



## The Analysis of Language Politeness Used by Famous Child (Range 5-13 Years)

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**Abstract:** Politeness has an important role in communication. It is used not only by adults, but also by young people. This study aims to identify and describe politeness use among famous children in the video of "Catatan Si Bocil". This study was based on the theory of Leech. The research approach used in this research is qualitative research. The research data is in the form of conversations between two famous children in TV content uploaded on Youtube. The data source is a YouTube video showing two famous children communicating with each other, then written in a conversational form. The technique of collecting the data was domentation. The results of the study show that there are 6 politeness maxims used by young people in activities. The maxims consist of 1 (one) data maxim of wisdom, 1 (one) data maxim of generosity, 4 (four) data maxims of appreciation, 2 (two) data maxims of modesty, 3 (three) data maxims of consultation. and 1 (one) data of sympathy maxim. Based on research data, the most dominant maxim is the maxim of appreciation.

**Keywords:** Politeness, Maxims, Gempi, Mazaya, Sociolinguistics.

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## INTRODUCTION

Politeness is needed in communicating in order to respect the other person. Leech (1983: 130) frequently uses language that contains forms of politeness, which states that politeness is very important, and the use of politeness is to minimize the effects of being impolite in social interactions. People tend to exaggerate the effects of politeness, while the effects of being polite tend to be minimized. Language politeness plays an important role in the continuity of communication. The use of politeness in this language not only be used by adults. Politeness can be used by any age, including young children. The choice of language in speaking can indicate the level of politeness used in conversation. Sociolinguistics is a branch of study that is able to detect the use of language in speech acts and the level of politeness worn in communicating. According to Leech, (1983:130) divides politeness into six maxims. Six politeness maxims put forward by Leech, namely the maxim of wisdom, the maxim of generosity, the maxim of praise, the maxim of modesty, the maxim of agreement, maxim of sympathy.

The media for communicating and conveying the results of conversations are very diverse, one of which is through the YouTube platform. The YouTube platform can be accessed by many people from all over the world. Youtube has free access making it very easy for people to watch videos and convey messages on this platform. The interesting thing is the way of conveying messages and the way of speaking used by public figures in videos uploaded from the YouTube platform, especially in the use of language used by well-known children. The way young children speak can have an impact on the imitation of the use of language for the audience, especially young children. Language politeness is often used by young public figures. Politeness in this language is interesting so that a lot of research has been done to see what language politeness is used by public figures in uploading videos on YouTube. In addition, there are also many studies aimed at analyzing the level of language politeness in reality in society to see the differences used in online media and direct communication.

Research has been completed at SMAN 01 Logas Tanah Darat Riau, by (Ningsih, et al.,2020) explaining their findings, namely that students and teachers at SMAN 01 Logas Tanah Darat, Kuantan Singingi Riau Regency can already be categorized as polite in speaking. This can be seen from the dominance of Leech's politeness maxim of Leech compared to his violations. Subsequent research has also been carried out by (Jamilah, et al., 2023) found several forms of language politeness on the TvOne news YouTube channel entitled Drama Cases of Domestic Violence Lesti Billar, namely five out of six politeness maxims in Lintah language on the YouTube channel TvOne news with the title Drama Cases of Domestic Violence Lesti Billar's. Research was also carried out which aimed to analyze the language of the students of the Semarang State Polytechnic Electronics Study Program in WA messages sent to lecturers by (Nurdiyani and Sasongko, 2022) with the result that the application of the politeness principle was spread over 5 of the 6 Leech politeness categories. This research suggests that with data sources, data, and analytical methods, this research can still be developed further both in terms of theory, methodology, and the depth of the material. Based on the suggestions from the study, researchers tried to conduct research on usage of politeness speaking in the conversation taken from a video about language use among children that is famous in the YouTube video "Catatan Si Bocil". This study aims to identify the use of language used by Gempi and Mazaya, namely famous childrens who fall within the age range (5-13 years). Researcher will focus on finding the politeness of the language used and identifying language in the six categories of maxims mentioned by Leech's theory.

## METHOD

Researcher use a qualitative description method. According to (Sugiyono, 2016: 228) says that a qualitative approach is a process of exploring and understanding the meaning of individual and group behavior, describing social problems or humanitarian problems. The qualitative category in this study is based on the fact that what is on the videos. Video YouTube video conversation from "Seharian Main Bareng, Mazaya dan Gempita Jadi Bestie! - CATATAN SI BOCIL" is a document of this research. First, the researcher will take the text transcript of the YouTube video conversation from "Seharian Main Bareng, Mazaya dan Gempita Jadi Bestie! - CATATAN SI BOCIL". Second, the researcher will analyze sentences that can be said to be polite and distinguish which sentences include which maxims. Next, the researcher will see which maxims are dominant in the conversation. So it can be seen that the level of politeness used by children will be dominant in which maxim.

## **RESULT**

### **3.1 Maxim Tact**

Data 1

Mazaya : karena kak gempi udah bikin aku cantik sekarang aku mau kasih hadiah. (Because sister gempi has made me beautiful now I want to give you a present). Mazaya tries to give gempi the maximum advantage.

### **3.2 Maksim Generosity**

Data 2

Gempi : Boleh banget dong Mazaya, yuk masuk!. (That's really okay Mazaya, come on in!). Gempi is being generous by allowing Mazaya to enter his house kindly.

### **3.3 Maxim Award**

Data 3

Mazaya: Wah rumahnya kak gempi kece banget.( Wow, sister's house is really cool). Mazaya give awards to gempi, shown prominently in the choice of the word "kece" which means cool.

Data 4

Mazaya: Wah kak Gempi, kamar gempi bagus banget. (Wow, Gempi's room is really amazing). Mazaya give awards to gempi, shown prominently in the choice of the word "bagus banget" which means amazing.

Data 5

Mazaya : Ya ampun cantik banget loh. (Oh My God, it's so beautiful). Mazaya give awards to gempi, shown prominently in the choice of the word "cantik banget loh" which means very beautiful.

Data 6

Mazaya: Keren banget kak. (Very cool, sister). Mazaya give awards to gempi, shown prominently in the choice of the word "keren banget" which means really amazing.

### **3.4 Maxim of Simplicity**

Data 7

Mazaya : Wah rumahnya kak gempi kece banget. (Wow, sister's house is really cool).

Gempi : Dan berantakan. (and messy).

Gempi answered the praise given from Mazaya with an answer that reduced his advantage. Gempi tried to humble himself by saying "and messy". Here Gempi tries not to make himself more profitable than Mazaya.

Data 8

Mazaya : Wah kak Gempi, kamar gempi bagus banget. (Wow, Gempi's room is really nice).

Gempi : Dan ya.. kamu tahulah, berantakan. (and yes.. you know, messy).

Once again Gempi answered Mazaya's compliment with the answer "And yes.. you know, messy". This answer is the same as before, which means that Gempi intends to reduce the profits he has. Here again we see Gempi trying not to make himself more profitable than Mazaya.

### **3.5 Maxim Consultation**

Data 9

Mazaya : Bentar dulu Kak aku mau aku belum opening, boleh aku ulang ya? (Wait a minute Sis, I want haven't opened yet, can I repeat it?)

Data 10

Mazaya : Yuk kita ke kamar kak gempi boleh nggak? (Come on, let's go to sister gempi's room, can we or not?)

Data 11

Mazaya : Aku Mazaya dari Catatan Si Bocil. Kak, siap-siap ya aku mau ke rumahnya kak Gempi. (I'm Mazaya from "Catatan Si Bocil". Sis, get ready, I'm going to Kak Gempi's house)

Gempi : Oh boleh. (Oh okay).

In all data of maxims consultation, Mazaya uses interrogative sentences to seek approval and it is hoped that both parties mutually agree so that no one is harmed.

### **3.6 Maxim of Sympathy**

Data 12

Mazaya : Wah capek banget ya kak Gempi. (Wow, I'm really tired, Gempi).

The data shows that Mazaya sympathizes with Gempi in responding to Gempi's answers in explaining his activities in one week. The choice of the sentence "Wah capek banget ya" really shows that Mazaya also sympathizes with Gempi and feels the tiredness that Gempi feels.

## **DISCUSSION**

The results of the study analyze the use of polite language used by Gempi Mazaya who is a well-known child who is included in the age range (5-13 years) in the video uploaded on the Net.Tv Youtube channel. in the program "Notes on the Little Boy" entitled "Playing Together All Day, Mazaya and Gempita Become Besties!" found in six maxims. The maxims consist of 1 (one) data maxim of wisdom, 1 (one) data maxim of generosity, 4 (four) data maxims of appreciation, 2 (two) data maxims of decency, 3 (three) data maxims of deliberation. and 1 (one) data of sympathy maxim. Based on research data, the most dominant maxim is the maxim of appreciation.

The discussion is on each data, the first is the tact maxim where this maxim relates to wisdom to reduce the benefit of the speaker for himself and maximize the benefit of other parties or listeners in the event. Thus speakers who can benefit other parties are said to have fulfilled the principle of politeness. In the research found 1 data of tact maxims. Second, Generosity Maxim where this maxim shows the speaker will maximize the loss for himself and minimize the gain for himself. Generosity maxim is a generosity maxim that places the recipient as an honorable person. Respect for other parties is achieved by reducing the benefits for speakers and maximizing the benefits for others. In the research found 1 Generosity Maxim data. Third, the award maxim where this maxim shows the speaker does not belittle or make fun of other people. In this maxim, the speaker exalts the speech partner with words of praise. speakers are considered to behave politely, with respect for others. In the research found 4 data of Maksim award. Fourth, the simplicity maxim where in this maxim reduces self-praise, the speaker is expected to be humble. The speaker is not being arrogant. the size of a person's polite attitude can be seen from humility and simplicity. This maxim requires the speaker not to uphold pride. The research found 2 data maxims of simplicity. Fifth, the maxim of consultation in which the speech participants seek compatibility or similarity of agreement in speaking activities. It can be said that speakers and speech partners are polite if there is compatibility with each other. This maxim requirement is to maximize compatibility between each other. In the study, 3 data were found from the maxim of consultation. Sixth, the maxim of sympathy in which the speech participants try to maximize sympathy between one another. Here the speaker magnifies sympathy for the other party with an emphasis on sympathy. Cynicism, ridicule, looking down on others will be considered impolite. But by maximizing sympathy, the speaker will be considered polite. In the research found 1 data from the maxim of sympathy.

## **CONCLUSION**

This research focuses on analyzing the use of polite language used by Gempi Mazaya who is a famous child who is included in the age range (5-13 years) in videos uploaded on the Net.Tv Youtube channel.in the program "Catatan Si Bocil" with the title "Seharian Main Bareng, Mazaya dan Gempita Jadi Bestie!". The use of language politeness can also be used by young children. Researchers found 12 data taken in the video. Researchers categorize discovery the data in six maxims that are appropriate in the use of language used in conversation. There are six categories of maxims, The maxims consist of 1 (one) data maxim of wisdom, 1 (one) data maxim of generosity, 4 (four) data maxims of appreciation, 2 (two) data maxims of modesty, 3 (three) data maxims of consultation. and 1 (one) data of sympathy maxim. Based on research data, the most dominant maxim is the maxim of appreciation. There is an advanced part of the video conversation between Gempi and Mazaya in the "Catatan Si Bocil", researchers are limited in accessing this data because they have to have the Net.Tv application to be able to find the follow-up video from videos uploaded on Youtube. Therefore, it is hoped that future research can retrieve data from advanced videos through the Net.Tv application for data retrieval. Future researchers can also conduct analysis with more data by taking videos from other famous children.

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