

ABSTRACT

Fauzan, Bahri. 13.05.111.000131. A pragmatic Analysis of Politeness Strategies Used by Candidates of Jakarta Governor in Final Round Election Debate. Thesis. English Study Program of the Faculty of Social and Cultural Sciences, University of Trunojoyo Madura. Advisor: Misnadin, S.S., M.A. Ph.D

This study focused on politeness strategies found in the *Najwa* talk show. This study aims to explain the types of politeness strategies which are used in the *Najwa talk show* entitled *the candidates of Jakarta Governor in the Final A round 2017*. It also aimed to explain the factors that influenced politeness strategies which are found in the *Najwa talk show*.

To analyze the data, this study used the theory proposed by Brown and Levinson (1987). Moreover, this study was conducted by using a qualitative research because the data are in the form of word, phrase and sentence. The data of this study are the utterances which were found in the talk show. The method of collecting data in this study is content analysis. To analyze the data, the writer uses interactive method to analyze the data.

The writer found four types of politeness strategies in this study. The types refers to on record baldly (9 data), positive politeness (22 data), negative politeness (2 data) and off record (3 data). and also the writer found two factors taht influenced politeness strategies. One is social distance (44 data) and Ranking imposition (1 data). But, in the relative power no data were found.

Key words: politeness strategies, on record baldly, positive politeness, negative politeness, off record, candidate of Jakarta governor.