

ABSTRACT

Nadia Rafika Putri. 18.05.111.00007. English Study Program. Politeness Strategies Used by Donald Trump and Joe Biden in the U.S. 2020 Final Presidential Debate.

This study aims to determine the types of politeness strategies used by the candidates, Donald Trump and Joe Biden, in the U.S. 2020 Final Presidential Debate. In addition, this study also aims to determine the sociological variables that influence the candidates in using the politeness strategy. The author uses the Politeness Some Universals in Language theory by Brown and Levinson (1987). According to Brown and Levinson (1987), there are five types of politeness strategies: Bald on Record, Positive Politeness, Negative Politeness, Off Record, and Do Not Do the FTA. But in this study, the writer focused on the four types of politeness strategies: Bald on Record, Positive Politeness, Negative Politeness, and Off Record. In addition, the writer also used the theory of Brown and Levinson (1987) to analyze the sociological factors that influence the candidate's use of politeness strategies. The data in this study are utterances from the candidates who use politeness strategies.

The writer collected the data by watching the debate video used as a data source and reading the debate transcript. In analyzing the data, the writer used the Miles and Huberman technique (1994). Finally, the data are concluded and clarified to get accurate results.

The study results revealed that the two candidates used various politeness strategies in the debate. There were 42 data obtained from the statements of the candidates who used the politeness strategy. The most widely used strategy by the two candidates is positive politeness, 18 times. Then, negative politeness 14 times, off record 6 times, and bald on record 4 times. Meanwhile, the use of politeness strategy by the candidates is influenced by social distance (D) and absolute ranking (R) of impositions.

Keywords: Politeness Strategy, Debate, Positive Politeness, Negative Politeness, Sociological Variables.