Maxim Analysis of Politeness In Video Interview with IMF Managing Director After G20 Summit in Bali 2022

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ABSTRACT

Politeness; video interview; IMF Managing Director; G20 Summit; Bali 2022.

This study aims to provide a comprehensive understanding of how the principles of politeness influence interactions in formal contexts, particularly in video interviews featuring the IMF Managing Director after the 2022 G20 Summit in Bali. The research objective is to investigate the extent to which interview participants adhere to or violate politeness principles in their communication, focusing on the use of politeness maxims and strategies. A pragmatic approach is employed to analyse the interview transcript, yielding deeper insights into the interaction. The analysis reveals that interview participants actively employ various politeness strategies to maintain harmonious interpersonal relations while effectively communicating important policy and economic messages. However, instances of politeness maxim violations also occur, potentially influenced by communicative goals or cultural differences. This study highlights the importance of politeness in formal interaction contexts such as video interviews, as well as the complexity of balancing politeness with communication effectiveness. The implications of these findings are relevant not only for understanding politeness practices in video interviews but also for intercultural communication in general. Further research in this field is expected to provide deeper insights into politeness practices and effective communication strategies in formal contexts.

Introduction

Speaking is an action everyone does in terms of communication. Communication, according to KBBI, is the sending and receiving of messages or news between two or more people so that the intended message can be understood (Wibowo, 2022). The purpose of communication is to get information from someone clearly, and there is no ambiguous element so that a recipient of the message/information can more easily understand it (Phahlevy, Fatah, Aditia, & Zastis, 2021). In sending the message, several things must be considered so that the message can be conveyed properly, one of which is by paying attention to the culture of the interlocutor, such as how to have educational
background, beliefs, lifestyles, and how to think. That is, in a conversation, communication is needed to pay attention to the setting or context, such as who, when and where we talk.

Some things must be considered when communication takes place, making questions arise about how someone can communicate well. The answer to this question is answered with a theory of speech acts in pragmatic studies. The purpose of the speech act is so that communication does not make speech between speakers and speech partners demean or denounce each other (I. Gusti Ayu Vina Widiadnya Putri & Nurita, 2021).

The occurrence of communication is one sign that there are sociolinguistic events. As said by (Ayu Setiyo Putri, 2023), sociolinguistics is one branch of linguistics that focuses on language that has variation, is functional and interdisciplinary and is closely related to communities that are heterogeneous language users (Astuti, 2016).

This sociolinguistic study is inseparable from pragmatic studies in understanding each of its utterances. The function of pragmatics here is to find out how speech is related to communication and socialisation in society (Bawamenewi, 2020). Pragmatics is the study of meaning in relation to speech situations such as speech, address, context, purpose, illocutionary act, speech, time and place. Based on this statement, it is emphasised that in pragmatics, it is necessary to assess who is the person who is speaking and who the interlocutor is; in addition, the context in a speech will not be separated from pragmatics because, in each language, there are their characteristics so it is very necessary to pay attention to convey the message well and smoothly in accordance with the napa expected by the speaker. In pragmatics, there is also a sense of politeness in language (SITOMPUL, 2021).

Language politeness, according to Chaer and Agustina (2004), is an ethic in socialising with people who pay attention to the use and selection of good words as well as pay attention to settings with the aim of politeness when language can be conveyed (Sudaryanto, 2015).

Language ethics, when socialisation takes place, can be seen not only in the real world but also in cyberspace. In this era, the virtual world is more often considered than the real world because everything is always side by side with the virtual world. One of these is the news on television (Dewi, 2019). For example, Kompas TV is one of the national private television networks in Indonesia that focuses on news content. The news presentation displayed on Kompas TV is always in the form of hot news. The latest news in Indonesia is about the G20 held in Bali. Kompas TV also broadcasts news related to the G20. Kompas TV interviewed IMF Managing Director Kristalina Georgieva after the G20 summit in Bali. There were six questions submitted to him by a Kompas TV reporter regarding the implementation of the G20 (Wahyuningratna & Ayuningtyas, 2022). In the conversation, it is assumed that there is a maxim of politeness, which is one of the speech acts used during the communication process. With the context of who, where and what was discussed in the conversation, the author is interested in examining what maxims are contained in the interview so that the conversation can be delivered well and smoothly as expected by speakers and speech partners (Junaidi & Wardani, 2019).
To find out what maxims are contained in the video interview with the Managing Director of the IMF after the G20 Summit in Bali 2022.

Research on the maxim of politeness in a discourse has actually been researched a lot. This is because politeness is always considered when communicating. For example, a research conducted by Mokhammad Jainuri and Khilmi Mauliddian entitled "Analysis of Language Politeness on This Talk Show Program on Motivational Themes on Net TV" in 2022. The purpose of this study was to find out and describe data about language politeness on the Ini Talk Show that aired on Net TV. The data collected is in the form of oral speech in a conversation with a social context. This study found that the talk show met all the maxims of language politeness, including categories of social context and the principle of language politeness (Sari, Mahdi, Lestari, & Fernando, 2023).

Both studies contain similarities and differences with the research conducted by the author. The emphasis contained in both, and the research being carried out is from Geoffrey Leech's theory of the types of maxims on the maxim of modesty, namely the maxim of wisdom, the maxim of generosity, the maxim of praise, the maxim of humility, the maxim of approval and the maxim of sympathy. The data used also uses online media. So, the research analysis process has the same steps, namely utilising the listening method and recording techniques.

The difference between the two studies with this study is from the data used. The first research is a speech from the Ini Talk Show on Net TV, and the second research is from an online news speech by Suaramalang. Id and Suarajogja. Id. In contrast, the research that is being carried out uses speech in a video interview with the Managing Director of the IMF on Kompas TV. All three have different media criteria, making the analysis process different. The next difference is that the first study analyses the types of politeness maxims and violations of politeness maxims; the second study analyses the impoliteness contained in online news, while the research being carried out analyses the kinds of politeness maxims only.

**Research Methods**

The data in this study is in the form of speech that contains politeness. The source of data in this study is the speech in the video interview with the Managing Director of the IMF after the G20 Summit in Bali in 2022, 10.16 seconds long, uploaded on YouTube. The data used in this study were 5 data in the form of speech.

The data in this study was collected using the listening method and recording techniques. The listening method is a method used to obtain data by listening to the use of language (Mahsun, 2014: 92). The note-taking technique is an advanced technique of the listening method, carried out by recording several forms of data relevant to research conducted from language users in writing (Mahsun, 2014: 93). This research was conducted by listening to a video interview with the Managing Director of the IMF after the G20 Summit in Bali in 2022. Then analysed using the pandan method (Sudaryanto, 2015)
Results and Discussion

The results of the analysis that the author found from the 5 data found in a video interview with the Managing Director of the IMF after the G20 Summit in Bali in 2022 are as follows:

Maxim of Praise

Based on the video interview, 3 out of 5 data in the form of speech containing maxims of praise were found, which is the highest number of all maxims found in video interviews with IMF Managing Directors after the G20 Summit in Bali in 2020. The phrase was, "You have achieved what was thought to be impossible to help leaders agree on a joint statement to the world and to use their time to focus on the most difficult problems, slowing growth, high inflation, food and energy insecurity in many places a

The context was when a Kompas TV reporter asked the IMF Director about the response to the G20 in Bali and its recommendations for Indonesia. Then, the Director of the IMF said and gave his opinion. The utterance contains a type of maxim of praise. This right can be seen from the word "you have achieved". From the conversation, the two were not mocking or demeaning each other; even the speech partner gave praise for Indonesia.

In addition to these words, the maxim of praise is found in the saying, "This Gloomy Horizon has some bright spots, Indonesia is one of them." with context when the reporter asked about how the IMF Director dealt with the issue of Russia's invasion of Ukraine and the fact that Russia and the G20 countries were at odds on the issue. This speech is allegedly included in the maxim of praise because the participants of the speech do not ridicule each other or criticise each other. The IMF Director praised Indonesia by saying that Indonesia is one of the countries that has a glimmer of hope to rise from the slump caused by COVID-19 and other world problems that have been and are being faced.

Then, on the saying, "What is the strength of Indonesia? Reforms with the context when the IMF Director answered a question from a Kompas TV reporter regarding a recession expected in 2023. The speech contained a maxim of praise because the IMF Director said that Indonesia has advantages over other countries because Indonesia can make the economy more competitive and open to investors, and its physical position is very good. Therefore, the choice of words used in the speech shows that the speech contains the maxim of praise.

Maxim of Humility

In the maxim of humility, there are 1 in 5 utterances. This number is the smallest number, along with the maximum agreement, found in this analysis. The maxim is found in the utterances "... climate change is already hitting us in Indonesia. We have had a number of climate disasters, so in that context, we were recovering from covet. A further 2,7% in 2023. This Gloomy Horizon has some bright spots, and Indonesia is one of them." In context, the reporter asked about how the IMF Director dealt with Russia's invasion of Ukraine and the fact that Russia and the G20 countries were at odds on the issue. In these remarks, the Director of the IMF chooses sentences that show humility by praising oneself less and criticising oneself more, or this is included in the maxim of humility and later has the aim of showing the maxim of praise in the final sentence.
Maxim of Consent

This maxim is 1 of the five utterances found in this video interview, which is the same amount as the maxim of humility. The saying is H: "All right! Now, let's talk about the recession that will be predicted in 2023. Do you think that Indonesia has a big and strong enough capital to deal with it?"

K: "I am confident that Indonesia would come through the year ahead in a much stronger position than most of the world." The context in which questions were posed to the IMF Director was one in which he answered them with passion and trust. Based on these words and contexts, we can assess that there is agreement on the view that Indonesia has the strength to face the issue of the recession that will occur in 2023. The speech partner agrees with the speaker's question and is full of confidence by choosing the word "I'm confident that".

Conclusion

Finally, based on the 5 data found in the video interview with the IMF Director after the G20 Summit in Bali in 2020 uploaded on Kompas TV's old YouTube page, it is the maxim of praise is the most maxim of 3 utterances used by him in answering questions from Kompas TV reporters with the aim of giving praise to other parties who in this case are the Indonesian side as the host of the G20 implementation in 2022 in a series of answers to him. In addition, there is one speech each out of 5 data on the maxim of humility and maxim of agreement in this video interview, which means that the speech used by the Director of the IMF wants civility through degrading the words he chooses as well as praise for the choice questions asked to him. The other three maxims, namely the maxims of wisdom, generosity, and sympathy, were not used by the IMF Prefecture in conducting conversations with Kompas TV reporters during the interviews.
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**Bibliography**


