

**Kesantunan bahasa sebagai alat untuk memotivasi dalam komentar juri:
studi kasus program televisi "the voice kids Indonesia" 2016 =
Politeness languages as an instrument to motivation in judges comment:
case study in television program "the coice kidsIndonesia" 2016**

Simatupang, Lisnawaty, author

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Abstrak

Penelitian ini dilatarbelakangi oleh situasi tuturan dalam program The Voice Kids Indonesia (selanjutnya disebut TVKI) di mana juri memberi komentar kepada peserta belia mempertimbangkan aspek kontekstual. Penelitian ini bertujuan untuk menjelaskan realisasi kesantunan dalam membangun komentar yang memotivasi. Data penelitian berupa video TVKI ep.1-4 dan 9-11 yang diunduh melalui saluran resmi YouTube. Data berupa audio kemudian ditranskrip secara ortografis. Hasil transkripsi dianalisis dengan merujuk pada teori motivasi Maslow (1970) dan teori kesantunan Brown dan Levinson (1987) Hasil penelitian membuktikan bahwa juri-juri TVKI lebih banyak menggunakan strategi kesantunan positif saat memenuhi empat kebutuhan hidup peserta dan merepresntasi daya motivasi di komentar mereka.

.....This research is motivated by the situation of utterances in The Voice Kids Indonesia program (hereinafter referred for TVKI) where the judges give comments to young paticipants considering the contextual aspects. This research aims to explain the realization of politeness in building motivational comments. The research is data of TVKI s videos the episodes 1-4 and 9-11 which are taken from TVKI s official YouTube channel. The audio of TVKI s video then transcribe with orthographicly. The data were analyzed by using motivation theory by Maslow and politeness theory by Brown and Levinson. Based on the data analysis it shows that most of TVKI judges utterances are identified as positive politeness strategy utterances. Positive politeness strategies are used to gratify the four humans basic need in representing motivation in their comments