POSITIVE POLITENESS STRATEGIES USED BY DAVID MUIR AND DONALD TRUMP ON "ABC NEWS" AND "CHARLIE ROSE SHOW"

Strategi Kesantunan Positif yang Digunakan oleh David Muir dan Donald Trump dalam "ABC News" dan "Charlie Rose Show"

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Abstrak: Kajian ini meneliti ucapan Donald Trump dan David Muir pada acara ABC News dan Charlie Rose Show. Peneliti juga memfokuskan pada strategi kesantunan positif yang digunakan oleh David Muir dan Donald Trump. Peneliti menggunakan teori pragmatik dari Brown and Levinson yang terdiri dari empat strategi yaitu, kesantunan positif, kesantunan negatif, ujaran secara langsung, ujaran secara tidak langsung. Tetapi, peneliti hanya fokus pada strategi kesantunan positif. Selain itu, peneliti menggunakan metode deskriptif kualitatif yang berhubungan dengan deskripsi dan interpretasi dari video Donald Trump. Dengan menggunakan metode deskriptif kualitatif bisa memberikan pengertian lebih luas tentang pelajaran linguistik dengan melalui teori pragmatik. Peneliti memperoleh data dengan mengunduh video wawancara Donald Trump di ABC News dan Charlie Rose Show, serta faktor-faktor yang mempengaruhi David Muir dan Donald Trump dalam menggunakan strategi kesantunan positif. Sebagai hasil, peneliti menemukan 28 data yang terdapat di penelitian ini dan ada 10 macam srategi kesantunan positif. Selain itu ada 2 sebab yang mempengaruhi David Muir dan Donald Trump untuk melakukan strategi kesopanan positif yaitu jarak sosial dan kekuasaan tidak mutlak.
Kata kunci: David Muir, Donald Trump, Kesantunan Positif, Pragmatik, Strategi Kesantunan

Abstract: This research examines Donald Trump and David Muir's utterances on ABC News and in Charlie Rose Show. The researcher also focuses on positive politeness used by David Muir and Donald Trump. The researcher mainly utilized Pragmatics theory by Brown and Levinson which consists of four strategies such as positive politeness, negative politeness, bald on record, and off record. However, the researcher only focuses in positive politeness. The researcher used descriptive-qualitative approach to describe and interpret Donald Trump videos. Under

descriptive-qualitative method, this research significantly gave a wider understanding about how linguistic subjects emerges through pragmatics structure. The researcher gathered the data by downloading the interviews of Donald Trump on ABC News and in Charlie Rose Show, also the factors that influenced positive politeness used by David Muir and Donald Trump. As the result, there are 28 data were collected in this research which contained 10 types of positive politeness strategies based on Brown and Levinson's theory. Moreover, there were two factors that influenced David Muir and Donald Trump. Those are social distance and relative power.
Keywords: *David Muir, Donald Trump, Pragmatics, Politeness Strategy, Positive Politeness.*

INTRODUCTION

Language is the key of interaction with other people. As human beings, we need language as the instrument to communicate with each other. Without language, people cannot express their ideas and thought to the other people. According to Wardaugh (1977:7), language makes people can express what they want to say between each other. It means that language is the key of communication. We do not know if language can be used for keeping up the social relationship even the personal act or behaviors. In this study, the researcher would like to look out more clearly about the using of conversation interaction according to interviews.

Interview is the dialogue face to face between the interviewer and interviewee to identify the interviewee's information while conversation is decided to increase a social relationship. The interview is one of the system that created the show. The most important point in the interview is, there must be a communication between two applicants, those are a speaker and interlocutor. The reasons why researcher uses the interview between David Muir and Donald Trump as the data analysis because David Muir is the news anchor from America on ABC News who got a chance to interview the controversial President of United States of America. This will be the aims to show politeness strategies while Charlie Rose is also a talk show in 1992. He has been interviewing Donald Trump since before he became the President of United States of America. Thus, the researcher utilized the theory from Brown and Levinson's theory because the researcher wants to

analyze the positive politeness strategies of Donald Trump's utterances. Moreover, Brown and Levinson (1987:25) said that politeness is utilized with a specific and goal into social relationship, to recognize and shows the Face Threatening Act (FTA), the public self-image, the feeling of self, of the general population that we address. There are four kinds of politeness strategies. Those are positive politeness, negative politeness, bald on record, and off record.

LITERATURE REVIEW

Language means a universal for voicing ideas in an environment and the key in conversation, either verbal or non-verbal. Richard (1985:153) said if language is the way of human to deliver message by understanding the utterances. In communication, people must be mindful on people's face in order to maintain the emotion and relationship with others. Yule (1996:60) stated that face is the public symbol in every human being. In this present study, the researcher states that there are many language subjects, one of them is pragmatics. Pragmatics means the lessons of the use of language in the interaction. Richards (1985:155) said that there are three points in pragmatics. Those are about the study of language interpretation, how the speaker's utterance and know the statements, also how the arrangement of sentence pressured by speakers and addressee. Yule (1996: 59) said that linguistic communication is essentially a social communication. We must know the dominant factors which correlate to social communication and closeness. These factors are identified preceding to the communication. Usually, they embrace the relative status of the participants, based on social values tangled in power and age. Brown and Levinson (1987: 60), stated that there are two types of pragmatics. These are politeness and face. Pragmatics looks at the relationship between meaning, context, and interaction.

Politeness is a theory that shows the respects between the speaker and the hearer (Lingua Links Library: 1999:76). Unconsciously, we often use this theory in our daily activities and it is also to tighten of our connection with others people. Yule (1996:60),

said that there is a possibility to consider politeness as the idea of 'polite social behavior'. Based on the statement, the researcher concluded that 'politeness' is a notion of communication and public intelligence that includes 'feeling' to show the personality in every person Politeness strategies are strategies employed to reduce FTA in every utterance by the speaker. Brown and Levinson (1987: 68-69) states there are four types of politeness strategy. Those are positive politeness, negative politeness, bald on record and off record. On the other hand, the researcher only focuses on positive politeness strategies which contains of fifteen strategies. Positive politeness is employed to gratify the hearer's positive face by admitting them as a group or friend. Yule (1996: 64), states if a positive politeness strategy makes the questioner to make inquiries for a common objective, even friendship. The tendency to employ positive politeness is to highlight familiarity between speaker and hearer. It is perceived as a "solidarity strategy". People who have understood each other to indicate common ground and solidity frequently use this strategy. Thus, positive politeness is not only used to decrease the FTA, but also to show that addresser wishes to be closely engaged to addressee. Positive politeness covers fifteen strategies (Brown and Levinson, 1987: 101-129). Those are:

a. Strategy 1: Notice, attend to hearer (his interest, wants, needs, goods)

b. Strategy 2: Exaggerate (interest, approval, sympathy with hearer)

c. Strategy 3: Strengthen interest to hearer

d. Strategy 4: Use in-group identity markers

e. Strategy 5: Seek agreement

f. Strategy 6: Avoid disagreement

g. Strategy 7: Presuppose/raise/assert common ground

h. Strategy 8: Joke

i. Strategy 9: Assert or presume speaker's knowledge of and concern for the hearer's wants.

j. Strategy 10: Offer, promise

k. Strategy 11: Be optimistic

l. Strategy 12: Include both the speaker and the hearer in the activity

m. Strategy 13: Give (or ask for) reasons

n. Strategy 14: Assume or assert reciprocity

o. Strategy 15: Give hints to the hearer (goods, sympathy, understanding, cooperation)

RESEARCH METHOD

In this study, the descriptive qualitative used by the researcher in investigating the data. Descriptive qualitative was used in this research because the researcher provided the details of the utterances that were related to the positive politeness strategies used by David Muir and Donald Trump on ABC News and in Charlie Rose Show. In addition, Denzin and Lincoln (2009:2) state that "Qualitative research is multimethod in focus, involving an interpretive, naturalistic approach to its subject matter". Thus, in order to explore the politeness strategy in an exclusive interview between David Muir and Donald Trump on ABC News and Charlie Rose Show, the researcher used the utterances from Donald Trump and David Muir as the data. The researcher used text transcription of two videos from YouTube channel "ABC News" with the duration in 45 minutes and "Charlie Rose Show" in 1992 with the duration 1:14:30 as the source of the data.

DISCUSSION

In this part, the researcher describes the answers of research problem number one. That is about types of positive politeness strategies used by Donald Trump and David Muir. The data of this research are the utterances from Donald Trump and David Muir in YouTube channel "ABC News" and "Charlie Rose Show". In addition, the researcher also pointed out the most dominant strategies.

There were 28 data collected in this research which was illustrated in the Figure 1, below:
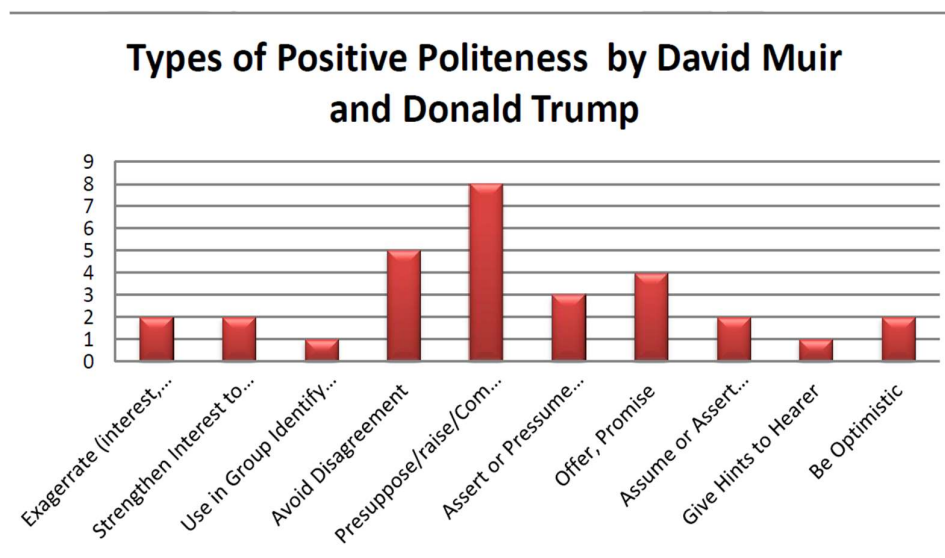
Types of Positive Politeness by David Muir and Donald Trump

Figure 1. Types of Positive Politeness used by David Muir and Donald Trump

Figure 1 showed that there were 10 types of positive politeness strategies found in Donald Trump and David Muir's utterances. Those were exaggerate (interest, approval, sympathy) to hearer, strengthen interest to hearer, use in group identify markers, avoid disagreement, presuppose/raise/common ground, assert of presume speaker's knowledge concern for hearer wants, offer / promise, be optimistic, assume or assert reciprocity, and give hints to the hearer. The highest frequency of positive politeness strategies was presuppose/raise/common ground which appears 8 times on ABC News and in Charlie Rose Show. The second highest frequency was avoid disagreement strategy which occurs 5 times. The next of positive politeness type was offer / promise which occurs 4 times, exaggerate (interest, approval, sympathy) to hearer strategy, strengthen interest to hearer, assume or assert reciprocity, and be optimistic had the same result which occurs 2 times. The lowest frequency were use in group identify markers and give hints to the hearer which only occurs only 1 time.

Strategy 2: Exaggerate (interest, approval, sympathy with hearer)

Data 1

Charlie Rose: But 1 man may have lost a job because you leaned on –

Donald Trump: **Because he's a tough guy. He's a savvy guy. He's come out great. He's a stock analyst. He's now my biggest champion. He's saying it's the greatest comeback, in fact he used the word brilliant. I hate to tell you this.**

Charlie Rose: What's his name?

Donald Trump: His name is Marvin Rosen

Based on the data above, Donald Trump's speech included negative politeness strategy 2, which was exaggerate (interest, approval, sympathy with hearer). It confirmed when he noticed Charlie rose about Marvin Rosen if he is really tough guy, brilliant by his utterances "Because he's a tough guy. He's a savvy guy. He's come out great. He's a stock analyst. He's now my biggest champion. He's saying it's the greatest comeback, in fact he used the word brilliant". Thus, it makes the hearer (Charlie Rose) interested with the speaker's utterances by saying "what's his name?".

Data 2

Donald Trump: Thank you very much, David.

David Muir*: Let me ask you, has the magnitude of this job hit you yet?*

Donald Trump: It has periodically hit me. And it is a tremendous magnitude. And where you really see it is when you're talking to the generals about problems in the world.

Based on the data above, it showed that the David Muir's utterances confirmed as positive politeness strategy 2, exaggerate (interest, approval, sympathy with hearer). It proved when he asked about Donald Trump's condition. After he became the new president of the U.S. It shows a sympathy by his words, "Let me ask you, has the magnitude of this job hit you yet?". Therefore, it makes the hearer (Donald Trump) interested with his utterances by saying "it has periodically hit me and it is a tremendous magnitude"

Strategy 3: Strengthen interest to hearer

Data 3

Donald Trump**: I mean when i do things, i built Taj Mahal. They set a billion dollars building how can it possibly and now it's turned out to be**

> **tremendously successful. It takes time. You got to be able to get over the hump. Riverside south is going to be tremendously.**
>
> **Charlie Rose:** Well, let's stop at Riverside South though. I mean first of all what did you hear is one of the arguments made about Riverside South that you faced a huge opposition on the part of Planning Commissions.

Based on the data above that Donald Trump's speech included in positive politeness strategy 3, strengthen interest to the hearer. It can be seen in his statement when he intensified Charlie Rose about Taj Mahal and Riverside ": I mean when I do things, I built Taj Mahal. They set a billion dollars building how can it possibly and now it's turned out to be tremendously successful It takes time. You got to be able to get over the hump. Riverside south is going to be tremendously". Therefore, it will give interest to Charlie Rose interested about. It confirmed on his utterances by saying "well, let's stop at Riverside South though". On the other hand, the next example will be drawn on data 4 below.

Data 4

Donald Trump: I was with the Ford yesterday and with General Motors yesterday. The top representative, great people and they are gonna do some tremendous work in United States. They are gonna build plants back in the United States.

David Muir: And we're gonna get to it all right here.

Based on the data above, it showed that the utterances from Donald trump Included in positive politeness strategy 3. It proved when he said about the Ford's company and he tells if Ford is really top representative, great people, and they are gonna do some fantastic work in the United states. On the other hand, it makes the hearer (David Muir) interested by the Speaker's utterances by saying "And we're gonna get to it all right here".

Strategy 4: Use in-group identity markers

Data 5

Charlie Rose: and what would he say?

Donald Trump**:** Well, he just called me and it boosts me. I'd say I just keep fighting and you know he was really phenomenal guy and a great leader and that's why Bear Stearns, I mean without any big parent company my Bear Stearns is just done tremendously well. **But Alan has been a really loyal friend and I've had a lot of other loyal friends but the thing and I guess I'm going to go to into this in the third book.**

Based on the data above, it can be seen that Donald Trump used positive politeness strategy 4, the use of group identify marker. It proved when Donald Trump said '**But Alan has been a really loyal friend and I've had a lot of other loyal friends but the thing and I guess I'm going to go to into this in the third book.'** It means that Alan is a royal friend or best friend with Donald Trump and it is included in strategy 4.

Strategy 6: Avoid disagreement

Data 6

Charlie Rose**:** But here comes one of the things they say about you is that   they're tricks within you of vindictiveness about that and you're not going to forget that and part of the Trump style at some point you're going to try to get Stein back.

Donald Trump**:** **Well, I don't think I am gonna try and get Stein back. I'm just disappointed in other people and I'm not disappointed in some. I mean there are people that were much more man like Alan Greenberg of Bear Stearns who would call me every day.**

Based on the data above, it proved that Donald Trump used positive politeness of strategy 6: avoid disagreement. It is proved by his utterance 'Well, I don't think I am gonna try and get Stein back. I'm just disappointed in other people and I'm not disappointed in some.", and then he made a speech to avoid this disagreement by saying 'I mean there are people that were much more man like Alan Greenberg of Bear Stearns who would call me every day'.

Data 7

Charlie Rose: Did it cause division between you and your brother?

Donald Trump**:** **Umm, it didn't cause division. I was a little disappointed on my brother.**

Based on the data above, it showed that Donald Trump used positive politeness of

strategy 6, avoid disagreement. It is shown when Charlie Rose asked about the causes of division to him and then he made a speech to avoid this disagreement by his utterance "Umm, it didn't cause division. I was a little disappointed on my brother".

Data 8

Charlie Rose: So you think Hollyfield is gonna lose?
Donald Trump: I think Hollyfield, umm I am not sure he's gonna lose now, **but I think your next champion is gonna be Lennox Lewis.**

Based on the data above, it shows the utterances from Donald Trump indicated positive politeness strategy 6, avoid disagreement when Charlie asked to Donald Trump about who is the king of boxing. On the other hand, he thought Hollfield is the king, but then he give an avoiding disagreement statement by his utterance "but I think your next champion is gonna be Lennox Lewis".

Data 9

Charlie Rose: What makes the decision as to when you go. Is that a decision made by you or that decision by the bankers?
Donald Trump**: No... No... No! It's made by me.**

Data 9 illustrated that the Donald Trump used positive politeness strategy 6, that is avoiding disagreement. It is confirmed when Charlie asking him about the decision what makes him gone is by himself or the decision by the bankers. Thus, Donald Trump give avoid disagreement statement "No... No... No! It's made by me"**.**

Data 10

Charlie Rose**:** But well, it was Adam. You made more money than you sold it for moment and you paid for what? There is a lot of money but it didn't sell and it's soldy from less every day!
Donald Trump**: No... No... No. I didn't reduce not for less, but I reduced my debt by hundreds of millions of dollars by the sale of the shuttle.**

Based on the data above, the utterance of Donald Trump highlighted the use of positive politeness strategy 6, which was avoiding disagreement. It is proved when Charlie Rose asking him about his abridged or reduced the money. On the other hand,

Donald Trump made the utterance to avoid this rejection by saying "I didn't reduce not for less, but I reduced my debt by hundreds of millions of dollars by the sale of the shuttle".

Data 11

David Muir: You don't think it undermines your credibility if there's no evidence?

Donald Trump: No, not at all because they didn't come to me. Believe me. Those were Hillary votes. And if you look at it they all voted for Hillary. They all voted for Hillary. They didn't vote for me. I don't believe I got one. Okay, these are people that voted for Hillary Clinton. And if they didn't vote, it would've been different in the popular.

From the data above, it can be seen that Donald Trump's utterances used positive politeness strategy 6, which was avoid disagreement. It can be proved when David Muir asked him about illegal votes dangerous for this country and it will decrease the Trump's credibility. On the other hand, he refused it by saying "No, not at all because they didn't come to me. Believe me. Those were Hillary votes. And if you look at it they all voted for Hillary. They all voted for Hillary" and then he made a statement to avoid this rejection by saying "Okay, these are people that voted for Hillary Clinton. And if they didn't vote, it would've been different in the popular".

Strategy 7: Presuppose/raise/assert common ground

Data 12

Charlie Rose: For money or not for money?

Donald Trump**: Well, I like playing for money because it gives you an interest. I mean it really does. Golf was something that helped me through a period when I was really you know there's a point at which you can't push. You have to sort of sit back and wait and see how the chips are falling.**

Data 12 revealed that Donald Trump's statement used positive politeness strategy 7, that is presuppose/raise/assert common ground. It appeared when Charlie Rose asked him about whether the purpose of golf is for money and Donald Trump gave an assert common ground answer same thought to him. It was shown in his utterance "Well, I like playing for money because it gives you an interest. I mean it really does. Golf was

something that helped me through a period when I was really you know there's a point at which you can't push. You have to sort of sit back and wait and see how the chips are falling". From this statement, the researcher knows.

Data 13

Charlie Rose : But you know better than I do is that during that time and the savings and loan crisis came about because a lot of savings alone, lend a lot of money to developers that were bad loans and should not ever have been made.

Donald Trump: **That's true and I have to tell you it's a hundred percent true. But a lot of that was exacerbated, a lot of loans that could have been good loans were made into bad loans because of the change, because of the 1986 tax law change and what they did is all of the sudden you had resolution trust and you're paying billions and billions in order to save five billion dollars in taxes. We're now paying trillions of dollars to save industries and save banks.**

Based on the data above, the Donald Trump's utterances included in positive politeness strategy 7 which was presupposing / raising / asserting common ground. It was shown in the utterances from Donald Trump when he asked about the crisis of loan and savings by Charlie Rose, it is caused by lending a lot of money to the developers. On the other hand, Donald Trump agreed with Charlie Rose's statement which was 100 % true or give him the same common ground to him. It was confirmed when he said "that's true".

Data 14

Charlie Rose: And is that profitable?

Donald Trump**: Trump Tower?? Yeah. I mean it was the most successful development ever built in this country and a condominium basis.**

Based on the data above, the Donald Trump's utterances included in strategy 7. That was presupposing / raising / asserting common ground. It was proved when Charlie Rose asked about the profitable of Trump's tower. Thus, Donald Trump agree with the Charlie's question by saying "Trump tower? Yeah. I mean it was the most successful

development ever built in this country and a condominium basis. The word "yeah" itself, it indicates the common ground and it included in strategy 7.

Data 15

Charlie Rose: Well, it depends on what the other guys took does.

Donald Trump: **I know, but generally speaking you're gonna win that game, okay. You know, it's the sad as it is to say but you're gonna win that game.**

Based on the data above, it was proved that Donald Trump's utterances included positive politeness strategy 7. That was presupposing / raising / asserting common ground. It was confirmed when Charlie Rose asked about the baseball game. Then, Donald Trump had the same common ground or similar thought with him about the baseball game by saying "I know". Thus, that word indicated the agreement with Charlie Rose.

Data 16

Donald Trump: That's really a false time because Reichman owed a lot more money than me and nobody's partners with right now. .

Charlie Rose: Yeah but you know that he's bankrupt.

Donald Trump: I know, their bankruptcy and you know just very deep trouble. My banks, have had a great confidence in me and they know i am good. They know I do it the best and they also know that i am honest.

Data 16 proved that the Donald Trump's utterance used positive politeness strategy 7, that was presupposing / raising / asserting common ground. It appeared when Donald Trump gave the comments about the Reichman that he owed a lot money. And Charlie Rose agreed with Trump's statement by saying "yeah you know that he's bankrupt." Then, Donald Trump agreed with the statement of Charlie Rose if Reichman was bankrupt by saying "I know, their bankruptcy." On the other hand, Trump give the common ground or same thought to Charlie.

Data 17

Charlie Rose: You'll get some political people who are smarter than you and I both about politics who will say the same thing.

Donald Trump: **I believe it.**

Based on the data above, the utterance from Donald Trump included positive politeness strategy 7. That was presupposing / raising / asserting common ground. It

proved when Charlie Rose asked about the politics if there are some political people who are smarter thatn Trump. Then, Donald Trump agreed with the statement and he had the same common ground with Charlie Rose about politics. It is proved when he said "I believe it".

Data 18

Donald Trump: Ultimately it'll come out of what's happening with Mexico. We're gonna be starting those negotiations relatively soon. And we will be in a form reimbursed by Mexico which I will say...

David Muir: So, they'll pay us back?

Donald Trump: Yeah, absolutely, 100 percent.

Based on the data above, the utterances from Donald Trump included in positive politeness strategy 7. That was presupposing / raising / asserting common ground. It was proven when David Muir asked about the reimbursed by Mexico Government ": So, they'll pay us back?". Then, Donald trump agree with that statement and it is proved when he said "Yeah, absolutely, 100 %. The word "yeah" indicates the agreement of Donald Trump to David Muir's statement.

Data 19

David Muir: When does construction begin?

Donald Trump: As soon as we can. As soon as we can physically do it. We're..

David Muir: Within months?

Donald Trump: I would say in months. Yeah, I would say in months. Certainly planning is starting immediately.

Based on the data above, the utterances from Donald Trump indicated positive politeness strategy 7. That was presupposing / raising / asserting common ground. This conversation talked about the construction that Donald Trump's going to build that asked by David Muir when it began and then, he tried to convinced Donald Trump by saying "within months?". Thus, he answered "Yeah I would say in a month". This implied that David Muir indicates to show common ground with Donald Trump.

Strategy 9: Assert or presume speaker's knowledge of and concern for hearer's wants

Data 20

Charlie Rose: I can take your words on all this, right?

Donald Trump: **Yeah, Sure! By the way Charlie, I have to tell you because of the fact and a big differences and that's why you see on all thee casino things, because of the fact….**

Based on the data above, The Donald Trump's utterances included positive politeness strategy 9. That is assert or presume speaker's knowledge and concern for hearer's wants. It can be seen, when Charlie Rose asked about all of the utterances during the interview are trusted by saying "I can take your words on all this, right?". Then, Donald Trump tried to convince Charlie Rose if all of his utterances in this interview can be trusted. It proved when he said "Yeah, sure!".

Data 21

David Muir: Let me ask you, has the magnitude of this job hit you yet?

Donald Trump: **It has periodically hit me. And it is a tremendous magnitude. And where you really see it is when you're talking to the generals about problems in the world. And we do have problems in the world. Big problems. The business also hits because the -- the size of it. The size.I was with the Ford yesterday.**

From the data above, the Donald Trump's statement included positive politeness strategy 9. That is assert or presume speaker's knowledge and concern for hearer's wants. It can be seen when David Muir asked about new position of Donald Trump as The President of America by saying "Let me ask you, has the magnitude of this job hit you yet?". On the other hand, Donald Trump tried to persuade David Muir about his new position as the President and the problems in the world by his utterance "It has periodically hit me. And it is a tremendous magnitude. And where you really see it is when you're talking to the generals about problems in the world".

Data 22

Donald Trump: Sure. And I do -- and I'm very ...(OVERTALK)

Donald Trump: ... you're just asking a question. I would've easily won the popular vote, much easier, in my opinion, than winning the electoral college.

I ended up going to 19 different states. I went to the state of Maine four times for one. I needed one.

Based on the data above, the Donald Trump's utterances included in the positive politeness strategy 9. That is assert or presume speaker's knowledge and concern for hearer's wants. It can be seen when Donald Trump give statement to David Muir if he is really optimist about the vote of President's election much easier and easily won the popular vote. On the other hand, Donald Trump shows that he tries to put pressure to David muir with the aims of Trump to cooperate with him.

Strategy 10: Offer, promise

Data 23

David Muir: But Mr. President, will they be allowed to stay?

Donald Trump: I'm gonna tell you over the next four weeks. But I will tell you, we're looking at this, the whole immigration situation, we're looking at it with great heart. Now we have criminals that are here. We have really bad people that are here. Those people have to be worried 'cause they're getting out. We're gonna get them out. We're gonna get 'em out fast.

Based on the excerpt above, The Donald Trump's utterances included positive politeness strategy 10. That is offer / promise. it proved when President Donald Trump said that he promises to the immigrants and David Muir that they will be allowed to stay in United States of America in the next four years. On the other hand, the President also focuses about the criminals in America. It appeared when he said "I'm gonna tell you over the next four weeks".

Strategy 11: Be optimistic

Data 24

Charlie Rose: So it's just 92 the best year of your life?

Donald Trump**: I think 92 could be certainly one of the best in my life because it really all came together for me financially** speaking and in so many other ways.

Based on the data above, it is explained that Donald Trump produced positive politeness of strategy 11 that is be optimistic. It proved when Charlie Rose asked him "So

it's just 92 the best year of your life?", and he answered it by saying "I think 92 could be certainly one of the best in my life because it really all came together for me financially speaking and in so many other ways". The sentence "92 is the best day of my life" indicated as be optimistic. Therefore, this sentences indicated that this sentences included in strategy 11.

Data 25

Donald Trump: Ultimately it'll come out of what's happening with Mexico. We're gonna be starting those negotiations relatively soon. And we will be in a form reimbursed by Mexico which I will say....

David Muir: So, they'll pay us back?

Donald Trump**: Yeah, absolutely, 100 percent.**

Based on the data above, it shows that the Donald Trump's utterances produced positive politeness of strategy 11. That is being optimistic. It was showed when David Muir asked him whether American taxpayers will pay for the wall, and he answered this questions by saying "Yeah, absolutely, 100 percent". Therefore, it indicated the being pessimistic strategy.

Strategy 14: Assume or assert reciprocity

This strategy used by the speaker to asks the listener to cooperate by providing evidence of habit or obligations between them. For more detail information, the research has already give some examples from the utterance of Donald Trump as seen below:

Data 26

Charlie Rose**:** But, if in fact he raped her in that hotel room regardless of whether she came there, you think that end should have to the slammer.

Donald Trump: Well, you know this day denies it. I don't know that it happened and i think that as they said if he didn't testify, **he would have been exonerated totally if the jury said that. Mike was arrogant, he was a horrible witness from what i understand and i am not surprised. I mean i would say that generally speaking you don't put Michael as witness**.

Based on the data above, it shows that Donald Trump used positive politeness of strategy 14. That is assumer or assert reciprocity. It proved when Donald Trump gives a

comments about Mike Tyson's brutality and if he did not carry out about it, Mike Tyson will not go to the jail. It is showed by his utterance "he would have been exonerated totally if the jury said that. Mike was arrogant, he was a horrible witness from what I understand and i am not surprised. I mean i would say that generally speaking you don't put Michael as witness"

Data 27

Charlie Rose: But they could have put up you against the wall and said you owe this money, you can't pay it back, we call the tune.

Donald Trump: They could've done that and I think if they did that, it would've been for everybody including them and I think they understood that.

Charlie Rose: But they would've lost money!

Based on the data above, it proved that Donald Trump used positive politeness strategy 14. That is assumer or assert reciprocity. It can be seen when he give this statement "They could've done that and i think if they did that, it would've been for everybody including them and i think they understood that". It shows that he give comments to Reichman that Donald Trump agreed with the statement of Charlie Rose about the bankruptcy on him (Reichman).

Strategy 15: Give hints to hearer

Data 28

David Muir: When people learn of the news of this wall today there are gonna be a lot of people listening to this. And I wanna ask about undocumented immigrants who are here -- in this country......

Donald Trump: **They shouldn't be very worried. They are here illegally. They shouldn't be very worried. I do have a big heart. We're going to take care of everybody. We're going to have a very strong border.**

Based on the data above, the conversation included in strategy 15: give hints to the hearer. It proved by Donald Trump's utterances fulfilled the immigrant's that they are not illegally by saying "They shouldn't be very worried. They are here illegally. They shouldn't be very worried. I do have a big heart. We're going to take care of everybody.

We're going to have a very strong border". On the other hand, Donald Trump gives a sympathy to the immigrants by allowing them to be living in America.

CONLUSION

Based in the findings above, the research took the data from Donald Trump's utterances and David Muir's utterances which indicated about the positive strategies on ABC News and in Charlie Rose Show. There are exaggerate (interest, approval, sympathy) to hearer, strengthen interest to hearer, use in group identify markers, avoid disagreement, presuppose/raise/common ground, and assert of presume speaker's knowledge and concern for hearer wants, offer / promise, and assume or assert reprocity. Beside of it, presuppose / raise / common ground is the highest type of positive politeness. Meanwhile, the lowest is use in group identify and give hints to the hearer.

In this research, the researcher also analyzed the factors that influence the politeness strategies used by David Muir and Donald Trump on ABC News and in Charlie Rose show. The researcher found that there are two factors which influenced. Those are social distance and relative power. The first is social distance. It is determined by relationship between the speaker and hearer. The results indicated that if the interviewer did not have a close relationship with Donald Trump, neither David Muir nor Charlie Rose could deliver the interview politely between the speaker and hearer. The second was relative power. This was used when people who have some authority or power than us. Based on the data above, Donald Trump is a really famous person even before he became the President of United States of America. Most of America citizen already knows about him including Charlie Rose when he interviews Donald Trump in his own television program called "Charlie Rose Show" in 1992 before he became the President of USA as well as David Muir when he interviews him on "ABC News" in 2017 after Donald Trump being the President. Therefore, it makes these interviewers talked politely to him.

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