

The Politeness Strategies Used by Ketut Permata Juliastrid as Winner Miss Cosmo 2024

Ade Irawan¹, Agus Salim Mansyur², Fourus Huzanatul Abqoriyyah³

UIN Sunan Gunung Djati Bandung, Indonesia^{1, 2, 3}

adeirawan270403@gmail.com

ABSTRACT

This study aims to analyze the politeness strategies used by the winner of Miss Cosmo 2024, Ketut Permata Juliastrid, in a talk show on the IDN Times YouTube channel. The main objective of this research is to find out the type and purpose of the politeness strategies used. Brown and Levinson's politeness theory is used in this study to determine the types of politeness strategies used and also the purpose of the politeness strategy used. This study used a descriptive qualitative approach as its methodology. Information was collected from transcripts of talk show conversations, which were then categorized according to the types of politeness strategies used. The results of the analysis based on the data analysis; 8 politeness strategies were identified. It consists of 4 positive politeness strategies, 2 negative politeness strategies, and 2 bald on record strategies. The findings of this study confirm that positive politeness strategies mostly found in communication in a talk show.

Keywords: *Politeness strategy, purpose, type*

ABSTRAK

Penelitian ini bertujuan untuk menganalisis strategi kesopanan yang digunakan oleh pemenang Miss Cosmo 2024, Ketut Permata Juliastrid, dalam *talkshow* di kanal YouTube IDN Times. Tujuan utama dari penelitian ini adalah untuk mengetahui jenis dan tujuan strategi kesopanan yang digunakan. Teori kesopanan Brown dan Levinson digunakan dalam penelitian ini untuk menentukan jenis strategi kesopanan yang digunakan dan juga tujuan strategi kesopanan yang digunakan. Penelitian ini menggunakan pendekatan kualitatif deskriptif sebagai metodologinya. Informasi dikumpulkan dari transkrip percakapan *talkshow*, yang kemudian dikategorikan sesuai dengan jenis strategi kesopanan yang digunakan. Hasil analisis berdasarkan analisis data; 8 strategi kesopanan diidentifikasi. Ini terdiri dari 4 strategi kesopanan positif, 2 strategi kesopanan negatif, dan 2 strategi botak dalam catatan. Temuan penelitian ini menegaskan bahwa strategi kesopanan positif sebagian besar ditemukan dalam komunikasi dalam acara bincang-bincang.

Kata kunci: Strategi kesopanan, tujuan, jenis

INTRODUCTION

Every human life, both as an individual and as a social creature, revolves around communication. Humans engage in spoken and written communication with one another on a daily basis in a variety of settings and circumstances. We all interact with others by communicating (Pohan and Fitria 2021). This engagement extends beyond everyday discussions and include communication in broader contexts,

including communities, organizations, and even the global community. Humans primarily use communication to exchange information, ideas, feelings, and needs as well as to build connections with one another. Communication is not only a means of communicating ideas, it is also crucial for establishing and preserving one's sense of self. (Pohan and Fitria 2021) states that in communication, we are required to use good words. The way we communicate, including our tone of voice, choice of words and mannerisms, can affect how others perceive us. While communication that ignores social norms and rules can result in misunderstandings and even conflict, a well-delivered message can leave a positive impression. Therefore, one important factor that cannot be overlooked in communication is the attitude and speech patterns and politeness strategies used.

Politeness is universal and best defined as the practical application of proper manners or etiquette (Leech 1983). Persons will converse with different persons, whether they are older, the same age, or younger. It indicates that when communicating, people must pay attention to their utterances in order to keep the conversation going with everyone they talk to, and they must have a plan for being polite in order to develop a good relationship with the person they speak with. Brown and Levinson (1988) introduce the notion of 'face' to describe politeness in a broad sense. In other words, all interactants are motivated to keep both positive face and negative face during the contact. (Brown and Levinson 1987) states positive face refers to a person's consistent and positive self-image as well as their need for approval. Conversely, basic claims to territory, personal protection, and the right not to be interrupted constitute negative face.

The politeness strategies of Brown and Levinson (1988) divided into four main strategies: bald-on-record, positive politeness, negative politeness and off-record politeness strategies. Bald on record strategy is a straightforward, assertive, concise, and direct method of expressing ideas without reducing the threat of face. Positive politeness strategy is strategy that usually tries to minimize the differences between speakers and hearers by showing friendliness and interest aimed at minimizing the face threat to the hearer. Negative politeness is respecting the other person's personal space and will are typically employed to keep a safe distance, target the listener's negative aspects, and make a sincere effort to prevent imposition. The last strategy is the off-record strategy, a statement that is implicit or indirect to avoid direct responsibility for the meaning conveyed, where this strategy makes the interlocutor have to interpret the meaning of the speaker's speech himself. Furthermore, by paying attention to politeness in communication, we can convey messages well and improve our relationships with others. This reflects how to give a positive response during interaction so that the resulting conversation becomes warmer (Insani 2023). Being polite has the purpose of saving the image both of the hearer and speaker. Thus, with a brief explanation of politeness and its strategies, supported by Brown & Levinson's (1988) theory, this research was conducted.

Beauty pageant is an old competition that has a remarkable history. It originated from Scotland in 1839 (Padmarintan and Roselani 2024). Meanwhile according to (Kanzulfikar 2021) a beauty pageant is a reality show that competes with beautiful women by walking on a spectacularly styled stage involving contestants from various parts of the world. However, beauty pageants have changed in the modern day from being venues for displaying physical attractiveness to serving as channels for social effect and meaningful communication. In addition, according to King-O'Riain (cited in Roman-tamesis, 2024) beauty pageants are more than just evaluating women's physical appearance, but also creating and consuming certain cultural identities. (Crawford et al. 2008) states that thousands of beauty pageants were franchised, so now we can see many different types of beauty pageants. One of them is Miss Cosmo. According to the official website of Miss Cosmo Organization, Miss Cosmo is the first international beauty pageant festival in Vietnam founded by Unimedia.

Furthermore, beauty pageants can be regarded as significant spaces abundant in symbolism and cultural creation, sharing numerous similarities with other prominent sites of popular cultural production, such as talk shows (Hermawan, Ronda, and Sigit 2023). In December 2024, Miss Cosmo winner from Indonesia, Ketut Permata Juliastrid commonly called Permata or Tata, appeared on a talk show hosted by Muhammad Tarmidzi on the IDN Times YouTube channel, the title of the live event was "*Story of Ketut Permata Juliastrid Win Miss Cosmo 2024, History maker!*". This event became the object of research in this setting offers an opportunity to examine how politeness strategies are used in a formal yet conversational media interaction, where both professional and personal identities are at play. In addition, in this event can explain that women are not only required to be beautiful, but also to have adequate knowledge (Syarifudin and Ummah 2023).

This study aims to pinpoint the precise strategies she employed and their intended purposes in the conversation by utilizing Brown and Levinson's politeness theory. By extending the use of politeness analysis in media discourse and industry pageant interviews, the study's findings will advance the discipline of pragmatics. Furthermore, this study offers useful advice for public speaking and media training, particularly for those who often participate in formal interviews or public debates. Public leaders, media professionals, and even general audiences can improve their communication skills in social and professional contexts by learning how civility is strategically employed in media encounters. Because being polite is an important component of their communication skills, especially when interacting with others in public (Sembiring and Sianturi 2019).

RESEARCH METHOD

This study adopts a qualitative descriptive research approach to analyze the subject by collecting, analyzing, and drawing conclusions from the data. According to Dr. Erikson (cited in Pahleviannur et al., 2023) qualitative research is an investigative

process that is carried out intensively and thoroughly about what is happening in the field through analytical reflection on documents, evidence, and is presented descriptively or directly quoting the results of interviews. However (Creswell 2007) states qualitative research begins with assumptions, a worldview, the potential use of a theoretical lens, and the investigation of research topics to determine the meaning individuals or groups assign to a social or human situation. In addition, qualitative research is data collection in a natural setting with the intention of interpreting the phenomena that occur where the researcher is the key instrument, sampling of data sources is done purposively and snowball, collection techniques with triangulation (combined), data analysis is qualitative inductive, and qualitative research results emphasize meaning rather than generalization.

In this research, a qualitative method will be applied to analyze the utterances of the Miss Cosmo 2024 winners. This approach is employed because the study's data are conversation transcripts, which necessitate careful analysis in order to comprehend the context and significance of politeness strategies. Furthermore, the sorts of techniques employed and their communication goals were revealed through analysis of the data, which was based on Brown and Levinson's notion of politeness strategies. Thus, the qualitative approach enables a more thorough analysis that satisfies the research objectives because this study focuses on a thorough investigation of utterances in social and cultural contexts

RESULT AND DISCUSSION

This section gives the results and an in-depth examination of Ketut Permata Juliastrid's politeness methods as Miss Cosmo winner, using Brown and Levinson's politeness theory (1987). Furthermore, this discussion focuses on the different sorts of politeness methods and the aims that the speaker hopes to achieve through them.

Data result

The author found nine politeness strategies used by Ketut Permata Juliastrid in a talk show on IDN Times' YouTube channel. The politeness strategies used can be seen from the following table:

Table 1. Types of Politeness Strategies Used

Types of Politeness Strategies Used		Frequency
Positive politeness strategy		
1. Exaggerate	√	1
2. Include both speaker and hearer in activity	√	1
3. Offer, promise	√	1
4. Assert or presuppose Speakers's knowledge and concern for Hearer's wants	√	1
Negative politeness strategy		

1. Apologize	√	1
2. Question, hedges	√	1
Bald on record strategy	√	2
Total politeness strategy used		8

Discussion

In this section, the researcher describes and analyzes the utterances made by Ketut Permata Juliastrid with the analysis concentrating on what types of politeness strategies are used and as well as the purpose of using politeness strategies by Ketut Permata Juliastrid as the winner of miss Cosmo.

Positive Politeness Strategy

Datum 1

"It's a huge blessing, but more so it's a greater responsibility"

In this context, the host asked Miss Permata about her feelings after winning Miss Cosmo for the first time ever. Miss Permata's statement categorized as a **positive politeness strategy** with the **exaggerate** type. In Brown and Levinson's (1987) theory, exaggerate is used to show enthusiasm and emotional involvement in conversation. The use of the word **huge** in **a huge blessing** reinforces the meaning that this victory is not just an ordinary blessing, but something extraordinary for him. In addition, the phrase a greater responsibility with the use of the word **greater** emphasizes that the responsibility she takes on after this victory is much greater than one might expect.

Furthermore, the purpose of this strategy is to display gratitude as well as awareness of the responsibility she has to carry out. By using words that reinforce meaning, Miss Permata not only gave a more expressive answer, but also created a sense of emotion and engagement in the conversation, so her answer sounded more interesting and expressive than if she had simply said, **"It's a blessing, but also a responsibility"**. In addition, it shows that she does not only focus on the pride of winning, but also on the responsibility aspect, which reflects her humble attitude and maturity in addressing her achievements.

Datum 2

"The greatest night of my life by far could be the worst night for some girls. There was only one crown and one tiara but there was a lot of girls that were well deserving, they work really hard they intelligent and most importantly they very kind"

Miss Permata's statement demonstrates the use of Brown and Levinson's **positive politeness strategy**, with **include both speaker and hearer in the activity** type. The way Miss Permata acknowledged and valued the efforts of the other

finalists by stating that they deserved as well to win *there were a lot of girls that were well deserving* and highlighting their hardworking, intelligent, and kind traits is indicative of these strategies. In this context, Ketut Permata Juliastrid answered the question from the host of how she felt after winning in a way that not only focused on her own happiness, but also showed empathy for the other participants who may have been disappointed. This reflected a humble and inclusive attitude, which reinforced her image as a classy and empathetic winner.

The purpose of using this strategy is to reduce the social distance between the winner and the other participants, keep them humble, and build solidarity and respect towards all finalists. The speaker tries to involve the listener in a shared feeling or experience, creating the impression that they are in the same situation. In this way, she not only highlights her happiness as a winner, but also includes the other finalists in the narrative. In addition, this creates the impression that success at Miss Cosmo is not just about one individual, but rather the result of a collective effort and a shared journey.

Datum 3

“What I can promise you, even when I give my Cosmo crown to another queen, even I give Borobudur crown to another queen, I will do my project because what I want to do by heart not my duty as miss Cosmo, it's my duty as person. So, as for now do everything to contribute back to society”

In this data, Miss Permata's speech exemplifies Brown and Levinson's theory of **positive politeness** with the **offer promise** type. In Brown and Levinson's theory (1987), offer and promise are used to build closeness with the audience by offering something or making a promise that shows that the speaker cares about the listener's interests. This strategy can be seen in how she tries to persuade the listener that even if she has to hand over her crown to the next winner one day, she will still carry out her advocacy project because it is not only her duty as Miss Cosmo, but also as a caring individual *what I want to do by heart is not my duty as Miss Cosmo, it's my duty as a person*. In this instance, Miss Permata faced public expectations about the progress of her advocacy.

The author can conclude that the purpose of using the offer, promise strategy in Miss Permata's statement is to convince the audience that her advocacy will continue even after her tenure as Miss Cosmo ends. By making a promise, she builds trust and closeness with the audience, demonstrates long-term commitment, and removes any doubts regarding the continuity of her project. Thus, this strategy also reinforces her image as a responsible and dedicated person who does not only advocate because of the demands of her title, but because of her personal drive to contribute to society.

Datum 4

“As a beauty queen more of being a public figure, there's a lot of duty you can do, there's a lot of things that you should give back to the community”

Miss Permata's utterance shows the use of positive **politeness strategy type assert or presuppose S's knowledge of and concern for H's wants**. Referring to brown Levinsons theory (1987) this strategy is used when the speaker assumes or shows that he understands and cares about the listener's wants or needs. This strategy can be seen from how she emphasizes that as a beauty queen and public figure, there are many responsibilities that must be done and contributions that must be made to the community *“there's a lot of duty you can do, there's a lot of things that you should give back to the community”*. In this instance, Miss Permata not only provided a personal response to the issue, but she also showed that she understood that becoming Miss Cosmo was about more than simply the title it was about a bigger social function. She expresses her understanding of what the public expects of her and highlights the duty a beauty queen has to improve her town.

Therefore, Miss Permata's purpose in using this strategy was to show her empathy and concern for public expectations. By stating that a beauty queen has many responsibilities and must give back to the community, she builds an image that she not only understands her role, but is also ready to carry out these responsibilities.

Negative Politeness Strategy

Datum 1

“I'm really sorry that my voice ran out, so maybe the opening number with 10% strength.”

Here Miss Permata is asked by the host to do the opening number, the opening number, but because her voice is hoarse, she apologizes to the audience that she will do the opening number but not using full energy and voice. Miss Permata's statement shows the use of Brown and Levinson's **negative politeness** strategy, with the type of **apologize**. The apologize strategy according to Brown and Levinsons theory (1987) is used to reduce the potential threat to the audience's negative face, in this case their expectations of her performance.

The purpose of using this strategy aims to maintain good relations with the audience, show humility, and minimize the negative impact of his limitations in providing maximum performance.

Datum 2

“I don't think I will join any other pageantry, I think that's enough and there are so many things in life I want to explore.”

In this statement, Miss Permata uses **negative politeness** strategy with the type of **hedges**, to reduce the possible threat to her negative face. The phrase ***I don't***

think I will join any other pageantry is a form of **hedging**, where she does not directly say “*I won’t join any other pageantry*,” but instead uses a softer expression “*I don’t think...*” to reduce the impression of a statement that is too assertive or rejects directly. This serves to avoid the impression of rejecting rudely and still maintain a good relationship with the host as well as the audience.

The purpose of using the strategy here is to avoid the social pressure of public expectations of her to continue competing in the pageant world, while still maintaining a polite and humble impression in response to the host's questions.

Bald on Record Strategy

Datum 1

“No, no, no. I’ll get angry first and then listen”

In this context, they were playing a personality guessing game and the host was describing Miss Permata as gentle and not easily angered. However, she spontaneously rebutted with a straightforward and direct statement, without using silencing strategies such as apologies, or other expressions of politeness. The use of repetition of **no, no**, further emphasizes the assertiveness and spontaneity of her remarks. Miss Permata's statement here can be categorized as the politeness strategy of **bald on record** because she expresses her response directly without any attempt to dampen or reduce the threat to negative face or positive face. This form of bald on record strategy arises in situations where there is no high social pressure to speak politely, as the statement occurs in the context of a casual and informal game. In other words, Miss Permata did not feel the need to keep her distance or use other politeness strategies.

The purpose of using this strategy is to show honesty and spontaneity, which is often used in situations where the relationship between speaker and listener is quite close or in playful interactions. In this case, Miss Permata may want to emphasize another side of herself in an assertive way but still in a light and inoffensive atmosphere.

Datum 2

“Sophie just lost, she learned elegance with me”

The statement above can be categorized as a **bald on record** politeness strategy, because Miss Permata expresses her words directly without using mitigation or dampening strategies to reduce face-threatening acts. In this context, the statement is a form of joke where Miss Permata directly states that Sophie is inferior to her in terms of softness and elegance, Sophie is her colleague in Puteri Indonesia who participated in Miss International. Despite the joking atmosphere, the use of bald on record is still evident as she does not use hedging, apologies, or other expressions of politeness to soften her statement.

The purpose of using this strategy is to show familiarity, as well as to build a lighter with the host, audience and more pleasant interaction without really meaning to put Sophie down.

CONCLUSION

In this study, it was found that Miss Permata used various politeness strategies in her conversation during the talk show on IDN Times' YouTube channel. Based on the data analysis, 8 politeness strategies were identified. It consists of 4 positive politeness strategies, 2 negative politeness strategies, and 2 bald on record strategies. The positive politeness strategies found include exaggerate, include both speaker and hearer in activity, offer and promise, and assert or presuppose speaker's knowledge and concern for hearer's wants. These strategies are used to build closeness with the audience, show attention to the interlocutor, and maintain harmonious social relations in the interaction.

Furthermore, the two negative politeness strategies found are apologizing and hedging. These strategies are used to reduce the threat to the interlocutor's negative face by giving an apology or stating something indirectly. For example, Miss Permata used apologize to reduce the audience's expectations of her performance, and used hedging to answer the host's question without sounding too assertive or refusing directly. With this strategy, she still maintains her image as a polite person and considers the feelings of the audience and the interlocutor.

In addition, two bald on record strategies were also found, which were used in the context of casual conversation and joking. In some moments, Miss Permata expresses her opinion directly without using mitigation, such as when she refutes the notion that she is not easily angered or when she jokes about her superiority in terms of elegance compared to Sophie. The use of bald on record in this context shows that Miss Permata is able to adapt to the lighter dynamics of the conversation, without losing the impression of being friendly and warm. Overall, the diversity of politeness strategies used by Miss Permata reflects her ability to adjust her communication style according to the context and purpose of the interaction, whether to build closeness, maintain harmony, or show spontaneity in conversation.

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