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### STRATEGI KOMUNIKASI KESOPANAN DARI MAHFUDZ M.D DALAM DISKUSI TENTANG HUKUM DI ACARA "NARASI"

### COMMUNICATION POLITENESS STRATEGY OF MAHFUDZ M.D IN ANSWERING ABOUT THE LAW ON 'NARASI'

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ARTICLE INFO	ABSTRACT
Correspondent Dwi Santoso dwi@pbi.uad.id Key words: Communication, Politeness Strategy, law, Narasi	Communication using the politeness strategy is something that is very attached to everyone. Each person will have a different form of politeness. Researcher use qualitative methods a) transcript of the video content of Mahfud MD in the Narasi show from minute 20 to 50 with a total duration of 30 minutes b) Identifying the type of communication politeness strategy in Mahfud MD's answers in the Narasi show. The findings found that Mahfudz MD uses three of the five types of politeness strategies, namely bald on record, positive, negative, and off-record politeness, and most often uses positive politeness for communication on Narasi with the theme law as moral demand in Indonesia.
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### INTRODUCTION

Communication is something that cannot be separated from life. All creatures must communicate with each other because they are social creatures. In communication, there is one thing that cannot be separated, namely the politeness strategy. The politeness strategy has two different parts, namely positive politeness and negative politeness. Brown and Levinson (1987) said that politeness divides into several strategies. For the distribution of positive politeness or negative politeness can be in the form of questions or answers. Communication politeness strategies have specific goals for the perpetrators. Mojo et.al (2021) said that politeness has the aim of saving the perpetrators from various negative actions. So that there is no reason for the perpetrator to use politeness strategies when communicating. Apart from that maintaining a politeness strategy in communicating can place our power as a speaker. According to Mojo et.al (2019) said that politeness strategy can help us adjust positions in the form of power so that they are by humanistic principles. The theory explains that the politeness strategy does have some good goals for both actors.

Communication has several aspects in it, one of which is the politeness strategy. Without communication, living things cannot convey their intentions and what they want to convey. According to Setiana (2021) said that a politeness strategy is a form of respect in communicating. Communicating is an activity where one person is talking and the others are listening, so respect is very important. This attitude is called the politeness strategy. According to Isabella et.al (2022) said that, in communicating, people should manage their words to make good conversation. The point of setting here is to be careful when using language. Language is not merely words but has implicit or explicit meanings. So that both parties must be able to manage the language so that they always apply aspects of politeness strategy in communicating properly. Brown and Levinson (1987) said that there are four politeness strategies: bald on record, negative politeness, positive politeness, and off-record (indirect). The theory is explained that bald-on is open speech or expression or behavior caused by close relationships, positive politeness is a form of response or speech that is positive for someone, and negative politeness is an attitude or speech that is negative and has an unpleasant effect. Then there is the off-record, namely the highest level of politeness strategy and the most polite than the others.

In the Narasi show which was supervised by Najwa Shihab, there were several sources. The form of communication strategy presented by the resource person also varies, so it is necessary to identify what forms of communication strategy are presented from the point of view of the source person. According to Silitonga (2022) said that the politeness strategy can be implemented according to needs. So, the communication politeness also varies. That's why identifying and knowing deeply to know the meaning of words is very important. According to Sutrisno and Guntur (2022) said that politeness has several types, namely positive, negative, and bald off. So, to find out the form of one's communication politeness strategy there are only three types. Each type will have a portion or number of presentations and differ depending on the person's needs in communicating and expressing the intent of the conversation.

Law is the basis or rules that exist in a country. Laws are made to order citizens to act. Indonesia also has a legal basis contained in Pancasila and the 1945 Constitution. According to Arliman (2019) said that a good sense of law is when people as citizens can feel comfortable with the territory they live in. Good law is when citizens can be orderly but feel safe and comfortable when carrying out the law. According to Sugiarto (2022) said that law is a regulation that regulates human relations and there are sanctions for those who break it. It can be concluded that the law is a rule that forces anyone to comply because if it is violated there is a penalty that applies to the appropriate law. Laws are made by the government so that all citizens can obey them. The best existing laws are when people can trust their leaders. According to Shandy (2019) said that when people start to distrust their leaders, the government must take a firm stance to improve performance by following applicable laws. According to

Hajati, Ellyne, and Oemar (2019) said that law is made so that each person knows their rights and obligations, to produce a society that is safe, peaceful, peaceful, just, and prosperous. Law is very influential in social life. For this reason, laws that can be regulated and implemented properly will benefit both the government and the community. However, there are still many things that need to be improved regarding existing laws in Indonesia and become a common awareness.

Narasi is a talk show program that airs on the online platform Youtube. This Narrative program was hosted by Najwa Shihab as the host and several guests were invited based on the appropriate topic. According to Indahsari and Ribut (2020) said that the relationship between hosts and guest stars uses aspects of the politeness strategy. Najwa Shihab with the guest speaker or guest present will give each other a form of politeness strategy that they feel is appropriate in the dialogue. According to Hartati (2020) said that one of the guest stars, Najwa Shihab, showed a negative politeness strategy supported by supportive facial expressions. It can be seen that there is not always a political politeness strategy in this Narasi talk show. Because considering the different backgrounds of guests and different social groups, any form of politeness strategy can be given. Topics that are being discussed by experts or professionals will become a hot debate so many negative politeness strategies were expressed by guests at the Narasi program. According to Arief, Ena, and Pikhe (2022) said that in his shows, Najwa Shihab often uses direct speech acts in response to guests. This proves that Najwa Shihab as a hist can also show a form of politeness strategy which here is a speech act towards his guests related to a topic of discussion that is related

There is a lot of literature on communication politeness strategies, but only little has discussed communication politeness strategies in statements yet. In this study, the researcher wanted to find out what communication politeness strategies were Mahfud MD's answers to the topic of law in Indonesia as a moral demand on Narrative shows uploaded on YouTube. Politeness strategies in the form of communication are very important for speakers or listeners. According to Fajri (2019) said that politeness is not only assessed by language but how to understand politeness strategies. So, the form of communication is not limited to only verbal speaking in a certain language, but also the strategies used in conveying their intentions or opinions. So that speakers can convey their intentions and listeners can understand well the intent and meaning of the communication carried out.

The communication politeness strategy that looks at it from the point of view of the respondent has not been widely discussed. So that researchers want to know the answers expressed by Mahfud M.D who discusses law as moral demand in Indonesia in the Narasi show with Najwa Shihab. According to Sitorus, Umar, and Eddy (2022) said that the language procedure used usually adjusts to the area the speaker lives in. So, the form of communication and language conveyed by each region will be different, as well as the way Mahfud M.D answered questions from Najwa Shihab. According to Saekhuddin et.al (2019) said that Najwa uses many positive strategies in the form of communication. This shows that among the three types of politeness strategy, the positive strategy is the one most often used in the Najwa Shihab event. However, because the sources who attended Najwa's event were very diverse, the one here, Mahfud M.D, would of course vary in type, and there would be a type that

dominated. According to Manurung (2020) said that Mahfud MD a lecturer who also contributed to the law in Indonesia implemented a bald-on strategy..

The type of politeness strategy communication has several types in its distribution. The various types of communication politeness strategies made the researchers focus on the answers submitted by Mahfud M D as the resource person in the Narasi show. The researcher wants to develop a theoretical framework that identifies the form of a communication politeness strategy in Mahfudz MD's answer regarding the topic of law as moral demand in Narasi. The research aims to build a theoretical framework for communication politeness strategy in Mahfudz MD's answer on the topic of law as moral demand in Narasi. The research aims to build a theoretical framework for communication politeness strategy in Mahfudz MD's answer on the topic of law as moral demand in Narrative which is built through the results of review, analysis, synthesis, critical analysis, and integration of several literatures regarding Communication politeness strategy, and law in Indonesia. It is hoped that the results of this study can be used as a theoretical basis for further research regarding implementation in the field to identify forms of communication politeness strategy in the answers of informants regarding the topic of law as moral demand in narrative broadcasts.

The next section of this article is a research methodology explaining the integrative literature review method used in building the theoretical framework for this study. Furthermore, the third part is the results of the review, critical analysis through literature reviews regarding politeness strategy, communication politeness strategy, law as moral demand, and Narasi. The last part is the conclusion and the research

# **RESEARCH METHODOLOGY**

This research qualitative uses research. According to Creswell (2012) said that qualitative research aims to analyze phenomena in existing problems. The type of research used in this study is descriptive qualitative. According to Sieldleki (2020) said that descriptive qualitative is where researchers cannot manipulate data, but explain existing samples or variables. So that the qualitative descriptive refers to an in-depth description of the research variables. In this study, the researcher wants to explore the communication politeness strategy in Mahfud MD's answer to the topic of law as moral demand in the Narasi show.

Researchers will collect data first for analysis. According to Maulida (2020), data are things in the form of information, phenomena, or conditions that are collected. In this study, researchers collected data with transcripts of recordings between Najwa Shihab, Andovi, Jovian, and Mahfud MD in the Narasi talk show on May 16, 2023, which was uploaded via Najwa Shihab's YouTube channel with the theme Deliberation: Mahfud MD held a Coldplay concert until the 2024 vice presidential candidate.

Researchers used observation techniques. Namely monitoring by listening and analyzing the contents of the talk on the talk show because researchers are not allowed to conduct interviews directly. The researcher collected some data which included: a) opening a video talk show of Mahfud MD on Najwa Shihab's You Tube channel with the theme of the Deliberation: Mahfud MD Coldplay concert 2024 until the vice presidential candidate, b) transcribing the contents of the video from minute 20 to 50 with a total of 30 minutes of video duration being transcribed.

Techniques for collecting data are things or steps used by researchers in collecting. There are several steps that the researcher will take, namely a) Transcript the video content of Mahfud MD in the Narasi show from minute 20 to 50 with a total duration of 30 minutes b) Identify the type of communication politeness strategy in Mahfud MD's answers in the Narasi talk show.

## **RESULTS AND DISCUSSION**

After collecting data using video transcripts, the researcher analyzed the types of politeness strategies (PS) conveyed by the resource person, namely Mahfudz MD in the Narasi show with Najwa as the event presenter. The researcher uses S for Najwa, namely the host, and his two colleagues, namely Andovi and Jovian, and uses the symbol H for Mahfudz MD who acts as a resource person. In this Narrative talk show, there are several kinds of PS found, including positive politeness, negative politeness, and bald on record. Each type of PS also has several separate sections in it. Portions of each type of PS may be described in the following invention. The politeness strategy in the Narasi can also be seen based on how guests give expressions of approval. Apart from that, the facial expressions and words used to ward off an argument are also taken into consideration. According to Wahyuni and Syahrul (2019) said that many opinions were tempered when discussing political issues with Najwa Shihab.

### a. Positive Politeness

### 1. Seek agreement

The first type of positive politeness is seeking agreement. The meaning of seeking agreement is the feeling of wanting to be acknowledged or seeking justification for the statement spoken to the other person. In the talk show, the speaker, Mahfudz MD, made a statement by repeating his sentence. The sentence is:

- (1) Itu kan karena viral. iyakan? Kalau enggak viral mana saya tahu,
- (2) Lewat WA saya. Lewat WA saya masuk, Pak saya sudah lapor berkali kalau tidak dibuka. Kapan saya sempat? bukanya gitu?
- (3) Harta dikorupsi di sini. Siapa yang mengkorupsi? Orangnya sudah nda ada. Nunggu nah orangnya tertangkap dulu kan nda bisa. Negara rugi. Iya kan?

### 2. Assert of presuppose

The next strategy which is included in the positive politeness category is the assert of pre-suppose. The intended meaning is to confirm the supposition that is owned in the form of an answer. This is addressed by H to S so that his statement can be acknowledged by being given an affirmation in the form of a conditional sentence. So, there is an aspect of the allegation sentence in this type.

- (4) Kalau dikasih di jalan saya ambil saja
- (5) Kita punya perusahaan berempat, nih. Kita ndak tahu. Tahu -tahu berulah ke perusahaan orang lain yang ada di sana sudah berubah aktenya di kantor KUMHAM. Misalnya, wah yang main, macam -macam, jadi perkara.
- (6) Artinya besok kalau undang -undangnya ada, Dovi ndak boleh berbelanja misalnya 100 juta kok bayar kontan.

# 3. Use in-group identity markers

The third type of positive politeness is used to refer to the identity of a group, organization, or position directly. This was said by H to S because they already know each other intensely and closely. So that, in the conversation the mention of identity is addressed by H to S. This type of sentence is addressed by the following sentence.

- (7) Karena ini ribuan, Najwa yang masuk ke saya, ada orang bertengkar suaminya, lapor ke saya, bertengkar dengan muaknya, laporan. Semua
- (8) Ini habis dengan tenaga, habis dengan kamu nih.

## 4. Avoid disagreement

The next positive politeness strategy is avoid disagreement. The meaning of avoid disagreement is that there is a statement indicating that there is a desire from H to be confirmed by S. However, there is a difference with the first type, namely the seek agreement which is raw is just an ordinary statement. In the avoid agreement type, H uses the word conflict in its statement. Examples are in the following sentences:

- (9) Saya ikut me..apa namanya mengambil langkah -langkah karena viral laporan dari medsos. Tapi saya melalui anda semua ini saya minta maaf kepada masyarakat yang setiap hari menyampaikan laporan kepada saya dalam berbagai kasus.
- (10) Kalau polhukam bukan penegak hukum sebenarnya, koordinator. Tetapi yang serius -serius begitu bisa disampaikan dan sebaiknya dengan surat resmi ke kantor.
- (11) Jadi saya orang sipil yang pertama menjadi menko polhukam.

## 5. Give Reason

The purpose of this type of positive politeness is clear, namely giving reasons for the statement which serves to strengthen H's statement against S in this talk show. In conveying a statement in the form of an answer, this is reinforced by the existence of reasons. This is what later makes S believe the statement given by H. An example of his statement is as follows:

- (12) Karena saya bukan pernah menjumpai hukum dan tidak punya aparat.
- (13) Menurut saya seharusnya dihayati sebagai tuntutan moral. Bukan hanya sebagai tuntutan pasal -pasal gitu ya.

## 6. Be Optimistic

This type of positive politeness is optimistic. The word optimistic here is a statement that is optimistic about dreams, and hopes conveyed in statement H towards S. This type aims to make statement H look like it will come true and will materialize in the future. H's answer to S which is an optimistic statement is described as follows

(14) Ya mudah - mudahan satu kali masa sidang paling lama selesai

## b. Negative Politeness

## 1. Minimize the size of the imposition

This first type of negative politeness is to minimize the size of imposition. The purpose of minimizing here is to minimize the burden in the sentence or statement that is expressed. This was done to shorten the answer because H already believed in his answer and tried to close the gap so that there were no

objections in the statement and could not be contested. An example of the statement is in the following sentence.

- (15) S: Kenapa dipindah Pak? Lebih cocok atau dibuang? Atau gimana?
- (16) H: Biasa itu
- (17) Tindakan yang tidak reguler. Tindakan khusus kan harus lapor pak. Saya mau melakukan ini.
- (18) Saya nda pernah bikin iklan, bikin baliho. Nda pernah. Gitu aja
- (19) S: Sebenernya pakai yang jogging tapi enggak kelihatan ya
- (20) H: Enggak kelihatan kan di kompleks saja tuh

# 2. Be Pessimistic

The second type of negative politeness is a word that contains pessimism or surrender to the statement being made. The purpose of statement H is to answer pessimistically because there is no optimism in the sentence. Examples can be described in the following examples:

(19) Makanya gak menang. Oke lanjut. Jadi cuma 2 bulan saja. Kalau lebih lama bisa menang.

# c. Bald-on Record

# 1. Task-Oriented

- The example of task-oriented in the sentence below:
- (20) Saya harus nolong itu, teman -teman, se sesama warga negara. Saya tidak boleh menipu ini dan seterusnya.

One's politeness strategy can be motivated by several factors. According to Fitrayani and Erna (2020) said that the background of politeness strategy is age, position, power, and social gap. The occurrence of a politeness strategy cannot just happen. There is an age that is either older or younger, a position or strata in society both in the institution of work or place of residence, a power which is a position also makes you feel stronger or weaker, and finally the social gap in social life, namely the community or environment, and family. According to Probosini (2020) said that there are several types of politeness strategies, namely bald on record, positive, negative, and off-record politeness. It can be understood that there are several types of politeness strategies in communicating and will be motivated by the factors mentioned. Thus, one can judge how politeness strategies are by looking at how often they use bald on, positive, negative, or off-record politeness Communication politeness strategy has several kinds.

## a. Positive Politeness

Positive politeness is an attitude, behavior, or words that are pleasant. According to Brown and Levinson (1987) said that politeness means showing a positive response to the other person. In its distribution, positive politeness is as follows:

## 1. Seek agreement

From the statement made above, it can be concluded that the statement from M (H) as the speaker tries to make sentences that are statements in nature to convince the host (S) in the conversation. The sentence pattern used is to emphasize the explanation at the beginning and then emphasize it with a question sentence whose function is to get approval and convey it in a friendly manner so that the desired answer to be approved can be achieved.

## 2. Assert of presuppose

The explanation above shows that H uses a conditional sentence in expressing his answer to S. The sentence is still in the form of a presumption and has not yet occurred in the field. The purpose of H in giving this question is to give a positive answer if the presumption occurs. In this context, like point number 5 which contains the presumption that if those who are joining the talk show set up a company then something undesirable happens in this context, namely a change of deed, then this could later become a case. Likewise, with point number 6, namely the presumption that there is a law governing purchases using cash, this cannot be done. This type of presumption or supposition is to convince H's answer to S.

### 3. Use in-group identity markers

In the explanation of the sentence above, H gave a statement using the familiar nickname S. Here it can be seen that the dialogue that exists between H and S is that people are already intense and often talk to each other so that familiarity can be directly identified with H in the talk show. This. Because the closer someone is, it will affect how they call each other or the mention of the name used will also be different from the situation when they just met.

### 4. Avoid disagreement

The above statement can show that when H gives the answer statement, there are words like but, so. Where these words aim to avoid disagreement. Indirectly said but in H's statement towards S, he has revealed that the previous statement contained 'but' which means to emphasize a little disagreement without having to say it by S who is the interlocutor. Statement H can still be acknowledged by S without conditions. The first example is in statement number 9 when H answered regarding taking action on something viral, but there is the word but after the statement. This is H expressing an exception to his action in the previous statement. Then for point number 10, it was explained that the initial statement said that the position of a law enforcer was not a law enforcer but a coordinator. After this statement, there is the word 'tapi' which means there are things that are exceptions. When H conveys this to S, S will automatically agree because the sentence agrees in this statement has been said by H to complete the answer.

### 5. Give reasons

The statement above is part of the tip to give a reason. It can be seen that in point 11 there is the word 'karena' what is meant is the reason why H can give such a statement. So, strengthened by the next statement in the form of reasons. It is the same with point number 13 where H first reveals that law must be lived as a moral demand. To convince S that the answer he gave was correct, reasons why he could say such a statement were given. The answer is that it turns out that the law is not only in the form of ordinary article demands. So that S can realize that H's statement is true because there are reasons that strengthen his statement.

## 6. Be Optimistic

In the above statement, it can be seen that H uses the word 'hopefully' which means his hopes, wishes, or dreams. For example sentence number 14 above, it

can be seen that H wants or has the hope that the trial can be completed only once. So, H meant here to have hope regarding the trial period and this was conveyed to S. Optimism is a form of positive politeness statement.

#### **b.** Negative Politeness

Negative politeness is a PS that is the opposite of positive politeness. According to Brown and Levinson (1987) said that negative politeness is more directed to answers that show expressions or behavior that is less pleasant. So the level of politeness in this type is low. In the division, there are several types of negative politeness which are as follows:

### 1. Minimize the size of the imposition

The sentence above is negative politeness in the form of minimizing the imposition or reducing the further explanation of the statement. It can be seen from statements 15 and 18 where H only limits answers by using the words 'biasa itu' and 'saja'. These words show the adequacy of the statement because it has been discussed or there is no desire for H to clarify the statement in the form of a question. Likewise, point number 16 uses the word 'harus', and number 17 'gitu aja'. The words used in the two points also show the adequacy of the statement and no one can refuse or argue because it is enough to just say that sentence.

### 2. Be Pessimistic

In this sentence, it shows that H has indeed shown a pessimistic sentence for his defeat and indeed has resigned himself that he will lose to that statement. This was done by H to S to emphasize that he was only following the flow and there was no rebellion within him to win because he followed the circumstances.

### c. Bald-on Record

This type is the third type of politeness strategy (PS). According to Brown and Levinson (1987) said that sentences are expressed without action or strategy and seem more open. The point is that the statement given does not care about the other person and without further ado

### 1. Task-Oriented

In the statement above, it shows that H must help fellow citizens to S. Here H indiscriminately does what is his principle without regard to the responses, responses, and expressions of S. The speaker, namely H, can say statements like this because his relationship with S is also close so, without a strategy H believes that his words can be trusted by S.

This shows that the background of Mahfud M.D who is involved also has a special type of communication politeness strategy. Because the background where he grew up and his social position will produce a different type of politeness communication. According to Pabbajah et. al said that in the 4.0 century, there was demoralization in Indonesia. The morals that exist today also affect the thinking and behavior of society, where there are already applicable legal regulations. In this narration, the researcher wants to know how Mahfud MD answers questions related to law as moral demand in Indonesia and what types of communication politeness strategies are used.

From the discussion above, it can be seen that in his interviews with Najwa, Andovi, and Jovian, many of Mahfud MD's answers were positive among all the existing forms of politeness strategy. Second, there is negative politeness, and the last rank is bald-on. So it can be concluded that Mahfud MD likes forms of politeness communication when discussing law in talk show narratives. The number of positive politeness shows that in the interview for 30 minutes of the total duration of one hour, it shows that there is a closeness between Najwa, Andovi, and Jovian with Mahfud MD.

## CONCLUSION

Politeness strategy is something that is very attached to everyone. Each person will have a different form of politeness. Of all kinds of politeness strategies namely bald on-record, positive, negative, and off-record politeness. In the Narrative show hosted by Najwa, Andovi, and Jovian (S) as the host and Mahfudz MD (H) as the resource person, politeness strategy data can be obtained consisting of bald on record, positive, and negative politeness. Mahfud MD uses a lot of positive politeness strategies with types of seeking agreement, assert of pre-suppose, use-in group identity markers, avoiding disagreement, giving reason, and being optimistic. The next result is negative politeness with two types including minimize of imposition and being a pessimist. And the last type is a bald-on strategy with a task-oriented type. The findings found that Mahfudz MD uses three of the five types of politeness strategies, namely bald on record, positive, negative, and off record politeness, and most often uses positive politeness strategy for communication in Narasi with the theme law as moral demand in Indonesia.

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