

ABSTRACT

Kamilia Putri Sabina. 210511100014. English Study Program. An Analysis of Politeness Strategies used by Kamala Harris in the Democratic National Convention (DNC).

This study aims to identify types of politeness strategies and to analyze the context of using the strategies in Kamala's speech at the 2024 Democratic National Convention (DNC). Brown and Levinson's (1987) politeness strategy theory was used to analyze the types of politeness strategies, while the Hymes (1974) SPEAKING model was used to analyze contextual elements in the use of politeness strategies. This study used a descriptive qualitative method with data sources from Kamala Harris's speech at the 2024 DNC. The research data are utterances that contain politeness strategies. The results show that 34 data points contain politeness strategies. The most dominant strategy is Positive Politeness (PP) with 26 data, used to build closeness, solidarity, provide motivation, and trust with the audience, especially supporters, family, and political allies. In addition, 5 data points of Bald on Record (BOR) were found, used to convey messages firmly and clearly. Negative Politeness (NP) only appeared 1 time to respect audiences with different political views. Meanwhile, Off-Record (OR) was found in 2 times to express criticism subtly. All elements of the SPEAKING were reflected in the use of politeness strategies. Among the elements, the most influential and prominent ones that shape and characterize Kamala Harris's speech are elements ends, act sequence, and key. In conclusion, the politeness strategy used by Kamala Harris shows solidarity, assertiveness, and respect, making her speech effective in building relationships with various audiences and strengthening her political image and position as a presidential candidate.

Keywords: Politeness Strategies, Brown and Levinson, SPEAKING Model, Kamala Harris, Political Speech.

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Penelitian ini bertujuan untuk mengidentifikasi jenis-jenis strategi kesopanan dan menganalisis konteks penggunaan strategi tersebut dalam pidato Kamala di Konvensi Nasional Demokratik (DNC) 2024. Teori strategi kesopanan Brown dan Lenvinson (1987) digunakan untuk menganalisis jenis strategi kesopanan, sedangkan model SPEAKING Hymes (1974) digunakan untuk menganalisis unsur-unsur konteks dalam penggunaan strategi kesopanan. Penelitian ini menggunakan metode kualitatif deskriptif dengan sumber data berupa pidato Kamala Harris di DNC 2024. Data penelitian ini berupa ujaran yang mengandung strategi kesopanan. Hasil penelitian menunjukkan bahwa terdapat 34 data yang mengandung strategi kesopanan. Strategi yang paling dominan adalah Positive politeness (PP) sebanyak 26 data, digunakan untuk membangun kedekatan, solidaritas, memberikan motivasi, dan kepercayaan dengan audiens, khususnya pendukung, keluarga, dan aliansi politik. Selain itu, ditemukan Bald on Record (BOR) sebanyak 5 data, digunakan untuk menyampaikan pesan secara tegas dan jelas. Negative Politeness (NP) hanya muncul 1 kali untuk menghormati audiens dengan pandangan politik berbeda. Sementara Off-Record (OR) ditemukan dalam 2 data untuk mengekspresikan kritik secara halus. Semua unsur dari SPEAKING tercermin dalam penggunaan strategi kesopanan. Diantara unsur-unsur tersebut, yang paling berpengaruh dan menonjol yang membentuk dan karakteristik pidato Kamala Harris adalah unsur ends, act, and key. Dengan demikian, strategi kesopanan yang digunakan oleh Kamala Harris menunjukkan solidaritas, ketegasan, dan rasa hormat, sehingga pidatonya efektif dalam membangun hubungan dengan audiens yang beragam sekaligus memperkuat citra politiknya dan posisinya sebagai calon pemimpin.

Kata kunci: Strategi kesopanan, Brown and Lenvinson, Model SPEAKING, Kamala Harris, Pidato Politik.