

ABSTRACT

Imam G, Arif. 2013. Politeness Strategy of the Presenter “Oprah Winfrey” Program at YouTube. Paper. English Department. The Faculty of Adab and Humanity. State Islamic University Sunan Gunung Djati Bandung
Key Terms: *Politeness, Face, Face Threatening Act.*

In this research, the writer analyzes Oprah Winfrey program as the object of the study. It is interesting because not only she is a public figure but also every program seems interesting as the effect of the good diction usage. So, the writer assumes that she used politeness strategy to make the program interesting.

The writer uses the politeness strategy of Brown and Levinson as the main theory. Politeness holds an important place in communication especially as the presenter. Every person has a face as public self-image and face wants which wants to be respected. Having realized both of them, the presenter will know the way to respect them. As the result the conversations pass well and program interesting.

The writer uses qualitative study and descriptive method in this research. The writer's significant are to know what kind of politeness strategy and to know the condition when politeness strategy is not used by Oprah

As the result, Oprah uses politeness strategy such notice attendance to other is 18 statements, exaggerating is 28 statements, intensifying to the other is two statements, use in-group identity marker is one statements, seeking agreement is six statements, make a joke is 11 statements, asserts presuppose S's knowledge is two statements, being optimistic is 11 statements, included S and H in activity is one statements, giving or asking for reason is one statement, giving gift to H is three statements, being conventionally indirect is one statement, minimizing imposition is one statement, state the FTA as general rule is three statements.

The result of this writing, Oprah uses politeness strategy in every program and there are some conditions when politeness strategy is not used. For those who want interesting on this field, there are some aspects which is not investigated yet such as the similarities and differences between politeness strategy of Brown Levinson and Leech's politeness and applying politeness on public figure speech.