Analysis of Language Defense in Youtube Content Boy William National Examination (UNBW)

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Abstract: Politeness is basically the speaker's way of communicating so that the speech partner does not feel pressured, cornered, or offended. Communication is a process that occurs in social life. At this time, almost all Indonesian people use social media and the biggest user is YouTube social media. Youtube is a social media that is watched by all people and all ages. Youtube contains various types of content, one of which is Boy William's YouTube channel entitled Boy William's National Examination (UNBW). This series discusses Youtube content for Boy William's National Examination (UNBW) with actresses Ayu Ting-Ting and Anwar. Politeness in language on Youtube social media functions to fence off Youtube users as polite loudspeakers. Conversations during UNBW will be the object of language politeness analysis with a review based on Leech's theory. The politeness theory put forward by Leech (1983: 132) is known as maxims which describe the realization of linguistic politeness, and further elaborates the linguistic politeness strategy into 6 maxims namely: 1) tact maxim, 2) generosity maxim , 3) approbation maxim, 4) modesty maxim, 5) agreement maxim, and 6) sympathy maxim. After reviewing the data, I pointed out that the conversation on UNBW's Youtube content for the Ayu vs Anwar series contains language that is impolite for other people to watch but is still considered polite if this conversation is only for Boy William, Ayu Ting-Ting, and just Anwar.

Keywords: Language politeness, Youtube.

I. Introduction

Polite language in the media serves to fence off the government as polite loudspeakers. Politeness of language in reporting is a strategy for government institutions that reflects the accountability of a well-managed and meaningful information management system. The importance of studying politeness as a linguistic study that focuses on the realization of speech, to investigate politeness in online media information as a speech act strategy is in accordance with the opinion of Spolsky and Reiter (1990: 4-5) that politeness in each individual's language needs to be realized in a number of alternative strategies that can be used by speakers. and speech partners in a standard framework that is recognized collectively, he also describes. Communication is a process that occurs in social life. In essence, social life cannot be separated from language, because language is a two-way communication activity that contains communication messages. Language plays an important role in communication and interaction in social life. Changes in lifestyle that are oriented towards the development of information technology, have influenced the development of a person's culture, mindset, and lifestyle. Information and communication technology has succeeded in breaking boundaries between continents around the world. Even information technology has changed mindsets, ideology, culture, and various other elements. Nowadays one can easily enter other countries without limits land also without escort. Changes in lifestyle that are oriented towards the development of information technology, have influenced the development of a person's culture, mindset, and lifestyle. Information and communication technology has succeeded in breaking boundaries between continents around the world. Even information technology has

changed mindsets, ideology, culture, and various other elements. Nowadays one can easily enter other countries without limits and also without escort. Changes in lifestyle that are oriented towards the development of information technology, have influenced the development of a person's culture, mindset, and lifestyle. Information and communication technology has succeeded in breaking boundaries between continents around the world. Even information technology has changed mindsets, ideology, culture, and various other elements. Nowadays one can easily enter other countries without limits and also without escort.

One of the mass communications is on social media. Social media is a means of receiving information or providing information to the general public. In social media, the messages or information that we convey are not only directed at one person but to many people, thus the information conveyed is also not limited. We can feel the benefits of various media ranging from print media, electronics and even online media. The development of mass media in this digital era has made many people use it, either just to find information or find a source of fortune. This is evidenced by the many mass media accounts including Facebook, Twitter, Instagram and YouTube that are used by the public. Technology makes it easy for us to keep up with the times. According to Kusuma on his website (2019: 19140037) "YouTube is the number one social media account in Indonesia, as evidenced by the results of the We Are Social survey that 150 million Indonesians actively use social media. 88 percent of the total social media users in 2019, YouTube is the most accessed media.

Language is an absolute requirement so that communication between users can run smoothly as expected. In fact, with lots of content that doesn't only contain positive content, it makes the content affect politeness towards the people who watch the vlog. In the process of communication, there are not only messages to be conveyed, but there must be norms of language politeness between speakers and speech partners.

Polite speech is speech that is mutually acceptable. Therefore, when communicating, we must be able to please and attract the sympathy of our partners by using polite language. Impoliteness can occur due to the influence of other people, either directly or from shows that are often accessed. It is possible to watch vlogs on YouTube to influence listeners in successive words, and be able to influence listeners who will be able to speak politely and allow for acceptance between speakers and speech partners. It is unfortunate that in reality YouTube users tend to upload content containing impolite speech.

II. Review of Literature

Politeness in language as a language phenomenon with a focus on the study of speech realization, this symptom as a way of investigating many politeness is emphasized from speech act strategies. The concept of speech acts and pragmatics views context as related to knowledge, with speakers' and partners' presuppositions about information, such as: social institutions, the desires and needs of other people, the nature of human rationality, as well as knowledge and language guidelines and interpretations of said speech. Pragmatics is one part of the study of signs or signs of language.

According to Leech (1983:18) language signs in his study can be divided into three types, namely: (1) syntactic, (2) semantic, (3) pragmatic. Furthermore, it is explained that syntactic is the study of the relationship between signs and signs, semantics is the relationship between signs and their meaning, and pragmatics is the relationship between signs and their use. According to Leech (1983: 15) what is meant by pragmatics is a study of language that seeks to find the meanings of utterances that are adapted to the situation, shared by the

participants in the speech and which accommodate a communication (Rahardi, 2010: 48). Context is a speech situation involving speech participants, speech context, speech objectives as a form of action, and speech as a product of verbal action. With regard to language use, The success of a learning program is determined by the existence of interacting parts. One of these components is language. Language as a communication tool is very important in interacting with the main function of language, namely as a communication tool. Politeness is basically the speaker's way of communicating so that the speech partner does not feel pressured, cornered, or offended.

Politeness is basically the speaker's way of communicating so that the speech partner does not feel pressured, cornered, or offended. Politeness in language put forward by Leech (1983: 132) is known as maxims which describe the realization of linguistic politeness, further the linguistic politeness strategy is broken down into 6 maxims namely: Tact maxim, Tact maxim is the politeness principle put forward by Leech in Amri (2022:59) states that tact maxim outlines that each participant in a narrative must minimize the loss of others, or maximize the benefits for others. If in speech the speaker is trying to maximize the benefits of others, then the interlocutor must also maximize his own losses, not the other way around. b) The maxim of generosity, the maxim of generosity is the maxim of generosity, meaning that the person speaking is expected to respect others., c) The maxim of approbation (appropriation maxim), the maxim of appreciation can be considered polite if in communication he tries to give appreciation. against other parties. d) The modesty maxim, which can be called the modesty maxim, in communication the participants are expected to have humility by reducing self-praise. People can be said to be arrogant if in spoken communication they always favor themselves or praise themselves. d) The maxim of agreement (agreement maxim), says that the maxim of agreement can be called the maxim of conformity. At this maxim, Emphasizes that the speaker and the speech partner can build mutual compatibility, agreement or consensus in speaking activities. The speaker and the speech partner can be said to have a polite attitude if there has been agreement or compatibility in the speaking activity. e) Sympathy maxim, expressing the sympathy maxim is giving attention. The purpose of this maxim is so that the speech participant can maximize his sympathy between one party and another.

Politeness in language in online media is reflected when communicating with polite spoken language consistently using language diction appropriately does not cause ambiguity in meaning when digested by the public so that they equate or agree on the meaning that appears between speakers and interlocutors in written contexts so that meaning bias does not occur affecting the information conveyed. accepted through online media. Leech's politeness model in Hasibuan and Amri (2023:17) every interpersonal maxim can be used to determine the politeness rating of an utterance. The five kinds of Leech's politeness measurement scales are the Cost-benefit scale or the scale of losses and gains, the optionality scale or the choice scale, the Indirectness scale or the indirectness scale, the Authority scale or the authority scale.

In the data that I will review, I chose this theory because in my opinion this theory is the clearest and most complete theory for reviewing language politeness on social media, specifically YouTube. In addition, the theory also contains a measure in a real and strong assessment, namely the five kinds of Leech's politeness measuring scale consisting of the Cost-benefit scale or the loss and gain scale, the optionality scale or the choice scale, the Indirectness scale or the indirectness scale, the Authority scale or authority scale, Social distance scale or social distance scale.

III. Result and Discussion

My analysis is strengthened by the principle of politeness consists of six types, namely tact maxim, generosity maxim, approbation maxim, modesty maxim, agreement maxim, and sympathy maxim.

3.1 The maxim of wisdom (tact maxim).

The politeness principle put forward states that the maxim of wisdom (tact maxim) outlines that each participant in the narrative must minimize the loss of others, or maximize the benefits for others. If in speech the speaker is trying to maximize the benefits of others, then the interlocutor must also maximize his own losses, not the other way around. The principle of politeness with the maxim of wisdom contained in it outlines that each participant in the narrative must minimize the loss of others, or maximize the benefits for others. If in speech the speaker is trying to maximize the benefits of others, then the interlocutor must also maximize his own losses, not the other way around

In Boy William's conversation with Ayu Ting-Ting and Anwar, there is no maxim of wisdom. Several times also came out harsh words such as:

Come on ting-ting: Goblokkkk... (laughs) **[Clap]**

Saying stupid words to Boy William will make a loss to Boy William as the content owner, this content will be age-restricted for viewing due to language censorship. Even though the most and most frequent Youtube users are aged 18 and under. With reduced viewers and broadcast hours, the salary that Boy William will receive from YouTube will also decrease.

a. Generosity maxim

The maxim of generosity can be called the maxim of generosity, meaning that people who speak are expected to respect others. Based on this opinion, I conclude that Boy William has used language that fulfills the maxim of generosity. This was found in Boy William's conversation, who still thanked Anwar even though Anwar lost the score and continued to praise Ayu ting-ting and Anwar even though he gave the wrong answer.

Boy William   :Greatlo yu, the answer is the State Oil and Gas Mining [Clap]
Boy William   :Ayu's score was ting-ting 9 and Anwar 7. Thank you very much Anwar for playing. Okay Anwar now you can go home from school. thank you and dada....

With Boy William continuing to give points and thanking the losing party as well as praising and inviting the losing party (Anwar) to return home in an honorable way, this is a form of generosity from Boy William as the owner of the UNBW Youtube channel. This treatment from Boy William was able to inspire respect for everyone who took part in UNBW.

b. Approbation maxim

The appreciation maxim explains that a person can be considered polite if in spoken communication he tries to give appreciation to other parties. In the conversation Boy William continued to reward Anwar by saying thank you for participating in the UNBW event.

[Clap]
Boy William: Ayu's score was ting-ting 9 and Anwar 7. Thank you very much Anwar for playing. Okay Anwar now you can go home from school. thanks and dadahhhh....

So, Boy William still expressed his gratitude as a form of his appreciation for Anwar for being willing to take part in the UNBW event and answering questions given by Boy William, without reducing respect, Anwar as the losing party but Boy William still invited Anwar to go home safely.

c. Modesty maxim

The modesty maxim can be called the modesty maxim, in communication the participants are expected to have humility by reducing self-praise. People can be said to be arrogant if in speaking communication they always favor themselves or praise themselves. Boy William is one of the actresses with intelligence that is above average. Even with these advantages, Boy William, as the presenter of the UNBW program, always appreciates every guest. Whether it's smart with high answer points or with low points.

d. The maxim of agreement (aggrement maxim)

The agreement maxim is known as the agreement maxim. This maxim emphasizes that the speaker and the speech partner can build mutual compatibility, agreement or consensus in speaking activities. Speakers and speech partners can be said to have a polite attitude if there is agreement or compatibility in speaking activities. Because Ayu ting-ting, Boy William, and Anwar are friends, they can develop compatibility in conversation. Even though harsh or non-standard words often came out, there was no hurt between them. Because they have developed compatibility with each other in speaking and understanding this.

e. Sympathy maxim

The sympathy maxim is giving attention. The purpose of this maxim is so that the speech participant can maximize his sympathetic attitudes between one party and another.

As explained in the previous maxim that Boy William, Ayu Ting-Ting, and Anwar are close friends, because it is their closeness that makes them sympathize with each other. Boy William remains sympathetic to Anwar even though Anwar is in a losing position to Ayu Ting-ting.

However, do not forget that Boy William also sympathizes with Ayu Ting-Ting who won this time.

Based on the results of the analysis of the study according to the form of violation of the politeness principles in the context will be described in the following section. Descriptions of violations of the politeness principle are discussed according to the maxims that were violated.

f. Violation of Maxims in Online Media

The results of data analysis found violations of maxims in online media which were marked by speakers using inappropriate diction, ordering or reprimanding or giving advice directly. The flouting of the maxims found is a violation of the maxim of wisdom, to be more clearly described as follows:

g. Violation of the Maxims of Wisdom

Violation of this maxim is marked by speakers using harsh diction, directing or admonishing, giving direct suggestions, refusing with high intonation, and being rude. The tact maxim requires an utterance not to burden the interlocutor and to be felt more refined. speaking must have a wise attitude. From the data found deviations from the maxim of wisdom can be seen in the following data. On text data:

Come on ting-ting   :Goblokkkk… (laughs) [Clap]

In Boy William's conversation with Ayu Ting-Ting and Anwar, there is no maxim of wisdom.Saying stupid words to Boy William will make a loss to Boy William as the content owner, this content will be age-restricted for viewing due to language censorship. Even though the most and most frequent Youtube users are aged 18 and under. With reduced viewers and broadcast hours, the salary that Boy William will receive from YouTube will also decrease.

IV. Conclusion

Based on the politeness data analysis, information on YouTube social media has fulfilled politeness (maxims) and violations of maxims have occurred. Analysis of language politeness with Leech's theory, it is concluded that the conversation on the Youtube content of Boy William's National Examination with the series Ayu ting-ting vs Anwar contains impolite chatter on several maxims, however, on other maxims because it is based on compatibility and sympathy and appreciation, so in this Youtube content there is no cause for discord or hurt because they are able to complement each other so that it only becomes a joke and has fun.

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