

## ABSTRACT

**Zidni Binta Taibat. 2018, *The Principle of Language Use Politeness in Steve Harvey's Talk Show with Moeslem as a Guest Star*** . Undergraduate Thesis, English Studies Department, Faculty of Adab and Humanities, State Islamic University of Sunan Gunung Djati Bandung. Supervisor: Dedi Sulaeman , M.Hum,Tenny Sudjatnika, M.Ag

This research is about analysis of principle of Language use politeness in the dialogue of talk show. The talk show that was taken by the researcher was Steve Harvey's talk show, Steve Harvey's talk show was a talk show that aired on America's television which was hosted by Steve Harvey . Focusing on the problem statment, there are two cases in this study, (1) What are the politeness maxim of language use in Steve Harvey's talk shows, (2) What are the cooperative principle of the language use in violated by the using of the politeness in the dialouge Steve Harvey's talk show.

The research used theory by Leech (1983). Leech divided the politeness by six categories of maxim, the six categories of maxim are : Tact maxim, Generosity maxim, Approbation maxim, modesty maxim, sympathy maxim, Agreement maxim.This research used descriptive qualitative method to describe words spoken of data from the dialouge in Steve Harvey's Talk Show. The data discribed contextually according to politeness maxim theory by Leech. Then all of data was described according to cooperative principle by using violated in politeness maxim in Steve Harvey's Talk Show.

The results of the study, the researcher found the maxim categories in the dialouge of Steve Harvey's talk show, the host and the guest stars in the talk show used a lot of language politeness in the dialogue of Steve Harvey's talk show. After being categorized, the researcher found sixteen maxims of sympathy, five generosity maxims, seven generosity maxims, nineteen agreement of maxim, and thirteen modesty of maxim and the last is nine Approbation maxim. In addition, researchers also found the cooperative principle in language that violates the politeness maxim, here researchers found a principle category of cooperation that violates politeness maxim. Maksim Quantataty violates the maxim of sympathy, maxim Qualityty violates the maxims of Approbation, the maxim of manner violates the maxim of generosity, and the maxim of relation violates the maxim of Approbation.

The conclusion of this research is to show that the agreement maxim and modesty maxim is the higher used politeness maxim in dialogue of Steve Harvey's talk show by his host and guest star. However, the violation of the maxim in the principle of cooperation with language politeness is only a connection between the politeness of

the language and the principle of cooperation in accordance with the Leech theory. The researchers suggest other researchers to use different objects for further analysis.

Keyword: *Politeness, language, talk show*



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Penelitian ini meneliti tentang kesantunan bahasa dalam sebuah dialog di dalam talks show. Talks show yang diambil oleh peneliti adalah Steve Harvey's talks show, Steve Harvey's talk show adalah talk show yang ditayangkan di televisi Amerika yang dibawakan acaranya oleh Steve Harvey sebagai host. Fokus dengan rumusan masalah dengan membuat dua pertanyaan yaitu, (1) What are the politeness maxim of the language use in dialouge of Steve Harvey's talks show, (2) What are the cooperative principle of the laguage use in violated by the using of the politeness in the dialouge Steve Harvey's talk show.

Peneliti menggunakan teori dari Geofery Leech (1983). Leech membagi kesantunan bahasa menjadi enam maksim, yaitu : maksim kearifan, maksim kedermawanan, maksim pujian, maksim kerendah hatian, maksim simpati, dan maksim kesepakatan. Metodologi yang digunakan dalam penelitian ini adalah metode deskriptif kualitatif yaitu untuk mendeskripsikan suatu kata dalam suatu ucapan data dari dialog yang ada pada talk show Stve Harvey, dan di deskripsikan secara kontekstual sesuai dengan teory yang dicetuskan oleh Leech. Setelah data selesai di deskripsikan kemudian dikategorikan dengan maxim kesantunan, kemudian di masukan ke dalam prinsip cooperative yang melanggar maxim kesopanan dalam dialog talk show Steve Harvey.

Hasil dari penelitian, peneliti menemukan kategori maxim yang ada dalam dialog Steve Harvey talk show. Host dan bintang tamu yang ada dalam talk show tersebut banyak menggunakan kesantunan bahasa dalam berdialog. Setelah terkategoriikan, peneliti menemukan enam belas maksim simpati sympathy, lima maksim kearifan, tujuh maksim kedermawanan, sembilan belas maksim kesepakatan, dan tiga belas maksim kerendah hatian dan yang terakhir sembilan maksim Pujian. Disamping itu juga peneliti menemukan prinsip kerjasama dalam bahasa yang melanggar kesantunan bahasa, disini peneliti mnemukan kategori prinsip kerjasama yang melanggar kesantunan bahasa. Maksim Quantitaty melanggar maksim simpati, maksim Qualitaty melanggar maksim pujian, maksim manner melanggar maksim kedermawanan, dan maksim relation melanggar maksim pujian.

Kesimpulan dari penelitian ini adalah menunjukkan bahwa maksim kesepakatan dan maksim kerendah hatian adalah kesantunan bahasa yang paling banyak digunakan dalam dialog di dalam talk show Steve Harvey oleh host dan bintang tamunya. Namun

pelanggaran maksim dalam prinsip kerjasama kepada kesantunan bahasa hanya sebagai penghubung antara kesantunan bahasa dan prinsip kerjasama sesuai dengan teori yang di cetuskan Geofery Leech. Peneliti menyarankan para peneliti lain untuk menggunakan objek yang berbeda untuk dianalisis lebih lanjut.

*Kata Kunci: Kesopanan, bahasa, talk show*

