## Analyzing Positive Politeness Strategies on The Tonight Show Starring Jimmy Fallon YouTube Channel

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## ABSTRACT

*The study is used to analyze the positive politeness strategy in the talk show entitled "The Tonight Show Starring Jimmy Fallon." The aims of the study are to find out the types of positive politeness strategies and the factors influencing the use of positive politeness strategies in relation to Brown and Levinson politeness strategies. It is a descriptive qualitative study. The data of the study were the utterances of the host in the talk show. Here, only the types of positive politeness strategies and factors of influencing the use of positive politeness strategies were analyzed. The writer uses Brown and Levinson's theory to analyze the data. Based on data analysis, it was found that there were 36 data which content of positive politeness strategies. The type of politeness strategies that are often used by the host are strategy 1 notice attending to the hearer (wants, interest, needs and goods) and strategy 2 exaggerate (interest, approval, sympathy). Then the writer also finds payoff and circumstances as some factors which influencing positive politeness strategies.*

Keyword: *Brown and Levinson theory, factors, positive politeness strategies,types.*

## A. Introduction

Communication is vital in social life because it allows humans to interact more easily. Humans require a language in order to communicate. Language is a tool that allows people to communicate with one another in real life. Weiten (2007) states that there are symbols in a language that can communicate a message or meaning in speech. When talking with others, these symbols assist speakers in conveying messages through what they say. Language can also assist the speaker in expressing feelings, opinions, and information.

Moreover, in delivering some information, opinions, and ideas, emotions, and feelings both the speaker and the listener must be aware of the intended meaning or message. When a speaker delivers information, the listener tries to decipher or comprehend what message is being given. In this case, pragmatics is a particular science that focuses on deciphering messages or meanings. Pragmatics is the study of the meaning of a speech in relation to its context.

When it comes to communication, pragmatics provides a method that can help to strengthen the relationship between the speaker and hearer, the method is politeness. According to Wang (2010), in order to preserve good relations between
the speaker and the interlocutor, the speaker must be able to adopt a communicative strategy that can also help them have a nice conversation. This method is known as the "politeness strategy." Besides, Culpeper (2018) claims politeness is an approach that can lead to peaceful conversation. This indicates that paying attention to politeness in communication can help prevent splits between the speaker and the hearer, since politeness methods can assist the

speaker in maintaining the hearer's feelings. Furthermore, Brown and Levinson in Majeed (2010), state that politeness methods are categorized into four categories, each of which can be employed to deal with FTA: bald on-record, positive politeness, negative politeness, and off-record. In this study, the writer restricts the discussion to positive politeness practices aimed at maintaining the person's pleasant appearance.

Nowadays, social media is not only a source of information but also a role model. Currently, there is some content that uses impolite language. So that this causes the audience to indirectly imitate and use it in their daily lives. According to a survey conducted by Microsoft to assess the "Digital Politeness Index," (2022, June 16):

"Indonesia ranks 29th out of 32 countries, which is the last rank among ASEAN countries. With the release of the latest report, the Digital Civility Index (DCI), which measures the level of digital politeness of the world's internet users when communicating in cyberspace, the courtesy level of Indonesian netizens deteriorated by eight points to 76, where "the higher the number, the worse the level of politeness."

It shown that there needs to be a refrain from the politeness of the strategy, such as the object being taken from this study is one of the contents that uses polite language and can be modeled by the audience. The title of the content is "The Tonight Show Starring Jimmy Fallon". It is one of the television programs. This talk show, hosted by Jimmy Fallon, is one of the talk shows that airs on NBC television in the United States as well as on YouTube. This talk show also features sketch comedy, music parodies, celebrity interviews, and ridiculous games. Produced by Broadway Video and Universal Television, this talk show premiered in 2014. It's also available to watch on YouTube.

This talk show is fascinating to study since it is one of the most popular talk shows in America, and the guests who appear on it are well-known and influential people in the United States. Furthermore, this talk show uses sentences that demonstrate positive politeness, making it easier for the writer to assess positive politeness strategies. Below is an example of an expression found in the video talk show "The Tonight Show Starring Jimmy Fallon" YouTube Channel": "Oh, my goodness, come on, now! Oh! We love you, Charlize." In this interaction, Jimmy Fallon invited one of the guest stars, Charlize Theron, and greeted her with a grin and encouraging sentences, making Charlize smile as well. Charlize Theron is one of the actresses who starred in the film. This statement shows that Jimmy is welcoming Charlize's presence, and then he congratulates Charlize on what has been achieved. The statement refers to positive politeness strategies, namely the first strategy of noticing and attending to the hearer's wants, needs, and interests. It indicates when Jimmy notices Charlize's presence and also praises Charlize's work.

Based on the example above, this study focused on analysing the types and factors influencing the use of positive politeness strategies. Therefore, the result of this study is expected to help people who have an interest in public communication be able to apply or use a good communicative strategy such as a positive politeness strategy. Furthermore, to gain a better understanding of positive politeness strategies, the writer will conduct a study entitled "An Analysis of Positive Politeness Strategies in *The Tonight Show Starring Jimmy Fallon* YouTube channel."

## B. Method
### 1 Approach of the Study

The approach of the study was qualitative analysis. It was qualitative because it used to comprehend a specific phenomenon, specifically the positive politeness strategies employed by the talk show host on "The Tonight Show Starring Jimmy Fallon." Besides, the data is in the form of utterances rather than numerical scores. Denzin & Lincoln (2000) stated Qualitative research concerns the study and collection of a variety of empirical materials, such as case

studies, personal experiences, introspection, life stories, interviews, artifacts, cultural texts and productions, observational, historical, interactional, and visual texts that describe routine and problematic moments and meanings in individuals' lives. The role of theory in qualitative research is to provide reasons or considerations in answering a research question and also seek comparative or additional information to understand the symptoms studied more fully.

The research design of this study was content analysis. According to Krippendorff (2004), content analysis, as a research design, aims at making reproducible and reliable conclusions from texts (or other relevant material) to the settings of their use. In addition, Cohen et al. (2007) claimed that any written information, including papers, interview transcripts, media products, and personal interviews, can be subjected to content analysis. This study was a content analysis because the data for this study were gathered from recorded material and converted into written text before beginning analysis. The writer conducted the study on the transcript of the recorded material from "The Tonight Show Starring Jimmy Fallon" YouTube channel.

**2 Data Source**

The data were taken from a conversation between the host and a guest on "The Tonight Show Starring Jimmy Fallon," and the writer chose some of the dialogues to analyze about positive politeness strategies. There are 5,6 thousand videos on the Tonight Show starring Jimmy Fallon where each video has a different duration. The short duration is 6 minutes and the long duration is 20. However, the writer only chose 2 videos from the talk show to get the data. They are ''Charlize Theron Fangirls Over Michelle Rodriguez And A Female Fast & Furious Spinoff'' and '' Kit Harington on Useless Parenting Advice and Whether Harry Styles is in Eternals."

**3 Data Collection**

This study applied content analysis in collecting the data. The writer used a model for collecting the data based on the model by Krippendorff (2004). The model he provided is as follows:

1. Unitizing is the systematic distinguishing of segments of text, images, voices, and other observables that are of interest to an analysis. In this study, the writer selected some videos from the talk show entitled "The Tonight Show Starring Jimmy Fallon" YouTube Channel.
2. Sampling is used to limit observation to a manageable subset of units that is statistically or conceptually representative of the set of all possible units, the population or universe of interest. The data for this study was taken from two videos that were available on that talk show that related to positive politeness strategies. especially about the types and factors of positive politeness strategies.
3. Recording/coding Unedited texts, original images, or unstructured sounds are transformed into analyzable representations. In coding the data, the writer converted the material sound into written text or made a transcript of the videos.
4. Filtering data so that irrelevant data can be minimized and the data that is taken is in accordance with what is needed. From all the data transcripts, the writer sorted the dialogues that related to the positive politeness strategies.

**4 Data Analysis**

This study used content analysis to describe the types and factors of positive politeness strategies. Content analysis was a method for analyzing message content and processing communications, or a device for detecting and analyzing communication activity. Moreover, Hsiesh and Shannon (2005, p.1) claimed that:

"There are three methods in analysing qualitative content analysis. The first method is conventional content analysis that starts with observations and coding categories are derived

directly from the text of data. The second is, directed method that starts with a theory or relevant research finding as a guidance for the codes. The last method is, a summative content analysis that involves counting and comparisons, the codes are derived from research or literature."

In relation to this study, it used directed content analysis. The transcripts of the dialogues in the videos were coded using the code derived from the theory used in this study. In identifying the types of positive politeness strategies, the writer used a theory from Brown and Levinson (1987), and then the data were compared to other studies to show the similarities and differences between both of them. The theory of Brown and Levinson (1987) is also used to analyze the factors that influence the application of positive politeness strategies used by the talk show host. Besides, to strengthen the analysis of factors, the writer puts the response of the guest star and focuses on the facial expression of the guest star.

## C. Findings and Discussion
### 1 Data Finding
In this subchapter, the writer took the data from 2 video interviews conducted by jimmy with guest stars on "Tonight Show Starring Jimmy Fallon." The first video shows Jimmy interviewing Charlize, and the second video shows Jimmy having a conversation with Kit. From the two videos, the writer found 36 data points showing the types of positive politeness strategies, and two factors that cause the use of positive politeness based on the theory of Brown and Levinson.

**Table 4.1.** *Types of Positive politeness*

| Types of positive politeness | Utterances |
|---|---|
| Notice attending to the hearer | 8 |
| Exaggerating (interest, symphaty, approval) | 8 |
| Using in- group identity marker | 3 |
| Seeking agreement | 7 |
| Avoid disagreement | 1 |
| Presuppose/ rise/assert common ground | 4 |
| Including both the speaker and the hearer in activity | 1 |
| Offer/ promise | 1 |
| Ask / give for reason | 3 |
| Total | 36 |

The table above shows that there are 36 data found from the video talk show "The Tonight Show Starring Jimmy Fallon" YouTube channel. Where the data is taken from two videos, the first video of Jimmy Fallon interviewing Charlize Theron and the second video of Jimmy Fallon talking to Kit Harington. The data in the table above shows that there are 9 types of positive politeness used by the host in the video talk show, namely (notice to the attend, exaggerate, seek agreement, presuppose/ rise/assert common ground, used in group identity, ask or give for reason, offer promise, include both the speaker and the hearer and avoid disagreement), while for the type of strategy that is often used in the video are strategy 2, namely exaggerate and strategy 1 namely notice attending to the hearer (interest, want, need, good)

### 2 Discussion
This section explains some factors influence Jimmy to employ the strategy of positive politeness on "The Tonight Show Starring Jimmy Fallon.'' The factors influences are the payoffs and the circumstance (social distance). The theory that used in analyzing the data is theory from Brown and Levinson (1987).

**Data 1**

**Jimmy***: My first guest tonight is <u>an Oscar-winning actress</u>. <u>She stars in the new movie</u>
<u>F9, which is in theaters today.</u> Here is Charlize Theron. <u>Oh, my goodness, come on,</u>
<u>now! Oh! We love you. Charlize</u>

**Charlize***: hi jimmy*

**Strategy 1: Noticing attending to the hearer (wants, needs, interest and goods)**

On the talk show, a host named Jimmy Fallon was inviting a guest star named Charlize Theron. He welcomed Charlize's arrival very well, full of enthusiasm and a broad smile. Jimmy said, "My first guest tonight is an Oscar-winning actress." She stars in the new movie F9,". "Here is Charlize Theron. Oh, my goodness, come on, now! Oh! We love you."

Jimmy Fallon is using strategy 1 of the positive politeness strategy, namely noticing attending to the hearer (wants, need, goods, interest) because in that statement, he notices her presence by embedding the phrases "an Oscar-winning actress" where it refers to an award that Charlize once received. Besides, he also said, "Oh my goodness," which refers to phrases that shows amazement. He said that when he saw Charlize smiling. In addition, he also said, "We love you." It refers to a sentence that means interest. All the statements above show the first of the positive politeness strategies, namely noticing and attending to the hearer, where the speaker pays attention to the presence or absence of the hearer by saying a good sentence, or paying attention to something that is in the hearer's needs, interests, wants, and good. In contrast to the study by Sari (2018), in her study, she found another model of strategy 1. The example is, "Jim, you're really good at solving computer problems." In this example, the model of strategy 1 is about noticing the skill that is possessed by the speaker, while in this study, the example that is provided is noticing the hearer's presence by showing interest.

Jimmy uses this strategy because it is influenced by the payoff factor. In which Jimmy tries to satisfy Charlize and make Charlize feel comfortable in that show. It is proved by the response of Charlize. She said, "Hi, Jimmy." He greeted Jimmy and smiled broadly. This shows that Charlize is happy to be on the talk show.

**Data 2**

**Jimmy**: <u>*Thank you so much for being here, I appreciate this every time you come, congrats*</u>
<u>*on "F9."*</u>

**Charlize**: *Thank you. Thank you for having me.*

**Strategy 1: Noticing attending to the hearer (wants, needs, interest and goods)**

In this interaction, Jimmy Fallon invited one of the guest stars, Charlize Theron, and greeted her with a grin and encouraging sentences, making Charlize smile as well. Charlize Theron is one of the actresses who starred in the film. Jimmy is welcoming Charlize's presence, and he also thanks Charlize for coming to that show; he respects Charlize's presence; he said, "Thank you so much for being here. I appreciate this every time you come. Then he congratulates Charlize on what has been achieved. It is indicated by the phrases "Congrats on F9."

Those statements above refer to the types of positive politeness strategies, namely the first strategy (noticing and attending to the hearer). Jimmy notices Charlize's presence and also praises Charlize's work. Compared to the study by Archia (2014), in her thesis she gave an example of this strategy different from this study: "You want to use the bathroom?" The example she gives includes noticing that focuses on the needs of the listener, while the example given from this study is a notice of the presence of the guest star, and he also notices the work of the listener.

The factor that influences positive politeness strategies is payoff, where Jimmy tries to satisfy Charlie by appreciating his presence and praising Charlie's work. This can be seen from

Charlize's response to Jimmy; she said, "Thank you. Thank you for having me. " This statement shows that Charlize is happy because she has been well received and greeted with kind words.

**Data 3**

**Jimmy**: *I think this,I mean obviously I think it's going to be the biggest movie. I think this is the movie that's going to open up movies again.*

**Charlize**: *Thank you for saying all those kind words*

**Strategy 7: Presuppose/ rise/ assert common ground**

At this moment, Jimmy still continues to give kind words to Charlize. He gave feedback on the latest Charlize Theron film, which will be released, and he thought that the film would be a hit. Jimmy stated that, "I think this, I mean obviously, I think it's going to be the biggest movie I think this is the movie that's going to open up movies again." In this statement, Jimmy is applying one type of positive politeness strategy, namely strategy 7, presuppose/rise/assert common ground. It is shown from the word "think" that he gives his opinion or his wishes. In contrast to Marpudianto (2020), in his study, he found the type of strategy 7 presuppose/rise/assert common ground different from this study. His sample is as follows:

Charlie Rose: Well, it depends on what the other guys took does.

Donald Trump: I know, but generally speaking you're gonna win that game, okay. You know, it's the sad as it is to say but you're gonna win that game

In the example above, the statement is classified into strategy 7, namely common ground. It was indicated by the word "I know." However, this study provides a model of strategy 7 in the form of a presupposition.

The factor that influences Jimmy in applying positive politeness strategies is the payoff factor. Where it is said to please Charlize, she feels that Jimmy is satisfied with her presence and work; this can be seen from Charlize's response and expression, "Thank you for saying all those kind words." It shows that Charlize is happy to hear those words and she is grateful for them.

**Data 4**

**Jimmy**: *And you're a villain in the and your hair choice, I will say, is fantastic.*

**Charlize**: *I don't know if I did*

**Strategy 2: Exaggerating (interest, approval, sympathy with the hearer)**

Charlize Theron gets a stunning haircut when she portrays one of the film's actors. The Bowl Cut is the name of the haircut, and it's so well-suited to Charlize's face shape that Jimmy loved it when he saw it, and Charlize herself complimented it. The dialogue above shows that Jimmy is using one of the types of positive politeness strategy, namely the second strategy, exaggeration. Where Jimmy praised Charlize's hairstyle when she was in the movie, he emphasized the phrase "I will say, is fantastic." This shows that Jimmy is impressed with Charlize's hair by stating it with a little emphasis in certain sentences. In his study, Watts (2003) gave an example of exaggeration the same as in this study: "Good old Jim. He was just the man I wanted to see. I knew I'd find you here. Could you spare me a couple of minutes?" (Watts, 2003). In his example, he exaggerates the word "just the man I wanted to see." It indicates his interest in seeing Jim.

Jimmy uses this strategy because it is influenced by one of the factors, namely payoff, which is done to make Charlize happy and reduce the FTA that may occur in the conversation. It shows from the response of Charlize, "I don't know if I did," with a slight smile, she still didn't expect that she looked cool with that hairstyle.

**Data 5**

**Jimmy**: *You chose a bowl cut, and you still look cool. You are* just *so cool-looking that you look awesome with a bowl cut. Look at this. I love that*

>        **Charlize**: *I don't know if I did*

**Strategy 1: Noticing attending to the hearer (interest, needs. wants, goods)**

At that time, Jimmy was still paying attention to the hairstyle that Charlize chose when playing a role in the film. Besides, he can't stop praising Charlize's haircut. Jimmy stated that "you still look cool, you look awesome, I love that." In this statement, Jimmy uses one type of positive politeness strategy, namely strategy one, where he compliments that this hairstyle looks cool and amazing and shows interest in her hairstyle. This shows that Jimmy is noticing Charlize's appearance. Yuniarti et al. (2020) in their study provide the same sample as in this study about strategy 1: attending to the hearer. The example is as follows:

>        Patience: I'm Patience Phillips, I called about adopting a cat? I saw your flyer at my vet's office
>        Ophelia: Oh yes, do come inside.
>        Patience: I like your cats, where you get the beautiful cats like mauw?

In the example above, which shows that Patience is noticing Ophelia's cat, he praises the cat. The same as the sample in this study, where Jimmy notices the hairstyle worn by Charlize by giving compliments.

The factor that affects whether Jimmy employs positive politeness is influenced by the payoff factor. It is indicated by all the words that Jimmy said. He said the kinds words to keep Charlize's positive face. Then, Charlize feels satisfied. It can be seen from her response. She said, "I don't know if I did," which means that she didn't think that the hairstyle suited her and made Jimmy amazed by the hairstyle.

**Data 6**

>        **Charlize**: *I don't know if I did*
>        **Jimmy**: *you <u>did</u>*

**Strategy 5: Seek agreement**

When Jimmy applauded Charlize's haircut, Charlize expressed her doubts that she could play a role in the film with such a haircut. However, Jimmy persuaded Charlize by claiming that Charlize was actually successful and that the hairdo was appropriate for her. In that conversation, Jimmy used strategy 5 to seek agreement (repetition), where he repeated what Charlize said. He did this to make Charlize feel that he was listening and agreeing with what she was talking about. By doing this, repetition can help maintain a positive face for Charlize. In relation to other studies, Pangestuti (2015) also provided the same sample as in this study. She gave an example of seeking agreement in the form of repetition. The example she gave was as follows:

>        A: from the Disney, I have been called.
>        H: You have been called, from the abroad (Pangestuti, 2015)

The factor influencing Jimmy to use this strategy is payoffs, because Jimmy satisfied Charlize by repeating what Charlize said in the conversation. It shows that they show the same emotion. Besides, it can be seen from Charlize's expression that she smiles and gives a short explanation of something that happened.

**Data 7**

>        **Jimmy**   : *We look like we could be brother and sister, <u>kind of.</u>*
>        **Charlize**: *I mean, I think* every *kid had, like, a bowl cut, right? Like, I had one, too*.

**Strategy 6: Avoid disagreement**

This occurs when Jimmy sees Charlize's childhood photo on the screen and compares it to his childhood photo, in which Charlize and Jimmy's haircuts are identical. Jimmy says that they both look alike and that they seem like brother and sister. In this dialogue, Jimmy is juxtaposing his childhood photo with Charlize's photo, where the photo shows the two hairstyles are similar, and in the dialogue, Jimmy uses one type of positive politeness strategy, namely strategy 6, to avoid disagreement, including hedging opinion. This is shown by one of

the phrases used by Jimmy, namely "Kind Of". On the other hand, Tantri (2020) gave another example of avoiding agreement, which is much different from this study. In her study, she provides an example of avoiding disagreement, such as "Well, I wonder if you're right this time. But can you see from the other side? " In her sample, she explains about avoiding disagreement by showing a white lie, while this study provides an example of avoiding disagreement in the form of hedging opinion.

Jimmy uses this strategy influenced by the payoff factor because he is trying to please Charlize by keeping a positive face. Besides, it is also influenced by the circumstances, namely social distance, which shows the different status between both of them, Jimmy as a host and Charlize as a guest. Here, Jimmy tries to make the atmosphere warmer and more pleasant. Then Charlize gives her response as an explanation of why she chose the hairstyle. She said that, "I mean, I think every kid had, like, a bowl cut, right? Like, I had one, too. "

**Data 8**

> **Jimmy** : *We look like we could be brother and sister, <u>kind of.</u>*
> Charlize**:** *I mean, I think every kid had, like, a bowl cut, right? Like, I had one, too*

**Strategy 12: Include both the speaker and the hearer in the activity**

In this conversation, Jimmy shows Charlize's photos of when she was a child on the screen. Looking at this picture, Jimmy remembers that he also had the same hairstyle as her. The type of positive politeness strategy that Jimmy employs is strategy 12, include both the speaker and the hearer in the activity. It is indicated by the word "we," which means between Jimmy and Charlize. In their study, Parndyani et al. (2017) provided the same sample for strategy 12 as in this study. The example is as follows:

> Tip: Stop being such a Boov. It's our only chance. Come on.
> Oh: This has low probability of success!
> Tip: Let's go

The example above shows that Tip employs strategy 12. It indicated from the word "let's." which means that bot Tip and Oh are going to go to some place.

The factor that influences Jimmy using this strategy is the payoff factor. It did, however, avoid any FTA that might have occurred on that talk show. Besides, it used to make the situation more chill. It could be seen from Charlize's response that she thinks that every kid had it.

**Data 9**

> **Jimmy**: *<u>How cute is this baby. Oh, my gosh. You were so cute.</u>*
> **Charlize**: *It's the tiniest little bowl cut. It's like a little. And again, I* didn't *have that much hair to work with*

**Strategy 1: Noticing attending to the hearer (interest, needs, wants and goods)**

This happened as Jimmy was still looking at Charlize's childhood picture, which was of a really cute infant with a bowl cut hairdo, and he was still amazed to see it. In the conversation above, Jimmy uses strategy 1 (Notice Attend to H) where Jimmy praises Charlize's childhood photo by stating, "How cute is this baby? Oh, my gosh. You were so cute." This shows that Jimmy is amazed or interested in seeing Charlize's childhood photo. The same as the example given by Pangestuti (2015), she provided the example of noticing, "A woman like her, young, beautiful, famous, and if she is famous, there must be a lot of jobs for her." This example shows that the speaker notices something and praises the listener.

Jimmy uses the strategy because it is influenced by the payoff factor to keep the positive face of Charlize. He is trying to make Charlize's heart happy by stating a compliment to Charlize's childhood picture. It can be seen from Charlize's response, "It's the tiniest little bowl cut. It's like a little and again, I didn't have that much hair to work with. " It shows that Charlize enthusiastically explained her hairstyle when she was little.

**Data 10**

**Charlize**: *I had one that people were really kind of weirded out by, which really came from a very innocent place because I took it off a cereal box Ginger Raspberry but everybody thought it was very stripper*

**Jimmy**: *Yeah, Ginger Raspberry*

**Strategy 5: Seek agreement**

In this case, Jimmy is inquiring about Charlize's experience altering her name and using a pseudonym while staying at a hotel. Then Charlize shared her story, and at that point, Charlize pronounced the words "ginger raspberry," which Jimmy then repeated. In this dialogue, Jimmy does strategy 5 (Seek Agreement Includes Repetition) of positive politeness strategies. When he repeats what Charlize said, it makes Charlize feel cared for when speaking, so that he can maintain a positive face. Tantri (2020) provides an example of a different seek agreement from this study. Where in her study she gave an example sentence such as, "I agree with you. The food that we tasted yesterday is one of the best foods in town. " This sentence shows that the example she found in her study was about seeking agreement, which focused on safe topics, while the example found in this study was about seeking agreement, which showed repetition.

This strategy is done because it is influenced by payoffs. Jimmy wants to make Charlize feel that he is paying attention to her. Jimmy continues his statement by asking his common ground about that. Charlize is satisfied. It is clear from her expression that she is laughing after hearing that.

## D. Conclusion

Based on the analysis that has been conducted about positive politeness strategies in the "Tonight Show Starring Jimmy Fallon" YouTube channel, the writer uses the theory of Brown and Levinson (1987) to analyze the types and factors that influence the employment of positive politeness strategies. There are 15 types of positive politeness strategies that are provided by the Brown and Levinson theory. While the factors are 2 factors, namely payoff and circumstances (social distance, relative power, and size of imposition).

After analyzing and explaining each utterance using Brown and Levinson's theory, the writer might infer that 36 data were discovered. The data is broken down into nine different sorts of positive politeness strategies. In strategy 1, there are 8 data items, including a notice to attend. There are eight variables in strategy two. There are three data points in strategi 4. There are 7 data points in Strategy 5. One data is included in strategy 6, and one data is included in strategy 7. There is only one data point in Strategies 10 and 12. The final three data points are presented in approach 13. The type of positive politeness strategies that are often used by hosts on talk shows is strategy 2 (exaggerate, interest, approval, sympathy), where this strategy is used to express utterances that make listeners happy because this strategy emphasizes every utterance to be conveyed. This shows as if the listener and the speaker felt excited by the conversation. Besides, strategy 1 of the positive politeness strategies is also the most used strategy in this study, namely noting and attending to the hearer's (wants, interests, needs, and good). This strategy is employed to pay attention to and focus on the speaker, and it makes the speaker feel satisfied.

For factors that influence the use of positive politeness strategies, the writer found there are two factors that influence their use: the payoff factor and the circumstances factor. The most dominating factor found is payoff, where this host uses a type of positive politeness strategically to please the interlocutor. In addition, this factor can reduce the FTA that may appear in the talk show. As for the circumstances factor, the writer found there is only one type that appears, namely social distance. This one refers to the close relationship between the host and guest stars in the talk show. Besides that, this factor also shows the differences in roles in the talk show. Moreover, this factor shows that both the speaker and the host are equivalent; they do not have different status.

Based on those conclusions, the writer suggests that the next writers who are interested in the same study of pragmatics, especially about positive politeness strategies, look for various objects that can be used to explore positive politeness strategies. Besides, it is recommended that the other researchers analyze the same point of view about positive politeness and its factors influencing the use of the strategy, but they may look at it from different angles, such as the analysis of the Bald on Record, Negative Politeness, or Bald off Record strategies.

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