A Pragmatic Approach: Politeness Strategies Used by Dylan Pross vs Miawaug During Battle FF

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Abstract

Youtube is a video sharing service that can be accessed freely by many people. They tried to show their skill from its channel, especially gamers. Dylan Pros and Miawaug are the gamers who are interested in playing Free Fire (FF). During the battle, their utterances delivered in many ways. The aim of this research is to know the politeness strategy used by Dylan Pros and Miawaug during battle FF. This research is categorized as a descriptive qualitative with a pragmatic approach. The theory of politeness strategy by Brown and Levinson are categorized into four strategies. They are Bald-on Record Strategy, Positive Politeness Strategy, Negative Politeness Strategy, and Off-record Strategy. The data were taken from the utterances of Dylan Pros and Miawaug. The results showed that the utterances found in Bald-on Record strategy was 87 utterances, Positive Politeness strategy was 32 utterances, Negative Politeness strategy was 15 utterances, and Off-record strategy was 2 utterances. The conclusion of this research is that Bald-on Record strategy was more dominant in its use than others.

Keywords: *Pragmatics, politeness strategy, YouTube*

1. INTRODUCTION

In today's era, people are faced with the rapid development of information technology. This has been exacerbated since the pandemic hit several countries, especially Indonesia. The increasing use of these gadgets can be seen from the number of internet service users every year. Based on data from KOMINFO in 2021, internet users in Indonesia increased 11 percent from the previous year, from 175.4 million to 202.6 million users.

One of the platform that used by internes user is youtube. YouTube itself is a video sharing service provided by Google for its users to load, watch and share video clips for free. YouTube is a manifestation of the shift in internet technology (world wide web) from the "read only web" to the "read write web" (Horstman, 2011), it can be seen when the internet only provides reading resources for its users to create and share reading sources. One of the YouTube characteristic is for sharing contents and channels (Chun

& Lee, 2022). This shift has made YouTube one of the most practical and accessible social media, so currently YouTube is the most popular site and is watched by thousands of people every day. This is evidenced by the development of vloggers who use YouTube as a medium of communication with their fans. Not wanting to be left behind, gamers try opportunities and use YouTube to show their talents and playing skills in trying out games on the platform provided.

In addition, the tendency of people to watch YouTube is up 60% annually and 40% daily. In addition, the number of YouTube viewers tripled every year. The number of videos watched every day is 100,000 videos and there are 65,000 videos uploaded every hour. Around 20 million viewers visit YouTube every month with a range of ages 12-17 years (Lestari, 2013).

YouTube channels can facilitate peoples to create communities according to the needs of its users (Afriansyah et al., 2022). Gamers is one of the community that plays games interactively. Through uploaded videos or live streaming on the gamers' YouTube channels, the use of language is very important in attracting the audience to increase viewers. This can be seen in several accounts of gamers who use politeness strategies and get quite high views compared to gamers who use everyday language, in this case negative. According to Tarigan in Sihombing, (2018) language is something that cannot be separated in communication, without language it will be difficult to interact. Based on problem, the researcher wants to see the use of language in gamers who upload videos to their accounts using a pragmatic approach.

Pragmatics is a branch of linguistics that studies language in certain circumstances. Levinson (1983) states that pragmatics is the study of the relationship between language and context which is codified in the structure of language. Pragmatics is concerned with interpreting an expression. In this interpretation there are rules that must be obeyed in accordance with the existing context. Pragmatics also discuss about the cooperation between speaker and interlocutor (Cahyadi, 2019). So that, the conversation can be achieve successfully.

2. RESEARCH METHOD

This research is a descriptive qualitative with a pragmatic approach. Descriptive method is able to solve problems by describing the condition of the object or research subject based on natural facts (as is). Creswell stated that qualitative research tends to collect data in the field or in locations where participants experience problems (Creswell, 2014). The source of data in this study is oral spoken by game players on

YouTube channel. The YouTube channel that is used as the subject in this study, namely the YouTube channel "Dylan Pross Vs Miawaug during Battle FF"

Pragmatics is an ideal approach used to examine linguistic problems, especially in speech. It is also about how the speaker and listener interact each other through communication (Isabella et al., 2022). According to this is in accordance with the limits of pragmatics which is the study of meaning and its relationship to speech situations. According to Leech, meaning in pragmatics rests on speakers or language users (Leech, 1993). The data that has been collected is then analyzed scientifically using methods that are in accordance with data collection techniques.

3. FINDINGS AND DISCUSSION

Politeness theory relies on the assumption that the language used by the speakers not only for delivering the information but also for doing things (Xafizovna & Boboqulovna, 2022). Based on Brown and Levinson (1987), politeness strategies are categorized into 4 strategies: (1) Bald-on Record Strategy. It is a direct way to express ideas & emotions to the interlocutor using clear utterances. (2) Positive Politeness Strategy. It can be used to make interlocutor feel valued and to show intimacy by giving a high attention of the listeners' interest on the dialog. (3) Negative Politeness Strategy. It is an action that used to prevent the negative face of the interlocutor. (4) Off-Record Strategy. It happens when the utterances do not describe the meaning of communication clearly. All of the strategies can be found in Dylan Pross vs Miawaug during battle FF.

Tabel 1. Identification of Politeness Strategy

No.	Types of Politeness Strategy	Frequency of the Utterances
1.	Bald-on Record	87
2.	Positive politeness	32
3.	Negative Politeness	15
4	Off-record	2

Based on the table above, there are four strategies that can be found in the youtube channel. Each of them has a different frequency. The politeness strategy of Bald-on Record is 87 utterances. The positive politeness is 32 utterances. The negative politeness is 15 utterances. The last is off-record strategy. It is only 2 utterances. Bald-on record strategy becomes the highest frequency because Dylan Pros and Miawaug are friends so that they can communicate directly and clearly.

3.1 Bald-on Record Strategy

Bald-on Record Strategy is a way to express ideas and emotions through utterances directly without causing misunderstanding. This strategy commonly happens in a close environment such as friends and families (Sunnuraini & Yassi, 2022). Bald-on Record is typically used when the speaker and listener know each other. Speech is spoken directly, clearly, unmistakably, and concisely. In addition, Bald-on record strategy does not attempt to minimize the risk to the listener's face. They were showing disagreement (criticism), requesting, using imperative form, and warning; threatening, the utterance of Bald-on Record Strategy can be shown from the data below.

Datum 1

Dylan Pros   : Hmm What a shame!
Miawaug   : Never mind. We must keep trying
Dylan Pros   : look out!

Datum 2
Dylan Pros   : He can shoot us. What an annoying!

In this conversation, Dylan Pross showing disagreement during the first round battle of the game. The data shows that Dylan Pross' contribution to Miawaug is bald on record strategy. The researchers identified that the sentences "*what a shame.*" and "*He can shoot us. What an annoying!*" are the utterances were spoken in a direct, clear, unambiguous and concise way. It can be shown from disagreement statement during their conversation. In addition, *"look out!"* used imperative form by Dylan Pross to give a clear direction to Miawaug.

3.2 Positive Politeness Strategy

Positive politeness strategy is an action to create a close relationship between speaker and interlocutor. It is also made to keep the positive face of the partner. Positive politeness strategies are often used in groups of friends or when people know each other fairly well. Brown and Levinson stated that the active politeness strategy tries to serve the interests, desires, and assets of the listener. Positive politeness strategies include: attention, concern for listeners; supererogatory; raise interest in listeners; use an identification marker in groups; seek agreement; avoid disagreements; presuppose / construct / assert common ground; joke; convey that the speaker and listener are collaborators; assert or presuppose the speaker's knowledge and concerns about the listener's wishes; offer, promise; optimistic; include both the speaker and the listener in the activity; give or ask for a reason; reciprocal assumption or affirmation: satisfying the listener's wishes; and give gifts to listeners (Brown & Levinson, 1987). The utterances of politeness strategy can be seen from the data below.

Datum 1 :
Dylan Pros   : I will ask you to join in a mode that I really like.
Miawaug   : No doubt about it

Datum 2 :
Dylan Pros   : Where do I take the gift?
Miawaug   : In mail, wow.. I've just got it. Amazing!!

In this conversation, the conversation took place when Dylan Pross approached Miawaug to join the game. The data shows that Dylan Pross' contribution to Miawaug is represented by an optimistic strategy. During the conversation, Dylan Pross uses this strategy to convince Miawaug to be more confident in his appearance since Miawaug has not played the game in a while. The researchers identified that the sentences "*I will ask you to join in a mode that I really like*" as optimistic; include both the speaker and the listener in the activity and it is categorized as positive politeness strategy. It can be shown from their positive face given when they said that sentences. Seek agreement and give an offer for someone's can be classified into positive politeness seems like datum 2 "*Where do I take the gift?*".

3.3 Negative Politeness Strategy

Negative politeness strategy is an action made by the speaker to put a burden because the speakers entered the interlocutor's talk area. According to Brown and Levinson (1987), negative politeness includes: conventionally indirect; question, fence; pessimistic; reduce taxation; show respect; sorry; Depersonalization of FTA speakers and listeners as an example of a general rule identifies and records as debt-free or debt-free listeners.

Datum 1
Dylan Pros   : If I play another game, the Free Fire fans will be mad at me.

Datum 2
Dylan Pros   :Waduh, Why did our friends die?
Miawaug   : They don't pay any attention.

In the datum 1, Dylan Pros explained that Miawaug played many games. He always changed the kinds of game when many people try the same game with him. In this sentence, the Dylan Pros stated that "*the FF fans will be mad at me*". The utterance is categorized as negative politeness strategy because in this part, he felt pessimistic. In addition, the data shows that Dylan Pross' contribution to Miawaug is demonstrated using a negative politeness strategy, especially for questions. During the conversation, Miawaug said, *"They don't pay any attention"* to Dylan Pros to downplay FTAs that might threaten his

face or both of them. By using this strategy, Miawug tried to increases the probability of Dylan Pross acceptance.

3.4 Off-record Strategy

This strategy uses indirect speech and deprives the speaker of impressive potential. Off-record itself is a politeness strategy in an application where the speaker does not say the words explicitly and the listener can make assumptions about the speaker's utterances. The speaker's utterances are not directed directly at the listener. According Brown and Levinson (1987) argue that off-the-record use of indirect speech eliminates the possibility of speaker coercion. In this case, the listener must draw conclusions to rediscover the meaning.

Datum 1
Dylan Pros   : It is from valorant, kinda

Datum 2
Dylan Pros   :Waaa, we are the winner. Booyah..

The dialogue takes place whilst Dylan Pross defined approximately the sport. In this case, Dylan Pross in a roundabout way talks to Miawaug approximately the object or the game item. The datum indicates Dylan Pross`s contribution to Miawaug expressed using "off record" approach particularly for the giving hints. In the communique, he says, *"It is from valorant, kinda"* to provide a touch Miawaug in a roundabout way that all the object of the game come from the stuff. In this case, indirectly hint to Miawaug that the big items in the game come from stuff. Conclusions must be drawn to restore intent.

4. CONCLUSION

Based on the findings and discussions, all of politeness strategies by Brown and Levinson theory can be found in the Dylan Pros and Miawaug during battle Fire Fire (FF) on the youtube channel. They are Bald-on Record strategy, Positive Politeness strategy, Negative Politeness strategy, and Off-record strategy. There are 87 utterances that can be categorized as Bald-on Record strategy. It is the highest frequency than the other strategies. Bald-on record becomes a dominant strategy in their communication because Dylan Pros and Miawaug are friends. It also can be known from the way they delivered emotions and ideas through a direct and clear utterances. The frequency of Positive Politeness strategy is less dominant than Bald-on Record strategy. This strategy is expressed to make a positive impact on the listener's face through optimistic, seek agreement and offer. The results showed that there are 32 utterances can be found in this video. Meaning that Dylan Pros and Miawaug applied it to create a

positive impact on their conversation. The result of Negative Politeness strategy is 15 utterances. It is also the utterances are less dominant than the Positive Politeness strategy. The conversation between Dylan Pros and Miawaug indicates that only a small numbers were found related to the use of negative expression. The frequency of Off-record strategy is 2 utterances. It becomes non dominant utterances than others.

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