

American and Korean YouTuber's politeness strategies in reaction to Indonesian songs

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ABSTRACT

Language as a communication tool aims to express one's ideas and feelings. Through good communication, a person's feelings or ideas can be realized well. The science of communicating well is explored in pragmatics, especially in communicating with the cultures of different countries. This research aims to examine the politeness strategy between American and Korean YouTubers in reacting to Indonesian songs. The data analysis in the study used cross-cultural pragmatic studies of politeness strategies by Brown and Levinson. The method used in this research is a qualitative descriptive method that is divided into three stages, namely the data collection stage, the data analysis stage, and the stage of interpreting the results of data analysis. The study results showed that American YouTubers use more polite strategies in reacting to Indonesian songs, Americans prefer to use direct politeness strategies because they prefer to express opinions directly. Meanwhile, Korean YouTubers in reacting to Indonesian songs choose soft and calm speech acts to express their opinion, so Koreans prefer to express their opinion with calm direct politeness speech.

Keywords: American; Korean; politeness strategy; YouTuber

INTRODUCTION

Communication between people is done through language. Leech (1993) said language is a speech produced by human speech and it is human language. The language contains meaning so when saying a speech it also involves meaning in it. In human communication conveys their opinions, feelings, intentions, or emotions directly. In expressing his opinion through communication, humans who are speakers and layers must also understand the meaning expressed. There is one science related to the meaning of speech in the study of language science, namely pragmatics (Alfiansyah, 2021).

The function of language is to help the speakers express all their ideas and feelings through symbols of words or in the form of sentences that are spoken (Wulandari, 2021). Successful communication is not when the opponent knows the linguistic meaning of the speech, but when the opponent of the speech can capture the true meaning of the speaker through his speech (Sperber & Wilson, 1986).

Nowadays communication is very close to various issues. The problem of dependence on new modes or trends are considered better and there is a desire to follow them, the problem of understanding chauvinism in language that recognizes that the language of certain groups is the best, and the problem of wrong prejudice due to stereotypes and overgeneralization of culture, including the use of different languages so the perception of understanding depends on the context of speech. In connection with the latter problem, the issue of cultural differences often raises social and grammatical inequality. Problems that often arise due to being trapped in cultural stereotypes in the study of interethnic communication (Brown et al., 1987).

There are three things related to interethnic communication that are relevant to the question of politeness. First, there is a possibility of miscommunication between the majority and minority groups, especially when it comes to language politeness. Second, there is an assumption that the absence of

communication about politeness will be understood by other people as a lack of politeness in the community concerned. Third, miscommunication is a difficult and different way of discovering cultural norms.

Cross-cultural studies are studies conducted in communication by comparing various elements of several cultures and speeches, attitudes, and behaviors of various individuals with different cultural backgrounds involved in daily interactions. Communication that takes place is conceptualized as a phenomenon of reading one's mind (Sperber & Wilson, 1986), while in terms of the determination of manners and actions, one is determined by the judgment of speech partners who are often subjective (Elen and Watts in (Ruhi & Işık-Güler, 2007)).

Politeness is behavior that is expressed in a good or ethical manner. What is considered polite by one culture may not be the case with another culture. The way to avoid misunderstandings is to use concepts or strategies to communicate. Not only in daily interactions, politeness strategies can also be shown in one's reactions to other people's work. Currently, there are many YouTubers who make reaction videos on other people's work. Many YouTube videos show reactions to the creation that demonstrate politeness strategies for judging the creation. In this study, the authors chose two YouTubers from different countries, namely America and Korea, in assessing Indonesian songs which are quite popular and currently on the rise.

The reason for choosing reactors from America and Korea is whether there are differences or similarities between the two countries with different cultures. Americans can give reaction with their creativity and they choose politely to express it (Jakučionytė, 2020). Direct speech strategies are chosen by Americans to express their reaction (Nida, 2020). Koreans choose to express their reaction with calm sounds and low-pitched speech acts (Idemaru et al., 2019). The object of the reaction is to use Indonesian songs that are on the rise in foreign countries. The reason for choosing Indonesian songs is because Indonesian songs are currently less popular by many Indonesians so the author wants to show that there are Indonesian songs that are also very popular by people from various countries.

Limitations in data collection, the authors only chose three videos from American YouTubers and three videos from Korean YouTubers who rated Indonesian songs which were quite famous, namely the songs "Lathi-Weird Genius", "Opening Asian Games 2018", and "Kau Adalah-Isyana Sarasvati". The reason for choosing these songs are, first, the first song, Lathi, is a viral song in Indonesia's cyberspace since its release in March, 2020. The song "Lathi" has been watched by more than 50 million views on YouTube. Although at first many thought that this song was composed by foreign musicians. Moreover, this song became viral in cyberspace after many used it on the TikTok application to bring up the hashtag #LathiChallenge. One of the #LathiChallenge that managed to steal the show is Jharna Bhagwani. This beauty vlogger successfully made up the character for the song "Lathi", which was followed by many people. The reason for the second, "Opening Ceremony Asian Games 2018" is the song titled "Meraih Bintang" by Via Vallen became the top stream and top request for Indonesian radio during the Asian Games event. This song was crowned the "Most Streaming Single by Indonesian Female Artist" by ranking 4th from the digital distribution platform Langitmusik. This song created by Pay Burman and Rustam Rastamanis has been heard more than 724,000 times since its release until August 2021. The last song "Kau Adalah" is one of the songs of Indonesian singer, Isyana Sarasvati, who was once famous in Indonesia and foreign country. Isyana Sarasvati was awarded the Best Group Artist/Soul/R&B/Urban Collaboration award for her song "You Are" featuring Rayi at the 2016 AMI Awards.

This research focuses on the close relationships in several speech situations as the context backgrounds. This research revealed how polite strategies are agreed upon by American and Korean YouTubers in evaluating Indonesian songs.

METHODS

This research method uses qualitative descriptive methods. The collection of existing data is not in the form of numbers, but in the form of words or images of something. This is closely related to qualitative methods that are easier than complex realities. This method also emphasizes the quality of

data through descriptive understanding (Djasudarma, 2006). Qualitative descriptive methods are used for the strategy of American and Korean YouTuber politeness in the reaction to Indonesian songs.

There are also stages used in qualitative descriptive method in this study. The first stage is data collection, in which the writer observed the words of American and Korean YouTubers from three videos that reacted to selected Indonesian songs, namely "Lathi" by Weird Genius", "Opening Ceremony Asian Games 2018", and "Kau Adalah" by Isyana Sarasvati on YouTube. The selection of YouTubers from America and Korea was carried out by means of sampling by selecting two the highest number of viewers for the uploaded videos. The first video by American YouTubers in reacting to *Lathi* songs is from the video by Crown Family with 4.5 million views and video from Browzer's reaction Pit with 1.3 million views. Moreover, the video by Korean YouTubers in reacting to *Lathi* songs is from the video by Mas Korea Unha 김씨루 with 410 thousand views and video from SALLO! with 131 thousand views. Next song is the song of *Opening Ceremony Asian Games 2018*, the first video by American YouTubers in reacting that song is from the video by The Commodity with 130 thousand views and the video from Shady Shae with 667 thousand views. From the Korean YouTubers in reacting the song of *Opening Ceremony Asian Games 2018*, the first video is from the video by Noona Rosa 누나로사 with 5.1 million views and the next video by Laki-Laki Korea with 289 thousand views. The last song is the song of *Kau Adalah*, the first video American YouTubers in reacting this song is from the video by Fomo Daily with 118 thousand views and the video by Korean YouTubers is from the video by COCONUT Channel 코코넛 채널 with 242 thousand views.

The second stage is the data transcribed descriptively and classified the data related to Brown and Levinson politeness forms at the data analysis stage, and the final stage is interpreting the results of the data analysis to answer the research question contained in this study.

This research focuses on the forms of speech or politeness strategies used by YouTubers in reaction videos to Indonesian singers' songs. The data in the study were taken from each of the three videos on YouTube by American and Korean YouTubers. The author's object data collection is limited to only selecting three reaction videos to Indonesian songs where the songs have been widely known by the people of Indonesia and foreign countries.

RESULTS AND DISCUSSION

1. Politeness strategies used by American and Korean YouTubers in reacting to *Lathi* songs by Weird Genius

From the data analysis, the authors found 9 politeness strategies used by American YouTubers and 7 politeness strategies used by Korean YouTubers in reacting to *Lathi* songs by *Weird Genius*. The strategies used can be seen in the following table:

Table 1. The strategies used by American and Korean YouTubers in reacting to *Lathi* songs by *Weird Genius*

No.	Politeness strategies	American YouTubers: The Song " <i>Lathi</i> "	Korean YouTubers: The Song " <i>Lathi</i> "
Positive Politeness			
1.	Exaggerate (interest, approval, sympathy with the listener)	√	√
2.	Intensify interest to listeners (intensive interest to H)	√	
3.	Use in-group identity	√	
4.	Seeking agreement	√	√
5.	Assume/enhance/affirm common ground	√	√
6.	Jokes		
7.	Offer, Promises	√	
8.	Be optimistic		
9.	Give or ask why (give or ask for a reason)		

10.	Give appreciation to the listener (goods, sympathy, understanding, cooperaton)		
Negative Politeness			
1.	Being conventionally indirect	√	√
2.	Be pessimistic		√
3.	Minimize the level of coercion (minimize imposition)		
4.	Give deference	√	√
5.	Apologies		
6.	Masquerading as speakers and listeners (Impersonalize S and H)		
7.	Mention FTA as a general rule (state the FTA as a general rule)		
8.	Nominated (nominalize)	√	√
Total Politeness Strategies		9	7

2. Politeness strategies used by American and Korean YouTubers in reacting to the song of Opening Ceremony of the 2018 Asian Games

From the data analysis, the authors found 10 politeness strategies used by American YouTubers and 6 politeness strategies used by Korean YouTubers in reacting to the song of *Opening Ceremony of the 2018 Asian Games*. The strategies used can be seen in the following table:

Table 2. The strategies used by American YouTubers to the song of *Opening Ceremony of the 2018 Asian Games*

No.	Politeness strategies	American Youtubers: <i>Opening Ceremony Games 2018</i>	Korean <i>Opening Ceremony Asian Games 2018</i>	YouTubers: <i>Opening Ceremony Asian Games 2018</i>
Positive Politeness				
1.	Exaggerate (interest, approval, sympathy with the listener)	√		√
2.	Intensify interest to listeners (intensive interest to H)	√		√
3.	Use in-group identity			
4.	Seeking agreement	√		√
5.	Assume/enhance/affirm common ground	√		
6.	Jokes	√		√
7.	Offer, Promises	√		
8.	Be optimistic			
9.	Give or ask why (give or ask for a reason)			
10.	Give appreciation to the listener (goods, sympathy, understanding, cooperation)			
Negative Politeness				
1.	Being conventionally indirect	√		√
2.	Be pessimistic			
3.	Minimize the level of coercion (minimize imposition)	√		
4.	Give deference	√		√
5.	Apologies			
6.	Masquerading as speakers and listeners (Impersonalize S and H)			
7.	Mention FTA as a general rule (state the FTA as a general rule)			
8.	Nominated (nominalize)	√		
Total Politeness Strategies		10		6

3. The Politeness strategies used by American and Korean YouTubers in reacting to the song *Kau Adalah* by Isyana Sarasvati

From the data analysis, the authors found 6 politeness strategies used by American YouTubers and 7 politeness strategies used by Korean YouTubers in reacting to the song *Kau Adalah* by Isyana Sarasvati. The strategies used can be seen in the following table:

Table 3. The strategies used by American YouTubers in reacting to the song *Kau Adalah* by Isyana Sarasvati

No.	Politeness strategies	American YouTubers: The Song "Kau Adalah"	Korean YouTubers: The Song "Kau Adalah"
Positive Politeness			
1.	Exaggerate (interest, approval, sympathy with the listener)	√	√
2.	Intensify interest to listeners (intensive interest to H)	√	√
3.	Use in-group identity		
4.	Seeking agreement	√	√
5.	Assume/enhance/affirm common ground	√	√
6.	Jokes	√	√
7.	Offer, Promises	√	√
8.	Be optimistic		
9.	Give or ask why (give or ask for a reason)		
10.	Give appreciation to the listener (goods, sympathy, understanding, cooperation)		
Negative Politeness			
1.	Being conventionally indirect		
2.	Be pessimistic		
3.	Minimize the level of coercion (minimize imposition)		
4.	Give deference		
5.	Apologies		
6.	Masquerading as speakers and listeners (Impersonalize S and H)		
7.	Mention FTA as a general rule (state the FTA as a general rule)		
8.	Nominated (nominalize)		√
Total Politeness Strategies		6	7

From the three tables, it can be seen that American and Korean YouTubers tend to use positive politeness as a strategy in reacting to Indonesian songs. American YouTubers use more positive politeness strategies in reacting to Indonesian songs because they share a lot of knowledge about Indonesian songs with listeners. In addition, American YouTubers occasionally use negative politeness strategies to show social distance from listeners from various backgrounds. However, in the reactions to the three songs, it was found that there were more strategies used by American YouTubers than Korean YouTubers while in the reaction to the song by Isyana Sarasvati in the third table, American YouTubers never use negative politeness strategies.

Table 4. Politeness Strategies used by American YouTubers in reacting to Indonesian songs

No.	Politeness Strategy used	Total
1.	Exaggerate	36
2.	Intensity interest in H	5
3.	Use in-group identity	1
4.	Seek agreement	3
5.	Presuppose/raise/assert a common ground	6

6.	Jokes	3
7.	Offer, promise	4
8.	Be conventionally indirect	3
9.	Minimize imposition	1
10.	Gave deference	7
11.	Nominalize	1

Exaggerate

- (1) *Wow, her voice!*
- (2) *She is a very good singer.*
- (3) *Oh my God, it is very cool.*
- (4) *Like a Marvel film.*
- (5) *The traditional instrument is very prominent throughout the song.*
- (6) *It is portrayed well.*
- (7) *It flows and fused naturally.*
- (8) *It's an amazing piece of art.*
- (9) *It's an amazing song and music video*
- (10) *He is badass.*
- (11) *That is truly amazing.*
- (12) *It's actually fantastic.*
- (13) *Freaking good yeah.*
- (14) *She's doing nothing but I like this.*
- (15) *Song the beat was great.*

The utterance is a type of exaggeration (interest, approval, sympathy with H) strategy. This is really marked by the saying *Oh my God, it is very cool*. Another utterance that shows exaggeration is *She's doing nothing but I like this*. These utterances represent the interest, approval, and sympathy of American YouTubers toward Indonesian songs. The use of this strategy is to show that American YouTubers are amazed at the extraordinary Indonesian songs and to keep a positive face.

Intensity interest to H

- (1) *I like the beat.*
- (2) *I think it is very nice.*
- (3) *I love how they've kind of implemented so much of the culture.*
- (4) *I like that top dress.*
- (5) *I like her outfit a lot.*

The utterance is a type of intensification of interest in positive politeness listener strategies. In that speech, American YouTubers stated the reason that they admired Indonesian songs. This can be indicated by the utterance *I love how they've kind of implemented so much of the culture* which shows that American YouTubers are very interested in listening to listeners and they admire Indonesian songs which have various cultures in them.

Use in-group identity

- (1) *Sunny dance!*

This statement is a sign that American YouTubers are using the identity of their group, namely *Sunny dance!* which shows they have an identity in the form of Sunny dance, which is one of the names of the YouTubers in the video.

Seek agreement

- (1) *He eats the fire?*
- (2) *Oh my God you see that?*
- (3) *I guest from the costume and it is from Javanese.*
- (4) *It is in English you know?*
- (5) *Freaking good yeah?*

Those utterances show that American YouTubers seek approval from their reactions to Indonesian songs to their listeners. This is indicated by the utterance *It is in English you know?* The utterance is like that the speaker wants thoughts similar to the addressee so that he seeks approval from the interlocutor.

Jokes

- (1) *I can't believe my eyes right now.*
- (2) *That's awesome a little crosswalk.*
- (3) *He is badass.*

Those utterances are included in the category of jokes. This is marked by the words *I can't believe my eyes right now*, which shows a joke from an American YouTuber who sees the amazement of Indonesian songs by making such jokes. This is also to keep a positive face from jokes that are not worthy of being heard by all circles.

Offer, promise

- (1) *That is amazing I've seen teams do that in football but now here near as synchronized and near as perfect.*
- (2) *It's an amazing green screen work I've ever seen in my life.*
- (3) *I wish I could have seen this live I really do.*
- (4) *This had to be one of the most amazing things I've ever witnessed.*

Those utterances show that American YouTubers use promises to express their admiration for Indonesian songs. This statement of promise is shown as if they said it was the first time they saw something so extraordinary according to them.

Be conventionally indirect

- (1) *Wow, her voice!*
- (2) *Can you imagine how much time they had to spend practicing for this?*
- (3) *Why is this so perfect?*

The utterance shows the amazement of American YouTubers by using conventional indirect speech. This is indicated by the utterance *can you imagine how much time they had to spend practicing for this?* This is proof of the amazement of American YouTubers to see Indonesian songs which are quite epic in bringing Indonesian culture. American YouTubers use negative politeness in conveying their utterances to maintain social distance from listeners who can come from various circles.

Gave deference

- (1) *Sara's voice is beautiful.*

The American YouTuber's words show that they give praise and respect to the singer from Indonesia, Sara Fajira for her extraordinary voice. American YouTubers don't use small talk in expressing their speech. This use of negative politeness shows that American YouTubers respect their listeners to keep a positive face.

Nominalize

- (1) *I love the song on the beat.*

The utterance is a politeness strategy in the form of nominalize from an American YouTuber who shows admiration for Indonesian music which is formalized on beat music. This shows that they maintain a positive face by using negative politeness by stating nominalization in the form of they like the song because of the beat genre.

Table 5. Politeness Strategies used by Korean YouTubers in reacting to Indonesian songs

No.	Politeness Strategy Used	Total
1.	Exaggerate	21
2.	Seek agreement	2
3.	Presuppose/raise/assert a common ground	1
4.	Jokes	3
5.	Offer, promise	4
6.	Be conventionally indirect	4
7.	Be pessimistic	2
8.	Gave deference	5
9.	Nominalize	1

Exaggerate

- (1) *Her voice is very good*
- (2) *Very cool.*
- (3) *Wow, if this MV is global, right.*
- (4) *This president looks like Obama, doesn't he?*
- (5) *The children are adorable*
- (6) *Debak!*
- (7) *H's got great rap skills.*
- (8) *H's got the swagger.*
- (9) *Se is like the hottest star in Indonesia.*
- (10) *Those might be false lashes but still, she's pretty.*
- (11) *The MV is really well made.*
- (12) *Good music.*

Those utterances are a type of exaggeration (interest, approval, sympathy with H) strategies. This is marked by the words *She is like the hottest star in Indonesia*. Another saying that shows exaggeration is *Wow if this MV is global, right*. Those utterances represent the interest, approval, and sympathy of Korean YouTubers toward Indonesian songs. The use of this strategy is to show that Korean youtubers are amazed at the extraordinary Indonesian songs and to keep a positive face.

Seek Agreement

- (1) *Suddenly getting scary, does the girl have a grudge?*
- (2) *Like a movie huh?*

Those utterances show that Korean YouTubers seek approval from their reactions to Indonesian songs to their listeners. This is indicated by the words *Suddenly getting scary, does the girl have a grudge? and like a movie huh?* The utterance is like that the speaker wants thoughts similar to the addressee so that he seeks approval from the interlocutor.

Presuppose/raise/assert common ground

- (1) *President, looks like Obama, right?*

The statement shows that the Korean YouTuber who showed common ground with his team by appointing the Indonesian President was similar to the American President, Barack Obama. This shows the positive politeness of Korean YouTubers by keeping a positive face.

Jokes

- (1) *Comes here for the rapping, I thought he was Eun Ji Won (Korean singer/celebrity).*
- (2) *Military troops? Wow Daebak!*
- (3) *Her eyes are much prettier than Sister Ros'sa.*

Those utterances show that they are included in the category of jokes. This is marked by the utterance comes here the rapping, I thought he was Eun Ji Won, which shows a joke from a Korean YouTuber who sees Indonesian rapper Rayi who is similar to Korean singer Eun Ji Won because they both have straight hair. This is also to keep a positive face from jokes that are not worthy of being heard by all circles.

Offer, promise

- (1) *Constantly watching this dance I'm addicted.*
- (2) *It was the first time for me.*
- (3) *I listen to only K-Pop or just Pop Music.*
- (4) *I would definitely listen to them from now on.*

Those statements show that Korean YouTubers use promises to express their admiration for Indonesian songs. This statement of promise is shown as if they said it was the first time they saw something so extraordinary them. As for the words I would definitely listen to them from now on where they refer to Indonesian songs. This is a promise to listeners that they will try to hear Indonesian songs again.

Be conventionally indirect

- (1) *Like a movie huh?*
- (2) *How was the training? I'm curious.*
- (3) *It's visually stylish*
- (4) *Are they good at dancing?*

Those utterances show the amazement of Korean YouTubers by using conventional indirect speech. This is indicated by the words How do you practice? I'm curious, this is proof of the amazement of Korean YouTubers to see the song in the 2018 Asian Games Opening Ceremony which is quite epic in bringing Indonesian culture. Korean YouTubers use negative politeness in conveying their utterances to maintain social distance, listeners who can come from various circles.

Be Pessimistic

- (1) *Isn't it that Indonesian songs rarely use English, right?*
- (2) *She's an actress too? Or a singer too?*

Those pessimistic statements show that Korean YouTubers think that Indonesia only uses Indonesian in their songs, but in reality it doesn't, there are Indonesian songs that also use English in their songs. Another thing is shown by a question that shows the amazement of Korean YouTubers in judging Indonesian singer Sara Fajira for her acting in the MV.

Gave Deference

- (1) *He's got the swagger.*
- (2) *She must be famous, she is amazing.*

- (3) *She is like the hottest star in Indonesia.*
- (4) *She's lovely.*
- (5) *Isyana, she's beautiful.*

The words of the Korean YouTubers show that they give praise and respect to the singer from Indonesia, Isyana for her extraordinary voice. Korean YouTubers don't use small talk in expressing their speech. The use of this negative politeness shows that Korean YouTubers really respect their listeners to maintain a positive face.

Nominalize

- (1) *He's got great rap skills.*

The utterance is a politeness strategy in the form of nominalize from a Korean youtuber who shows admiration for Indonesian music which is formalized on the rap skills of Indonesian rapper, Rayi. This shows that they maintain a positive face by using negative politeness by stating the nominalization in the form of them praising the skills of the Indonesian rapper by saying that he has extraordinary rap skills.

CONCLUSION

From the analysis data, it can be seen that American YouTubers in reacting to Indonesian songs use eleven politeness strategies. The eleven strategies are divided into seven positive politeness strategies and four negative politeness strategies. The seven positive politeness include exaggerate (36), intensity interest to H (5), Use in-group identity (1), seek agreement (3), presuppose/raise/assert common ground (6), jokes (3), offer, promise (4). While the four negative politeness include be conventionally indirect (3), minimize imposition (1), gave deference (7), and nominalize (1). It can be concluded that American YouTubers tend to use positive politeness strategies in reacting to Indonesian songs. This shows that Americans prefer to use direct politeness strategies because they prefer to express opinions directly. Meanwhile, Korean YouTubers in reacting to Indonesian songs use nine politeness strategies. Korean YouTubers use five positive politeness strategies and four negative politeness strategies. The five positive politeness include exaggerate (21), seek agreement (2), presuppose/raise/assert common ground (1), jokes (3), and offer, promise (4). While the four negative politeness include be conventionally indirect (4), be pessimistic (2), gave deference (5), and nominalize (1). Korean choose the soft and calm speech act to express their opinion, so Korean prefer to express their opinion with calm direct politeness speech.

The two YouTubers have in common their reactions to Indonesian songs, namely they tend to use positive politeness strategies in reacting to Indonesian songs. The use of positive politeness strategies was chosen by the two YouTubers to maintain social relations with listeners who can come from various circles because they are on social media. However, these two YouTubers still maintain social distance by occasionally using negative politeness strategies.

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