Politeness and Impoliteness Strategies in Sundanese Language Podcasts on the YouTube Channel Ridwan Remin

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Abstract- This research examines politeness and impoliteness strategies in the Sundanese language as used on the Ridwan Remin YouTube podcast. Analyzing these strategies provides insights into cultural and social norms, enhances understanding of interpersonal communication within the Sundanese community, and demonstrates how traditional linguistic practices evolve in modern media contexts. As podcast media gains popularity, studying these strategies in this digital format reveals how traditional practices adapt to reflect broader social and cultural changes. This qualitative study utilizes politeness theory by Brown & Levinson (1987) and impoliteness theory by Culpeper (1996), alongside pragmatics, to explore how speakers manage social relationships through language in a podcast setting. The research focuses on the podcast episode "Soleh Solihun: Working with Sincerity (in Sundanese)," uploaded on Ridwan Remin's YouTube channel on May 31, 2021. By analyzing the podcast transcript, the study identifies various politeness and impoliteness strategies used by speakers and evaluates listener responses. This research not only contributes to understanding linguistic strategies in digital communication but also offers implications for future studies on communication practices in evolving digital platforms.

Keywords: Politeness, Impoliteness, Podcast, Sundanese Language

I. INTRODUCTION

In the context of Sundanese language podcasts, understanding politeness and impoliteness strategies is crucial for analyzing social and cultural interactions. Language facilitates communication, idea sharing, and information exchange in various social and cultural contexts, achieved through sounds, words, or signs (Finegan, 2008) According to Law No. 24 of 2009, Bahasa Indonesia is the official language of Indonesia, though regional and foreign languages are permitted for communication. Politeness significantly influences social interaction (Watts, 2005). The "Trigatra" principles describe respectful interaction, considering position, circumstances, and context, which reflects societal norms.

Trigatra Bangun Bahasa, through the use of standard Indonesian, polite words, and respect for regional languages, maintains linguistic politeness and fosters a positive national image. Podcasts, as digital audio platforms (Hutabarat, 2020), offer a space to study politeness and impoliteness strategies in Sundanese, a culturally rich regional language.

Understanding trigatra in podcasts is crucial for maintaining politeness, choosing appropriate words, and respecting the audience. Impoliteness, characterized by harsh words and context disregard, can disrupt communication. Brown and Levinson's politeness theory offers strategies such as direct, positive, negative

politeness, and off-record strategies (Brown & Levinson, 1987). In the context of Sundanese language podcasts, these theories help in understanding how speakers navigate social interactions to maintain harmony and respect. Brown and Levinson's framework can be applied to analyze how Sundanese podcasters use various politeness strategies to manage face-threatening acts, ensuring that conversations remain respectful and engaging. This study focuses on the application of politeness and impoliteness theories within the context of Sundanese language podcasts, specifically on the Ridwan Remin YouTube channel. The primary objective is to analyze how these theories manifest in podcast interactions, particularly examining the impact of politeness and impoliteness strategies on audience reception. By narrowing the focus, this research aims to provide a detailed understanding of how these strategies shape communication dynamics in a digital environment.

A significant gap in the current literature is the lack of attention to interlocutor responses to politeness and impoliteness in digital communication. Previous research has predominantly focused on speaker intentions or the general use of politeness strategies, leaving a gap in understanding how these strategies affect listener perceptions and reactions. Addressing this gap is crucial for advancing our comprehension of how digital communication norms are negotiated and maintained, especially in the context of Sundanese podcasts where traditional norms intersect with modern media practices.

This study integrates Brown and Levinson's politeness theory and Culpeper's impoliteness theory to offer a comprehensive analysis of podcast interactions. Brown and Levinson's theory will be used to analyze strategies that maintain social harmony and mitigate face threats, while Culpeper's impoliteness theory will examine instances where traditional norms are violated, offering insights into the impact of such violations on communication and cultural context. Pragmatics, which emphasizes the alignment of language with situational contexts, will also be applied to understand how context influences the use of politeness and impoliteness in these interactions. This theoretical framework allows for a nuanced exploration of the balance between maintaining respect and conveying messages effectively.

Previous studies (Akbar, 2017; Dafiqi, 2016;

Haryanto, 2014; Nuraini Fatimah & Zainal Arifin, 2014) have explored impoliteness motives but often overlooked the detailed analysis of listener responses. By focusing on this aspect, this research aims to fill a critical gap, enhancing our understanding of communication strategies in the evolving landscape of digital media.

II. METHODS

This study employs a descriptive qualitative methodology to investigate politeness and impoliteness strategies in Sundanese language podcasts from the Ridwan Remin YouTube channel. The analysis focuses on specific podcast episodes to identify statements that may be considered offensive. Data collection involves observation and documentation techniques, with purposive sampling used to select one relevant episode featuring significant politeness and impoliteness strategies.

The data analysis follows an interactive model proposed by (Miles & Huberman, 1994) consisting of data reduction, data display, and conclusion drawing or verification. Data reduction involves selecting and focusing on relevant content from the podcast, simplifying it to highlight instances of politeness and impoliteness. Data display organizes this information into visual formats such as transcripts, which are then analyzed to draw and verify conclusions. The study will ensure the reliability of data interpretation through a process of cross-checking and peer review, where different interpretations are reconciled by comparing findings with existing literature and discussing discrepancies among researchers.

Ethical considerations are addressed by analyzing publicly available content, ensuring that the study respects the privacy of individuals featured in the podcasts. Although the content is publicly accessible, the analysis will be conducted with sensitivity to avoid misrepresenting individuals and to adhere to ethical research practices. No personal information will be disclosed, and the focus remains solely on the content of the podcasts. This approach aims to uncover the cultural and social norms governing interpersonal communication within the Sundanese community and illustrate how traditional linguistic practices adapt to modern media contexts. The research also explores how the evolving digital landscape influences the use of politeness and impoliteness strategies,

contributing insights into broader social and cultural dynamics.

III. RESULT AND DISCUSSION

Types of Speech Acts in Interactions on Ridwan Remin's YouTube Podcast

This study investigates how speech acts and politeness strategies are employed in the podcast episode "Kerja Modal Ikhlas," hosted by Ridwan Remin, featuring guest Soleh Solihun. The primary research questions guiding this analysis are: (1) How are politeness strategies utilized in the conversation between Remin and Solihun? (2) What speech acts are evident in their discussion on sincere work among artists? By examining 275 utterances from the podcast, this research aims to uncover the dynamics of communication in both professional and personal contexts within podcast media. The findings highlight the significance of sincere work in the arts and provide a nuanced understanding of language use and social interaction. Table 1 presents a detailed breakdown of the speech acts and politeness strategies identified in the conversation.

Table 1. Frequency of Speech Acts by Participants in Ridwan Remin's Podcast

No	Speech	Podcast			
		Vid RD	%	Vid SL	%
1	Assertive	30	10.9%	25	9.09%
2	Directive	26	9.45%	27	9.81%
3	Expressive	20	7,27%	25	9.09%
4	Declarative	33	12%	35	12.72%
5	Commissive	26	9.45%	28	10.18%

This study records and analyzes 275 utterances, categorized into various speech acts. Among these, 55 are assertive speech acts, including stating, admitting, claiming, reporting, explaining, predicting, asserting, and suggesting. There are 53 directive speech acts, divided into requests, commands, appeals, suggestions, and persuasions. Expressive speech acts are identified in 45 instances, encompassing thanks, apologies, congratulations, condolences, greetings, farewells, compliments, hopes, regrets, and surprises. Declarative speech acts account for 68 instances. Finally, there are 54 commissive speech acts, such as offers and agreements. Table 2 details the frequency of these constative speech acts.

Table 2. Frequency of Assertive Speech Acts in Ridwan Remin's Podcast

Assertive Speech	Podcast			
	Vid RD	RD	Vid SL	SL
Stating	5	16,67%	2	8,00%
Admitting	6	20,00%	1	4,00%
Claiming	6	20,00%	2	8,00%
Reporting	4	13,33%	1	4,00%
Explaining	5	16,67%	0	0,00%
Predicting	0	0,00%	2	8,00%
Asserting	1	3,33%	5	20,00%
Suggesting	3	10,00%	3	12,00%
Total	30	100,00%	25	64,00%

Table 2 presents data on the categories of constative utterances, encompassing various subcategories such as stating, admitting, claiming, reporting, explaining, predicting, asserting, and suggesting. Based on the analysis, the responsive subcategory dominates, contributing 20% of the total utterances made by Ridwan Remin. Conversely, the concessive and suggestive subcategories are more frequently found in the utterances by Soleh Solihun, indicating a clear preference in each individual's communication style. Furthermore, Table 3 displays the results of directive utterances.

Table 3. Frequency of Directive Speech Acts in Ridwan Remin's Podcast

Directive Speech	Podcast			
	Vid RD	RD	Vid SL	SL
Command	5	19,23%	4	14,81%
Request	3	11,54%	2	7,41%
Suggesstion	7	26,92%	2	7,41%
Asking	3	11,54%	6	22,22%
Appeal	4	15,38%	6	22,22%
Persuasion	4	15,38%	7	25,93%
Total	26	100,00%	27	100,00%

Based on Table 3, the category of directive utterances includes various types such as requests, commands, appeals, suggestions, and persuasions. In the dialogue between Ridwan Remin and Soleh Solihun, it is observed that the suggestion subcategory dominates with a percentage of 26.92%, while the persuasion subcategory is also significant with a percentage of 25.93%. The dominance of the suggestion subcategory in this dialogue indicates that both Ridwan Remin and Soleh Solihun frequently set certain conditions or criteria in their interactions.

Table 4. Frequency of Commissive Speech Acts in Ridwan Remin's Podcast

Commisive Speech	Podcast			
	Vid RD	RD	Vid SL	SL
Offering	10	50,00%	11	44,00%
Promising	10	50,00%	14	56,00%
Total	20	100,00%	25	100,00%

Table 4 presents the results of the analysis of commissive speech acts occurring in Ridwan Remin's podcast. Based on the data presented, it is evident that in Ridwan Remin's dialogue, the categories of offering and promising are evenly

balanced, each accounting for 50% of the total. This indicates that Ridwan Remin consistently offers something or makes promises in equal measure throughout his conversations. Conversely, in dialogues involving Soleh Solihun, the promising category dominates with a percentage of 56%. This dominance of promising speech acts suggests that Soleh Solihun more frequently commits to or makes promises during his conversations, compared to offering something.

Table 5. Frequency of Expressive Speech Acts in Ridwan Remin's Podcast

Expressive Speech	Podcast			
	Vid RD	RD	Vid SL	SL
Expression of Gratitude	4	20,00%	3	12,00%
Expression of Apology	3	15,00%	4	16,00%
Expression of Congratulation	4	20,00%	2	8,00%
Expression of Condolence	0	0,00%	0	0,00%
Expression of Welcome	1	5,00%	2	8,00%
Expression of Farewell	1	5,00%	2	8,00%
Expression of Compliment	2	10,00%	3	12,00%
Expression of Hope	3	15,00%	5	20,00%
Expression of Regret	2	10,00%	4	16,00%
Expression of Surprise	0	0,00%	0	0,00%
Jumlah	20	100,00%	25	100,00%

Table 5 presents the frequency results of expressive speech acts in Ridwan Remin's podcast. According to the frequency analysis, the categories of expressions of thanks and congratulations dominate for Ridwan Remin, each accounting for 20%, while the speaker's expressions of hope constitute 20%. Moving beyond descriptive statistics, these frequencies reveal important insights about the communication dynamics between Ridwan Remin and Soleh Solihun.

The high frequency of expressions of thanks and congratulations suggests a positive and supportive interaction style, reflecting a strong emphasis on maintaining politeness and reinforcing social bonds. Expressions of hope, also significant at 20%, indicate a forward-looking and optimistic communication approach, suggesting that the speakers frequently engage in conversations that are future-oriented and aspirational. The prevalence of these positive expressive speech acts may also imply that the podcast setting, being a public and recorded medium, encourages the use of language that is socially desirable and that avoids potential conflict or negativity.

Table 6. Frequency of Declarative Speech Acts in Ridwan Remin's Podcast

	Podcast			
Declarative Speech	Vid RD	RD	Vid SL	SL
Declarative	33	100,00%	35	100,00%
Jumlah	33	100,00%	35	100,00%

In Table 6, detailed frequency results of declarative speech acts occurring in Ridwan Remin's podcast are presented. From the data, it is evident that declarative speech acts reach 100% for both speakers, Ridwan Remin and Soleh Solihun. This indicates that in their interactions, whenever declarative speech acts occur, both speakers engage in them in balanced and full proportions.

Table 7. Number of Speech Act Topics by Participants in Ridwan Remin's Podcast

No	Category Type	Source
1	Language Usage	Discussing the choice of using Sundanese and Indonesian in their YouTube content and daily life
2	Stand-Up Comedy Experience and Techniques	Conversation includes the source's experience in performing stand-up comedy, both live and virtual, as well as the techniques used
3	Audience Interaction	The source discusses how they interact with the audience during stand-up, both in live shows and virtual events
4	Professional Experience in the Entertainment Industry	Discussion about the source's experiences in the entertainment industry, including getting jobs and interacting with studios or shows
5	Social Phenomena and Locality	Discussion on social phenomena and locality, such as debates about the status of Cibinong and observations of the local community
6	Personal Reflections and Opinions	Sharing personal reflections and opinions on various topics, including attitudes towards requests from others and personal preferences

Based on Table 7, six main topics are discussed in Ridwan Remin's podcast episode. These include: (1) Language use, where Ridwan and Soleh deliberate on choosing between Sundanese and Indonesian for YouTube content and daily conversations; (2) Experiences and techniques in stand-up comedy, including live and virtual performances; (3) Audience interaction, focusing on how to engage listeners effectively; (4) Professional experiences in the entertainment industry, covering work aspects and studio interactions; (5) Social phenomena and local issues, such as debates about Cibinong's status and community observations; and (6) Personal reflections and opinions, providing depth to their views on various subjects.

According to Koller & Searle, (1970) in "Speech Acts: An Essay in the Philosophy of Language," speech acts are categorized into locutionary, illocutionary, and perlocutionary acts, with illocutionary acts further divided into assertive, directive, expressive, commissive, and declarative. This study identifies and elaborates on the types of illocutionary acts present in the podcast.

However, there are limitations to consider. The analysis is based on a single podcast episode, which may not fully capture the range of speech acts and politeness strategies across different episodes or formats. Additionally, the specific format of the podcast—such as its conversational style and length—might influence the frequency and type of speech acts observed. These factors could affect the generalizability of the findings, suggesting the need for further research to confirm these results across a broader range of episodes and podcast formats.

Assertive Illocutionary Acts

Assertive illocutionary acts are a type of speech act used to assert something considered true by the speaker with the intention of providing information to the listener. In the study, there were 55 instances categorized as assertive speech acts, which were further divided into eight subcategories. Among these 55 utterances, there were 5 instances of stating, 6 instances of admitting, 6 instances of claiming, 4 instances of reporting, 5 instances of explaining, 0 instances of predicting, 1 instance of asserting, and 3 instances of suggesting. Each subcategory has its own distinctive features in conveying information.

Stating Speech Acts

An assertive speech act states facts, information, or truths the speaker believes to be true without doubt or speculation. This study identifies five instances of assertive speech acts, aiming to convey information clearly and directly to the listener. Example from Ridwan Remin's YouTube podcast. R asserts that many people debate Cibinong's status as a city, and S affirms that Cibinong is not a city. Both statements are assertive speech acts as they convey information the speakers believe to be true. These acts provide clear and definitive information, eliminating doubt about the topic.

Admitting Speech Acts

Admitting speech acts involve expressing recognition or acceptance of facts, mistakes, feelings, or viewpoints, often demonstrating openness, honesty, or responsibility. In this study, six instances of admitting utterances are identified. For facts, R acknowledges his failure in comedy material, and S agrees that self-blame brings peace and avoids conflict. Regarding mistakes, R admits to choosing the wrong material and acknowledges a mismatch with the audience, while S emphasizes self-blame for failing to read the situation. Concerning feelings, S shares past guilt and disappointment about not being funny, illustrating emotional resilience. For viewpoints, R values innovation to maintain audience surprise, while S emphasizes personal interaction for closer relationships with the audience. Lastly, in the speech act of claiming, S and R recognize the limitations of virtual comedy compared to live performances, emphasizing the importance of direct interaction and immediate feedback for effective comedic delivery. S also asserts that the 'feel' of live performances cannot be replicated virtually, highlighting the fatigue and lack of feedback in virtual formats, with R supporting this view

Claiming Speech Acts

The speech act of claiming involves stating, asserting, or declaring something as one's own or as a fact believed to be true, often supported by evidence or reasoning. Recognition, a form of claiming, is when someone acknowledges something as true or valid, often involving humility and honesty. Both S and R acknowledge the limitations of virtual stand-up comedy compared to live performances. S states that stand-up comedy relies heavily on audience interaction and contextual situations, which is challenging in a virtual format. R adds that off-air performances provide more opportunities for direct interaction and feedback, which are crucial for effective comedy. Emphasis, another form of claiming, reinforces an idea or argument. S asserts that the experience of performing live, with its unique atmosphere and direct audience interaction, cannot be replicated virtually. S highlights the fatigue and lack of feedback in virtual performances, emphasizing the importance of the 'feel' gained from a live audience. R supports S's viewpoint by noting the absence of feedback in virtual formats, reinforcing the argument that stand-up comedy is more effective and satisfying when performed live.

Reporting Speech Acts

The speech act of reporting involves conveying information about events or situations to inform others clearly and accurately. S shares his experience about the importance of sincerity in life and financial management. He explains that from the beginning, he has always tried to do everything sincerely, without overly focusing on money, unlike others who create YouTube content to earn money. S recounts how worrying about sustenance led to nothing, but when he sincerely surrendered to God, sustenance came naturally. He describes his method of dividing funds between operational expenses and savings, and how he managed during times when money was scarce. This example highlights the essence of reporting by providing clear and informative details based on personal experience.

Explaining Speech Acts

The speech act of explaining involves elucidating information, concepts, procedures, or situations to help the listener understand the topic better. S explains the process behind calculating the duration of a performance. Initially, S thought the material would only take two hours, but it ended up taking three hours and twenty minutes. S recounts telling Dipa that it wouldn't be longer than Majelis Tidak Alim because the material seemed minimal. The longer duration caused S back pain, as they didn't anticipate the extended time. This detailed explanation helps R understand the reasons behind the discrepancy in the duration estimate.

Predicting Speech Acts

Predictive speech act is a type of speech act that refers to statements made by a speaker with the intention of predicting or forecasting a future event. In this speech act, the speaker not only conveys information but also expresses beliefs or hopes about what will happen. Based on the excerpt, it can be concluded that the speech act of predicting is demonstrated by R's statement predicting what might happen in the future when discussing the Instagram account of the manager. R expresses uncertainty and the possibilities of how his action (calling out) will impact, indicating a prediction about future events. This dialog illustrates how R attempts to foresee reactions and potential situations based on his actions, reflecting the essence of predictive speech act.

Asserting Speech Acts

The speech act of asserting involves stating or affirming something as a fact or truth. R asserts uncertainty about the outcome by saying he is afraid to bring it up. S then explains a polite way to ask about the funny Instagram account name by inquiring about its motivation, rather than mocking it. S emphasizes the importance of careful wording, suggesting asking, "What's the philosophy behind it?" instead of something harsh. S also notes that others might not realize the intention behind such questions is to make fun of it. This dialogue shows how asserting speech acts are used to convey beliefs, provide information, and explain how to speak politely to avoid misunderstandings.

Suggesting Speech Acts

The speech act of suggesting is employed by speakers to offer advice or recommendations to listeners. In this type of discourse, speakers articulate ideas or proposals with the intention of motivating the listener to contemplate and potentially adopt the advice. Suggesting is frequently utilized to aid, offer guidance, or propose solutions to a particular problem or circumstance. Based on the excerpt from S's dialogue, it can be inferred that S is giving advice to adjust the camera angle to achieve better symmetry. This indicates that S wants to assist in improving or enhancing the layout by providing specific directions. In this context, the speech act of suggesting is used to offer specific advice and direct action, aiming for a better and more symmetrical outcome based on the given advice.

Directive Illocutionary Acts

The illocutionary speech act of directive is a type of speech act used by a speaker to attempt to influence the listener to perform an action. In this speech act, the speaker aims to persuade the listener to do something according to the speaker's wishes or requests. There are 53 instances categorized as directive speech acts, which are further divided into subcategories: 9 instances of requests, 5 instances of pleas, 9 instances of commands, 9 instances categorized under prohibitions, 10 instances categorized as advice, and 11 instances categorized as appeals.

Requesting Speech Acts

A request illocutionary speech act involves asking the listener to perform an action or provide something. In Script 195, R asks S to consider his ability to choose and reject jobs, reflecting a

direct and informal manner indicative of a close relationship. R emphasizes S's freedom to make decisions based on his preferences. S responds by affirming that everyone, including R, has the same ability to choose. This dialogue highlights that requests can express desires or needs and also reinforce the listener's rights and freedoms.

Persuading Speech Acts

The speech act of persuasion is a type of speech act used by a speaker to influence or convince the listener to do something according to the speaker's wishes. In this speech act, the speaker typically employs various linguistic and non-linguistic strategies to encourage or motivate the listener to follow the speaker's advice or request. Based on the excerpt from the dialogue, it can be concluded that R is trying to persuade S to use someone else's editing standards as a temporary solution. R attempts to convince S by suggesting that the edited result be initially provided according to the standards of someone already recognized, like D, to facilitate the initial process. R reasons that once the initial process is completed and the result is satisfactory, it can then be watched and further evaluated. This indicates that persuasive speech acts often involve providing reasonable arguments and offering solutions that make the listener feel more comfortable and motivated to do what the speaker wants.

Commanding Speech

Directive speech acts are a type of speech act used by the speaker to request or direct the listener to perform an action. In this speech act, the speaker usually delivers commands or instructions in a clear and direct manner, often using imperative words. The main goal of a directive speech act is to ensure that the listener performs the action desired by the speaker. Based on the excerpt from the dialogue, it can be concluded that S is giving direction to R by stating that the decision regarding the language to be used on the YouTube channel is entirely R's prerogative. Although S uses the word "up to you," which seems to offer a choice, the essence of this speech act is to provide freedom and authority to R to make the decision. Commands can be delivered in a subtle yet clear manner, such as giving freedom or choices that the listener must follow. In this case, the main goal remains the same: to ensure that a specific action is taken according to the speaker's wishes, even if it involves providing leeway in its execution.

Prohibiting Speech Acts

Prohibitive speech acts request or direct a listener not to perform a specific action, typically conveyed clearly and firmly. In the dialogue, S prohibits R from presenting incorrect information about Cibinong's status, asserting that Bogor is a city and Cibinong is a district. This demonstrates prohibitive speech acts used to correct misinformation clearly and authoritatively, highlighting the importance of factual accuracy in communication.

Advising Speech Acts

The advice given is to remain active and productive in daily life. It emphasizes the importance of always seeking and doing available work, and if there is no specific task, to fill the time with beneficial activities. The advice aims to help manage time and tasks effectively, focusing on productivity and avoiding boredom or inactivity.

Pleading Speech Acts

In the request speech act, R asks for the freedom to choose the language on their YouTube channel, either Sundanese or Indonesian, based on their preference and comfort. R explains that there have been requests from viewers to use Sundanese but desires flexibility. The request is made politely and respectfully, providing logical reasons and citing examples of others who speak Sundanese. R aims for the request to be understood and accepted by S.

Expressive Illocutionary Acts

Expressive speech acts express the speaker's feelings and attitudes, such as joy, sadness, admiration, and dissatisfaction, to help listeners understand and empathize with these emotions. There are 45 instances of expressive speech acts, divided into the following subcategories, Thanks consist of 7, Apologies are 7, Congratulations are 6, Condolences are 0, Greetings are 3, Farewells are 3, Compliments are 5, Wishes are 8, Regrets are 6, Surprises are 0.

Thanking Speech Acts

Thanking speech acts express gratitude or appreciation, reflecting the speaker's recognition of actions, assistance, or contributions by the listener. This enhances politeness and strengthens interpersonal relationships. R expresses gratitude and appreciation to S for their consistent effort and energy, even though the

words "thank you" are not explicitly stated. This acknowledgment strengthens their relationship, shows respect, and encourages future positive contributions, fostering a supportive communication environment.

Apologizing Speech Acts

Apology speech acts express regret and acknowledge mistakes, aiming to mend relationships, resolve conflicts, and restore trust. They demonstrate humility and responsibility. R apologizes to S, expressing regret that the TV might have disturbed S. The word "punten" (sorry) reflects R's acknowledgment of the disturbance and their responsibility to rectify it. This apology helps repair social relationships, alleviate discomfort, create a harmonious atmosphere, and demonstrate R's accountability, enhancing S's trust in them.

Congratulating Speech Acts

Congratulations speech acts express joy and appreciation for the listener's achievements, aiming to provide moral support and strengthen relationships. R praises S's discussion material, preferring the first over the second. This appreciation acknowledges S's effort and creativity. Congratulations here serve to recognize quality work, strengthen interpersonal bonds, and create a positive atmosphere, enhancing S's motivation and spirit

Welcoming Speech Acts

Welcoming speech acts greet and accept someone new, creating a friendly atmosphere and introducing them to a new environment. R welcomes the audience and S, expressing happiness and enthusiasm. This greeting creates a warm atmosphere, introduces S to the audience, and demonstrates politeness and appreciation, strengthening social relationships and fostering a positive communication environment.

Farewelling Speech Acts

The farewell speech act in the given excerpt reflects S's intention to quit stand-up comedy due to feeling unable to meet expectations as a funny comedian. S expresses guilt and a desire to quit to their manager, indicating discomfort in continuing the job. Key elements of this farewell speech act include the clear statement of intention to quit, an expression of guilt for not being funny and worrying about disappointing clients, and reflections on specific moments that strengthened the decision, showing it was made through

careful consideration rather than impulsively.

Praising Speech Acts

The complimentary speech act in the excerpt reflects R's appreciation for S's performance, specifically highlighting the quality of the "callback" as good. This specific and positive feedback helps S understand which aspects of their performance are appreciated, boosting their confidence and motivation to continue producing quality work. Delivered politely and sincerely, the compliment makes S feel valued and recognized for their efforts, thereby strengthening the social relationship between R and S while encouraging S to further improve their performance quality.

Wishing Speech Acts

The speech act of expressing hope in the excerpt reveals S's belief that sincerity and faith are key to receiving sustenance. S explains that excessive worry about finding work results in fewer opportunities, while surrendering and trusting in Allah brings unexpected blessings. By expressing hope and trust in divine provision, S highlights that sustenance is predetermined and that an optimistic and sincere attitude helps facilitate these blessings. This perspective aims to provide moral support and foster an optimistic atmosphere.

Regretting Speech Acts

The speech act of expressing regret in the excerpt shows S's reflection on past dissatisfaction and feelings of inferiority as a comedian. S acknowledges feeling incompetent when comparing themselves to funnier peers, but these feelings often dissipate after successful performances. S also notes a shift in attitude towards failure. Previously, S sought justification for poor performances by blaming the audience or the situation. Now, S is more accepting, recognizing that not every performance will be successful and acknowledging their own role in less successful shows. This shift from seeking external justification to accepting personal responsibility demonstrates regret for past attitudes and a more mature perspective on handling failure.

Commissive Illocutionary Acts

Illocutionary speech act of commitment is one type of speech act aimed at demonstrating the speaker's commitment to a future action. In this speech act, the speaker commits themselves to

doing something. There are 54 data categorized as commissive illocutionary acts divided into 2 subcategories: 25 data in the offering subcategory and 29 data in the agreement subcategory.

Offering Speech Acts

Offering speech act is one form of speech act used in communication to offer something to someone else. This speech act functions to convey the speaker's intention to provide or make available goods, services, or opportunities to the interlocutor. Based on the excerpt from the dialogue, it can be concluded that the offering speech act performed by R reflects their intention to offer an opportunity to a stand-up comedian to perform at an event. R states that it doesn't make sense to use a spot synonymous with stand-up comedy without featuring the comedians who should perform. This statement indicates that R is offering an opportunity or role to the comedian, which is expected to be responded to with acceptance. Therefore, this offering speech act not only reflects R's goodwill in providing an opportunity for the comedian to perform but also underscores the importance of the main element's presence in an event to achieve shared goals.

Promising Speech Acts

The speech act of agreement is used to reach a consensus on a matter, establishing a collective commitment. In the excerpt, S and R agree on the technical arrangements for an event, particularly the visibility of operators on screen. S notes the challenge of operators being visible without showing people, and R agrees. S suggests tailoring the material for the crew, indicating an agreement to adjust the event's technical aspects accordingly.

Declarative Illocutionary Acts

Declarative illocutionary acts change the status or condition of a situation through spoken words. In the excerpt, S's statement, asserting that Cibinong is a district, not a city, serves as a declarative speech act. This directly establishes and changes the understanding of Cibinong's administrative status. R responds by recalling that Cibinong was referred to as a city during high school, indicating a difference in understanding. Despite this, S's statement effectively clarifies the current and accurate status of Cibinong.

Types of Politeness Strategies and Strategies

in Ridwan Remin's Podcast

In Ridwan Remin's podcast "Soleh Solihun: Working with Sincerity (in Sundanese)," language politeness strategies were analyzed. The podcast featured 58 instances of Bald on Record, 102 instances of Positive Politeness, 70 instances of Negative Politeness, and 45 instances of Bald off Record strategies, as identified and categorized. These strategies by Brown and Levinson aim to manage face-threatening acts and maintain interpersonal relationships during conversations.

Table 7. Politeness Strategies Used in Ridwan Remin's Podcast

No	Strategy	Frequency	Percentage
1	Bald on Record	58	21,09%
2	Positive Politeness	102	37,09%
3	Negative Politeness	70	25,45%
4	Bald off Record	45	16,36%
	Total	275	100,00%

Conventional Politeness Strategy (Bald on Record)

Conventional Politeness Strategy (Bald on Record), This communication approach involves the speaker delivering a message directly and explicitly without reducing the assertiveness or content of the message. This strategy is used primarily in situations where clarity and communication efficiency are crucial, such as emergencies, work instructions, or contexts where the participants' relationships are close enough that assertiveness is not considered impolite. In this research, 58 instances are categorized as the conventional politeness strategy (Bald on Record).

Risk-Free Face Strategy

In the excerpt, R employs the bald on record strategy to directly express concerns about the effectiveness of his interactions on Zoom compared to offline settings. He notes that spontaneous interactions, crucial to his performance, may not translate well online. This approach prioritizes clarity and efficiency in communication, sacrificing politeness to address the issue straightforwardly and firmly.

Positive Politeness

This communication technique is used to strengthen social relationships, create a pleasant atmosphere, and show appreciation and attention to others. This strategy is usually employed to display friendly, supportive, and appreciative attitudes in everyday interactions. In this

research, 102 instances are categorized as positive politeness strategy.

Claim for Common Ground

Claim for Common Ground, This In the dialogue, both speakers directly acknowledge and respond to a shared experience. The first speaker expresses surprise at the number of viewers, and the second speaker responds with agreement, saying "Yes, indeed." This mutual recognition of shared feelings strengthens their bond by creating a sense of togetherness and understanding. By affirming their shared surprise, both speakers enhance their relationship, fostering a harmonious and respectful conversational atmosphere.

Collaborative Partnership Between Speaker and Listener

In the dialogue, Ridwan and Soleh demonstrate collaborative partnership by respecting each other's preferences and decisions. Ridwan acknowledges Soleh's choice regarding language use for their YouTube channel, showing flexibility and cooperation. Soleh, in turn, gives Ridwan the freedom to decide, fostering mutual respect and a cooperative atmosphere between them. This collaborative approach ensures both parties feel valued and actively involved in their communication process.

Partially Fulfilling the Listener's Wishes

In the dialogue, R and S demonstrate mutual understanding and respect. R expresses a preference for the show duration not exceeding three hours, showing concern for the audience's experience. S responds by explaining the event's concept and acknowledging R's feedback about the repetitive closing, demonstrating an open attitude and acceptance of criticism. This interaction exemplifies the positive politeness strategy, where both parties strive to fulfill each other's wishes and maintain a harmonious relationship through respectful communication.

Negative Politeness Strategy

Negative politeness strategy, This communication approach aims to maintain the independence and freedom of the interlocutor, and to avoid imposing or intervening on them. This strategy focuses on avoiding threats to someone's "personal space" and often involves the use of more formal language, apologies, or statements that reduce the likelihood of pressure or burden on the interlocutor. In negative politeness strategy, the speaker tries not to disturb or impose their will, so the interlocutor feels freer and less threatened. There are 70 instances categorized as negative politeness strategy in this research.

Mitigation Strategy

In the dialogue, S demonstrates a respectful communication style that respects others' autonomy and avoids imposing his preferences. By stating "It's up to you; this is your YouTube channel," S gives R the freedom to decide without pressure. S also asserts his autonomy by expressing his reluctance to comply with requests that go against his preferences, maintaining his negative face. This approach allows S to uphold his dignity and self-respect while maintaining a positive relationship with R.

Pessimism Strategy

In the dialogue, R employs a pessimism strategy to maintain social harmony and avoid conflict. By blaming himself, R shows humility and acknowledges personal limitations, which helps lower others' expectations and prevents tension that could arise from blaming others. This approach also fosters a positive image by demonstrating a willingness to take responsibility and promote peaceful interactions rather than assigning fault to others.

Respect Statements

In the dialogue, S demonstrates respectful statements through a negative politeness strategy. By suggesting, "Just use Indonesian so people don't think this YouTube channel is in Sundanese," S respects R's decision-making authority and avoids imposing his own preferences. S's response of "No" when asked if he wants otherwise further shows his firmness in maintaining personal integrity while respecting R's perspective. This approach helps foster a harmonious relationship by acknowledging R's autonomy and avoiding any perception of dominance in their interaction.

Apology Strategy

In the dialogue, S employs an apology strategy within a negative politeness framework. He expresses uncertainty about the audience's engagement with his performance, indirectly apologizing for potential shortcomings while managing expectations to avoid disappointment. By acknowledging the limitations of virtual

performances compared to in-studio setups during the pandemic, S effectively lowers expectations and preemptively addresses any dissatisfaction that may arise. This approach helps maintain harmony and understanding in social interactions by demonstrating humility and responsibility for the outcome, thereby fostering a tolerant and cooperative atmosphere.

Impersonalization Strategy

In the dialogue, S employs an impersonalization strategy within a negative politeness framework. He attributes the audience's perceived stiffness to a general condition rather than directly blaming them. By acknowledging his own role in misreading the situation and providing inadequate material, S avoids placing direct blame on anyone, thereby maintaining politeness and preserving harmony in communication. This approach fosters a constructive atmosphere by addressing shortcomings without creating confrontation or offense.

Indirect Politeness Strategy

In the dialogue, S employs an indirect politeness strategy to respond to R's question about using Sundanese in content. Instead of directly confronting R's inquiry, S explains his reluctance to use Sundanese by citing others' preferences. This indirect approach allows S to express his opinion without causing offense or confrontation, maintaining harmony and good relations between them. This strategy demonstrates S's diplomatic communication style, where messages are conveyed subtly to avoid discomfort or potential conflict.

Impoliteness in Language

Impoliteness is the use of language that does not consider or respect the norms of politeness and etiquette in communication. Impoliteness can cause discomfort, offense, or anger in the recipient of the message. This often involves the use of harsh, insulting, derogatory words, or not considering the feelings and dignity of others. In this research, there are 9 instances categorized as impoliteness in the Ridwan Remin podcast. Table 4.9 displays the frequency data of impoliteness in the podcast dialoguet.

Table 9. Frequency of Impoliteness in Ridwan Remin Podcast

No	Strategy	Frequency	Percentage
1	Bald on Record Impoliteness	3	33,33%
2	Positive Impoliteness	1	11,11%
3	Negative Impoliteness	3	33,33%
4	Sarcasm	2	22,22%
5	Politeness Retention	0	0,00%
	Total	9	100,00%

Bald on Record Impoliteness

Direct impoliteness is a form of communication where the speaker explicitly and without preamble shows rudeness or impoliteness to the interlocutor. This action can be in the form of insults, sharp criticism, harsh commands, or derogatory comments. Direct impoliteness does not contain efforts to obscure the intent or protect the interlocutor's feelings, often causing discomfort or offense. Based on this dialogue excerpt, it can be seen that speaker S directly criticizes the position or actions of another person using impolite words. This statement shows direct impoliteness because it contains harsh commands and does not consider the interlocutor's feelings.

Positive Impoliteness

Positive impoliteness is a form of communication where the speaker explicitly shows rudeness or impoliteness but in a context intended to give attention, encouragement, or motivation to the interlocutor. Based on this dialogue excerpt, it can be seen that speaker S explicitly shows rudeness by stating that he doesn't like it when others request something from him. Although the tone and choice of words used can be considered harsh, the speaker's intention is to assert his stance and encourage the interlocutor to understand and respect his view.

Negative Impoliteness

Negative impoliteness involves indirectly conveying rudeness or disagreement through sarcasm, subtle jibes, or passive-aggressive comments. It's a subtle form of impoliteness that avoids direct confrontation but can still cause discomfort or offense. It often implies dissatisfaction or criticism without explicitly stating it, potentially straining relationships due to misunderstandings or tension.

Sarcasm or Mock Politeness

Sarcasm in communication involves using ironic or contrary statements to subtly criticize or convey dissatisfaction. In the dialogue, Speaker

R sarcastically suggests that teasing off-air is more effective than on Zoom, indirectly criticizing the Zoom format's limitations. This form of mock politeness appears polite but actually expresses disagreement or criticism in a subtle manner.

Discussion
Speech Acts in Ridwan Remin's Podcast

In a Sundanese-language podcast featuring Ridwan Remin and Soleh Solihun, various speech acts reflect complex social and professional interactions. The research identifies five types of illocutionary acts—assertives, directives, expressives, commissives, and declaratives—based on Searle's theory. Assertive speech acts involve stating beliefs or information, illustrated by Soleh Solihun's views on Cibinong's city status. Directives, like requests and persuasion, are used by Ridwan and Soleh to influence each other. Expressives, such as gratitude and apologies, foster empathy, as seen in Ridwan's appreciation of Soleh. Commissives, like promises, build trust; Soleh's commitment to improving his performances exemplifies this. Overall, these speech acts not only convey information and influence actions but also nurture positive social relationships.

Politeness Strategies in Ridwan Remin' Podcast

The Ridwan Remin podcast, analyzed in this study, showcases various politeness strategies used to maintain harmonious communication between participants. Based on data analysis, four main strategies are identified according to Brown & Levinson, (1987): Bald on Record, Positive Politeness, Negative Politeness, and Bald off Record. Each of these strategies plays a crucial role in creating effective and respectful interaction between the speaker and the listener.

Bald on Record

In the podcast, Ridwan Remin uses the Bald on Record politeness strategy, favoring direct and clear communication over softening messages. He straightforwardly discusses the effectiveness of online interactions versus face-to-face, highlighting that teasing the audience is less effective online. This approach emphasizes message clarity and efficiency, prioritizing understanding over excessive politeness, especially in close relationships where assertiveness is not seen as impolite.

Positive Politeness

In the podcast, Ridwan Remin and Soleh Solihun often use the positive politeness strategy to foster a friendly atmosphere and strengthen their relationship. For instance, they demonstrate cooperation by respecting each other's language preferences—Ridwan acknowledges Soleh's preference, while Soleh allows Ridwan to choose the language he's comfortable with. This interaction promotes harmony, mutual respect, and inclusivity, enhancing their collaboration and the podcast's appeal. Positive politeness proves effective in building strong interpersonal bonds in public contexts like podcasts.

Negative Politeness

Negative politeness strategy focuses on maintaining the interlocutor's independence and freedom and avoiding coercion or intervention. This strategy is used to avoid threats to someone's "personal space" and often involves the use of more formal language, apologies, or statements that reduce pressure or burden on the interlocutor. In this research, it was found that Soleh often uses mitigation strategies to reduce the risk of threats to the interlocutor's negative face. For instance, in a dialogue where Soleh avoids direct confrontation and gives Ridwan the freedom to decide on the language used in their content, Soleh shows respect for others' choices and avoids coercion. By not imposing his view and giving space for Ridwan to choose a comfortable language, Soleh successfully maintains Ridwan's independence and autonomy, reducing potential pressure that might arise from different language preferences.

Bald off Record

Bald off Record strategy is a more indirect and implicit form of communication, often used to avoid confrontation or maintain good relationships by conveying messages ambiguously. This strategy is effective in situations where potential conflict or discomfort could arise, using a more subtle and indirect approach. In the context of the podcast, this strategy can be seen when Soleh explains why he doesn't like using Sundanese just because of others' requests, without blaming or offending Ridwan. By conveying the message implicitly, Soleh avoids potential confrontation and keeps Ridwan's feelings intact. This approach demonstrates the effective use of indirect politeness strategy in maintaining harmony and good relationships between individuals.

Impoliteness Strategies in Ridwan Remin's Podcast

Impoliteness strategy in Ridwan Remin's podcast can be analyzed through several forms of impoliteness identified in the interaction between participants according to Culpeper, (1996) theory. These include direct impoliteness, negative impoliteness, and the use of sarcasm.

Direct Impoliteness (Bald on Record Impoliteness)

Direct impoliteness, or "Bald on Record Impoliteness," involves explicit rudeness or criticism without preamble. In his podcast dialogue about virtual versus face-to-face interactions, Ridwan Remin exemplifies this by expressing his concerns directly and assertively. This approach prioritizes message clarity and efficiency over politeness, highlighting situations where straightforward communication is preferred for achieving goals effectively. It underscores the value of assertiveness in contexts requiring critical judgment or evaluation, reflecting a willingness to speak truthfully even if it risks causing offense, which can be crucial for driving necessary change or improvement.

Negative Impoliteness

Negative impoliteness is a form of communication where the speaker indirectly shows rudeness or impoliteness through sarcasm, subtle jibes, or passive-aggressive comments. This form of impoliteness is more subtle compared to direct impoliteness and is often used to convey disagreement or criticism without direct confrontation. For example, in the dialogue: "Well, it's up to you; this is your YouTube channel,"

IV. CONCLUSION

This research investigates speech acts and politeness strategies in the "Ridwan Remin" YouTube podcast featuring Soleh Solihun. The analysis identifies key speech acts—assertives, directives, expressives, commissives, and declaratives—and examines politeness strategies based on Brown & Levinson, (1987) and impoliteness strategies according to Culpeper, (1996). The study, which analyzes 275 utterances, reveals how these strategies facilitate effective communication and maintain interpersonal relationships within the context of the art world. Notably, the findings illustrate how strategic language use is essential for fostering productive and harmonious interactions in both professional and personal settings, particularly within new media platforms like podcasts.

A key finding is that nuanced language use significantly impacts social harmony and communication effectiveness. The research highlights the complexity and intentionality behind speech acts and how Brown & Levinson's politeness strategies and Culpeper's impoliteness strategies are employed to navigate conversational dynamics. This contribution enriches the understanding of how respect and face-saving tactics are used or overlooked in digital media, offering valuable insights into the interplay between traditional linguistic practices and modern communication contexts.

This study contributes to the broader academic conversation by enhancing the understanding of politeness and impoliteness strategies in new media contexts. Future research should explore how these strategies affect audience engagement and examine cultural variations in politeness across different podcast settings. Such studies could provide deeper insights into how cultural backgrounds influence the perception and effectiveness of these strategies, thereby advancing the field of intercultural communication in digital platforms.

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