POLITENESS STRATEGY ANALYSIS USED BY TENGGO WICAKSONO IN HIS YOUTUBE CHANNEL

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Abstract: This study explores the politeness strategies employed by Tenggo Wicaksono in his Ome TV interactions on YouTube, focusing on their adaptation to informal, cross-cultural digital communication. Using a descriptive qualitative approach, 127 instances of politeness strategies were identified and analyzed based on Brown and Levinson's framework, revealing a preference for positive politeness strategies (48%), followed by negative politeness (25%), bald on record (22%), and off-record (5%). Positive politeness strategies were prominently used to reduce social distance and build rapport, while negative politeness mitigated impositions in interactions involving greater social distance. The findings emphasize the importance of context and sociological variables, such as power dynamics and rank of imposition, in shaping linguistic choices. This research highlights the adaptability of politeness strategies in digital spaces and recommends further studies on their application across platforms and cultural contexts, providing valuable insights for digital content creators and educators navigating multicultural interactions.
Keywords: *politeness strategies; Ome TV; digital communication; cross-cultural interaction; qualitative analysis; pragmatics.*

INTRODUCTION

In today's digital era, social media platforms have become pivotal in shaping communication, offering avenues for interaction across borders and cultures. Applications like Ome TV facilitate real-time conversations, enabling users to connect globally. Cranford (2019) emphasizes Ome TV's role in bridging cultural gaps through casual, webcam-enabled dialogues. This technological medium enhances communication skills and broadens vocabulary without strict adherence to grammar and pronunciation (Ulya et al., 2021). The rise of platforms such as YouTube has further revolutionized digital communication, with creators like Tenggo Wicaksono utilizing these spaces for linguistic and social experimentation (Mayasari, 2022). These developments underscore the evolving nature of politeness and interaction in online settings (Meiratnasari & Wijayanto, 2019).

Politeness, a fundamental aspect of pragmatics, plays a significant role in effective communication. Brown and Levinson (1987) identify four politeness strategies: bald on record, positive politeness, negative politeness, and off-record strategies. Recent studies explore these strategies in various contexts, such as classroom interactions (Nurmawati et al., 2019), social media discourse (Prayitno et al., 2021), and online platforms like Ome TV (Sinaga et al., 2022). The integration of politeness strategies with digital communication tools has been investigated in motivational storytelling (Mubarak & Rhaif, 2021) and YouTube comments (Sucitra, 2020). These studies highlight the adaptability of politeness strategies in diverse communicative scenarios, reflecting cultural and contextual nuances.

Despite extensive research on politeness strategies, gaps remain in exploring their

application in informal, cross-cultural digital interactions. Existing studies often focus on structured settings such as classrooms (Fitriyani & Andriyanti, 2020) or formal speeches (Mubarak & Rhaif, 2021), leaving casual, spontaneous exchanges underexplored. Moreover, limited attention has been given to content creators on platforms like YouTube who navigate complex audience dynamics while employing politeness strategies. Tenggo Wicaksono's use of these strategies in Ome TV interactions represents an intriguing case study, bridging informal digital dialogues and pragmatic theories (Mayasari, 2022; Sinaga et al., 2022).

This study aims to uncover the nuances of politeness strategies employed by Tenggo Wicaksono, focusing on their adaptation in spontaneous digital interactions. Unlike traditional settings, Ome TV conversations demand real-time adjustments to cultural, linguistic, and contextual variables (Xafizovna, 2023). By analyzing Tenggo's interactions, this research adds a novel dimension to the study of politeness, highlighting its evolution in the digital age. It integrates insights from pragmatic theory with the dynamic nature of online communication, offering fresh perspectives on linguistic ethics and intercultural interactions (Rastafathya & Mulatsih, 2022).

Understanding politeness strategies in digital interactions holds practical and theoretical significance. On a practical level, it informs effective communication strategies for educators, content creators, and individuals engaging in cross-cultural exchanges (Slman & Betti, 2020). Theoretically, it enriches pragmatic studies by illustrating the application of Brown and Levinson's framework in contemporary contexts. Moreover, it provides a model for examining digital interactions, emphasizing the role of politeness in fostering mutual respect and understanding (Alabdali, 2020; Megaiab et al., 2019).

The integration of technology into communication has redefined politeness strategies, making them more dynamic and context-dependent. Hu et al. (2022) highlight the role of design in conversational interfaces, demonstrating how politeness can influence user trust and engagement. Similarly, Zojaji et al. (2020) explore virtual agents' politeness behaviors, emphasizing their impact on user perception. Tenggo Wicaksono's interactions exemplify how human creativity adapts traditional politeness norms to fit digital platforms, reflecting broader societal shifts in communication practices.

Cultural nuances significantly shape politeness strategies in online interactions. Studies by Furkatovna and Gazanfarovna (2022) and Jakučionytė (2020) underscore the importance of cultural context in interpreting and employing politeness. Tenggo's dialogues on Ome TV highlight how cultural adaptation fosters rapport, showcasing the intersection of pragmatics and intercultural communication. This research contributes to understanding how digital platforms mediate cultural exchanges through politeness strategies.

Brown and Levinson (1987) identify power, distance, and rank of imposition as critical factors influencing politeness. Tenggo's preference for positive politeness strategies reflects his efforts to minimize power imbalances and create a collaborative environment (Mojo et al., 2021). This aligns with findings by Nurmawati et al. (2019), who emphasize the significance of sociological variables in shaping communicative behavior. By analyzing these dynamics, this study sheds light on the interplay between social context and linguistic choices.

The findings of this study have implications for various domains, including education, digital content creation, and intercultural communication. In education, understanding politeness strategies can enhance teacher-student interactions, fostering a respectful and inclusive environment (Fitriyani & Andriyanti, 2020). For content creators, insights into audience dynamics and linguistic strategies can improve engagement and relatability (Sucitra, 2020). Additionally, this research provides guidelines for effective cross-cultural communication, emphasizing the role of politeness in building trust and understanding (Prayitno et al., 2021).

Digital platforms encourage linguistic innovation, reshaping traditional politeness norms. Studies by Slman and Betti (2020) and Sinaga et al. (2022) reveal how digital interactions blend formal and informal language, creating hybrid politeness strategies. Tenggo's adaptation of these strategies demonstrates the creative potential of language in responding to diverse audience expectations. This research highlights the evolving nature of politeness in the context of technological advancements.

Politeness is closely tied to ethical considerations in communication. Alabdali (2020) and Meiratnasari et al. (2019) emphasize the importance of linguistic ethics in fostering respectful interactions. Tenggo's use of politeness strategies illustrates how ethical communication

can be maintained in informal settings, balancing humor, and respect. This study contributes to the broader discourse on ethical communication in the digital age, emphasizing the need for awareness and adaptability.

By applying Brown and Levinson's framework to digital interactions, this research advances pragmatic theory, demonstrating its relevance in contemporary contexts. Previous studies have primarily focused on traditional settings (Megaiab et al., 2019); however, this study bridges the gap between theory and practice, showcasing its applicability to dynamic, real-time communication. It offers a model for analyzing politeness in informal, cross-cultural exchanges, enriching the field of pragmatics.

Digital communication presents unique challenges, such as limited non-verbal cues and the potential for misinterpretation. Studies by Furkatovna and Gazanfarovna (2022) and Mojo et al. (2021) highlight these challenges, emphasizing the need for adaptive politeness strategies. Tenggo's interactions provide valuable insights into overcoming these challenges, showcasing how humor, creativity, and cultural awareness can mitigate misunderstandings and enhance communication.

Intercultural communication benefits significantly from understanding politeness strategies. Jakučionytė (2020) and Rastafathya et al. (2022) explore how politeness fosters mutual respect and understanding across cultures. Tenggo's use of these strategies on Ome TV exemplifies their role in bridging cultural differences, contributing to a deeper understanding of intercultural dynamics. This research provides practical guidelines for navigating cultural diversity in digital communication.

This study opens avenues for further research on politeness strategies in digital interactions. Future studies could explore the impact of technological advancements, such as AI and virtual reality, on politeness norms (Zojaji et al., 2020). Additionally, comparative analyses across platforms and cultures could provide a comprehensive understanding of digital politeness, enriching the discourse on linguistic adaptation and innovation. This research lays the foundation for such explorations, emphasizing the relevance of politeness in the evolving digital landscape.

METHOD

This research adopted a descriptive qualitative methodology, as defined by Creswell (2018), to explore the politeness strategies utilized by Tenggo

Wicaksono. This approach is particularly suited for analyzing non-numeric data, allowing for an in-depth understanding of the language, concepts, and behaviors observed in the interactions. The data were collected using a documentation method, which included video downloads, transcription of conversations, and repeated observation to ensure accuracy and depth of analysis.

Videos were purposefully selected from Tenggo Wicaksono's YouTube channel based on their popularity and relevance to the study's objectives. The selection focused on videos featuring cross-cultural interactions on Ome TV to ensure a variety of politeness strategies. Each selected video was downloaded and transcribed verbatim. The transcription process involved careful listening to capture verbal nuances and speech patterns accurately. This process was repeated multiple times to verify the accuracy of the transcripts.

Transcripts were thoroughly reviewed to identify instances of politeness strategies. Observations included noting contextual details such as the interlocutor's reactions, the sociocultural context of the dialogue, and non-verbal cues where applicable. Identified instances were categorized according to Brown and Levinson's (1987) framework: bald on record, positive politeness, negative politeness, and off-record strategies. Each instance was further analyzed to understand the speaker's intent and its impact on the interaction.

The influence of sociological variables, such as power dynamics, social distance, and the rank of imposition, was assessed for each interaction. This analysis provided insights into the strategic use of politeness in different contexts.

The data analysis was conducted systematically to ensure validity and reliability. The researcher employed thematic analysis to interpret the patterns and themes emerging from the data. Thematic coding was used to classify occurrences of politeness strategies, identify dominant themes, and uncover the factors influencing their usage. Triangulation was implemented by comparing findings across multiple videos to confirm consistency and eliminate potential biases.

The descriptive qualitative approach was chosen because it allows for a rich, detailed exploration of linguistic phenomena in natural contexts. By focusing on actual conversations from YouTube videos, the study reflects authentic language use and provides valuable insights into real-world communication strategies. The combination of purposeful sampling and rigorous

data analysis ensures that the findings are both contextually relevant and methodologically sound.

RESULTS AND DISCUSSION

The study identified 127 occurrences of politeness strategies in Tenggo Wicaksono's YouTube video, categorized into four types: bald on record, positive politeness, negative politeness, and off-record strategies. Among these, positive politeness strategies were the most frequently used, indicating Tenggo's preference for reducing social distance and building rapport with his interlocutors.

Distribution of politeness strategies
The following table summarizes the findings of the politeness strategies based on Brown and Levinson's (1987) framework:

Table 1. *Findings of the politeness strategies based on Brown and Levinson's (1987) framework*

Strategy Type	Category	Frequency	Percentage (%)
Bald on Record	Great urgency	1	3.6%
	Speaking as if great efficiency is necessary	2	7.1%
	Task-oriented	1	3.6%
	Little or no desire to maintain someone's face	10	35.7%
	Alerting	4	14.3%
	Welcomes	4	14.3%
	Offers	4	14.3%
	Request	2	7.1%
Positive Politeness	Notice, attend to hearer	11	18.0%
	Exaggerate	12	19.7%
	Use in-group identity marker	5	8.2%
	Seek agreement	4	6.6%
	Avoid disagreement	2	3.3%
	Joke	2	3.3%
	Conveying cooperation	5	8.2%
	Be optimistic	2	3.3%
	Include both speaker and hearer in activity	5	8.2%
	Give or ask for reason	8	13.1%
	Assume/assert reciprocity	2	3.3%
	Give gifts to hearer	3	4.9%
Negative Politeness	Question, hedge	16	50.0%
	Be pessimistic	4	12.5%
	Give deference	1	3.1%
	Apologize	6	18.8%
	Personalization of speakers/interlocutors	1	3.1%
	State value of interlocutor's actions	4	12.5%
Off-Record	Be vague	2	33.3%
	Be sarcastic	4	66.7%

Bald on record strategy
Bald on record strategies were used in 28 instances, representing 22% of the total occurrences. This strategy was typically employed in situations requiring clarity or urgency. For example, Tenggo's direct statement, "Wait my cat!" illustrates an unmitigated request where the emphasis was placed on efficiency rather than politeness. Within this category, the sub-type "little or no desire to maintain someone's face" was the most prominent, accounting for 35.7% of the instances. While effective in conveying urgency, this approach was used sparingly to minimize potential face-threatening acts.

Positive politeness strategy

Positive politeness emerged as the most dominant strategy, accounting for 48% of all occurrences (61 instances). This preference underscores Tenggo's emphasis on building rapport and fostering a friendly atmosphere. Key sub-strategies included "notice, attend to hearer" and "exaggerate," which accounted for 18% and 19.7%, respectively. For instance, Tenggo's exaggerated compliments, such as "You're amazing!" aimed to engage his interlocutors and enhance their sense of value in the interaction. These strategies were particularly effective in reducing social distance and establishing camaraderie.

Negative politeness strategy

Negative politeness strategies accounted for 25% of the occurrences (32 instances) and were characterized by efforts to minimize imposition. The sub-strategy "question, hedge" was the most frequently used, comprising 50% of this category. For example, the question, "Are you a streamer?" demonstrates Tenggo's attempt to seek information cautiously without appearing overly intrusive. Additionally, apologetic expressions and deference were used to maintain politeness in situations with higher impositions or unfamiliar interlocutors.

Off-record strategy
Off-record strategies were the least used, with only six instances recorded (5% of total occurrences). This strategy involved indirect and ambiguous communication, often relying on sarcasm or vagueness. For example, Tenggo's statement, "I think you don't need a DJ table, do you?" subtly conveyed humor while leaving room for interpretation. The limited use of off-record strategies reflects the informal and direct nature of interactions on Ome TV, where clarity and engagement are prioritized.

Sociological variables influencing strategy use
The choice of politeness strategies was influenced by sociological factors such as power dynamics, social distance, and the rank of imposition. Positive politeness strategies were predominantly used in interactions with equal power dynamics to create a sense of inclusivity. Negative politeness strategies, on the other hand, were employed in contexts involving greater social distance or higher levels of imposition. Bald on record strategies were reserved for situations requiring directness, while off-record strategies were sparingly utilized to add a playful or ambiguous element to the conversation.

Implications
The findings highlight the importance of adaptability in politeness strategies for digital interactions, particularly in cross-cultural contexts. Tenggo's strategic use of these approaches demonstrates their role in fostering effective communication and maintaining positive relationships in online spaces. These insights are valuable for digital content creators, educators, and individuals navigating multicultural interactions, offering practical guidance on balancing clarity and politeness in diverse communicative settings.

CONCLUSION

The research revealed 127 occurrences of politeness strategies across four categories: positive politeness (61 instances), bald on record (28 instances), negative politeness (32 instances), and off-record (6 instances). Positive politeness strategies dominated Tenggo Wicaksono's interactions, reflecting his effort to create an engaging and inclusive environment. The study emphasizes the importance of context and sociological factors, such as power and distance, in influencing linguistic choices. This research contributes to the pragmatic study of politeness, particularly in the context of digital and informal cross-cultural interactions, and highlights the evolving nature of communication in the digital era.

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