ABSTRACT

Reni Kharismawati. 1135030219. *Politeness Strategy in the American First Presidential Debate of Donald Trump and Hillary Clinton.* An Undergraduate Thesis. English Literature Department. Faculty of Adab and Humanities. State Islamic University Sunan Gunung Djati Bandung.
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In this research, the writer analyzed presidential debate as the object of the study. It is interesting because to reach the attention of the audience is required politeness strategy to make the good argument and the social construction about gender causes different strategies in language used by men and women. The writer uses the politeness strategy theory of Brown and Levinson also politeness between men and women theory of Lakoff are used to analyze the data. The design of this research is descriptive comparative method. In collecting data, the writer are divided into three steps, there are browsing, writing all script and giving mark.. Then, technique of analyzing data used five steps, there are marking the data, classifying data, interpreting data, explaining data, and drawing a conclusion. The results of this research are: First, There are 34 data that is found by writer in politeness strategy. The writer divides politeness strategies into four parts. 20 data for bald-on record (59%), 11 data for positive politeness (32%), 2 data for negative politeness (6%) and 1 datum for off record (3%). Second, Politeness differences used by men and women. Man is using formality politeness where the speaker has a clear attitude, assertive and relevant. In addition women use of deference and camaderie politeness, which favour cooperation between the speaker and listener, bring all the members who participated in the communication and more respect for the listener, also is usually are friendships and intimate.

Keywords: Politeness strategy, Politeness Men and Women.