POLITENESS STRATEGIES IN ZACH SANG SHOW WITH ARIANA GRANDE : A SOCIOLINGUISTIC STUDY

Ida Ayu Made Wanda[1]*, Lalu Muhaimi[2],Muh Isnaini[3]

English Education Department, Faculty of Teacher Training and Education, University of Mataram, Indonesia.

*Corresponding Author: wandadayu03@gmail.com

Abstract: This thesis entitled "Politeness Strategies in Zach Sang Show With Ariana Grande: A Sociolinguistic Study. The focus of this thesis is to analysis the types of politeness strategies used by Zach Sang with Ariana Grande on his podcast, and the purposes using the strategies when communicating. The research uses descriptive qualitative method. The primary data was collected by transcribing every word said during the podcast. Secondary data sources taken from libraries, books, journals, articles in the internet. The data were eliminated and sorted. The results of this study Zach Sang and Ariana Grande both employ positive politeness more while speaking with each other than either of the other strategies in the podcast. In addition to identifying the strategies used, this study also examines the reasons for employing seven of the fifteen strategies included in the positive politeness strategies when communicating in the podcast.

Keywords: *Podcast, Sociolinguistic, Politeness Strategies.*

INTRODUCTION

Sociolinguistics is the study of language and society (Holmes 2013:1). Aini, Mahyuni & Wardana (2021) state that the more languages that a culture owned, the more opportunities were available for variety of languages use. There is a direct connection between human life and the form of communication, if we talk about language. Mutlak, Yusra, Ariffudin (2019) state that language is a system of sound symbols that a community uses to communicate.

And also sociolinguistics provides knowledge about how we use the language in a particular society. According to Fajri, Muhaimi, Yusra (2022) a sociolinguistics view, it is crucial for effective communication to know and understand the names of the addressee and the addresser. Fadjri, Muhaimi, Syahdan,Waluyo (2019) state that studying sociolinguistic variation in the context of language acquisition also benefits our understanding of how well learners are able to perform speech or interlanguage acts.

According to Putera, Mahyuni, Zamzam, Riyanto, Amrullah, & Lail (2020) state that "Linguistic Landscape" (LL) refers to a sociolinguistic study concept that translates the power dynamics and identity markers found in the actual cityscape into linguistic texts. In sociolinguistics there are strategies used to communicate with other people namely, politeness strategies. According to Brown and Levinson (1999:317-319) there are 4

politeness strategies namely, Positive Politeness Strategies, Negative Politeness Strategies, Bald on-record, and Off-record. These four sections of politeness strategies will be discussed in this thesis in order to get the results of an analysis of each conversation and word, phrase, sentences, clauses.

The reason why researcher take politeness strategies to analyze the dialogue on the *Zach Sang Show podcast with Ariana Grande*, the podcast contains some of his conversations with Ariana Grande as a guest star, in the podcast they talk a lot about her life, career, her personal relationship, etc. In *Zach Sang Show and Ariana Grande* conducted a podcast together and they discussed a range of subjects in. There are several conversations that they have in it, ranging from the common to the sensitive topic.

The selection of Zach Sang's podcast as the topic of this thesis and also using politeness strategies is that this podcast contains the personal life of the guest star, such as the artist's romantic relationship, which is very private, especially for Hollywood artists. This study examine using this podcast from Zach Sang Show YouTube channel, what politeness strategies are used a lot in this podcast and how the hosts and guests have conversations with each other with various topics of discussion and various jokes, without being offensive and without causing a problem.

RESEARCH METHODS

This study applies the descriptive qualitative method. Because the data was collected in the form of word and sentences, clause, phrase. This research describes the types and how politeness strategies are used in Zach Sang Show podcast with Ariana Grande. And also how the host of this podcast use various sentences that are included in the four politeness strategies. The goal of descriptive qualitative in Zach's YouTube Channel is to find what politeness strategies are contained in the conversations in the podcast.

FINDINGS AND DISCUSSION
Findings

There are numerous politeness strategies utilized when Zach Sang and Ariana Grande communicate on their podcast. The data from the conversation transcript that has been analyzed shows that Positive Politeness Strategies are the most frequently used. Positive politeness strategies are one kind of politeness strategies that are typically employed while speaking with close friends or family. Besides than positive politeness, there is bald on record, off record, and bad politeness. Bald record is examples of positive politeness and off record is example negative politeness strategies. Following are the results of the data in the podcast conducted by Zach Sang and Ariana Grande. And the currently offered data has been arranged in order of increasing frequency. The politeness strategies utilized in the video podcast's conversations can be seen in the table below.

Table 4.1 Politeness strategies in Zach Sang Show With Ariana Grande

Components					Cal
PPS	NPS	OR	BR		(n)
%	%	%			%
14	6	5	2		27
52%	22%	19%	7%		100%

Note:

(PPS) Positive Politeness Strategies

(NPS) Negative Politeness Strategies

(OR) Off Record

(BR) Bald on Record

Positive Politeness Strategies are the most often used strategies in the table, Positive Politeness Strategies, there are 14 utterances or 52%. Then the second is Negative Politeness Strategies, there are 5 utterances or 22%. Off Record with 5 utterances or 19%. And the last one is Bald on Record, with 2 utterances or 7%.

Discussion
Politeness Strategies in Zach Sang With Ariana Grande
Bald On Record

a. **Disagreement Indication**
Zach Sang   : Have you gone there without music?
Ariana Grande : No, I couldn't do anything without music.
(28.08-28.15)

The sentences **" No, I could do anything without music"** is included in the Disagreement Indication. "**I couldn't do"** showed that Ariana Grande disagreed with Zach Sang's question.

b. **Threatening or issuing a warning**
Zach Sang   : Subscribe if you can, no pressure though and don't meme us out too hard but please be honest with your feedback. (00.55-01.00)

This sentence is a warning spoken by Zach Sang to subscribers in the beginning of the video. "**don't meme us out too hard but please be honest with your feedback"** is a phrase that denotes a warning issued by Zach Sang before the start of the video podcast. This warning is aimed for viewers and subscribers, so that it is not too harsh and overwhelming on him. He also cautions to be truthful about the comments provided by the audience on the video podcast.

Positive Politeness

a. Pay attention to the hearer (his interest, wants, needs, goods)

Ariana Grande : You're so high he goes sweetness no way goes sweet the first time you listen to sweeter

Zach Sang   : You were so hot oh my God! (05.23-05.27)

The sentence **"You were so hot oh my God!"** it is expressing his interest after hearing Ariana Grande's song, Zach Sang applauded her in this way. Zach Sang was aware of his responsibility to Ariana Grande as the hearer.

b. Exaggerate (interest, approval, sympathy, with hearer)

Ariana Grande   : I don't know I don't know I I don't know I hope they like it though

Zach Sang   : I think you a brighter place. (19.25-19.26)

Zach Sang used exaggeration in his sentence, which is seen in the **"Brighter Place".** When Zach Sang spoke to Ariana Grande, he used terms that appeared exaggerated. He claimed that Ariana Grande's as brighter place , but this may be nothing more than a complement and a show of support on his part.

c. Intensify interest to Hearer

Ariana Grande   : No, I felt that

Zach Sang   : I felt that every lyric and every piece of production at every element. (05.30-05.38)

After listening to Ariana Grande's song, Zach Sang expressed interest in her since he thought all the pieces were coming together to create a beautiful song. Zach Sang mentions a lot of praising sentences for Ariana Grande.

d. Joke

Ariana Grande   : The tiny tip of like a Dumbledore. (43.33-43.34)

Ariana continued the joke after stating that she had seen the Deathly Hallows. The joke that Ariana Grande and Zach Sang shared was a part of the humor that is often shared with close friends. The phrase "**The tinny tip**" is a dirty joke that is typically given by adults and has a suggestive sexual connotation. Even though Dumbledore is a fictional character from the Harry Potter series, using him as an item is not a wise decision.

e. Offer and Promises

Zach Sang   : No it's about the men

**Ariana Grande   : I'll tell you everything you need to know.
(37.27-32.28)**

Ariana Grande as the speaker, tell that he will tell everything to Zach Sang. As in the previous explanation, making promises to people is not necessarily done using the word "promise," but rather with the statement "I will," as in Ariana Grande tell

Zach Sang everything he needs to know, whether or not she decides to keep that promise.

f. Participate in the activity with the Speaker and the Hearer.

Zach Sang : He's so happy around you, you guys share each other's energy it's really nice

Ariana Grande : We're from the same planet. (17.36-17.37)

Ariana talks about her friend, named Pharell. The word "**we**" means that Ariana And Pharell have the same brain, they have the same taste in music, because they produce the song together and finished the album together too.

g. Send Hearer presents (goods, sympathy, understanding, cooperation)

Ariana Grande : Get well soon. (25.14-25.15)

Throughout her conversation with Zach, Ariana Grande kept repeating, "**Get well soon**". This is one strategy for demonstrating empathy and understanding the speaker. In addition to comprehending the speaker's emotions, we can employ this strategy when our own conditions are similar to the speaker's. speaker.

Negative Politeness

a. Be Pessimistic

Zach Sang : Who are you sending a massage to in that song?

Ariana Grande : I was just very stressed I was like I don't know how I existed without you all. (28.18-25.40)

Ariana Grande has doubts about herself, she becomes pessimistic and unsure of her abilities. Ariana Grande feels that she doesn't believe in herself without her fans. The sentences "**I was like I don't know how I existed without you all**" showing how she feels pessimistic about herself.

b. Reduce the amount of Imposition

Ariana Grande : Yeah I think it's just where I'm at I think it's like a combination of everything I think it's like personal growth spent a ton of time in therapy last year which is great I've so so recommend

Zach Sang : Was going into therapy an easy decision for you? (03.27-03.28)

The sentences "**Was going into therapy an easy decision for you?**" is one of way that can be used to respond to speakers, particularly while talking about sensitive subjects. Zach Sang employs a strategy that can stop Ariana Grande from engaging in FTA (Face Threathing Act) when they were talking about the therapy that Ariana Grande has been receiving since she was a child and continues to do today.

c. Apologize

Zach Sang : Ya I know

Ariana Grande : I don't even remember the question I'm talking a lot I'm so sorry I'm try I can't stop him like. (12.10-12.13)

Ariana Grande apologized to Zach Sang, it because she talks too much, more than Zach Sang as the speaker. Therefore Ariana Grande apologized to Zach Sang.

This can be seen in the sentence "**I'm so sorry**" in the speech made during the podcast.

Off Record
   a. **Overstate**

   Ariana Grande : Although **I didn't write three hundred zone I have three hundred songs in my files app** which is what I said I said files app and I think that he thought I said file stack and I was like what's that our final stack and I was like I don't know what that means but I'll go with it but no no no it like around thirty **(32.13- 32.29)**

   The sentences "**I have three hundred**" used in Ariana Grande as an example of overstate. Ariana Grande overstate when she claims that she have three hundred songs in her file app.

   b. **Apply Metaphor**
   Ariana Grande   : You mean like where we're at
   Zach Sang   : I mean you're literally I mean you have a song that says **God is a woman** like it obviously there's a statement there there's kind of **(14.01-14.05)**

   The song **God is a Woman** by Ariana Grande, which has a meaning about empowering women since they are the center of existence and possess everything men need, is being discussed by Zach Sang and Ariana Grande. This turns the phrase "**God is a Woman**" into a metaphor rather than the truth. But, as was already mentioned, it has a deeper connotation.

   c. **Be Ambiguous**
   Zach Sang   : Umm wedding I read it
   Ariana Grande   : We're planning and I'm not gonna tell anybody nothing, I kind of don't want to tell anybody anything till it's like done but, but the planning process is happening you know. (47.17-47.26)

   The sentence by Ariana Grande is still ambiguous. It is not clear what she will talk about and what she is preparing.

   d. **Be Vague**

   Ariana Grande   : I was like okay this is lit and I like kind of became like a thing you know. (03.42-03.47)

   The sentences ''**become a thing**'' is vague, as seen by the word **"thing"** whose object is undefined. We don't know what the word "**thing**" means, and depending on the context, a word in the sentence could have a different meaning.

The Purposes of Using Politeness Strategies in Zach Sang with Ariana Grande.

The following is a discussion of the data that has been analyzed in the podcast conducted by Zach Sang with Ariana Grande

Bald on record

a. **Disagreement Indication**
Zach Sang   : Have you gone there without music?
Ariana Grande : No, I couldn't do anything without music. (28.08-28.15)

The purposes of this strategies to show how you disagree with someone statement, However, this strategy gets directly to the issue and addresses disagreements in a conversation without using abbreviations.

b. **Threatening or issuing a warning**
Zach Sang   : Subscribe if you can, no pressure though and don't meme us out too hard but please be honest with your feedback. (00.55-01.00)

The purposes of using bald on record by the speaker in the podcast, such that the words used are clear, simple, and unambiguous to the hearer. These strategies are, typically reserved for communicating with close friends and family because going bald on record can result in FTA (Face Threatening Act).

Positive Politeness

a. **Pay attention to the hearer (his interest, wants, needs, goods)**
Ariana Grande : You're so high he goes sweetness no way goes sweet the first time you listen to sweeter
Zach Sang   : You were so hot oh my God! (05.23-05.27)

The purpose of these strategies it means to demonstrate that you are paying attention to the hearer. Ariana Grande thought that Zach Sang as the speaker, would notice and appreciate it if he or she heard it.

b. **Exaggerate (interest, approval, sympathy, with hearer)**
Ariana Grande   : I don't know I don't know I I don't know I hope they like it though
Zach Sang   : I think you a brighter place. (19.25-19.26)

The purpose of these strategies is to express interest in the hearer by using sentences or words that are a little bit exaggerating.

c. **Intensify interest to Hearer**
Ariana Grande   : No, I felt that
Zach Sang   : I felt that every lyric and every piece of production at every element it's like you heard everything at once individually. (05.30-05.38)

The purpose of these strategies is when the speaker might use dramatic expression of his good intentions and positive feedback from the listener to weave a great story into the dialog.

d. **Joke**
Ariana Grande   : The tiny tip of like a Dumbledore. (43.33-43.34)

The purpose of this strategies is to make the topic of discussion when communicating is not too formal and to prevent. Joke is usually applied when communicating with close friends and family.

e. **Offer and Promises**
Zach Sang   : No it's about the men
Ariana Grande   : I'll tell you everything you need to know. (37.27-32.28)

The purposes of the strategies is, in order to relieve the potential threat posed by some FTAs, the speaker may decide to emphasize his cooperation with the hearer by saying that whatever the listener wants, the speaker wants for him and will work to get it.

f. **Participate in the activity with the Speaker and the Hearer**
Zach Sang   : He's so happy around you, you guys share each other's energy it's really nice
Ariana Grande   : We're from the same planet. (17.36-17.37)

The purposes of the strategy is tell that both of the Speaker and the Hearer were in the same situation.

g. **Send Hearer presents (goods, sympathy, understanding, cooperation)**
Ariana Grande : Get well soon. (25.14-25.15)

The purpose of the strategy is, this strategy suggests friendliness and how close the speaker to the hearer, which communicates the speaker's sympathy for them

Negative Politeness

a. **Be Pessimistic**
Zach Sang   : Who are you sending a massage to in that song?
Ariana Grande : Myself and obviously everyone who can relate to like what I was feeling at the time but at the time that was for me for I was like we need to just whether this goes anywhere or not like this needs to be made because like of what you're experiencing I was having like outer body experience is no it's just I was just very stressed I was like I don't know how I existed without you all. (28.18-28.40)
The purposes of this strategy, prevent any misunderstanding of the Speaker's or the Hearers' statements. This typically occurs because the topics being addressed are delicate, but it can also occur because of a bad atmosphere, which necessitates a little communication space.

b. **Reduce the amount of Imposition**
Ariana Grande : Yeah I think it's just where I'm at I think it's like a combination of everything I think it's like personal growth spent a ton of time in therapy last year which is great I've so so recommend

Zach Sang **: Was going into therapy an easy decision for you?(03.27-03.28)**

The purposes of this strategy is to ask a question of someone, usually someone you've recently met, or to get a response to a request. To avoid face-threatening acts against hearer, you can occasionally use it when speaking with friends as well.

c. **Apologize**

Zach Sang : Ya I know

Ariana Grande **: I don't even remember the question I'm talking a lot I'm so sorry I'm try I can't stop him like. (12.10-12.13)**

This strategy is supposed to express apologies, and the actions taken to do so show a distance between the speaker and the hearer.

Off Record

a. **Overstate**

Ariana Grande : Although **I didn't write three hundred zone I have three hundred songs in my files app** which is what I said I said files app and I think that he thought I said file stack and I was like what's that our final stack and I was like I don't know what that means but I'll go with it but no no no it like around thirty **(32.13-32.24)**

The purpose of this strategies is to express overstating some aspects of something without endangering the listeners' or speakers' safety

b. **Apply Metaphor**

Ariana Grande : You mean like where we're at

Zach Sang : I mean you're literally I mean you have a song that says **God is a woman** like it obviously there's a statement there there's kind of **(14.01-14.05)**

The purpose of this strategy To use a term with a different meaning or a metaphor expression to express a point**.**

c. **Be Ambiguous**

Zach Sang : Umm wedding I read it

Ariana Grande **: We're planning and I'm not gonna tell anybody nothing, I kind of don't want to tell anybody anything till it's like done but, but the planning process is happening you know. (47.17-47.26)**

The purpose of this strategy is to express without explanation something that is normally a secret or something that people shouldn't know

d. **Be Vague**

Ariana Grande **: I was like okay this is lit and I like kind of became like a thing you know (03.42-03.47)**

The purposes of this strategy to engage in conversation with strangers or those who are on other social strata in order to avoid FTA

CONCLUCIONS

This study has discussed about the politeness strategies used by the speaker in *Zach Sang Show With Ariana Grande* and the purposes of using the politeness strategies by the speaker in *Zach Sang Show with Ariana Grande*.

1. This study applies the descriptive qualitative method. Because the data was collected in the form of word and sentences, clause, phrase.
2. The politeness strategies that are frequently employed in speaking in the video podcast hosted by Zach Sang and Ariana Grande are positive politeness strategies.
3. There are 7 strategies in positive used in communicating there are, Pay attention to the hearer (his interest, wants, needs, goods), Exaggerate (interest, approval, sympathy, with hearer), Intensify interest to Hearer, Joke, Offer and Promises, Participate in the activity with the Speaker and the Hearer, Send H presents (goods, sympathy, understanding, cooperation).
4. Zach Sang the speaker, was successful in preventing FTA and making Ariana Grande, the hearer feel comfortable.

REFRENCES

Aini, N., Mahyuni, M., & Wardana, L. A. (2021). Factors of Language Shift in Sumbawanese at South Anjani 1: A Sociolinguistic Study. Jurnal Ilmiah Profesi Pendidikan, 6(4), 657–664.

Brown, P., & Levinson, S. (1987). *Politeness: Some universals in Language Use*. Cambridge: Cambridge University Press

Fajri, H., Yusra, K., & Muhaimi, L. (2022). Address Forms and Dimension of Social Relation in Sasak Community: A Sociolinguistic Study of Wanasaba Community of Practice. *International Journal of Multicultural and Multireligious Understanding*,*9*(2), 616-626.

Holmes, J. (2013). *An Introduction To Sociolinguistics Fourth Edition*. Routledge Publishing

Jonathan, S. (2006). *Metode Penelitian Kuantitatif dan Kualitatif*. Yogyakarta :Graha Ilmu

Mutlak, M., Arifuddin, A., & Yusra, K. (2019). *Penamaan Diri Masyarakat Bima Sebagai Sapaan Hormat Kepada Orang yang Dituakan: Kajian Fonologis dan Kontribusinya dengan Pengajaran di SMP*. LINGUA : Jurnal Bahasa, Sastra,DanPengajarannya, 16(2),235-246.

Putera, L. J., Mahyuni, Zamzam, A., Riyanto, A. A., Amrullah, & Lail, H. (2022). SOSIALISASI LINGUISTIC LANDSCAPE DALAM LITERASI DIGITAL: MANFAAT DAN TANTANGANNYA DALAM PEMBELAJARAN BAHASA

INGGRIS. *Darma Diksani: Jurnal Pengabdian Ilmu Pendidikan, Sosial, Dan Humaniora*, 2(2), 37-53. \

Syahdan, S., Muhaimi, L., Fadjri, M., & Waluyo, U. (2019). *Sociolinguistic Variation in Learners' Classroom Discourse*. Jurnal Ilmiah Profesi Pendidikan, 4(1), 57–60.