

**ANALYSIS OF POLITENESS STRATEGIES USED IN
ADAM'S ENGLISH LESSONS YOUTUBE CHANNEL**

A THESIS

Submitted in Partial Fulfillment of Requirements for the Degree of
Sarjana Pendidikan in English Education



**ENGLISH EDUCATION DEPARTMENT
FACULTY OF EDUCATION AND TEACHER TRAINING
UNIVERSITAS ISLAM NEGERI
K.H. ABDURRAHMAN WAHID PEKALONGAN
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Demikian nota pembimbing ini dibuat untuk digunakan sebagaimana mestinya. Atas perhatiannya, saya sampaikan terima kasih.

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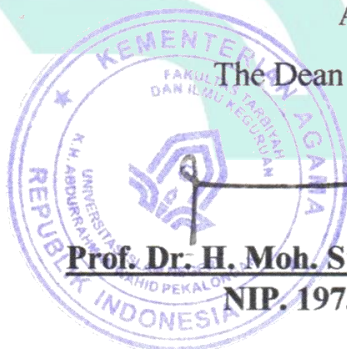
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MOTTO

“The best way to predict your future is to create it.”

–Abraham Lincoln

“Keberanian bukanlah ketiadaan rasa takut, tapi kemampuan untuk mengatasi rasa takut.”

–B. J. Habibie



ABSTRAK

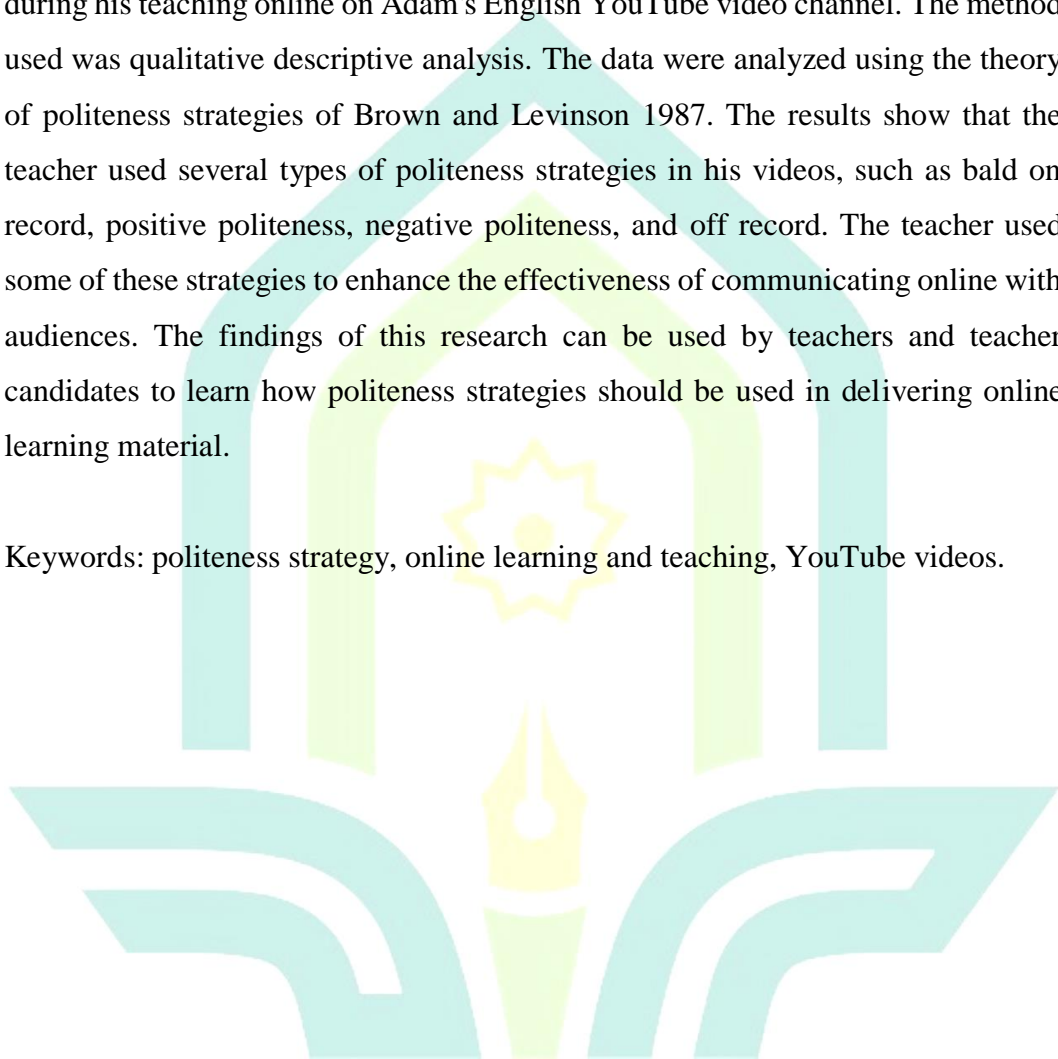
Strategi kesopanan merupakan point penting dari pragmatik yang dapat digunakan seseorang untuk mencapai keefektivitasan dalam berkomunikasi. Penguasaan skill ini sangat penting bagi seorang guru dimana ia diharuskan berinteraksi dengan murid untuk memberikan penjelasan materi yang baik dan sopan. Penelitian ini membahas tentang tipe apa saja dan bagaimana strategi kesopanan digunakan oleh guru saat mengajar online di dalam Adam's English Youtube video chanel. Metode yang digunakan adalah analisis deskriptif kualitatif. Data yang diambil kemudian dianalisis berdasarkan teori strategi kesopanan milik Brown and Levinson 1987. Hasil penelitian menunjukkan bahwa guru menggunakan beberapa tipe strategi kesopanan dalam pembelajanya seperti: bald on record, positive politeness, negative politeness, dan off record. Beberapa strategi ini digunakan guru untuk menunjang keefektivitasan dalam berkomunikasi dengan audiens secara online. Dari penelitian ini guru ataupun calon guru bisa belajar bagaimana seharusnya strategi kesopanan dipakai dalam menyampaikan pembelajaran secara online.

Kata kunci: strategi kesopanan, pembelajaran online, YouTube video.

ABSTRACT

Politeness strategy is an essential point in pragmatics that someone can use to communicate effectively. Mastering this skill is very important for teachers, as they must interact with students to explain the material nicely and politely. This study discusses the type of politeness strategies and how the teacher implemented them during his teaching online on Adam's English YouTube video channel. The method used was qualitative descriptive analysis. The data were analyzed using the theory of politeness strategies of Brown and Levinson 1987. The results show that the teacher used several types of politeness strategies in his videos, such as bald on record, positive politeness, negative politeness, and off record. The teacher used some of these strategies to enhance the effectiveness of communicating online with audiences. The findings of this research can be used by teachers and teacher candidates to learn how politeness strategies should be used in delivering online learning material.

Keywords: politeness strategy, online learning and teaching, YouTube videos.



PREFACE

Praises and gratefulness are sent to Allah SWT, who has poured His grace and His gift and bestowed me guidance, health, and patience so that the writing process of my research entitled "Analysis of Politeness Strategies Used in Adam's English Lessons YouTube Channel" can be completed. It is submitted to the English Education Department, UIN KH. Abdurrahman Wahid Pekalongan partially fulfills the requirements of the Sarjana Pendidikan Degree. This proposed study can be accomplished because of support from several people. Therefore, on this occasion, I would like to express my sincere gratitude to:

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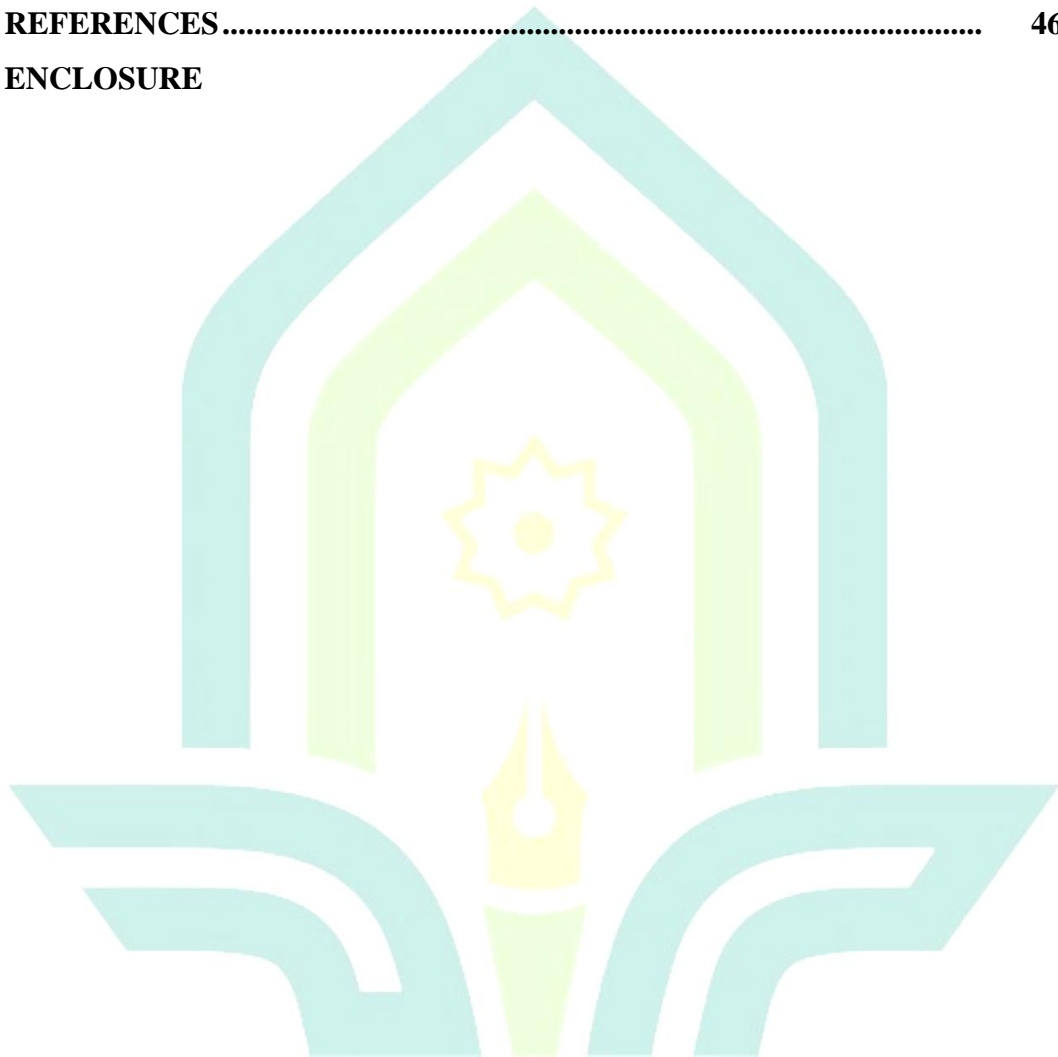
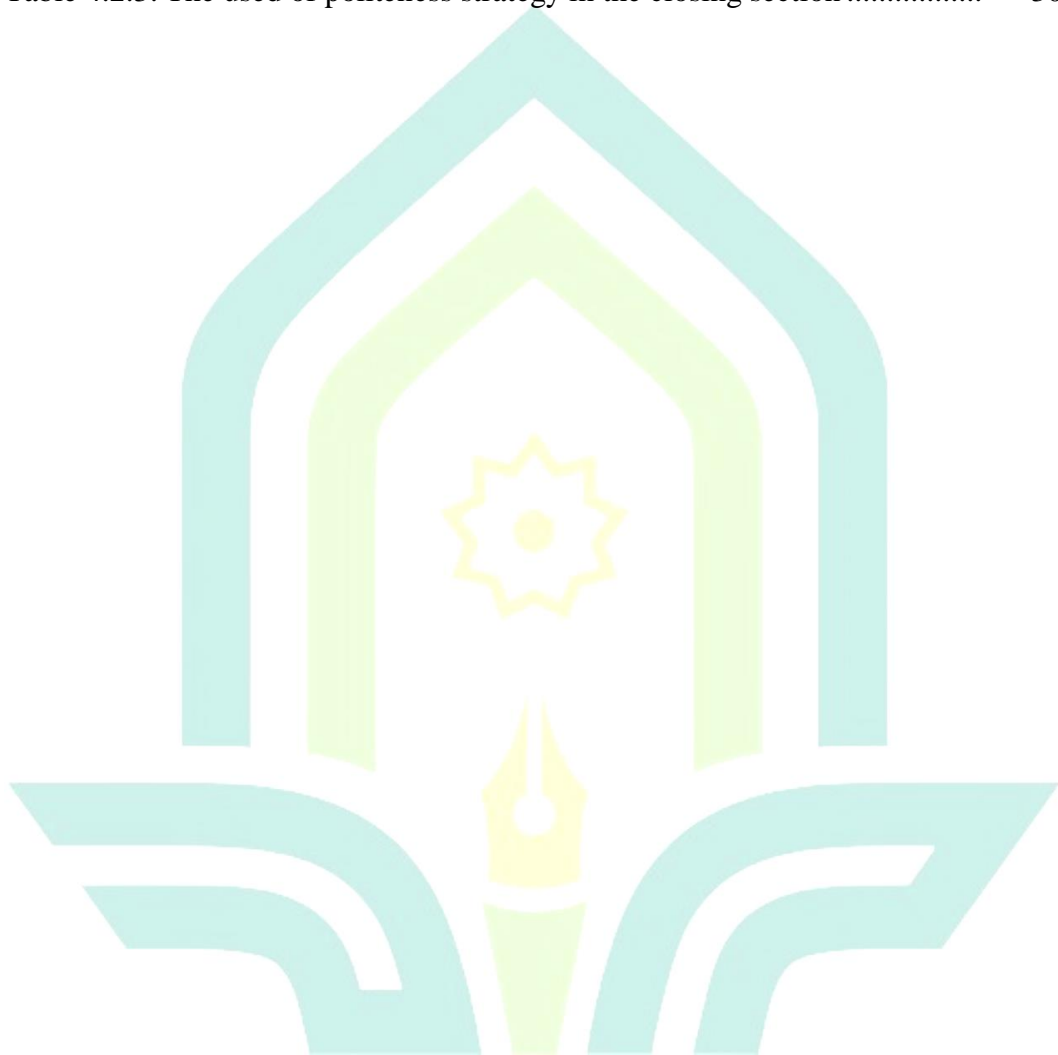


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CHAPTER I

INTRODUCTION

1.1 Research Background

Politeness is a fundamental communication skill everyone must master to build an effective conversation with others. Politeness is a strategy speakers use to demonstrate an awareness of other people related to the status of participants or social standards, such as age and authority, to achieve successful interaction in social life (Yule, 1996). As a social creature, we naturally interact with others to share our ideas, messages, or information. For better communication and more effective conversation, speakers can use a politeness strategy and choose appropriate words in the proper context. Using politeness strategy can help us maintain interaction effectively by conveying the truth and considering other participants' reactions in the conversation (Son & Afriana, 2023). The practice of politeness is essential for navigating human social interactions and facilitating effective communication.

Today's communication is not only when we talk face to face. The rise of social media successfully connects people from a distance to share their information. With the advancement of technology, we also participate in social behavior by communicating with others through online social media (Ryan et al., 2017). One of the popular social media sites is YouTube, a platform for online video sharing. YouTube become popular because it has many features that allow users to specify their needs. Various contents are available, and we can play the video all the time as we need to watch it. YouTube is allows

consumers to access videos with specific content at any time and for no cost (Putri, 2019). The advantages of YouTube are used by people who need to share their information and get benefit from it as a potential way to communicate with others. It can be when teachers give material to the class from a distance, vloggers communicate with their fans, or student-teachers learn more about teaching tips and how to handle the classroom effectively from YouTube content. It relates to the result of a study by Paramesti et al. (2021) that indicates Indonesian students choose YouTube for information and entertainment over television.

As English department students, we can learn how to be good English Second Language (ESL) teachers from YouTube. Setuju et al. (2018) found that the growing popularity of online media, including online language learning, helps teachers and students explore new ways to gain knowledge and improve their teaching and learning experiences. Using social media, especially YouTube as an alternative source for learning new topics and interests has positive results toward trends in learning activities (Djuma, 2023). The videos in this platform can be accessed in an easy and cheap way as long as the consumer has a connection to the internet. From YouTube, teachers and teachers candidates can learn more how to master their teaching skills.

Adam's English Lessons is a YouTube channel that shares learning and teaching English tips. It is owned by Mr. Adam, a professional English teacher and YouTuber from Toronto, Canada, who has been teaching for over a decade. This channel have a global audience since 2012 with a total about 3.47 million

subscribers and shared more than two hundred lessons videos. In this channel, the interaction between the teacher and the viewer is non-face-to-face interaction through online. Considering that this media also helps students learn teaching materials, a more comprehensive study of Adam's English Lessons YouTube channel is needed to understand how politeness strategies are employed by the teacher in online communication.

The data were analyzed using a descriptive qualitative technique. This study aims to know how educator can utilize politeness strategies for effective communication through YouTube videos. The researcher applied Brown and Levinson's (1987) theory to carefully analyze the politeness strategy employed by the teacher in the videos. Finally, this study is expected to give teacher candidates more knowledge about politeness strategy and insight into communicating online more effectively and appropriately.

1.2 Formulation of the Problems

The research problems are articulated as follows:

- 1.2.1. What types of politeness strategies are used by the teacher in Adam's English Lessons YouTube channel?
- 1.2.2. How are politeness strategies implemented by the teacher in Adam's English Lessons YouTube channel?

1.3 Operational Definitions

To avoid any confusion about the language used in this study, the researcher has defined the following terms:

- 1.3.1. Politeness Strategy is an act performed by an individual who speaks to

show an understanding of what other individual faces desire, where face refers to the speaker's public self-image (Brown & Levinson, 1987).

1.3.2. Online communication is the exchange of ideas using the internet or mobile communications network for various purposes such as sharing information, carrying out marketing activities, and increasing public participation (*Municipality of North Perth Social Media Policy*, n.d., 2018).

1.3.3. YouTube is a widespread, popular video-sharing website that provides information on particular subjects through personal experiences, professionals, or educational channels. It is also defined as a new educational tool (McGrady et al., 2023 and Nyshita et al., 2023).

1.4 Aims of the Research

Concerning the matters at hand, the objectives of this study are outlined as:

1.4.1. To understand the various politeness strategies employed by the teacher in Adam's English Lessons YouTube channel.

1.4.2. To understand the teacher's implementation of politeness strategies in Adam's English Lessons YouTube channel.

1.5 Research Significances

1.5.1 Theoretically, this research contributed to and supported the politeness strategy theory proposed by Brown and Levinson in 1987.

1.5.2. Empirically, this research provided practical observations regarding the use of politeness strategies in online interactions through YouTube content.

1.5.3. Practically, this research provided student teachers with more knowledge about good communication. Specifically in teaching English and implementing politeness strategies in online communication.



CHAPTER V

CONCLUSIONS

5.1 Summary of the Findings

Moving forward, the researcher would like to draw conclusions based on the findings of the analysis in this chapter. After analyzing over 6 videos from Adam's English Lessons YouTube playlist Grammar: clauses, the researcher found several politeness strategies used by the teacher in the video when delivering material in online teaching. Based on the data analysis, all four politeness strategies found in the content video are; Bald on Record, Positive Politeness, Negative Politeness, and Off Record. Also, the teacher used some strategies for several reasons that helped build better communication and understanding between himself and the students as audiences. Some bald-on-record strategies found in this research are welcomes, efficiency, warning or advice, using imperatives, and task-oriented. The teacher used the bald-on-record strategy when he wanted to focus on the efficiency of communication by considering the length of the videos. Positive politeness is the most used strategy in the video, such as giving and asking for reasons, seeking agreement, being optimistic, giving gifts to the hearer, and including speakers and the hearer in the activity. The teacher used positive politeness strategies to build a close relationship with the audience and make them comfortable interacting. Negative politeness is found in several strategies, such as noticing, using hedges, going on record as incurring debt, impersonalizing S and H, and apologizing. The teacher used these strategies to show politeness,

unwillingness to impose the hearer, and avoid misunderstanding. The last politeness strategy used in the videos is off the record with the use of tautology, over-generalization, rhetorical questions, and use contradiction. This strategy is used by the teacher to reduce FTA and shows the teacher's consideration of the different perspectives in the conversation.

5.2 Recommendation

According to the study, the researcher suggests some things for further researchers who want to examine how politeness is used in teaching and learning. They can analyze politeness strategies in real-time online learning activities and collect more data on interactions between teachers and students to get even more varied findings. Further research is suggested to explore the politeness strategies that teachers and students implement in their interactions, which are shaped by various factors, including age and gender.

The findings from this study can help teachers and teacher candidates prepare to behave effectively in the classroom and find effective ways to interact in English language teaching using politeness strategies. This research is expected to make a valuable contribution to the body of knowledge regarding the use of politeness in online YouTube content, with a specific focus on online learning environments.

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