

AN ANALYSIS OF THE POLITENESS USED IN THE PODCAST "FRIENDS OF MERRY RIANA"

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Abstract

This study aims to identify and classify the politeness principles used and contained in Merry Rianna's podcast with Rudy Salim and Cinta Laura, and also to analyze the function of the politeness principles used and contained in Merry Rianna's podcast with Rudy Salim and Cinta Laura. The method used in this research is descriptive qualitative. The data collection technique used is the observation and note-taking technique. The object under study was a conversation on the podcast "Friends of Merry Riana" on the Merry Riana YouTube channel, October 17, 2022 edition and December 11, 2022. Based on the results of data analysis and the findings of this study, there were 20 politeness maxims, 11 objects of maxim agreement, 7 objects of maxim approbation, and 2 objects of maxim modesty and no violations of politeness maxims were found. The maxims that dominate the implementation of politeness maxims are the maxims of agreement maxim. The results of this study show that the use of language in the podcast show "Friends of Merry Riana" with guest stars Rudy Salim in the October 17, 2022 edition and Cinta Laura in the December 11, 2022 edition contains many utterances that are considered polite and do not go beyond their rights and deny their obligations.

Keywords: *Pragmatics, politeness principle, Merry Riana*

INTRODUCTION

Language is a means of communication with other humans through sounds, movements, and expressions. According to Ferdinand de Saussure, language is the most prominent distinguishing feature because with language every social group feels itself as a unit that is different from other groups. The science that studies language is linguistics. Akmajian (1990:5) says that linguistics is related to the nature of language and communication. The speaker's meaning is what the speaker means when he utters a sentence. This is what has been studied in pragmatics. Pragmatics is a part of linguistics which means the meaning of an utterance depends on the context in which it is used. Leech (1983:36) states that pragmatics involves solving problems from the point of view of the speaker and the point of view of the listener. Pragmatics is the study of the ability of language users to associate sentences with appropriate contexts for those sentences. (Nababan, 1987: 2).

According to Leech, politeness concerns the relationship between communication participants, namely speakers and listeners. So, the speaker uses the sentence in his speech politely without offending the listener. Leech proposes to complement Grice's cooperative principle with the courtesy principle. Leech classifies six politeness maxims, namely the maxim of wisdom, the maxim of generosity, the maxim of praise, the maxim of humility, the maxim of agreement, and the maxim of sympathy. Maxims are referred to as pragmatic forms based on the principle of cooperation and politeness. These maxims recommend that we express our beliefs politely and avoid impolite speech.

Politeness directs to speaking ethics so as not to hurt the feelings of our interlocutors and the speech process will run well and smoothly. In line with Cruse's opinion in Gunawan (2007: 164) which says, to choose an expression that at least undermines the speaker's status. That is, in the process of speaking, an expression must be chosen that is least likely to cause the

interlocutor to be offended or hurt by the speaker's words. This is done for the sake of politeness in speech. The purpose of politeness is to maintain harmonious social relations.

Mass communication is messages communicated through mass media to a large number of people (Bittner, 1980). Mass communication is a process in which communicators use the media to spread messages widely, and continuously create meanings that are expected to influence large and diverse audiences in a variety of ways (De Fleur and Dennis McQuail, 1985).

YouTube is one of the mass media that is in great demand today. This study chose the information contained in the YouTube mass media. The mass media is an example for the public to teach the correct use of language according to the rules. Therefore, every content creator who makes videos on YouTube must use good and correct language.

Many YouTube channels are active in broadcasting podcasts by inviting sources. One of the YouTube channels that broadcasts podcast programs is Merry Rianna. One of the podcast programs discusses the motivation for its audience. Merry Rianna's distinctive style when conducting interviews with sources made the audience interested in watching the podcast.

The use of language in the podcast "Merry Rianna" is interesting to study, especially regarding the principle of politeness. The implementation of the politeness maxim occurs when Merry Rianna as the presenter chooses a good word so as not to hurt the feelings of the interviewer. This good choice of words was deliberately made so that the source would be comfortable with the questions posed by Merry Rianna. Apart from that, the social status relationship factor between Merry Rianna and the resource person also causes the use of better and polite language.

In this modern era, politeness from a person is highly valued, along with the development of this digital age, many laws regulate the polite language that we use when speaking to other people, especially the language used by a presenter. The language used by a presenter is highly valued by the public who watch programs on television, as is the language used by Metro TV presenter, Najwa Shihab. Research on the polite language of Najwa Shihab was conducted by Widya Gusvita in 2016 with the research title "Realization Of Politeness At The Talk Show Event "Mata Najwa". The results of this study explain that the use of language in the talk show "Mata Najwa" is more utterances that are considered polite and do not go beyond their rights and deny their obligations. In addition, in 2018, Jeniffer Litsia Isabella Makatita analyzed the principles of politeness occurring within a film titled "Analysis of Politeness Principles in the Film 'The Help' by Tate Taylor: A Pragmatic Analysis." The research results explain that the politeness principles used in the film "The Help" are governed by politeness maxims, namely: the maxim of wisdom, the maxim of generosity, the maxim of praise, the maxim of humility, the maxim of agreement, and the maxim of sympathy.

Judging from previous studies, the authors conducted this research to corroborate findings regarding the analysis of the language used by a presenter. This study aims to identify and classify the politeness principles used and contained in Merry Rianna's podcast with Rudy Salim and Cinta Laura, and also to analyze the function of the politeness principles used and contained in Merry Rianna's podcast with Rudy Salim and Cinta Laura.

METHOD

The method used in this research is a descriptive qualitative method. According to David Williams (1995), qualitative research is an attempt by researchers to collect data based on a natural setting. Of course, because it is done naturally, the research results are also scientific and can be accounted for. The descriptive method is used to describe the implementation and violation of politeness maxims in the guest program of the "Friends of Merry Riana" podcast

on Merry Riana's YouTube channel. Data collection in this study was carried out by observing and noting techniques. The listening method is carried out by listening carefully to the object under study, the dialogue or conversation in the podcast "Friends of Merry Riana" on the Merry Riana YouTube channel, October 17, 2022 edition, and December 11, 2022 edition. Obtaining data is carried out by tapping the use of language in dialogues or conversations in the podcast program. "Friends of Merry Riana" on Merry Riana's YouTube channel. In the next stage, the researcher chose a free-engagement speaking technique. In this technique, the researcher only acts as an observer of the use of language by informants and is not involved in speech events in the "Friends of Merry Riana" podcast on Merry Riana's YouTube channel. The note-taking technique was used to record conversations between the host and guest stars on the "Friends of Merry Riana" podcast on Merry Riana's YouTube channel.

The data source for this research is in the form of recordings of the podcast show "Friends of Merry Riana" on the Merry Riana YouTube channel, October 17 2022 edition with guest star Rudy Salim, and December 11, 2022 edition with guest star Cinta Laura which contains implementation of the maxim of politeness. This edition was chosen as the data source because it is interesting, varied, and dominant in the implementation and violation of the politeness maxim. The data of this research are utterances that obey or violate the politeness principle.

FINDINGS AND DISCUSSION

In this study, the researcher analyzed the implementation and violation of politeness maxims in conversations between the host and guest stars of the "Friends of Merry Riana" podcast on the Merry Riana YouTube channel, October 17, 2022 edition, and December 11, 2022 edition. According to Leech divides the principle of politeness into six maxims, namely:

Tact Maxim

The tact act maxim of discretion is a maxim that serves to reduce other people's losses as small as possible and increase other people's profits as much as possible. This maxim is carried out in a commissive and directive/impositive manner. The commissive is found in utterances that express the intention of the speaker in a future action, such as making a promise or offering something. Directive/impositive are utterances that influence the speaker to take action. This utterance can usually be found in several utterances such as; inviting, ordering, ordering, advising, and others.

Generosity Maxim

The generosity maxim is a maxim that serves to reduce one's gains and increase one's losses. This maxim is like the maxim of wisdom, carried out commissively and directly/impositively. This maxim is self-centered while the wisdom maxim is centered on others.

Approbation Maxim

Approbation maxim that serves to reduce condemnation of others and increase praise of others. This maxim instructs the speaker to avoid saying unpleasant things to other people, especially to the speaker. This maxim is found in assertive and expressive utterances. Assertive is an utterance that is used to state the truth. This utterance can usually be found if someone expresses his opinion, comments, suggestions, and so on. Expressive is an utterance that shows the speaker's feelings. This utterance can usually be found in several utterances that express gratitude, congratulations, welcome, apology, praise, and so on.

Modesty Maxim

The modesty maxim is a maxim that serves to reduce self-praise and increase self-criticism. This maxim is found in assertive and expressive utterances such as the maxim of praise. The tact maxim and the modesty maxim care about the level of good or bad evaluation of others or oneself uttered by the speaker.

Agreement Maxim

The agreement is a maxim that serves to increase agreement between oneself and others and reduce disagreement between oneself and others. There is a tendency to increase agreement and minimize disapproval by expressing regret or partial agreement when one person talks to another. This maxim is found in assertive utterances.

Sympathy Maxim

Sympathy maxim is a maxim that serves to reduce antipathy between oneself and others and increase sympathy between oneself and others. In this case, the achievements achieved by others should be congratulated. On the other hand, the misfortune that happened to other people must be given sympathy or condolences. This maxim can be found in assertive speech.

Based on the results of an analysis of the implementation of the politeness maxim in a conversation between the host and the guest star of the podcast "Friends of Merry Riana", the researcher found several implementation forms and no violations of the politeness maxim. 20 utterance data contain the implementation of the maxims, namely: the agreement maxim, the approbation maxim, and the modesty maxim.

First Data

From a podcast on the Merry Riana YouTube channel, October 17, 2022 edition, there are:

1. Agreement Maxim

Rudy" kerja keras baru ada hasil, tidak mungkin, kerja smart memang harus tetapi bukan berarti kita harus bersantai-santai, terus perkerjaan jalan sendiri, saya sangat tidak percaya hal tersebut."

Merry"Setuju, saya menyetujui."

(Rudy: "Hard work yields results, it's not impossible. Working smart is necessary, but it doesn't mean we should relax. Continuous effort is crucial; I can't entirely agree with that idea.")

(Merry "Agreed, I agree.")

Rudy Salim conducted the dialogue as the speaker. In the dialogue, there is a speech that is the embodiment of the implementation of the agreement maxim. Rudy's speech in the excerpt of the dialogue is a speech that obeys the maxim of agreement because Merry as the interlocutor responds positively to his statement.

2. Modesty Maxim

Rudy"Coba kalau saya kuliah, saya kan gausah belajar semuanya sendiri yang bisa jadi pengertian saya akan pelajaran itu salah, jadi sekolah itu penting."

(Rudy "If I go to college, I won't have to study everything on my own, avoiding potential misunderstandings. So, education is important.")

Rudy Salim conducted the dialogue as the speaker. In the dialogue, there is a speech that is the embodiment of the implementation of the modesty maxim. Rudy's speech in the excerpt of the dialogue is a speech that adheres to the modesty maxim because he does not praise himself and criticizes himself for not going to college.

3. Approbation Maxim

Merry" Tapi satu hal yang saya admire juga, walaupun even though you stop learning from university tapi kan you never stop learning from everywhere."

(Merry "But one thing I admire, even if you stop learning from university, you never stop learning from everywhere.")

Merry Riana conducted the dialogue as the speaker. In the dialogue, there is an utterance that is the embodiment of the implementation of the approbation maxim. Merry's speech in the excerpt of the dialogue is a speech that obeys the approbation maxim because he praises Rudy who did not study at a university but can be successful by studying anywhere.

4. Approbation Maxim

Rudy" maka saya mau banyak belajar dari Mrs Rianna dengan suaminya kan orang-orang pintar, itu saya mau banget belajar."

(Rudy "I want to learn a lot from Mrs. Riana and her husband; they are smart people, and I want to learn.")

Rudy Salim conducted the dialogue as the speaker. In the dialogue, there is an utterance that is the embodiment of the implementation of the approbation maxim. Rudy's speech in the excerpt of the dialogue is a speech that obeys the approbation maxim because he does not praise himself and praises Merry and her husband as smart people.

5. Agreement Maxim

Merry" Tetap rendah hati gitu selalu yang menjadi kunci sukses."

Rudy"Betul sekali."

(Merry "Staying humble is always the key to success.")

(Rudy "That's right.")

Merry Riana conducted the dialogue as the speaker. In the dialogue, some utterances are the embodiment of the implementation of the agreement maxim. Merry's speech in the excerpt of the dialogue is a speech that obeys the agreement maxim because the statement made by him is approved by Rudy as the interlocutor.

6. Agreement Maxim

Merry" Zaman kita dulu, kalo disekolah dilempar penghapus, di lempar kapur, kadang-kadang di lempar jangka yang gede banget itu."

Rudy" Ya, jangka yang ada jarum nya, Dimana itu berbahaya "

(Merry "In our old days, erasers were thrown at school, chalk was thrown, sometimes a huge compass was thrown.")

(Rudy "Yes, sometimes the compass has a needle, which is dangerous.")

Merry Riana conducted the dialogue as the speaker. In the dialogue, some utterances are the embodiment of the implementation of the agreement maxim. Merry's speech in the excerpt of the dialogue says "In our old days,..." Merry's speech was made to invite Rudy to reminisce on old times, and Merry's speech received a positive response from Rudy so that in the dialogue there was an implementation of the agreement maxim.

7. Approbation Maxim

Merry" Ya kadang sesuatu hal yang mungkin terlihat seperti pahit, tapi sebenarnya rasa pahit itu yang membuat kita melek, sadar kalo tidak seperti itu tidak mungkin bikin bisnis di kaskus, jualan handphone, jualan alat-alat electronic dan micro finance."

(Merry " Sometimes things may appear bitter, but that bitter taste is what makes us aware. Without it, doing business in Kaskus, selling cellphones, electronic equipment, and microfinance would be impossible.")

Merry Riana conducted the dialogue as the speaker. In the dialogue, there is an utterance that is the embodiment of the implementation of the approbation maxim. Merry's speech in the

excerpt of the dialogue is a speech that obeys the approbation maxim because he praises Rudy who was able to succeed after going through his bitter past so that now he has many businesses.

8. Agreement Maxim

Rudy "Setiap zaman kan oppurtunity nya berda-beda."

Merry "Iya betul, berda-beda."

(Rudy "Every time, the opportunity is different.")

(Merry "Yeah right, different.")

Rudy Salim conducted the dialogue as the speaker. In the dialogue, some utterances are the embodiment of the implementation of the maxim of agreement. Rudy's speech in the excerpt of the dialogue is a speech that obeys the maxim of agreement because the statement he made was received positively/agreed upon by Merry as the interlocutor.

9. Agreement Maxim

Merry "Tapi bukan hanya hobi, bukan hanya jadi profesi tapi ini bisa jadi sebuah keuntungan yang luar biasa dan membuka lapangan pekerjaan bagi orang lain juga, potensinya ada disana."

Rudy "Betul, sangat ada(potensinya) dan kedepannya itu digital makannya kita harus fleksible."

(Merry "But it's not just a hobby, it's not just a profession but this can be an extraordinary advantage and open up jobs for other people too, the potential is there.")

(Rudy "That's right, there is potential and in the future, it's digital so we have to be flexible.")

Merry Riana conducted the dialogue as the speaker and Rudy Salim as the speaker. In the dialogue, some utterances are the embodiment of the implementation of the agreement maxim. Merry's utterances in the excerpts of the dialogue are utterances that comply with the agreement maxim because the statements made by him were agreed upon by Rudy with the addition of statements that strengthen Merry Riana's opinions.

10. Agreement Maxim

Merry "Ya kita harus open mind."

Rudy "Betul, harus open mind."

(Merry: "We have to be open-minded.")

(Rudy: "Exactly, we have to be open-minded.")

Merry Riana conducted the dialogue as the speaker. In the dialogue, some utterances are the embodiment of the implementation of the agreement maxim. Merry's speech in the excerpt of the dialogue is a speech that obeys the agreement maxim because the statement made by him is approved by Rudy as the interlocutor.

Second Data

From a podcast on the Merry Riana YouTube channel, December 11, 2022 edition, there are:

1. Approbation Maxim

Cinta Laura "I can say your energy today extermly positive, aku masuk ke ruangan ini lebih bahagia, lebih tenang, dan tidak semua orang dapat memberikan vibes itu, apalagi dikota yang se-hectic jakarta."

Merry Riana " Thank you so much."

(Cinta: "I can say your energy today is extremely positive. I entered this room feeling happier, and calmer, and not everyone can emit that vibe, especially in a hectic city like Jakarta.")

(Merry: "Thank you so much.")

In this dialogue, Cinta Laura praises Mary for providing positive energy to her as she enters the room for the podcast event. Merry then expresses gratitude to Cinta for the compliment. This conversation falls within the principle of courtesy, specifically the approbation maxim.

2. Approbation Maxim

Merry Riana "Because bukan Cuma saya aja yang ada di ruangan ini, ada Cinta Laura yang give a very vibrants energy positive feeling. It's to happy to have you here."

Cinta Laura "Ahh thank you so much."

(Merry: "Because I'm not the only one in this room; Cinta Laura is giving off a very vibrant and positive energy. It's so happy to have you here.")

(Cinta: "Ah, thank you so much.")

In this dialogue, Mary compliments Cinta Laura, stating that the positive energy doesn't just come from herself but arises due to Cinta Laura's presence in the podcast room. Responding to this, Cinta feels appreciated for her presence and expresses thanks to Merry Riana.

3. Agreement maxim

Merry Riana "Kita sering ketemu sebenarnya di berbagai event, kadang-kadang TV show barengan, acara-acara seperti itu, event-event seminar hanya saja waktunya berbeda karena kalo biasanya talk about woman and powering itu ada Cinta Laura."

Cinta Laura "iyaa, tapi senang sekali, akhirnya hari ini kita bisa ngobrol berdua, mudah-mudahan bisa ngobrol hal-hal baru yang mungkin orang lain belum pernah dengar. Who knows maybe you can get better of me karena kadang-kadang kalo ditanya pertanyaan lumayan generic diluar sana dan pertanyaan aku cenderung mirip with cover something new."

(Merry: "We often meet at various events, sometimes on TV shows together, such events and seminars. The timing is different, though. Usually, when we talk about women and empowerment, there's Cinta Laura.")

(Cinta: "Yes, but I'm thrilled that today we can chat one-on-one. Hopefully, we can discuss new things that others may not have heard before. Who knows, maybe you can get more out of me since questions out there tend to be quite generic, and mine lean toward covering something new.")

In this dialogue, Mary mentions that she often meets Cinta Laura at various events but has never had a casual conversation with her. Later, Cinta Laura agrees with Mary's statement and expresses happiness that they can finally have a chat together. This aligns with the principle of politeness known as the Agreement maxim, as Cinta Laura agrees with what Merry Riana said.

4. Approbation Maxim

Merry Riana "Jadi kalo kita melihat Cinta Laura, kamu memulai karir dari sejak dini yaa dari sejak usia 12 tahun udah mulai berkarir, jadi kalau sampe hari ini udah banyak banget sebenarnya pencapaian Cinta Laura itu udah ada Dimana-mana, penghargaannya juga banyak, karyanya juga banyak, apalagi mungkin the last three years, Ketika saya melihat kamu abis balik dari US gitu, pemikiran kamu yang menjadi suara kamu."

(Merry: "So, looking at Cinta Laura, you started your career early, like at the age of 12. Until today, there have been numerous achievements and recognitions, especially in the last three years. When I saw you return from the US, your thoughts became your voice.")

In this dialogue, Merry Riana praises Cinta Laura's character for working hard since childhood, leading to her current success with numerous works and awards. This falls under the principle of politeness known as the Approbation maxim, as Merry Riana demonstrates politeness by commending Cinta Laura's achievements.

5. Modesty Maxim

Cinta Laura "susah yaa untuk menjawab, jujur I'm so grateful. Aku masih merasa bahwa banyak sekali yang masih harus aku pelajari dan kembangkan agar bisa mempunyai pencapaian yang benar-benar membuat aku merasa wow I made it or I did it."

(Cinta: "It's tough to answer, honestly. I'm so grateful. I still feel there's much to learn and develop to have achievements that truly make me say, 'Wow, I made it.'")

In this dialogue, after Merry Riana praises Cinta, Cinta Laura downplays herself by stating that there is still much for her to learn, even though we know that Cinta Laura is an intelligent woman with various abilities in both academic and non-academic fields. Cinta Laura's actions align with the principle of politeness known as the Modesty maxim, as described by Leech. In the modesty maxim, individuals downplay self-praise and may even add self-deprecation.

6. Agreement Maxim

Cinta Laura "Dan untuk menjawab pertanyaan kak Merry tadi, aku gabisa mepinpoint pencapaian tertentu yang membuat aku berpikir wow this is amazing gitu."

Merry Riana "because for every achievement after that ada achievement lagi yang sebenarnya itu it's different dan rasa bangganya pun berbeda dan achievement nya pun berbeda."

(Cinta: "And to answer Merry's question earlier, I can't pinpoint specific achievements that make me think, 'Wow, this is amazing.'")

(Merry: "Because for every achievement, there's another one that's different, and the pride and feeling of achievement are also different.")

In this dialogue, Cinta Laura makes a statement that she cannot answer Merry Riana's question because she has varied achievements in different fields. Merry Riana approves of Cinta Laura's statement and even adds her own statement to strengthen Cinta Laura's point. This falls under the principle of politeness known as the Agreement maxim, as both parties agree on a statement. Here, it is demonstrated by Merry Riana endorsing the statement made by Cinta Laura.

7. Agreement Maxim

Cinta Laura "Kita harus menikmati karena segala hal dalam hidup itu temporary. Kebahagiaan sementara, kesedihan sementara dan tanpa masa-masa Dimana kita merasa terpuruk dan hopeless, masa-masa Bahagia dan sukses kita tidak akan terasa indah itu. So enjoy every situation because that's life."

Merry " I totally agree, karena sometimes in the beginning kita mungkin merasa okay it's good I can achieve things whiches a good feeling it's very powering, Ketika kita secara goal and we work favorite, overcome every obstacle and then we finally get it."

(Cinta: "We should enjoy everything in life because everything is temporary. Happiness is temporary, sadness is temporary, and without those times when we feel

down and hopeless, the happy and successful moments won't feel as beautiful. So, enjoy every situation because that's life.")

(Merry: "I agree. Sometimes, in the beginning, we might feel good achieving things, which is empowering. When we set goals, work towards them, overcome obstacles, and finally succeed.")

In this dialogue, Cinta Laura states that life is temporary, and as humans, we should enjoy our lives. She advises not to be too sad when sad or too happy when happy because these emotions are temporary, and we should enjoy life. Merry Riana supports Cinta Laura's statement, agreeing with it and adding that when facing something, initial excitement may be followed by challenges, but with a positive mindset, we can overcome them. This dialogue exemplifies the politeness principle of the Agreement maxim, as Merry Riana agrees with Cinta Laura's statement and reinforces it with her own.

8. Approbation Maxim

Merry Riana "kalo dari jawaban yang disebutkan oleh Cinta sebenarnya yang paling penting bukan apa yang dibanggakan ya tapi mungkin proses dan tuhan sudah memberikan kamu banyak talenta, begitu banyak kesempatan yang membuat kamu bisa excellence in all kinds of area in your life dan membuat kamu seperti sekarang ini."

(Merry: "From Cinta's mentioned answers, what's most important is not what you boast about but perhaps the process. God has given you many talents and opportunities, allowing you to excel in all areas of your life and be where you are now.")

In this dialogue, Merry Riana praises Cinta Laura for having numerous talents and being an outstanding individual in her environment. Additionally, she mentions that Cinta Laura has had many opportunities that have contributed to her current success. This dialogue reflects the politeness principle of the Approbation maxim, as Merry Riana demonstrates politeness by complimenting the guest on her podcast, namely Cinta Laura.

9. Agreement Maxim

Cinta Laura "Untuk bisa berbagi pendapat dan juga knowledge tentang isu-isu yang aku rasa penting diketahui oleh Masyarakat dan bisa membantu memajukan Masyarakat atau bahkan bangs aini, misalnya tentang kesetaraan gender atau tentang kerusakan lingkungan atau tentang Pendidikan itu semua hal-hal yang bisa aku share lewat platform aku yang cukup besar agar mudah-mudahan didengar diresapi oleh banyak orang."

Merry Riana "Menjadi suara dari orang-orang yang sebenarnya tidak punya kesempatan untuk bersuara."

(Cinta: "To share opinions and knowledge about issues I feel are important for society and can help progress it, such as gender equality, environmental damage, or education. All these things I can share through my substantial platform, hopefully, heard and embraced by many.")

(Merry: "Being the voice of those who usually don't have the chance to speak.")

In the above dialogue, Cinta Laura makes a statement that she uses her social media platform for collective or social purposes. She utilizes her social media to advocate for gender equality, environmental issues, education, and more. Merry Riana supports her statement by adding that Cinta Laura uses her social media platform to amplify the voices of those who don't have the opportunity to speak, specifically referring to individuals outside the elite class.

10. Agreement Maxim

Cinta Laura " Aku ingin diingat sebagai Perempuan yang vocal yang tidak takut bersuara dan berhasil untuk membuat Perempuan-perempuan lain diluar sana sadar bahwa mereka memiliki nilai, diluar apa yang orang-orang pikir tentang mereka, diluar ekspektasi Masyarakat bahwa mereka memiliki value dan bisa mencapai apapun yang mereka inginkan dan mereka punya potensi dan kapasitas yang sama diluar sana tanpa apapun gender mereka, apa latar belakang mereka."

Merry Riana" And then you have capacity and experience untuk bisa menyuarakan hal itu karena memang banyak hal juga yang kamu lalui di masa muda yang sebenarnya those people woman or those experience yang membuat kamu jadi punya concern dan akhirnya kamu menyuarakan itu di platform yang kamu miliki hari ini, saat ini."

(Cinta: "I want to be remembered as a vocal woman who's not afraid to speak up and has succeeded in making other women aware that they have value beyond what others think about them or societal expectations. They have the potential and capacity to achieve anything they want, regardless of their gender or background.")

(Merry: "And you have the capacity and experience to voice that because of the things you went through in your youth, which are the experiences that give you concerns and lead you to speak out on your platform today.")

In the above dialogue, Merry Riana agrees with the statement made by Cinta Laura. Cinta Laura expresses her desire to be remembered as someone unafraid to speak up, hoping that women like her won't hesitate to voice their opinions regardless of gender or background. Merry Riana concurs with her statement, mentioning that Cinta Laura has the capacity and experience, having gone through many experiences in her youth. This dialogue falls under the politeness principle of the Agreement maxim as both parties mutually agree with each other's statements.

Those are some dialogues between Merry Riana as the podcast owner or host with Cinta Laura and Rudy Salim as the guest in the podcast, containing principles of politeness.

Based on this, the maxims that dominate the implementation of politeness maxims are the maxims of agreement.

CONCLUSION

Firstly, based on the analysis of data and findings of this research, there are principles of politeness consisting of agreement maxims, approbation maxims, and modesty maxims, and no politeness violation was found.

Secondly, in the podcast "Friends of Merry Riana" with Rudy Salim and Cinta Laura, twenty maxims of politeness were identified, including eleven expressions in agreement maxims aimed at minimizing disagreement with others as much as possible and maximizing agreement with others; seven expressions in approbation maxims aimed at minimizing criticism of others and maximizing praise for others; and two expressions in modesty maxims aimed at minimizing self-praise and maximizing self-criticism.

The results of this study indicate that the use of language in the podcast show "Friends of Merry Riana" with Rudy Salim and Cinta Laura contains many utterances that are considered polite and do not go beyond their rights and deny their obligations. Speakers still prioritize the feelings of others in speaking, so that the communication process can run smoothly. At events on YouTube, it should be more concerned with politeness in language so that the audience feels comfortable and interested in watching the podcast.

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