

CHAPTER I

INTRODUCTION

This chapter presents a general description of the research. It provides the research background, previous study, statement of problem, research purpose, research significances and definition of key term.

1.1 Research Background

The Tonight Show Starring Jimmy Fallon is a talk show hosted by Jimmy Fallon. The show premiered on February 17, 2014 and is produced by Universal Television and Broadway Video. This program, as the name suggests, airs at night, which is 11:34 p.m Eastern Time (ET) or Pacific Time (PT). Overall, the talk show starts with a topical monologue performance by Fallon himself which then shifts to a comedy or sketch play (Becker, 2022). After that, the interview began by inviting various guest stars to discuss their activities and interesting and current facts, as well as giving some games which included music performances. This is because many hosts give a strong and to the point impression that makes many guests uncomfortable. Fallon, on the other hand, shows the image in a soft voice, but still tries to convey the information the audience expects. He is a modern presenter and a talented solo comedian. He is also known as a presenter with good musical knowledge, able to play many musical instruments and sing well, so that many Hollywood singers are impressed and feel comfortable when interviewed by him. He also respects guests, avoiding political questions that seem ignored or not understood by other countries, but are done quite often by hosts in America. He also provides innovative games and exciting talk shows that enhance the talents, interests and abilities of the guests as well as himself.

Jimmy Fallon is the sixth emcee of *The Tonight Show* to replace Jay Leno which was announced live by The National Broadcasting Company (NBC) on April 3, 2013, that his change was said to be after the 2014 Winter Olympics (Gładoch, 2020). *The Tonight Show* on February 17, 2014 which was broadcast by NBC and was watched by 11.3 million viewers. From the data shown in October 2021, it was

reported that there were 1.9 million viewers who were interested in watching *The Tonight Show* which was the highest number compared to previous months, especially the months after February 5. It is also shown is the event's 0.28 rating in the coveted 18-49 demos which is the best rating when compared to times after October 1st. *The Tonight Show* also gives its performance in the form of Live+Same Day numbers in its rating, which shows a 12-week run in its position at the top and it's continued in that position measured using the metric. In its YouTube performance, it is known that the official YouTube Channel of the show called *The Tonight Show Starring Jimmy Fallon* has, from the most recent data 29,300,000 subscribers with a total view of 15.6B out of 7,600 videos published in it (Klein, 2015).

The Tonight Show with Jimmy Fallon, in every show, always does a tape which is located at 30 Rockefeller Plaza or also known as the General Electric Building. The entrance to the show is on the side of the building, on the 49th Street. In various interviews conducted, the technique used by Fallon which became a brilliant technique and is used in almost all of his interviews are how Fallon finds a meeting point with each of his guests, where guests will remember various intimate and personal experiences they shared together, for example, or touch the emotional side of the guest in a warm form.

Politeness is very significant in maintaining relationships with others and considering other people's feelings. However, due to differences in age, sex, health, personality, and emotions, politeness varies to a different extent among all people in the world (Trudgill, 2000). As he is famous for the image of a clean, healthy, and polite wholesome family man in each of his interviews, he is assumed to show a lot of politeness strategies in each of his interviews. Yule & Widdowson (1996) mentions that positive politeness is a person's way of saving acts which has the potential to disturb or concern someone else's positive face, which makes the communicator/speaker take actions or words that refer to solidarity and want the same thing in a person. communication, so that there is a common goal given. In Fallon's case, he always gives his interview by providing a common ground for each

of the initial questions given. When the guest is a musician, then he will enter into the topic of how he loves music, giving a hint that they both have the same thing that they like and the same goal, which is to talk about music as something they both like.

Positive politeness is required for everyday interactions, particularly speaking action. There are several reasons why positive politeness is so important. The first point is that positive politeness shows that we respect one another. The second reason is that positive politeness demonstrates that we are the expert. The third is that society will appreciate us if we use positive politeness when communicating with others. The face is emotionally invested, has a tendency to wander, to be preserved, or to be strengthened, and relationships need to be constantly watched. In general, people cooperate and work together to maintain communication-related elements, like collaboration based on weakening elements that are shared. (Djatmika, 2016). Positive politeness is a strategy that requires the speaker to respect what the listener wants, which is aimed at building the relationship between the speaker and the listener so that it can be understood that both the listener and the speaker have good intentions and show a friendly image. Fallon is an interviewer who demonstrates this, as he often pays attention to the comfort of his guests and asks about the little things and heartwarming. Some acts done by the host can do the Face Threatening Act (FTA), which is an act that inherently threatens the face of the hearer or the speaker by acting in opposition to the wants and desires of the other; furthermore, it may offend the guest's cheerful face (Brown & Levinson, 1987, p. 60). FTA is when the speaker says something that represents a threat to another individual's expectations regarding self-image (Yule, 1996, p. 61).

The reason for choosing the object of research, namely *The Tonight Show Starring Jimmy Fallon*, is due to the image given by the host, Jimmy Fallon. Compared to other interview hosts, he gives a more intimate, calm image, and does not seem rushed with questions. He also makes sure that his guests are comfortable by not only giving questioning or chatting segments, but playing some games and

performing several music shows to provide talk shows that are not boring and of high quality. In various interviews conducted by Fallon on *The Tonight Show Starring Jimmy Fallon*, it is assumed that there is a lot of data used in regards to Fallon's way of asking questions and how he reacts to his guests to ensure that his guests are comfortable.

The writer also realized that there were no previous studies that focused on positive politeness only. The writer focused on pragmatic politeness strategies, particularly those that include positive politeness strategies. Brown and Levinson (1987) theory was used by the writer in this study. As a result, the writer is unable to refute that this study has been presided over multiple times. The outcomes of each study differ from one another since their meaning is reliant on the context.

The first previous study is research by Kharis Marpurdianto (2020) entitled "*Politeness Strategies Used by David Muir and Donald Trump on ABC News and in Charlie Rose Show*". The writer discovered that there are two influences. These are relative power and social distance. Social distance is the first. The relationship between the speaker and the hearer will determine it. The findings showed that neither David Muir nor Charlie Rose could conduct a courteous discussion between the speaker and hearer if the interviewer did not have a close relationship with Donald Trump. Relative power was the second. When someone has more authority or power than us, they utilize this phrase. According to the available information, Donald Trump was a very well-known figure even before he was elected president of the United States of America. The majority of Americans are already familiar with him thanks to interviews with him by Charlie Rose on his own television program, "*The Charlie Rose Show*," in 1992, before he was elected president of the United States, and by David Muir on "ABC News," in 2017, following Trump's inauguration. This causes the interviewers to speak to him politely.

The second, previous research is conducted by Theresa (2020) with the title "*Politeness Strategies in Directive Speech Act by Oprah Winfrey and Michelle Obama in Super Soul Sunday Talk Show*". The research has two findings. The first

one, the most frequently used politeness strategy, is the positive politeness strategy from the conversation between Oprah and Michelle. The second findings of the research show that the sociological variables illustrated in each politeness strategy showed that communicating with people with a higher power and the speaker tends to use negative politeness. Meanwhile, when the speaker and hearer are closer, they tend to use a positive politeness strategy and bald record strategy in their conversation.

The third study that the writer read was titled "*Politeness Strategies in an Interview between Desi Anwar and Queen of Denmark Margarethe II on CNN Indonesia's "Insight with Desi Anwar" Program*" and was written by Ratih Tresnasih (2018). This study has two issues: the first is the question of what politeness techniques Desi Anwar and Margarethe II employ, and the second is the question of what reasons lead them to make those decisions. The study led to the conclusion that there were 35 statements, of which 18 were made by Desi Anwar and 17 by Margrethe II. The writer learned that Margrethe II's Positive Politeness technique has surpassed all others. It was based on the fact that Desi Anwar did not have Margrethe II's position as Queen of Denmark, as Margrethe II does. Margrethe II therefore employed this tactic to suggest that Desi Anwar is someone she wants to get to know better.

The fourth previous studies, it was shown that Wardoyo's research (2019) which included the contagiousness of politeness by including *The Tonight Show Starring Jimmy Fallon* as one of the objects of research. It was found that impolite strategies were given in the discussion when including funny content in it. The last research is the research conducted by Kipyra *et al.* (2019) which focuses on the flouting maxim by using *The Tonight Show Starring Jimmy Fallon* as one of its research objects. It was found that there were 7 politeness principles found, namely: praise, generosity, consideration, agreement, modesty and tact maxim.

Based on the background phenomena and gaps found in several previous studies, the writer are interested in knowing what positive politeness is used by

Jimmy Fallon in *The Tonight Show Starring Jimmy Fallon* considering how he has an image that is polite, kind, respectful, and gentle in each of the interview. Thus, this study aims to find out about the positive politeness used by Jimmy Fallon in his guest interview by selecting several videos from Fallon's YouTube channel and analyzing the selected videos from the YouTube channel. Thus, the writer decides to propose “*Positive Politeness Strategies Used by Jimmy Fallon on The Tonight Show*” as the title of used within this study.

1.2 Statement of Problem

The writer employs a qualitative data analysis technique. It is the method employed by the writer to find and organize data so that the writer can gain a better knowledge of the data and express it using theory. As a method of data analysis, the writer used conversation analysis. The steps are as follows:

1. What are the types of positive politeness strategies used by Jimmy Fallon and guest stars in *The Tonight Show's* interview?
2. What factors are influences the choice of positive politeness strategies applied by Jimmy Fallon and guest stars in *The Tonight Show's* interview?

1.3 Research Purpose

The purpose of this research is to provide the answer for the research questions, those are:

1. To find out what types of politeness strategies used by Jimmy Fallon and guest stars in *The Tonight Show's* interview.
2. To find out what factors that influence the choice of positive politeness strategies applied by Jimmy Fallon and guest star in *The Tonight Show's* interview.

1.4 Research Significances

The significances of this study is that the wrtiter expects that it will be beneficial both theoretically and practically. Theoretically, the findings of this study should contribute to the field of conversation analysis, particularly in the area of politeness techniques. This study is considered to be useful for English learners who

want to learn more about politeness strategies in practice. Then, perhaps, students will be able to use civility tactics in their daily conversations or in some interviews that are relevant to the situation. It will be beneficial not only to English learners and students, but also to lecturers and teachers that educate in this sector. Furthermore, the next writers can benefit from this research by using it as an example and expanding on it in his own way.

1.5 Definition of Key Term

The following are some definitions of the term used in this research:

1. Pragmatics

Pragmatics is the study that focuses on the interaction between linguistic structure and the users of that structure. Pragmatics is the science of speech meaning in context, analyzing the part of meaning that can be explained by physical knowledge and social science, including not only psychological-social factors that can influence the way people communicate, but also the time and place where they are spoken or written.

2. Politeness

Politeness is a crucial part of speaking since it can make the hearers feel respected, comfortable, and joyful while the communication process is in progress, and it can also help to develop good and intimate relationships between speakers and hearers.

3. Face Theory

The face is an aspect that requires attention; it is best described as a person's or an individual's sense of self-image. This 'face' image can be harmed during the engagement process, but it can also be preserved or increased by positive interactions with others. Solidarity, informality, recognition, and covertness are all values associated with a pleasant face. The way he wants the other person to agree, respect, or respect others reveals a person's good face. Positive face refers to an individual's desire to be understood, to be respected by others, and

to have a positive self-image.

4. Politeness Strategies

Politeness strategies is a strategies used in interacting to save the listener's face when there is an unavoidable action that threatens the listener's face.

5. Posistive Politeness Strategies

Positive politeness strategy is an utterance given by the speaker to the hearer based on the goal to maintain the hearer's positive face, make the hearer happy, and fulfil the wants or needs of the hearer. Each technique has a variety of degrees of politeness (or face-risk reduction) built in, so the speaker will choose appropriate language manifestations of positive politeness based on the degree of face threat.

6. Talkshow

Talkshow is a type of information delivery that involves exchanging ideas by presenting resource persons who are experts in their professions and raising themes that are developing or are passionately debated. So that radio listeners can communicate directly with the speakers by calling or texting them and asking them questions. One of the most important aspects is the Host/Presenter, who should match the tone and color of the Talkshow.