Politeness Strategies Used in the First Trump-Clinton Presidential Debate

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Abstrak

Cara penutur menghargai dan menjaga kondisi penerima dalam komunikasi disebut kesantunan. Bersikap sopan itu rumit tetapi terkadang merupakan hal yang menarik dalam bahasa apa pun. Penelitian ini difokuskan untuk menganalisis jenis-jenis strategi kesantunan yang diungkapkan oleh penutur dan menganalisis faktor-faktor apa saja yang mempengaruhi pemilihan strategi kesantunan yang diterapkan oleh penutur. Populasi dalam penelitian ini adalah semua orang yang hadir dalam debat capres ini dan sampelnya adalah Hillary Clinton, Donald Trump, dan moderator. Metode pengumpulan data yang digunakan adalah metode dokumentasi yang diterapkan untuk mendapatkan data. Instrumen yang digunakan adalah peneliti dengan cara mendengarkan, mengamati, dan mencatat pada saat debat capres. Kemudian, metode analisis data yang digunakan adalah metode deskriptif kualitatif dengan menganalisis transkrip debat. Dapat disimpulkan bahwa ada empat jenis strategi kesantunan yang ditemukan: strategi bald-on-record, strategi kesantunan positif, strategi kesantunan negatif, dan strategi off-record. Hasil penelitian menemukan bahwa ada dua faktor yang diterapkan dalam debat, yaitu faktor payoff dan faktor sosiologis. Implikasi dari penelitian ini adalah strategi kesantunan Brown dan Levinson diketahui oleh pembaca dan juga strategi kesantunan yang digunakan ini dapat digunakan dalam komunikasi kita, terutama bagi orang-orang yang mengikuti pemilu.

Kata Kunci: Strategi kesopanan, kesopanan, strategi.

Abstract

The way speaker appreciating and maintaining the condition to the recipient in the communication is called politeness. Being polite is complicated but sometimes interesting thing in any language. This study focused on analyses the types of politeness strategy expressed by the speakers and analyze what factors were influenced the chosen of politeness strategy implemented by the speakers. However the population in this study is all people in who come in this presidential debate and the sample are Hillary Clinton, Donald Trump, and the moderator. The data collection method used was documentation method which applied to get the data. The instrument used was the researcher by hearing, observing, and taking a note during the presidential debate. Then, the data analysis method was descriptive qualitative method by analyzing the transcript of debate. It can be concluded that there were four types of politeness strategy found: bald-on-record strategy, positive politeness strategy, negative politeness strategy, and off-record strategy. The result of study found that there were two factors applied in the debate, which are payoff factors and sociological factors. The implication of this study was politeness strategy by Brown and Levinson was known by readers and also this politeness strategy used could be used in our communication, especially for the people who join the election.

Keywords: Politeness strategy, politeness, strategy.

1. INTRODUCTION

Via conversation people can express their idea to each other. Conversation is the activity done by two people that called as speaker and hearer (Garg & Sengupta, 2020; Sibarani & Marlina, 2018). Doing conversation is not easy as what it look like, people need to be careful in uttering sentence by choosing the appropriate strategy to make the conversation run well. People also have to consider politeness strategy used in order to make a good conversation and make the information delivered well (Abudayeh & Dubbati, 2020). Politeness is the way speaker appreciating and maintaining the situation to the hearer in the interaction (Manik & Hutagaol, 2015; Widodo & Al Muchtar, 2020). Politeness is can be said as the implementation of good manner in daily life (Adel et al., 2016; Manik & Hutagaol,

2015; Sihite et al., 2021). Being polite is complicated but sometimes interesting thing in any language. It is interesting because being polite is able to affect people's comprehension not just the language, but also the circumstances and community's value culture (Amran et al., 2019; Bates, 2019; Pike et al., 2020). Politeness strategy is used to save the hearers' face. Face in here means the respect that the hearers have and make its respect in public and private situation well (Brown & Levinson, 1987). There are four types of politeness strategies, described by Brown and Levinson, they are: bald-on record, positive politeness, negative politeness, and off-record strategies. On the other hand, two factors that influence the choice of strategies. They are: the intrinsic payoffs (a priori consideration) and the circumstances (sociological variables) (Widodo & Al Muchtar, 2020).

Based on politeness strategy, the expectation is the speakers use four type of politeness strategies to gain respects from the audiences and the factor of why they choose that strategy (Azwan, 2018; Ryabova, 2015; Zhang et al., 2021). Because it is presidential debate that have a big impact for the speakers to get more vote in the Election Day (Collins & Jisum, 2019). It is unique to know in this research who can get more audiences' respect related to politeness strategy that they used along the presidential debate. In the other hands, in Indonesia as we know the currently happening in debate is the speakers only point out the weakness of the enemy without showing the politeness strategy (Prasetyo et al., 2020). There are several research that conducted and published which is related to this research. Those research entitled *Politeness principle in 2008 presidential debates between Mc Cain and Obama* (Pakzadian, 2012). Another research is *Politeness Strategy used in Republican Debate by Donald trump* (Sibarani & Marlina, 2018). And the last one is *A Semantic-Pragmatic Study of Understatement in Trump's and Biden's 2020 Presidential Debate* (Ma'yuuf & Hasan, 2021). The urgency is doing this research is there is no research that study the first presidential debate between Hillary Clinton and Donald Trump. Furthermore, the politeness strategy used by Hillary Clinton and Donald Trump can give a new and unique result besides of those 3 researches that have been conducted and published before. Politeness strategies is also used in every formal situation, for the example in a presidential debate (Wahyuningsih & Nirmala, 2020). The aim of this study is identifying the types of politeness strategies expressed by the speakers and analyzing the factors that influence the choice of politeness strategies used by the speakers by using the documentation method and analyzes it by descriptive qualitative method.

2. METHOD

This study is qualitative research. The data of this study was taken from the utterances in the conversation between the presidential candidates and the moderator in *The First Trump-Clinton Presidential Debate* in 2016 (Maharani, 2018). This debate was occurred in television on Monday, 26th of September 2016. It was chosen as the data source because most of the chosen words in the conversation applied politeness strategy. The data of this study was taken in the form of dialogue which consisting of some utterances that present types of politeness strategies (Prasetyo et al., 2020). The process of collecting data was using documentation method that applied in order to obtain the data. The process of collecting data was done by recording and note taking techniques to collect the conversation among the speakers of the debate for a couple of a time. In recording technique, watching and listening the debate for many times became the first step in order to collect the types of politeness used in the dialogue (Mahmud, 2019). The next step was reading transcript of the debate in detail, this step was done to collect the data, in order to get a comparison between the acts and the conversation between the speakers on the debate and on the script. The last step was highlighting and taking notes on all utterances among the characters that contains politeness

strategies as the data of the study as the last step in collecting the data (Mohammad et al., 2016; Pariera, 2006) The technique applied in this study to analyze the data was descriptive analysis. The data were classified based on the politeness strategies proposed by Brown and Levinson in order to find the type of politeness strategies applied by the speaker. The data were analyzed deeply to find the factors that influence the chosen strategies (Al-Bantany, 2013). The data will be presented using method and technique in informal way, that is, by giving the explanation in descriptive and narrative way. The data which contain politeness strategies was presented in the form of dialogue. Then, the data was analyzed based upon their types and their occurrence in the debate (Adel et al., 2016).

3. RESULT AND DISCUSSION

Result

The result found by reading the transcript that they 33 utterances that consist of politeness strategies which are gotten from the first Trump-Clinton Presidential Debate. The result of bald on record strategy is show in Table 1.

Table 1 Bald on Record Strategy

No.	Type	Dialogue	Note
1.	Non-minimization Of Face Threat	*"Excuse me "*	Urgent or desperation situation
		"I don't expect us to cover all the issues of this campaign tonight, but I remind everyone, there are two more presidential debates scheduled"	Emphasizing maximum efficiency
		"*Look"*	Emphasizing maximum efficiency
		"Good luck to you"	High valuation of hearer's friendship
		"So I will tell you this"	Case of channel noise when difficult communication
		"That's the kind of economy I want us to see again"	Task oriented
		"We did ask you to be silent, so it would be helpful for us"	Task oriented
		"First, we have to build an economy that works for everyone, not just those at the top"	Speaker power is higher
		"You have to judge us"	Speaker power is higher
		"we need to have smart, fair trade deals"	Sympathetic advice or warning
2.	Cases of FTA-Oriented Bald on Record	*"I will invite you to applaud, however, at this moment, as we welcome the candidates"*	Welcoming

Base on Table 1 it is show that the content on dialogue bald on record strategy is including emphasizing maximum efficiency, high valuation of hearer's friendship, case of channel noise when difficult communication, task oriented, Speaker power is higher, Sympathetic advice or warning. Then for welcoming Positive Politeness is show in Table 2.

Table 2 Positive Politeness

No.	Dialogue	Note
1	*"Donald, it's good to be with you"*	Notice, attend to hearer (interest, wants, needs, goods)
2	*"You know, Donald was very fortunate in his life, and that's all to his benefit"*	Notice, attend to hearer (interest, wants, needs, goods)
3	*"I call it trumped-up trickle-down, because that's exactly what it would be"*	Exaggerate (interest, approval, sympathy with hearer)
4	*"Don't Americans have a right to know if there are any conflicts of interest?"*	Intensify interest to hearer
5	*"I think Hillary and I agree on that"*	Seek agreement
6	*"So what I'm saying is, we can stop them from leaving. We have to stop them from leaving"*	Seek agreement
7	*"Secretary Clinton, would you like to respond?"*	Assert or presuppose speaker's knowledge of and concerns for hearer's wants
8	*"And this next two-minute answer goes to you, Mr. Trump"*	Offer and promise
9	*"You can pick it up tomorrow at a bookstore"*	Be optimistic
10	**"We'll"**	Including both speaker and hearer in the activity
11	*"So, let's begin"*	-
12	*"why are you a better choice than your opponent to create the kinds of jobs that will put more money into the pockets of American works?"*	Give (or ask for) reasons

Base on Table 2 it is show that the content on dialogue bald on positive politeness is including notice, attend to hearer (interest, wants, needs, goods), exaggerate (interest, approval, sympathy with hearer), intensify interest to hearer, seek agreement, assert or presuppose speaker's knowledge of and concerns for hearer's wants, offer and promise, be optimistic, including both speaker and hearer in the activity give (or ask for) reasons. Then negative politeness is show in Table 3.

Table 3 Negative Politeness

No.	Dialogue	Note
1	*"Now, in all fairness to Secretary Clinton -- yes, is that OK?"*	Question, hedge,
2	*"Is it President Obama's fault?"*	-
3	*"And you're going to stop them? I don't think so"*	Be Pessimistic
4	*"It was a mistake, and I take responsibility for that"*	Apologize
5	*"I'm sorry. I'm just going to follow up"*	-

Base on Table 3 it is show that the content on dialogue of negative politeness is including question, hedge, be Pessimistic, and apologize. Then off-record strategy is show in Table 4.

Table 4 Off-Record Strategy

No.	Dialogue	Note
1	*We need heart. We need a lot of things"*	Give hints
2	*"Well, I think you've seen another example of bait-and- switch here"*	Presupposed
3	*"Well, sometimes there's not a direct transfer of skills from business to government, but sometimes what happened in business would be really bad for government"*	Be Pessimistic
4	*"We are in a big, fat, ugly bubble"*	Use metaphor
5	*"You know what that is? That means, who's negotiating these trade deals?"*	Use rhetorical question

Base on Table 4, all of those strategies were affected by two factors. The factors were the payoff factors and sociological factors. The payoff factors included the payoff of doing bald-on-record, the payoff of doing the positive politeness, the payoff of doing the negative politeness and the payoff of doing the off-record strategy (Ayuningrum et al., 2019). The sociological factors found to be applied in choosing the strategies were relative power and absolute ranking of imposition (Togatorop, 2019). There are strategies used are influenced by some factors.

The Intrinsic Payoffs: A Priori Consideration

A payoff is the consideration when people using current strategy when choosing politeness strategy. There are four payoffs that were found in the dialogues that will be explained below. Payoffs of Doing Bald-On-Record Strategy**,** In dialogue 1 Donald J. Trump face the difficulty to maintain his opinion, as a result, he applied bald-on-record strategy to intimidate his opponent, Hillary Clinton. Payoffs of Doing Positive Politeness**,** in the debate the speaker who applied positive politeness in his or her utterances had an intention to minimize a face intimidation aspect of an act by persuade the hearer that the speaker considers her or him to be 'of the dame kind' (Ouafeu, 2006). The speaker loves what the hearer needs. In this debate all of the presidential candidates and the moderator used the positive politeness strategy. The positive strategy used by the speaker in this debate was in order to make the hearer felt good or keep them interested with the debate. Payoffs of Doing Negative Politeness**,** The speakers in this presidential debate applied the negative politeness in order to get benefit from the hearer (Spencer-Oatey & Kádár, 2015).

Payoffs of Doing Off-Record Strategy, in implementing the off-record strategy, speaker can profit in these following ways (Sodikin, 2014), such as: speaker is able get plus point for being wise, bossy, and he can take the responsibility for something that can damage his impression. This strategy was only used by the presidential candidates in order to be responsible for potential face-damage interpretation. In debate section, it is normal to get a disagreement over all the opinions delivered. This strategy was used in the debate to rebate all the disagreement over the opponent.

The Circumstances: Sociological Variables Used in the First Trump-Clinton Presidential Debate

One of factors that affects vote in politeness is FTA (Free Trade Agreement) because it includes the social circumstances (Brown & Levinson, 1987). Moreover, Brown and Levinson give additional information that there are 3 sociological factors can affect the chosen of politeness strategy. This social factor was occurred in the politeness strategy used by the speakers, who were the two presidential candidates of the debate and the moderator. The social factors occurred in this debate were the 'relative distance' and the 'absolute ranking of imposition'. The Relative Power of Speaker and Hearer**,** another factor that can affect the way of choosing politeness strategy is relative power (Manik & Hutagaol, 2015). Power is unbalance social dimension of relative power (Paternoster & Fitzmaurice, 2019). The first Trump-Clinton presidential debate showed the relative power among the characters.

In the debate, it showed how Hillary Clinton could show her power towards the audience. Another case of relative power was shown in the debate over the two presidential candidates. The candidates, Donald J. Trump and Hillary Clinton, had different background of politic, however, they had a good relationship over business in the state. These relative powers over the two were in the same level. It made them not feeling awkward to rebate each other's speech. This relative power was chosen to help them choosing the positive politeness strategy. The Absolute Ranking of Imposition Speaker and Hearer, imposition takes a big role that caused FTAs. The imposition of the action getting bigger when the speaker explains good FTAs in his / her sentences. (Fracchiolla, 2011). In the first Trump-Clinton presidential debate showed how tax affected the chosen of politeness strategy. This imposition could be seen on the conversation between Lester Holt, the moderator and Donald J. Trump, one of the presidential candidates of the debate as an example. This strategy was applied by Lester Hold because he wanted Donald J. Trump to remain silent during the time of Hillary Clinton. The frequency of politeness strategy used during Clinton and Trump presidential debate is show in Table 5.

Table 5 The frequency of Politeness Strategy Used During Clinton and Trump Presidential Debate

Type of PS	Clinton	Trump	Holt	Total
BoR	4	3	4	11
PP	5	3	4	12
NP	1	3	1	4
oRS	2	3	-	5
Total	**12**	**12**	**9**	

Base on Table 5, it can be concluded that both of Clinton and Trump use 4 types of politeness strategy and Holt as moderator only use 3 types of politeness strategy. The dominant politeness strategy use during presidential debate is politeness strategy that counted 12 times, in contrast negative politeness is the recessive politeness strategy use, counted 4 times.

Discussion

The types of strategies were: bald-on-record strategy, positive politeness strategy, negative politeness strategy and off-record strategy, in which the dominant politeness strategy use during presidential debate is politeness strategy that counted 12 times, in contrast negative politeness is the recessive politeness strategy use, counted 4 times. It can be concluded that both of Clinton and Trump use 4 types of politeness strategy and Holt as moderator only use 3 types of politeness strategy. The dominant politeness strategy use

during presidential debate is politeness strategy that counted 12 times, in contrast negative politeness is the recessive politeness strategy use, counted 4 times. From result of this study, it also can be compared the result from this study to the result of the study done before by previous researchers entitled *Politeness Strategy used in Republican Debate by Donald Trump* (Sibarani & Marlina, 2018) and other study that related entitled *Politeness Strategies Used By The Presidential Candidates Of Indonesia In The 2019 Presidential* found that positive politeness strategy is the dominant strategy that was used along presidential debate between Joko Widodo and Prabowo (Sihite et al., 2021). The result of this study also could be compared to the study entitled *Politeness strategies in translating Donald Trump's offensive language into Arabic* (Abudayeh & Dubbati, 2020), which found that Donald Trump only used bald on-record strategy toward Arabic audiences during his election campaign.

Based on those two previous study conducted, this study has similar subject, that is the president candidates. Moreover the result of this study is similar with study that found that positive politeness strategy is dominant to be used during the presidential debate, the reason is to the president candidates wanted to close the gaps with audience, give a good impression, choose word well, and convey the campaign (Sihite et al., 2021). Besides of that, the result of this study contrasts with the result of study concluded that both of the candidates used four types of politeness strategy (Abudayeh & Dubbati, 2020), in contrast Donald Trump only uses bald on-record strategy toward Arabic audiences during his election campaign. The circumstances are the reason why this difference result happens. The implication of this study was it expected that the politeness strategy by Brown and Levinson was known by readers and also this politeness strategy use could be used in our communication, especially for the people who join the election as a consideration to make the candidates easier to get audiences'' impression and vote. The limitation of this study is presidential debate between both of president candidates of United States of America named Hillary Clinton and Donald Trump and also the moderator Lester Holt. The recommendation for further study is to find out politeness strategy use in another presidential debate in other countries. the future researcher is expected to do another research in field of debate such as, presidential debate, minister debate, or international conference that consists much polite words to identify the politeness strategies used and also analyze the factors influenced them. It is unique to be compared and to be learnt the result of each study which can be used in our daily communication as a human being.

4. CONCLUSION

As the result, there are four types of politeness strategies found in the debate, used by the presidential candidates, Donald J. Trump and Hillary Clinton; and the moderator of the debate, Lester Holt. The types of strategies were: bald-on-record strategy, positive politeness strategy, negative politeness strategy and off-record strategy, in which the dominant politeness strategy use during presidential debate is politeness strategy that counted 12 times, in contrast negative politeness is the recessive politeness strategy use, counted 4 times. In bald-on-record strategy, the case of strategies found in the debate were urgent or desperation situation, emphasizing maximum efficiency, high valuation of hearer's friendship, noising channel case when the communication is under pressure and hardly to communicate, task oriented, speaker power is higher and welcoming. Noticing, Attending the hearer, exaggerating, intensifying interest of hearer, seeking agreement, asserting speakers' prior knowledge and focusing on hearers' needs offer and promise, be optimistic, including both speaker and hearer in the activity, and give (or ask for) reasons are several cases that can be found. In negative politeness strategy, questioning, guarding, being pessimist, and

apologizing were the case found in the debate. The last one, the off-record strategy, the case found in the debate were presuppose, overstate, use metaphors and use rhetorical questions.

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