivered ideas in communication and to make the listeners understand the ideas well (Haniva *et al.,* 2021). The function of speech can be divided to four kinds namely: statement, question, command, and offer (Wulan, 2021).

In this research, the researcher focused in the speech. The researchers choose the Joe Biden's speech as object because from the speech the researchers can find politeness strategy. The researchers also want to know how important the politeness strategy in a speech. In conducting in this research, the researchers provide the previous research from a thesis that also related with this thesis which is written by Sari (2016) at Syarif Hidayatullah State Islamic Univeristy Jakarta entitled "an Analysis of Politeness strategy in Barack Obama's Victory Speech". This research focused to analyzed politeness strategy in Barack Obama's victory speech in Chicago, November 4th 2008. The researchers analyzed the types of politeness strategy by Brown Levinson (1987). In this research, the researchers focused to analyzed positive politeness that found in the Barack Obama's Victory Speech. The researchers analyzed 13 data in this speech, to analysed the data researcher used qualitative research to collect and analyzing the data. After that, the researcher collect data by using bibliograpy technique and writes the data card to make easier.

The similarity of this research with the previous research, researcher focused to know positive politeness strategy but this research also to know the four of politeness strategy namely : Positive Strategy, Negative Politeness, Bald On Record And Off Strategy. This research is also different from with the previous research. and there are 14 types of positive politeness but in previuos research the researcher only analyzed 3 types of positive strategies namely:1) intensifity interest to the Hearer 2) Assume or assert reciprocity 3) optimistic

This research is used to find out the politeness strategy in speech because the researcher often watching in YouTube and searched about it, so the researchers are interested to make this topic became a research The reason why the researchers conducted this research because it is related to linguistic especially in pragmatics and to help the readers to understand the meaning by knowing the types of politeness strategy in Joe Biden's speech. Joe Biden is an famous people in the United States and have big effect in the world especially in United States. By his speech the researcher can found the types of politeness strategy.

METHOD
This research used qualitative research that focused on pragmatics. Qualitative research is interested to the process, meaning and understanding through words or sentence. Creswell (2014) stated that qualitative research is one method that focused to ask what and why in one phenomena. This method is used to understand how the people explained one experience in the world it means it can be concluded that qualitative research would be appropriate to be uses in finding, analyzing, and presenting the data of the research in a more detailed way. While there are many approaches to qualitative research. Each of research approaches involve using one or more data collection methods.

As we know descriptive qualitative is one method that describe based on phenomena, to understand concepts opinion, or experiences it can be used to gather in depth insight into a problem or generate new ideas for research.. Descriptive qualitative describes the condition as they are, without giving treatment or manipulation to the variables studied. This type of qualitative descriptive is a type of research with the process of obtaining data as it is. This method is only used in humanities, and social sciences.

Hutahaean *et al.* (2021) defined that qualitative research is a research for exploring and understood the meaning individuals or groups to social or human problems. In this researcher, the researcher used qualitative research because to analyse politeness strategy, to collecte and classify the dominant types of politeness strategy found in Joe Biden's victory speech.

Data is important tool in research. The purpose of the research is to get the data. According to Isabella *et al*. (2022), the data are the information or facts used in discussing or deciding the answer of research question. Based on the explanation above the source of data used in this research is Joe Biden's victory speech. And the source of the data taken from Joe Biden's speech in Youtube https://youtu.be/1AfNYztas2c, Its about 15 minutes, 19 seconds. This speech was published at 8 November 2020. The researchers chose Joe Biden's speech because the researcher found that the types of politeness strategy in thi speech. This speech delivered when Joe Biden elected as President of United States and tell about victory.

A research instrument was a tool the researchers used to collect the data in order to make the researchers process done easily. According to Herman *et al*. (2022), instrument of the research is a tool that used to measure observed natural and social phenomena. The researchers used Joe Biden's speech and took an important role in watch, read and wrote related to this research. This research used additional instruments such as books, dictionaries, laptop, script of speech, pen and note book to collect and classified the data. Analyzes the data by interpretation since the data are forms of politeness that found in the Joe Biden's Victory speech because researchers think in this speech we can found some types of politeness strategy.

Data is important tool in research. The aim of the research is to get data. Data collection method is the way to collect data used in this research. Documents and pictures can be written by people who can be used to obtain information and collected the data (Ngongo *et al*., 2022). The researchers used qualitative research which the form of data was utterances. Data for analysis is collected from a speech: Joe Biden's Victory Speech. To collect the data in this research, the researchers did some steps namely: (1) Searching and downloading Joe Biden's victory speech. The researchers searching the Joe Biden's victory speech after that downloading the video from YouTube. (2) Understanding the theory of politeness strategy. In this step, the researchers tried to understand the theory of politeness strategy that used to analyze the Joe Biden's victory speech. (3) Watching and understanding about Joe Biden's victory speech. The researchers watched the video Joe Biden's victory speech, for the purpose to understand deeply about the speech. (4) Identifying all the words, phrase, sentences that contain politeness strategy. (5) And then the

researchers took notes based on the classified and analyzed of politeness strategy.

The data are analyzed to answer the research question. Analyzing data is a process that systematically finds and organizes data from the results interview, observations and documentations. When analyzing the data of this research, the researchers decides several techniques to obtain data for accurate data analysis. After the data was obtained from data sources, the data were analyzed through the following steps namely: (1) Reading and identified the whole Joe Biden's victory speech. The first step of collected data, the researchers read and identified politeness strategy that found in Joe Biden's speech. (2) Classifying Joe Biden's speech to find the types politeness strategy. After the data had been identified, the researchers classified the data into types of politeness strategy accorded theories. (3) Analyzing the meaning of politeness strategy that found in the speech. To analyze the meaning, the researchers read every sentence that found in this speech that consists of politeness strategy. The researchers studied meaning by analyzed the types of politeness strategy. After that, the researchers tried to find the meaning of politeness strategy used in this speech. (4) Drawing the conclusion. The last step made conclusion accorded to analyzed data. After the researchers found the answer from research problem, then the researchers made the conclusion based on the speech.

RESULTS AND DISCUSSION

After analyzed the politeness strategies found in Joe Biden victory speech, the resesarcher found that: (1) There were 3 types of politeness that found in Joe Biden victory speech. They were: Positive Politeness, Bail On Record and Off Record Indirect Strategy. (2) Based on the data analysis the most dominant types of politeness strategy in Joe Biden victory speech was a positive politeness strategy. Positive politeness makes a communication becomes relax, comfortable can minimize the imposition between the speaker and the hearer.

Based on the data, the researchers presented the percentage of politeness strategy in the table. The percentage will be showed:

$$\frac{Frequency}{Total} X100$$

Table 1. *Types of politeness found in the speech*

No.	Types of Politeness	Frequency	Percentage
1.	Positive politeness	18	81.8%
2.	Negative	1	4.5%

No.	Types of Politeness	Frequency	Percentage
3.	Off record indirect strategy	3	13.6 %
	Total	22	99.9%

After analysed the data, the researchers want to discuss the whole data and answered the problem of the research. The aim of this research are: to find out the types of politeness strategy that found in Joe Biden victory speech and to find out the dominant types of politeness strategy found in Joe Biden victory speech. The researchers used theory of Brown and Levinson (1987), this theory to analyzed the types of politeness strategy and the dominant types in Joe Biden victory speech.

From the research findings above, the researchers found 22 data and three types of politeness strategy namely positive politeness 18 (81.8%), negative politeness 1 (4.5%) and off record indirect strategy 3 (13.6%). Positive politeness that found in this speech namely: uses promise, intensify interest to the hearer, be optimistic, repetition, joke, assume or assert reciprocity, offer, and use rhetorical strategy, negative politeness that found in this speech was use pessimistic and off record indirect strategy namely use metaphors and give hints or directions. The most dominant types in Joe Biden Victory speech was positive politeness strategy. Positive politeness used in the speech so that make good communications between the speaker and the hearer and also make the situations comfortable, relax and make a pleasant situation in doing communication.

Based on findings of the research, the researchers found that there were the similarities with the findings from related previous research from Sibarani & Marlina (2018). This research about politeness strategy used in Republican debate by Donald Trump. This research aimed to describe the politeness strategy that found in Republican debate by Donald Trump. The objective of research namely to identify what is types of politeness strategy found in Republican debate by Donal Trump and what is dominant types that used in this research.

This researched used theory of Brown and Levinson (1987) who classified politeness strategy into four types namely bald on record, positive, negative and off record strategy. researchers only used 3 types of politeness strategy namely bald on record, positive politeness and negative politeness. The 3 types of politeness strategy namely: positive politeness strategy (55.2%), negative politeness strategy (22.9%) and bald on record (21.73%). so based on the data positive politeness strategy is dominantly used in the Republican debate by Donald Trump because the researchers believed as the most polite and successful strategy

CONCLUSION

After the researchers conduct a research about politeness strategy in the Joe Biden's victory speech. The resesarcher found types of politeness strategy namely positive politenes, bald on record and off record indirect strategy. the resesarcher found 20 data and three types of politeness strategy namely positive politeness 18 (81.8%), negative politeness 1 (4.5%) and off record indirect strategy 3 (13.6%).

Politeness strategy is one important thing that they should deliver in speech in front of people. The speaker wants to show politeness strategies sothat the listener pay attention to the speech and to the speaker. Using politeness strategies in the speech can make close relationship between the speaker and the listener and make the situation become comfortable and relax.

The most dominant types in Joe Biden Victory speech was positive politeness strategy. positive politeness strategies to make good communications between the speaker and the hearer and make the situations comfortable, relax and make a pleasant situation in doing communication.%)

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