

POWER AND SOLIDARITY OF DETERMINING POLITENESS STRATEGIES IN THE “MASTERCHEF JUNIOR AMERICA”

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Abstrak

Pembicara dan pendengar harus saling memperhatikan muka satu sama lain karena wajah adalah citra diri seseorang. Strategi kesantunan dapat digunakan dalam situasi tersebut dimana strategi kesantunan adalah cara untuk menyelamatkan wajah pendengar dari *face-threatening acts (FTAs)*. Penelitian ini bertujuan untuk menemukan jenis strategi kesantunan yang digunakan juri dan fungsinya menggunakan teori Brown and Levinson (1987), mengungkapkan reaksi komunikasi *non-verbal* peserta melalui ekspresi wajah mereka menggunakan teori Navarro (2018), dan menganalisis faktor yang mempengaruhi penggunaan strategi kesantunan yang digunakan juri menggunakan teori Brown and Levinson (1987) di objek Junior MasterChef Amerika musim 6. Metode kualitatif digunakan sebagai metode penelitian. Empat episode digunakan sebagai objek di dalam penelitian ini. Hasilnya, penelitian ini menemukan bahwa empat jenis strategi kesantunan digunakan oleh juri untuk memberikan kritik, peringatan, perintah, dan untuk membuka percakapan kepada peserta. Strategi kesantunan yang paling banyak adalah kesantunan positif (144 data), diikuti oleh kesantunan negatif (40 data), kesantunan tidak langsung (13 data), dan kesantunan langsung (12 data). Penggunaan strategi kesantunan dipengaruhi oleh beberapa faktor, yaitu keuntungan (*payoffs*), hubungan sosial (*social distance*), perbedaan kekuasaan (*relative power*), dan peringkat pembebanan (*ranking of imposition*). Selain itu, strategi kesantunan memberikan dampak pada raut wajah peserta. Kesantunan positif dan negatif memberikan dampak emosi positif sedangkan kesantunan langsung dan tidak langsung memberikan dampak emosi negatif pada raut wajah peserta.

Kata Kunci: *strategi kesantunan, Junior MasterChef, kekuasaan, solidaritas, komunikasi*

Abstract

Speakers and hearers should give the intention to face each other since the face is a self-image of a person. Politeness strategies can be used in situations where politeness strategies are ways to save the hearers' faces from face-threatening acts (FTAs). This study is purposed to discover the kinds of politeness strategies used by judges and their functions using Brown and Levinson's theory (1987), reveal participants' non-verbal communication reactions through their facial expressions using Navarro's theory (2018), and analyze factors influencing the use of politeness strategies used by judges Brown and Levinson's theory (1987) in MasterChef Junior America season 6. The qualitative method is used as a research method. Four episodes are used as objects in this study. As a result, the study finds that four politeness strategies are utilized by the judges to give criticisms, reminders, commands, and open conversations with the participants. The most used politeness strategy is positive politeness (144 data), continued by negative politeness (40 data), off record (13 data), and bald on record (12 data). The use of politeness strategies is influenced by some factors, namely payoffs, social distance, relative power, and ranking of impositions. In addition, politeness strategies affect the hearers' facial expressions. Positive and negative politeness give positive emotions while bald on-record and off-record strategies give negative emotions in the hearers' facial expressions.

Keywords: *politeness strategies, MasterChef Junior, power, solidarity, communication*

INTRODUCTION

Communication and language are things that cannot be separated because communication is a media and language is a tool to deliver the message. The important thing in

communication is that speaker's messages reached the target audience and the hearer understands and responds as the speaker wants (Salahuddin & Rahman, 2022). During the communication, the speakers may reflect on their behaviors. Thus, it can be also influenced not only by how

the speakers speak or apply communication manners but also by the speakers' age, nationality, sex, and so on. In a communication process that significantly to be noticed as a prominent part to be inspected is the utterances of one another. Nevertheless, it is important to remark the facial expression as a part of public self-image because every person used their face as a part of interacting with someone's utterances (Fauzi, 2011). Speakers and hearers should notice faces each other because it needs cooperation to maintain faces during a conversation. The speakers sometimes do not see the hearer's face and threat the face. One of the ways to violate the face is by using criticisms in the speaker's utterances. Criticism is often used in a competition where the judges give comments to the participants.

The phenomena can be solved by applying politeness strategies. Politeness strategies are strategies to make communication smooth and harmonious among speakers and hearers. The main purpose of these strategies is to make hearers comfortable with speakers during the conversation (Alamanda, 2020). For example, when a speaker needs to borrow a pencil from his friend, he can praise his friend's new bag and borrow his pencil, like *"Hey, you have a new bag. Can I borrow your pencil? because mine is left"*. This request can be assumed as a threat to the hearer's face because it imposes on the hearer that he should lend his pencil. The speaker adds the praise 'you have a new bag' to minimize the threat. Other forms of threats are suggestions, reminders, warnings, offers, promises, and complaints (Brown & Levinson, 1987). Brown and Levinson (1987) divide politeness strategies into four categories. Those are bald on-record, positive politeness, negative politeness, and off-record. In deciding the strategies, the speaker needs to know the circumstances and other aspects so the speaker can get the right strategy for the hearer. One of the aspects is power and solidarity.

The theory of power and solidarity has been applied in many types of research to discover the social status among the speakers and hearers. For example, the study by Firdaus et al. (2022) discussed the theory of power and solidarity to discover the relationship between the judges and participants in the Voice Kids Indonesia season 4 through the pronoun used by the speakers. It is also used to discover who is the superior and inferior in the conversation. Another study by Fajar (2019) applied the power and solidarity theory to discover power and solidarity through the pronouns used by President Barack Obama in his speech at Universitas Indonesia. He found that the use of power is to indicate America's hegemony towards Indonesia and the

use of solidarity is to minimize the gap between Indonesia and America. The present study uses the power and solidarity by Brown and Levinson (1987) as factors. The factors are to discover the use of politeness strategies influenced by the power and solidarity possessed by speakers and hearers. It is important because it can give additional information about the reasons why the speakers use certain strategies.

A previous study by Ristinaningrum (2018) analyzed the politeness strategy in MasterChef Indonesia season 4. She found that the judges, Arnold and Matteo, used all kinds of politeness strategies with different use percentages. The judges mostly used positive politeness (50.3%) because they are in the same group, then followed by bald on record (28.7%), negative politeness (11%), and off record (10%). A study by Alamanda (2020) also analyzed MasterChef Australia from positive politeness strategies and the factors why the judges chose a certain strategy. She found that the judges used twelve of fifteen types in the positive politeness strategy. Another study by Safa and Kurniawan (2016) analyzed MasterChef and MasterChef Junior US from Gordon Ramsay's utterances only. They compared the comments he gave in MasterChef and MasterChef Junior US using politeness strategies. They found that Gordon Ramsay used various kinds of politeness strategies, like bald-on record, positive politeness, and off-record strategies in MasterChef while he used only positive politeness strategy in MasterChef Junior.

The present study and previous studies use the same politeness strategies theory by Brown and Levinson (1987). The things that make the present study and the previous different are the kinds of politeness strategies. Alamanda (2020) focused on the positive politeness strategy while the present study uses all kinds of politeness strategies to analyze the data. Safa and Kurniawan's study (2016) did not look for the reasons behind the choice of politeness strategies by Brown and Levinson (1987) and focused only on Gordon's politeness strategies while the present study uses the theory in this research. This present study also adds non-verbal communication by Navarro (2018) in which this theory is not applied in those previous studies. The purpose of using the theory is to reveal the participants' non-verbal communication reactions affected by politeness strategies from the participants' facial expressions. Since the participants are children, the study would like to see whether they can handle judges' criticisms of their foods or not. The study does not only analyze the object from a pragmatic

point of view but also the social status among the speakers and hearers.

The study aims to discover the kinds of politeness strategies used by judges and their functions (Brown & Levinson, 1987), reveal participants' non-verbal communication reactions through their facial expressions (Navarro, 2018), and analyze factors influencing the use of politeness strategies used by judges (Brown & Levinson, 1987) in MasterChef Junior America season 6. Thus, the study underlines the purposes in the research questions. The research questions are (1) what are politeness strategies used by judges in MasterChef Junior America?, (2) what are participants' non-verbal communication reactions in MasterChef Junior America?, and (3) what are the factors influencing the use of politeness strategies in MasterChef Junior America?. RQ 2 in this study is to prove whether the use of politeness strategies is success through the participants' non-verbal communication reactions so it is important to provide the additional information to the judges. MasterChef Junior America is a cooking competition based in America. This show involves participants' non-verbal communication reactions and judges' comments or utterances. The purpose of using the show is to analyze whether the speaker or judges will use politeness strategies to the participant or not since the show is known as a tense competition. The participants of this program are average 8 – 12 years old (Goodchild, 2012). In addition, the study also analyzes the non-verbal communication reactions from participants' facial expressions as communication effects and analyzes factors influencing the use of politeness strategies. The study takes MasterChef Junior America as an object because it is a competition reality show. Since the television program had already been broadcasted a few years ago, the study analyzes the object through YouTube.

Politeness Strategies

Politeness strategies are utterances of speakers' intention to decrease the addressees' facial threats caused by face-threatening acts towards another (Togatorop, 2019). Face-threatening acts (FTAs) are utterances or behaviors that challenge other people's desires (Yusuf & Anwar, 2019). It includes promises, apologies, non-verbal actions as well as criticisms, disagreements, and requests. Brown and Levinson (1987) stated that there are four kinds of politeness strategies, those are bald on record, positive politeness, negative politeness, and off record.

Bald on record is a direct language to say something (Septiyani, 2016). Doing an act badly, speaking without redress, and doing the conversation in the most direct, unambiguous, clear, and concise way possible are the characterizations of this strategy (Togatorop, 2019). Because this strategy uses direct language in which the speaker intends to deliver the message directly, the strategy follows Grice's Maxims (1975) and does not violate them. The Grice's Maxims are as follows:

1. Maxim of Quantity: Don't say less or more than is required.
2. Maxim of Quality: Be non-spurious (speak the truth, be sincere).
3. Maxim of Relevance: Be relevant.
4. Maxim of Manner: Be perspicuous, avoid ambiguity and obscurity.

This does not mean that the utterances in general should meet the conditions. Unlike other kinds of politeness strategies, the one who does FTA is speakers. The speakers can do FTA with maximum efficiency whatever he wants, even to any degree. However, different kinds of bald on-record strategies depend on the speaker's motives to do FTA.

Positive politeness is redressed to the hearer's or addressees' positive faces (Brown & Levinson, 1987). Redress here is to satisfy the addressees' desires by communicating the addressees' wants, like his interests, needs, goods, etc. The purposes of this strategy are to minimize the threat to addressees' positive faces and to make the addressees feel good about themselves regarding their interests, goods, needs, etc. This strategy consists of statements of friendship, solidarity, intimacy, and compliment (Togatorop, 2019). Positive politeness has several sub-strategies to save the hearers' faces.

1. Notice, attend to hearers' faces (his interests, wants, needs, goods)
2. Exaggerate (interest, approval, sympathy with hearers)
3. Intensify interest to hearers
4. Use in-group identity markers
5. Seek agreement
6. Avoid disagreement
7. Presuppose/ raise/ assert common ground
8. Joke
9. Assert or presuppose speaker's knowledge of and concern for hearer's wants
10. Offer, Promise
11. Be optimistic

12. Include both speaker and hearer in the activity
13. Give (or ask for) reason
14. Assume or assert reciprocity
15. Give gifts to hearer (goods, sympathy, understanding, cooperation)

Unlike the positive politeness strategy, the negative politeness strategy is purposed to redress the addressees' negative faces violated by FTA. Trisnawati and Fussalam (2020) stated that negative politeness is a strategy that adapts to the addressees' negative faces in which the speaker respects the addressees' wants without intruding on the addressees' decisions or problems. It proves that negative politeness is the essence of respectful behavior while positive politeness is the essence of familiar and joking behavior (Brown & Levinson, 1987).

1. Be conventionally indirect
2. Question, hedge
3. Be pessimistic
4. Minimize the imposition
5. Give deference
6. Apologize
7. Impersonalize Speaker and Hearer
8. State the Face Threatening Act as a general rule
9. Nominalize
10. Go on record as incurring a debt, or as not indebting hearers

The last politeness strategy is off-record. It is recognized as an indirect strategy since the strategy uses indirect language and removes the speaker from the possibility of being imposed (Togatorop, 2019). Unlike the bald on-record strategy, this strategy violates Grice's Maxims because this strategy delivers the message indirectly. There are 15 sub-strategies in the strategy.

1. Give hints
2. Give association clues
3. Presuppose
4. Understate
5. Overstate
6. Use tautologies
7. Use contradictions
8. Be ironic
9. Use metaphors
10. Use rhetorical questions
11. Be ambiguous
12. Be vague
13. Over-generalize
14. Displace hearers
15. Be incomplete, use ellipsis

Non-Verbal Communication

Non-verbal communication is communication using other methods rather than language or any form that used spoken language (Gkorezis et al., 2015). Other methods here mean the face, head, eyes, hands, body, voice, or even the distance and other non-verbal cues. Navarro (2018) stated that non-verbal is more generally called body language. Navarro's study (2018) describes body language signs to reveal the behaviors or emotions behind the signs. He reveals a lot of body language signs, like head, eyes, eyebrows, mouth, lips, and so on. The study uses only eyes, eyebrows, and lips to analyze the data because those are the first things the speakers will notice and the study only analyzes the facial expressions. Since the study also uses this theory as proof that the politeness strategies succeed to execute the participants, non-verbal communication can be seen from the participants.

1. Eyebrows

Eyebrows are one of the body parts in the face which has the function to protect the eyes from dust, light, and moisture. It also shows how people feel through some signs (Navarro, 2018). He stated that someone relies on people's eyebrows to interpret how their feelings because eyebrows are controlled by a variety of muscles, like *corrugator supercilia*. Thus, it can communicate how people are feeling through the eyebrows' signs (Navarro, 2018). Here are the eyebrows' signs.

- Eyebrow Arching/Flashing (Happy)
- Eyebrow Greeting
- Eyebrow Arching (Tense)
- Eyebrow Asymmetry
- Eyebrow Narrowing/Knitting

2. Eyes

Eyes are visual gates to the world. When someone was born, he was scanning information in color, movement or novelty, shading, familiar faces, symmetry, and always for the aesthetically pleasing. Eyes show love and compassion as well as worried and insult. Eyes are something someone notices first in others. Eyes cannot only show welcoming or joyous signs which can make a day for other people but they also can show something wrong, like fear or concern through the eyes (Navarro, 2018). Here are the signs of the eyes.

- Pupil Dilation
- Pupil Constriction
- Relaxed Eyes
- Fatigued Eyes
- Sad Eyes

3. Lips

People use their lips to make some styles while they are taking a selfie. They also use it for making their faces more attractive. Lips can sense cold, hot, heat, or even movements of air. They not only sense but also communicate people's feelings, like moods, dislikes, likes, and even fears. By showing certain signs on the lips, people can express their feelings and send messages to the interlocutors (Navarro, 2018). Here are the signs.

- Finger to Lips
- Lip Plucking
- Sad Mouth
- Mouth Open, Jaw to Side
- Smile

Factors Influencing the Use of Politeness Strategies

The speakers consider choosing the politeness strategies depending on factors. The factors are payoffs and sociological variables. Payoffs are advantages gotten by the speakers if they applied the politeness strategies. Sociological variables are decided into three kinds, namely social distance, relative power, and ranking of imposition. The payoffs would be more advantageous among the strategies (Brown & Levinson, 1987).

Payoffs: a priori consideration

Brown and Levinson (1987) stated that by doing the politeness strategies, the payoffs or advantages will be earned by the addressee or the speaker himself. Every politeness strategy has different payoffs or advantages depending on the speaker's intention or needs. Here are the payoffs or advantages of every politeness strategy that the speaker will earn.

1. Bald on record

By applying bald on-record strategies, the speaker gets some advantages or benefits. The speaker enlists public pressure against the addressee or to support himself. He will also be thought of as an honest and outspoken person. In addition, it indicates that the speaker trusts the

addressee. The strategy makes the speaker avoid the assumption of being a manipulator or being misunderstood in the utterance.

2. Positive politeness strategy

Positive politeness strategies bring advantages or benefits to speakers and addressees as well. The speaker can minimize the face-threatening acts by ensuring that the speaker has the same interests and wants as the addressees. Another possible advantage gotten by the speaker is that he can minimize or avoid the debt implications of FTA like offers and requests.

3. Negative politeness strategy

By applying negative politeness strategies, the speaker can pay respect or deference to the addressee in return for the FTA so that he can avoid incurring future debt. He also can maintain social distance and avoid the threat or the potential face loss of advancing familiarity towards the addressee. Another possible payoff is that he can help the addressee by giving a real 'out' either in a request or an offer so that the addressee should not say 'yes' unless he wants.

4. Off record

Off-record strategy is the indirect message delivered by a speaker in which it gives benefits or advantages to the speaker. The advantages are that the speaker will be thought of as a tactful and non-coercive person, can run less risk of his act towards the gossip about himself, and can avoid the face damaging interpretation towards himself.

Sociological variables

In doing the FTA, all cultures almost use the following factors to assess the seriousness of an FTA;

1. Social distance

Social distance is a symmetric relationship between the speaker and hearer(s) (Brown & Levinson, 1987). The use of politeness is determined by the social distance between the speaker(s) and the hearer(s). The one who has a small distance will have a lower politeness degree than the one who has a long distance. For example, someone talks to his close friend about a birthday invitation.

Someone: Go to my birthday party, mate?

The sentence is different if the person talks to another friend who is not close to him.

Someone: Would you like to come to my birthday party?

2. Relative power

Relative power is an asymmetrical relationship between the speaker and hearer(s) (Brown & Levinson, 1987). Asymmetrical here means superior and inferior or different degrees among speaker and hearer(s) because this factor sees who is the one who has more power during the conversation. This factor can be found in a workplace, an educational place, etc (Alamanda, 2020). The use of the politeness strategy between teacher and student will be different because the teacher is superior and the student is inferior. For example, the teacher asks help from his student.

Teacher: Can you refill the marker?

This case will be different if the student asks for help from his teacher

Student: Would you like to repeat the explanation, sir?

3. Ranking of imposition

Brown and Levinson (1987) stated that the ranking of impositions is culturally and situationally determined by the degree to which they are assumed to interfere with the hearer's wants of self-determination or approval (it can be his negative face and positive face). The greater FTA applied in the speaker's utterance, the higher the standard of politeness will be used by the speaker (Septiyani, 2016).

Brown and Levinson (1987) gave two different examples of different situations. The first situation is that a speaker lost his purse and did not have any money left but he needed to buy a railway ticket to go home. In this situation, he will ask a stranger to borrow his/her money.

Speaker: Look, I'm terribly sorry to bother you but would there be any chance of your lending me just enough money to get a railway ticket to get home? I must have dropped my purse and I just don't know what to do

In this situation, the speaker puts greater FTA and asks with apologizing at his first utterance. He has been hopeless and needed help because the railway ticket is expensive, for example. It will be different if the situation is that the speaker needs only a little money. For example, the speaker needed only 50 cents to pay for something but he does not have since he only has one dollar in his pocket.

Speaker: Hey, got change for a half?

The second utterance has a lower politeness degree than the first utterance. The first situation is very urgent and uses negative politeness while the second situation is not too urgent and uses bald on-record or direct politeness.

METHOD

The study used qualitative research because the research took more data analysis and analysis result in the form of description. Qualitative research is a research approach to analyze the individual or group toward human problems (Hegarsari, 2020). Qualitative research comes with narrative research, phenomenology, grounded theory, ethnography, and case study as the approaches. The research question in qualitative research starts with the words "what" or "how" (Creswell, 2013). The study also used three research questions consisting of the words "what". The study took a case study as the approach because the case study involves the research to investigate a bounded system (a case) or multiple bounded systems (some cases) over time, detailed research, and using in-depth data collection and its multiple instruments (Creswell, 2013). The study also used pragmatics as the approach because it is the base theory of this research. The study discussed the politeness strategies used by the judges and classified the utterances into four categories or strategies in MasterChef Junior America season 6.

The study analyzed politeness strategies by Brown and Levinson (1987) in MasterChef Junior America season 6. The object of this study was taken from YouTube because the object happened a few years ago. The study focused on four episodes of the show. Those episodes are Episodes 1, 2, 14, and 15. The study used documentation techniques because this research required transcription during the analysis. There are three data collection steps applied in this research based on the documentation technique. The first step is selecting data. In this step, the study looked for the data on YouTube by inserting the keyword 'Junior MasterChef US', selected the newest season that has complete episodes, chose the episodes to be analyzed, typed closed captions in the videos, and crosschecked the transcription to avoid the wrong utterances. The next step is selecting data. The study selected suitable data and unnecessary data in this step because the utterances transcribed from YouTube were too long. The next step is classifying data. The study classified the data collected based on politeness strategies in Brown and Levinson's theory (1987). This study used three components of

qualitative data analysis stated by Miles et al. (2014). Those components are data condensation, data display, and conclusion: drawing or verifying.

RESULT AND DISCUSSION

Result

The Types of Politeness Strategies Used by Judges

1. Bald on record

The study found 12 data of bald on record in Episodes 1, 2, 14, and 15 of MasterChef Junior season 6. The study only puts 2 data as examples.

❖ Datum 1 (Timestamp 38:45 – 39:03)

Christina Tosi : Smoking burnt fat equals smoking burnt flavor, right?
 Joe Bastianich : Let me show you a trick Quani. You take a little bit of whatever you're gonna fry and you throw it in. What happens when it's so hot? You put it in. It's gonna burn it without cooking it. It's brown in two seconds
 Quani : Get it. Too hot
 Joe Bastianich : Use your brain

Datum 1 is taken when the participant, Quani, makes a little mistake that can break his entrée. He forgets to see his duck fat oil until it is burnt. The judge notices it and informs him about the duck fat. The judge gives some information to him in the first and second utterances of the conversation above. The participant catches the information and the judge gives a message 'Use your brain'. The message means he should give intention to all of the aspects because if he is neglectful to a little thing, it may cause a big problem. The purpose of this strategy can give a message directly to the hearer that can be understood well. Even though it might give a high FTA towards the hearer, this strategy is needed in an urgent condition, like in Datum 1. This datum is also taken in Episode 14 where the judges and the participant have already known each other so the participant knows the pressure and how to handle it. In the testing section, the participant nails the dish because of the judges' advice.

❖ Datum 2 (Timestamp 39:47 – 40:07)

Christina : Girl friend, what are you doing?
 Beni : I'm taking a risk that's the whole point of this competition
 Joe : But listen, it needs to be glistening, crisp on the outside and it's also really important to render the veal fat, make it nice and caramelized, get good color on it. It could really really be one of the most delicious things you could put on a plate but you've got to cook it right

The participant, Beni, makes veal chop as her main ingredient for her entrée. She never made any dish from veal chop before. The judges are shocked about it and said 'girl friend, what are you doing?'. Then, she explains that she wants to take a risk for her entrée. The judge, then, gives information about the veal chop texture she should serve because cooking veal chop is hard and a little mistake can make a big problem. The judge, Joe Bastianich, uses the word 'listen' as an emphasis to catch the participant's intention and to show that this message is very important. The word 'listen' in Datum 2 consists of bald on-record strategies because the judge wants to explain the word. Datum 2 also gives an FTA towards the hearer the same as in Datum 1 because the message should be executed well by the participant. Even though it gave an FTA towards the hearer, it can avoid the greater FTA in the future by applying the judges' suggestions.

2. Positive politeness

Positive politeness has 15 sub-strategies and two sub-strategies are not found in MasterChef Junior season 6. Those sub-strategies are 'assert or presuppose speaker's knowledge of and concern for hearer's wants' and 'assume or assert reciprocity'. The study found 144 data in positive politeness strategy. The detailed data of every sub-strategy can be seen in Table 1. The study puts three examples of positive politeness strategies as data representatives.

Table 1. Positive Politeness Strategies in MasterChef Junior America Season 6

No.	Positive Politeness Strategy	Amount
1	Notice, attend to hearer's face (his interests, wants, needs, goods)	27
2	Exaggerate (interest, approval, sympathy with hearer)	21
3	Intensify interest to hearers	5
4	Use in-group identity markers	20

5	Seek agreement	12
6	Avoid disagreement	2
7	Presuppose/ raise/ assert common ground	2
8	Joke	5
9	Assert or presuppose speaker's knowledge of and concern for hearer's wants	-
10	Offer, Promise	6
11	Be optimistic	2
12	Include both speakers and hearers in the activity	20
13	Give (or ask for) reason	11
14	Assume or assert reciprocity	-
15	Give gifts to hearers (goods, sympathy, understanding, cooperation)	11
Total		144

❖ Datum 3 (Timestamp 23:35 – 23:46)

Christina Tosi : I love this. *Where did you come up with this?*

Evin : I'm part costa rican and bananas are the biggest produce in costa rica but also who doesn't love dulce de leche which is pure Latin American

Datum 3 is taken when some boy participants fail the first challenge and are given a second chance by the judges. In this conversation, Christina Tosi notices that the participant, Evin, is stuffing bananas to make holes and filling them with dulce de leche. She praises his idea with the sentence 'I love this' and she added the underlined question 'Where did you come up with this' to take the hearer's interest. By asking the question and praising him, the participant can be more relaxed because his idea is appreciated by the judge and it can lessen the FTA towards himself since he fails the first challenge. This is the example of the first sub-strategy of positive politeness.

❖ Datum 4 (Timestamp 18:58 – 19:28)

Gordon Ramsay : Ladies, you know this is a competition, and based purely on that Filet Mignon cookoff, unfortunately, we have to say goodbye to all four of you

Christina Tosi : Ladies, I can guarantee you. Your family will be *incredibly* proud just watching how you've handled yourself and you know you gave your best effort

Gordon Ramsay : You are already so much further than Joe, Christina, and I were at your double your age. Don't stop cooking

Four of girl participants fail their first challenge. Gordon announces it in the first utterance which makes the FTA towards the hearers. Christina uses exaggerated intonation to lessen the FTA by praising them that their family would be incredibly proud. The use of the word 'incredibly' as a sign of exaggerated intonation makes them feel more appreciated and can save their positive faces. It also reminds them that they have given their best either for themselves or for their families. The use of exaggerated intonation in this datum is purposed to give sympathy towards the hearers. This is an example of an exaggerated sub-strategy.

❖ Datum 5 (Timestamp 37:18 – 37:24)

Gordon Ramsay : Right Maria, *let's* grab the dish

Maria : I made lamb chops and mofongo with tzatziki sauce

Maria has to present her signature dish and explains what she has made. Gordon opens the conversation by inviting her to explain the dish. Gordon chooses the phrase 'let's' to make friendly interaction between the speaker and the hearer rather than choosing the sentence 'what do you make' as other judges do. Gordon uses this strategy to show solidarity and make his utterance more friendly which can lessen or reduce the seriousness of FTA towards the hearer. This is an example of sub-strategy number 12.

All of the data above are considered as positive politeness strategies because the data show that the judges use the strategies to save the hearers' positive faces when Face-Threatening Act (FTA) appears. It can make them more relaxed and reduce the FTA in the competition. The strategies create solidarity between the judges and participants and reduce the pressure on the participants. The study finds 144 data. The most sub-strategy is 'notice, attend to hearer's face (his interests, wants, needs, goods)' with 27 times appearing in the objects because the judges notice that

the participants are still kids but they have already good skills in cooking, even take difficult dishes to execute. It is also used to open a conversation between the judges and participants by noticing what the participants cook. The study does not find two sub-strategies, ‘assert or presuppose speaker’s knowledge of and concern for hearer’s wants’ and ‘assume or assert reciprocity’ because the judges and participants do not know each other well and only meet in the competition. The judges also do not do reciprocal actions with the participants.

3. Negative politeness

The negative politeness strategy has 10 sub-strategies and four of them are not found in four episodes of MasterChef Junior season 6. The study found 40 data of negative politeness strategies. The detailed data of every sub-strategy is provided in Table 2. The study provides three examples for negative politeness strategies as data representative.

Table 2. Negative Politeness Strategies in MasterChef Junior America Season 6

No.	Negative Politeness Strategy	Amount
1	Be conventionally indirect	-
2	Question, hedge	7
3	Be pessimistic	9
4	Minimize the imposition	15
5	Give deference	2
6	Apologize	-
7	Impersonalize Speaker and Hearer	3
8	State the Face Threatening Act as a general rule	4
9	Nominalize	-
10	Go on record as incurring a debt, or as not indebting hearer	-
Total		40

❖ Datum 6 (Timestamp 28:13 – 28:29)

Christina Tosi : The sponge is well mixed. It’s well-baked. The frosting is nice and light. *I think for me the only thing that I would change about it is the color of that cupcake because we eat with our eyes first.* When I see the color blue, my mind rifles through a

blueberry-flavored cupcake but overall nice job

Datum 6 is an example of a hedge sub-strategy. This situation happens when a participant gets comments from the judge. In Christina’s utterance, she praises the participant’s signature dish and gives an opinion ‘I think for me the only thing that I would change about it is the color of that cupcake because we eat with our eyes first’. Giving an opinion can make the hearer feel imposed on his negative face so Christina adds the clause ‘I think’ to make it clear that the speaker does not want to impose the hearer but only gives her genuine opinion.

❖ Datum 7 (Timestamp 26:34 – 26:45)

Olivia : I would probably get my own restaurant
 Gordon Ramsay : And *would you employ me as your head chef?*
 Olivia : I would get a lot of press, so yes
 Gordon Ramsay : You would get a lot of press
 Olivia : He’em

The judge, Gordon asks the participant, Olivia what she will do with the money if she wins the competition. She answers that she would get her restaurant. The judge replies to her utterance with a pessimistic strategy stated in the underlined utterance ‘Would you employ me as your head chef?’. By using this strategy, it can make the hearer feel not imposed on the hearer’s negative face because the hearer should not grant the speaker’s request. The use of ‘would’ in this datum can be used to minimize the coercion towards the hearer and is a sign of a pessimistic strategy.

❖ Datum 8 (Timestamp 34:39 – 35:04)

Christina Tosi : What did you make?
 Chuk : I made Nigerian shrimp stew with the chimichurri dipping sauce for the shrimp. The herbs I used were thyme, fresh oregano, basil, mint, and then a bunch of other herbs.
 Christina Tosi : I think the stew itself has got a bold flavor to it that I like. It’s a little

heavy-handed on that salt. The shrimp, they're cooked well but that chimichurri, it *just* needs *a little bit* more oil in it to thin it out. Thank you

The participant is presenting his signature dish to the judges. Christina, as a judge, tastes the dish and gives feedback. In her feedback, she gives positive comments on some parts of the dish and suggests the chimichurri sauce. In her comments about the sauce, she adds the words 'just' and 'a little bit' to show the participant that the suggestion is not a serious thing and that he should not take it seriously. The purpose of this strategy (minimizing the imposition) is to avoid the hearer feeling being imposed on his negative face and to give freedom to the hearer whether he wants to take the suggestion or not.

Negative politeness strategies in this study are used to save the hearers' negative faces caused by judges' criticisms or FTAs without imposing them. The speaker can give freedom to the participants whether they take the criticisms or not. These strategies are mostly found in the testing section where the judges tasted the participants' dishes and gave their opinions. The study finds 40 data in the objects and the most used sub-strategy is 'minimize the imposition'. It is influenced by the condition where the judges are more concerned to not give imposition on the participants' negative faces. However, the study does not find 'nominalize', 'incurring debt', 'indirect', and 'apologize' sub-strategies. Because the judges do not use request statements during the competition, the judges do not use those sub-strategies. In addition, the judges want to look friendly with the participants so they do not use the 'nominalize' sub-strategy which requires formality.

4. Off record

The off-record strategy has 15 sub-strategies and seven of them are not found in Episodes 1, 2, 14, and 15 of MasterChef Junior season 6. The study found 13 data on the off-record strategy. The detailed data of every sub-strategy can be seen in Table 3. The study gives three examples as data representative of off-record strategies.

Table 3. Off Record in MasterChef Junior America Season 6

No.	Off Record Strategy	Amount
1	Give hints	-
2	Give association clues	2

3	Presuppose	2
4	Understate	2
5	Overstate	-
6	Use tautologies	-
7	Use contradictions	1
8	Be ironic	2
9	Use metaphors	1
10	Use rhetorical questions	2
11	Be ambiguous	1
12	Be vague	-
13	Over-generalize	-
14	Displace hearer	-
15	Be incomplete, use ellipsis	-
Total		13

❖ Datum 9 (Timestamp 07:25 – 07:31)

Gordon Ramsay : Last 10 minutes
 Kolby : Okay
 Gordon Ramsay : And remember no raw chicken tonight

The judge, Gordon, gives a reminder in the underlined phrase 'no raw chicken tonight'. This gives the clues to the participants that if they present the raw chicken to the judges, it means that the participants will be disqualified. This message also gives a warning to the participants that they should be careful about the chicken's degree of doneness because the judges talked in their discussion that the thickness of the chicken meat would be very difficult to execute and a big problem if the participants did not do the right technique. The purpose of this strategy in this datum is to give the hearers that the judges care about the hearers and their dishes. Datum 9 is an example of the 'give association clues' sub-strategy.

❖ Datum 10 (Timestamp 14:08 – 14:13)

A participant : I was going to do potatoes but unfortunately, I am not cooking enough
 Christina Tosi : Okay

The judges walk around the kitchen to taste the participants' dishes. Christina Tosi, as a judge, finds a participant that has no vegetable side on her plate in which vegetable side should be served as one of the requirements.

The participant knows it and explains that she wants to make potatoes but she has no time so she does not serve the potatoes. The judge only replies with the word ‘Okay’. The word ‘okay’ has less information. It has a meaning behind the word in this datum that it is not allowed. This strategy is purposed to lessen the FTA towards the hearer because it can have multiple interpretations depending on the hearer’s thoughts. Datum 10 is an example of an understated sub-strategy.

❖ Datum 11 (Timestamp 12:10 – 12:21)

Joe Bastianich : You see when the chicken’s like super rubbery and moves a lot like that. *You think that’s a good thing or a bad thing?*

Kolby : Bad

Joe Bastianich : Thank you, Kolby

The participants get their first challenge to make a stunning breast of chicken. The judge, Joe Bastianich, gives a criticism by giving a rhetorical question to the participant shown in the underlined statement ‘You think that’s a good thing or a bad thing?’. Before giving a criticism, the judge provides indicated information about a sign of uncooked chicken. The purpose of this strategy is to lessen the FTA caused by the criticism because the judge gives an indirect message which can have different interpretations depending on the hearer’s or participant’s thoughts. Datum 11 is an example of a rhetorical question sub-strategy.

From the data above, off-record strategies are indirect messages that give multiple interpretations either in bad or good ways. The strategies exist in judges’ criticisms. It is purposed to hide the FTAs caused by judges’ criticisms because the participants are going to look for their interpretations. The study finds 13 data and gets interesting amounts in off-record sub-strategies because it results from data with 0-2 frequencies. There are 7 sub-strategies with 0 frequency. Since those sub-strategies should remove the hearers’ addressee, and give incomprehensible utterances, or incomplete utterances, the judges do not use them in their utterances. Meanwhile, other sub-strategies can still be understood by the participants in their interpretations, particularly the sub-strategies with 2 frequencies.

Hearers’ Non-Verbal Communication Reactions Towards Politeness Strategies

The hearers’ non-verbal communication reactions are analyzed from their facial expressions as a communication effect. The data are categorized into four types depending on the politeness strategies. Here is a table of summarizing participants’ non-verbal communication reactions. The study provides one picture for each strategy.

Table 4. Summarization of signs in every politeness strategy

No.	Politeness Strategies	Signs
1	Bald on record	- Eyebrow arching (tense) - Fatigued eyes - Sad eyes - Mouth open, jaw to side
2	Positive politeness	- Eyebrow arching (happy) - Pupil dilation - Smile
3	Negative politeness	- Eyebrow arching (happy) - Relaxed eyes - Smile
4	Off record	- Eyebrow asymmetric - Sad eyes - Sad mouth

❖ Figure 1



Figure 1. Bald on-Record Effect (Source: Cooking Max YouTube Channel)

This figure shows that the participant does a mistake by letting his duck fat oil be burnt. The judges notice it and warn him. The judges use the imperative ‘use your brain’ which is categorized as bald on record. The facial expression can be seen in Figure. 1 where the participant directly

repairs his mistake after being told by the judges. In his facial expression, he looks pressured, shocked, and surprised. It can be seen from his mouth, his eyebrows, and his eyes. His mouth is opened a little bit which shows surprise because he makes a mistake. His eyebrows are raised which shows surprise or shock caused by the judges' warnings. His eyes show fatigued or sad eyes because the participant looks down and having stressed or under pressure at the time.

❖ Figure 2



Figure 2. Positive Politeness Effect (Source: Cooking Max YouTube Channel)

This figure is the result of a positive politeness effect on one of the participants. The judges do a little interview of the participant's signature dishes. The judge notices and loves the cooking technique the participant does. The facial expression of the boy in Figure 2 is happy and interested because the judges notice the technique and praise him by saying 'I love this' and adding his interest by saying 'where did you come up with this?'. It can be seen from his mouth, eyes, and eyebrows. His eyes indicate a sign of pupil dilation. Pupil dilation shows that the participant is comfortable. His lips are open which means he is smiling. His eyebrows are arching as a sign of excitement and recognition of something pleasant towards the judges' compliment.

❖ Figure 3



Figure 3. Negative Politeness Effect (Source: Cooking Max YouTube Channel)

The participant is representing his signature dish to the judges. He gets compliments on his dish but he misses one thing about the color of his dishes. The judge gives her opinion that the color and the taste of the dish should be synchronized. The judge used the clause 'I think' in her opinion to not give imposition to the participant. The facial expression of negative politeness can be seen in Figure 3. His eyes are relaxed. This sign shows that the participant is comfortable and confident. His lips in the corner are a little bit raised as a sign of smiling. It can be interpreted that the participant is a little bit smiling towards the compliment. His eyebrow is arching which means he is happy. The opinion is successfully not giving imposition or FTA towards the participant.

❖ Figure 4



Figure 4. Off-Record Effect (Source: Cooking Max YouTube Channel)

The participant is presenting her signature dish. Unfortunately, the judge gives comments that there are some lacks to her dish. She looks a little bit depressed, sad, and doubtful because she said that she had done it like she did in her home. Her expression can be seen from her mouth, eyes, and eyebrow in Figure. 4. Her eyes show sad eyes because the upper eyelids droop and seem to have no energy. It can be meant as a depressed or sad feeling. The same as her eyes, her mouth shows a sad mouth as well because the corner of the mouth is turned down slightly. Both eyes and mouth can be a window to her emotional state. Her eyebrow is asymmetric because the right side is normal position and the left side arches high. It is a sign of doubt and uncertainty.

Factors Influencing the Use of Politeness Strategies

This finding discusses the factors influencing the use of politeness strategies. The study found 150 data for the factors. Payoffs and social distance are the most factors used by the judges. The details of the data can be seen in Table 5. The study provides one example for each factor.

Table 5. Factors Influencing the Use of Politeness Strategies in MasterChef Junior America Season 6

No	Kinds of politeness strategies	Findings				Total
		Payoff	Social Distance	Relative Power	Size of Imposition	
1	Bald on Record	6	-	4	1	11
2	Positive Politeness	55	26	11	8	100
3	Negative Politeness	12	1	2	13	28
4	Off Record	9	1	-	1	11
Total						150

❖ Factor 1 (Timestamp 18:58 – 19:28)

Gordon Ramsay : Ladies, you know this is a competition, and based purely on that Filet Mignon cookoff, unfortunately, we have to say goodbye to all four of you

Christina Tosi : Ladies, I can guarantee you. Your family will be incredibly proud just watching how you've handled yourself and you know you gave your best effort

Gordon Ramsay : You are already so much further than Joe, Christina, and I were at your double your age. Don't stop cooking

In the example above, Christina Tosi chose positive politeness to save the hearers' positive faces in the exaggerated sub-strategy. At the time, four of the girl participants should go home and did not get an apron because they did not nail the judges' criteria. In this condition, Christina's utterance is influenced by payoff factors where she intended to reduce the FTA towards the hearer. It means that the judge wanted to save their positive faces and reduce the FTA as a consideration.

❖ Factor 2 (Timestamp 18:58 – 19:28)

Gordon Ramsay : Ladies, you know this is a competition, and based purely on that Filet Mignon cookoff, unfortunately, we have to say goodbye to all four of you

Christina Tosi : Ladies, I can guarantee you. Your family will be incredibly proud just watching how you've handled yourself and you know you gave your best effort

Gordon Ramsay : You are already so much further than Joe, Christina, and I were at your double your age. Don't stop cooking

In the example above, Christina Tosi used positive politeness which is influenced by social distance. In her utterance, she used a call 'ladies' to address the girl participants when she saved the hearers' positive faces. The address form showed the social distance between the participants and judges from their ages. This factor made the judge use this strategy.

❖ Factor 3 (Timestamp 28:56 – 29:21)

Joe Bastianich : Well, we need to talk, dude because you can't have that kind of cash lying around. I could present you with some investment opportunities and various ventures that I'm running in and we could you know we could see. It's really good, executed well, full-flavored, good balance of sweetness. I love a kid who could not only bake, you've got the courage to bake for Christina, you're an enterprising young man. I'm gonna keep my eye on you

In the example, Joe Bastianich has higher social status than the participant. It can be seen from his utterance in the underlined statements that he is a chef and businessman. He utilized his status to strengthen his positive politeness strategy and chose the offer sub-strategy. By his statement, it can influence the hearers to believe what the judge said.

❖ Factor 4 (Timestamp 28:13 – 28:29)

Christina Tosi : The sponge is well mixed. It's well-baked. The frosting is nice and light. I think for me the only thing that I would change about it is the color

of that cupcake because we eat with our eyes first. When I see the color blue, my mind rifles through a blueberry-flavored cupcake but overall nice job

The conversation above showed that the size of imposition might influence the choice of politeness strategies used by the judges and it is shown in Christina's utterance 'I think for me the only thing that I would change about it is the color of that cupcake because we eat with our eyes first'. The mistake the participant made is from the color of the cupcake because the color and the taste are not the same. Although Christina could go direct message, she used the word 'I think' which suggests an option rather than an action, instead. This could give freedom to the hearer or participant and freedom from imposition.

Discussion

The Types of Politeness Strategies Used by Judges

The study finds that the judges in MasterChef Junior season 6 use 4 politeness strategies stated by Brown and Levinson (1987). The study also found that the most used strategy is positive politeness, continued by negative politeness, off record, and bald on record. Positive politeness has the most data because the judges are more concerned with making self-image and creating solidarity with the participants. Every politeness strategy has a different function in this study. The first strategy is positive politeness. Positive politeness strategies in this study are used by the judges to save the participants' positive faces when the possibility of Face-Threatening Acts (FTA) appeared during the communication (Brown & Levinson, 1987). The second strategy is negative politeness. Negative politeness strategies are purposed to give criticisms without impinging on the hearers' negative faces (Brown & Levinson, 1987). Another strategy is off-record. Off-record refers to indirect messages which consist of FTAs and lets the participants interpret the FTAs from their perspectives (Safa & Kurniawan, 2016) so it can lessen the FTAs towards the participants. The last strategy is bald on record. Different from off-record, bald on record is the direct messages which consist of FTAs and the speakers do not attempt to minimize the threat to the hearers' faces (Brown & Levinson, 1987).

Hearers' Non-Verbal Communication Reactions Towards Politeness Strategies

The use of politeness strategies gives different non-verbal communication reactions, particularly from the participants' facial expressions. According to the data analysis above, the study provides one figure for each politeness strategy and four figures in total. Bald on record pressure, shocked, surprised feelings. The signs of this strategy are eyebrow arching, sad eyes, and mouth open, jaw to side. The positive politeness effect gives happy, interested, and exciting emotions. The signs of those emotions found in this study are pupil dilation, eyebrow arching, and mouth open. The negative politeness effect gives comfort, confidence, and a relaxed feeling to the participants because the main purpose of negative politeness is to lessen FTAs caused by judges' opinions or criticisms. The facial expression signs of this strategy are relaxed eyes, eyebrows arching, and lips in the corner raising. Off record effect expresses sadness, depression, and doubt. The signs of off-record are asymmetric eyebrows, the corner of the mouth slightly turned down, and the upper eyelids drooped and seem to not have energy.

Factors Influencing the Use of Politeness Strategies

The politeness strategies used by the judges are influenced by four factors. Those factors are payoffs, social distance, relative power, and ranking of imposition. Payoffs have the most influential factors in the use of politeness strategies because it gives advantages to the judges (Brown & Levinson, 1987). Social distance is mostly found in positive politeness because the judges want to make a good self-image and create solidarity with the participants while relative power is mostly found in bald on record because the judges use their powers to give face-threatening acts (FTAs) in their criticisms. Ranking of imposition is mostly found in negative politeness where the judges intend to not impose on the participants' negative faces caused by the judges' opinions.

The study finds that politeness strategies and non-verbal communication have roles in this research. Through the participants' non-verbal communication reactions, the judges can decide what politeness strategy they use for the participants to avoid the face-threatening acts (FTAs) caused by previous politeness strategy if the strategy is not success. For example, the judges use bald on record strategy to give criticism directly to the participants and the participants give negative emotions, like sad face. The judges decide to give positive politeness strategy straight after bald on record strategy. Thus, the roles of non-verbal

communication and politeness strategies can give qualified communication between the judges and participants.

The study also finds that the use of politeness strategies in MasterChef (Ristianingrum, 2018) and in MasterChef Junior have different results. Ristianingrum's study (2018) found that the most politeness strategy is positive politeness, followed by bald on record, negative politeness, and off record. Meanwhile, the present study finds that the most politeness strategy is positive politeness, continued by negative politeness, off record, and bald on record. Both studies find the same result that positive politeness is the most politeness strategy used in MasterChef and MasterChef Junior. However, other politeness strategies are different. In MasterChef Junior, the judges more concerned with the hearers' faces, positive and negative faces, so their faces can be appreciated and are not imposed on them. The judges avoid giving face-threatening acts (FTAs) to the participants as much as possible because direct criticisms can affect their cooking motivations (Safa & Kurniawan, 2016). On the contrary, the judges know that adults can handle the pressures if the judges give criticism to them. Thus, the second most politeness strategy in MasterChef is bald on record where the judges use direct message which consists of FTAs towards the participants.

CONCLUSION

Politeness strategies are communication methods to make conversations smooth and harmonious among the speakers and hearers. This study discovers the use of politeness strategies applied by judges toward participants in MasterChef Junior America season 6. MasterChef Junior is one of the television programs about cooking competitions where the program is known as a tense competition because there are a lot of pressures in the competition. The study uses qualitative research because the result of the study is in the form of paragraphs. The study does not only discover the use of politeness strategies but also the effects of politeness strategies on the participants' facial expressions and the factors influencing the use of politeness strategies.

According to the findings and discussions, the judges use four politeness strategies stated by Brown and Levinson. Four politeness strategies have different functions. Positive politeness is used by the judges to minimize the face-threatening acts (FTAs) towards the participants while negative politeness is used to reduce the FTAs by not imposing on the participants' negative faces. Bald on record is used to give FTAs to avoid greater FTAs in the future

while off record is utilized to give FTAs indirectly and let the participants interpret the FTAs by themselves. The use of politeness strategies gives effects to the participants' facial expressions. Positive and negative politeness give positive emotions while bald on record and off record give negative emotions. Behind the use of politeness strategies, the study also finds that those strategies are influenced by some factors. Those factors are payoffs, social distance, relative power, and ranking of impositions.

SUGGESTION

The result, data, and discussion of this study are to help other researchers to study politeness strategies from a pragmatic point of view. However, the study still needs some improvements, particularly in facial expressions affected by the use of politeness strategies since there will be various kinds of emotions appearing when a speaker does politeness strategy in different conditions or circumstances. Therefore, the study suggests future research to investigate the facial expressions caused by the use of politeness strategies further. In addition, the study also suggests that future researchers investigate sub-strategies of every politeness strategy that have not been found, particularly in MasterChef Junior season 6. Hopefully, future research is expected to gain further and better results, data, and discussions

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