



**POLITENESS STRATEGIES IN OFFERING
PRODUCT BY HOST LIVE STREAMING ON SHOPEE
“WB Houseware”**

THESIS

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**BUDDHI DHARMA UNIVERSITY
TANGERANG**

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**Submitted as one of the requirements to obtain
the Bachelors degree in the English Study Program
Faculty of Social Sciences and Humanities
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Bachelors Degree**

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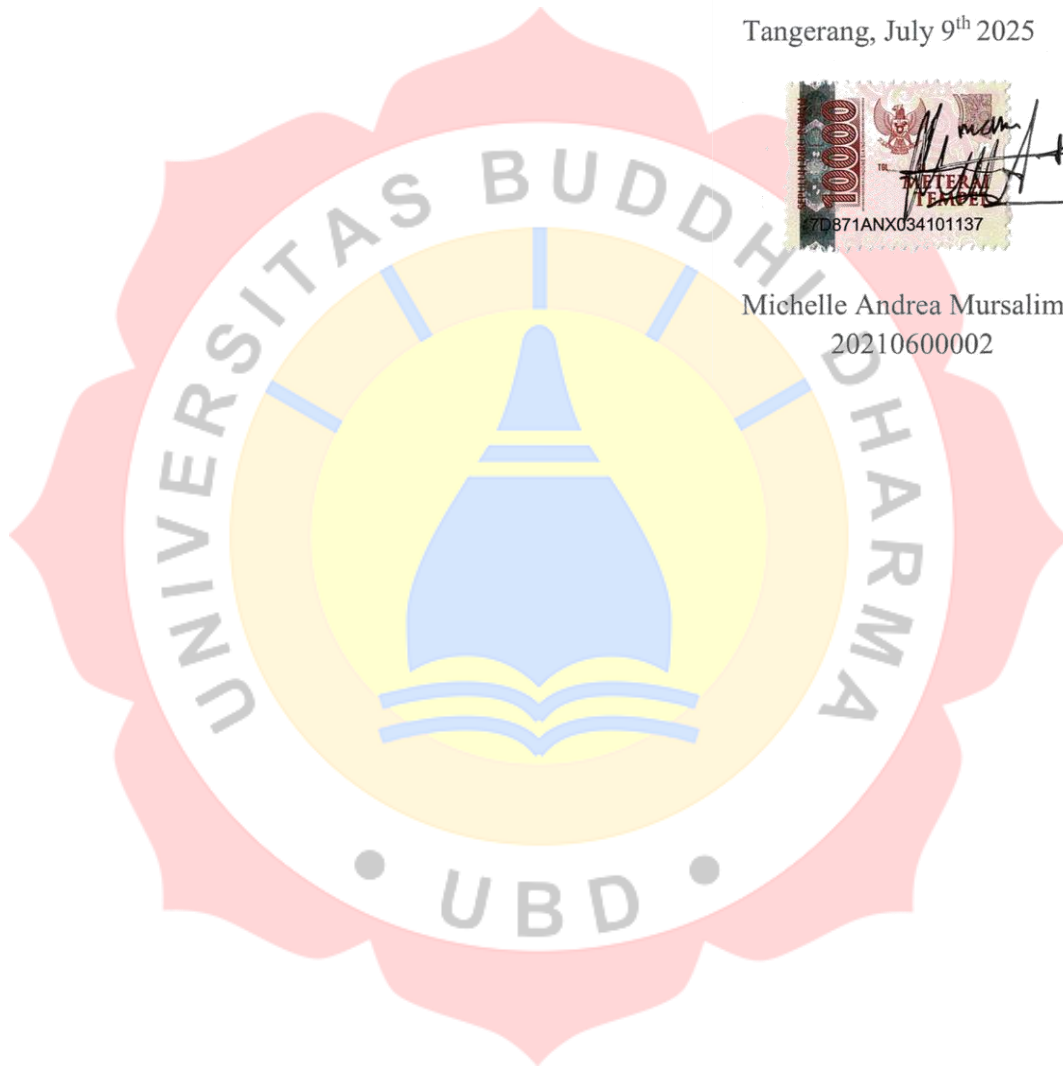
STATEMENT OF AUTHENTICITY

I honestly declare this final project is my own writing. This is true and correct that I do not take any scholar ideas or work from other dishonestly. All the cited works are quoted in accordance with ethical code in academic writing.

Tangerang, July 9th 2025



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ABSTRACT

In this massive development of technology, as an assist for human to do their daily activity easier and more efficient. Live streaming shopping in marketplace is one of an example of technology that has already helped a lot of people. In live streaming, there is someone leading the live called the host. This study aims to analyze the maxim of politeness in the host's utterance during live streaming while offering products. Based on Leech (1983), politeness is the degree of effort put into the avoidance of a conflict situation, and the establishment and maintenance of comity. According to Leech (1983), Maxim of Politeness categorized in six types which are: 1. Tact Maxim, 2. Generosity Maxim, 3. Approbation Maxim, 4. Modesty Maxim, 5. Agreement Maxim, 6. Sympathy Maxim. The data sources for this research are replay videos of WB Houseware's live streaming sessions of Shopee. The qualitative approach is used to analyze in this study. As a result, the researcher found that the most frequently used by the host is tact maxim. Besides the politeness, the researcher also found the use of the casual register by the host, as well as frequent use of assertive illocutionary to convey the meaning of host's utterance.

Keywords: *Maxim of Politeness, Live Streaming, Host*

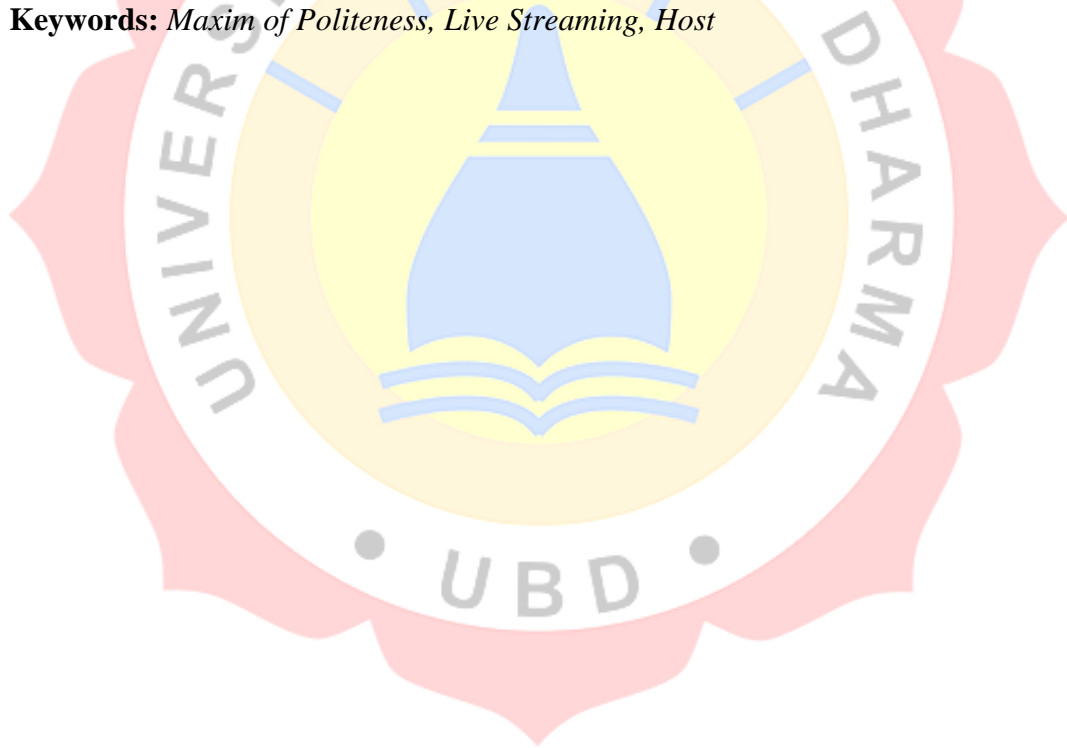


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CHAPTER I

INTRODUCTION

1.1 Background of the study

Technology has always been developed from time to time. Mesthene (1970) defines technology as the organization of knowledge for the achievement of practical tasks or purposes in society. According to W. Brian Arthur (2009), he stated that the first and most basic one is a technology is a means to fulfill human purpose. As a means, a technology may be a method or process or device, or it may be complicated, or it may be material, or it may be nonmaterial. Whichever it is, it's always a means to carry out a human purpose. As a human being who lived in this era, it is important to keep update on the development of technology in order to not be outdated. One example of the development of technology that people use on these days is online marketplace or also known as e-commerce.

E - commerce is a platform for people to shop for their needs more easily because they able to do it online by their, so people no need to go out heading to the store. According to Jamsheer (2019), e-commerce is the usage of telecommunication to automate business realtions and workflow. On the other hand, Kalakota and Whinston (1997) seems e-commerce is the delivery of information, products/services, or payments via telephone lines, computer networks, or any other electronic means. Many kind of e-commerce that people used on these days, such as Tokopedia, TikTok shop, Shopee, Lazada, and etc. Shopee is one of the big marketplaces for people to buy or sell a products that many people used especially in Indonesia. Shopee is very easy for people to access not only in one region but able to reach out of the region. As a marketplace shopee always developes following the new trends in order to get user's satisfaction and even to reach new users. Shopee provides a lot of features for the user, such as Shopeefood, Shopee Games, and also one of the feature's Shopee is Live Streaming shopping.

Live streaming is a form of broadcasting that wrapped in a video format in realtime, where people able to watch other people doing through the phone. Live

streaming is not a novel concept, it emerged as an interactive communication technology in the early 1990's, combining real-time video and text-based chat (Xi Luo et al (2023)). In other words, live Streaming can't be edited, it will show what really happened on that time. In this feature people able to like, share, comment to the streamer. Live streaming itself already exist since 90s, however it is still very simple, and in 2008 YouTube started to provide this feature only for important events. By the time it had past, in 2013 YouTube allowed all the user to have Live Streaming in their account. This feature was became trending and followed by several social media such as Facebook, Instagram, TikTok and etc to also provide this feature. Now, several marketplace also provide Live Streaming feature that really helps business owner to promote their product, and let them interact with their audience (buyer) that lead by the host.

A host live streaming is someone who leads the section and guide the audience (viewer) by explaining the details of the products and answering the viewer's question in order to increase the sales. The live streamer or in this case is a host who gives customers a unique shopping experience by talking to them and displaying product demonstration (Chen et al., 2022). As a host live streaming shopping, it is necessary to have great communication skill in order to have a good branding for the shop. For communicate, people need a kind of tool called language.

Language is only a way people to communicate with others. According to Sapir (1921), language is a purely human and noninstinctive method of communication ideas, emotions, and desires by, means of a system of voluntarily produced symbols. Chomsky (2002:1), stated that language is a natural object, a component of the human mind, physically represented in the brain and part of the biological endowment of the species (Barman, 2012). In other words, language is a system of communication that comes naturally from the human's mind or brain.

In this research, the object will be live streaming shopping on shopee by WB Houseware. WB Houseware is one of the businesses that promote and sell their product through some online stores, and one of those is e-commerce Shopee. The product that they sell is cooking ware, such as pans, fork and spoon, tea cups, and etc. In order to increase the product's sells, WB Houseware followed the new

trends which is utilize the usage of Live Streaming that provide by Shopee. They usually have a schedule and a host that lead the live streaming.

Based on the explanation above, the researcher would like to analyze the politeness strategies that performed by the host Live Streaming shopping. The researcher used Live Streaming video from WB Houseware to be analyzed. The reason is this store is quite good to have viewers and buyers, also this store routine do live streaming. Also, this store has 140,300 follwers and gets 4.9 out of 5.0 star on Shopee, which means this store quite good enough to be trusted by users. So, the researcher believes that they will find much data that can be analyzed.

1.2 Statement of the Problem

The emergence of e-commerce makes it easier for people to shop for their needs by gadget at anywhere. The development of some e-commerce such as shopee that provides kind of feature known as live streaming shopping that helps seller easier to interact with the buyers. Live streaming is usually lead by the host who explains or describes the products and answers all the audience's comments, so the interaction between audiens and host live happend in that way. In live streaming, the language used is structured as carefully as good as possible to avoid negative statements or contexts that might offend other parties. Therefore it is very interesting to find out the use of language of host live that indirectly shows politeness strategies.

1.3 Research Question

The writer would find out the answers of the question below:

How does the politeness strategies used by the host in offering products through live streaming?

1.4 Goal and Function

In compiling this research, the writer has goals and function in order to maintain the direction to get the results as the writer wants to achieve. The main goal if this

research is to analyze the politeness strategies in live streaming. For the details of goal and function below:

1.4.1 The Goals of the Study

The goal of this study is to explain the politeness strategies that are used by host in live streaming while offering the products,

In order to find the goal of this study do the analysis target is needed.

There are:

1. To identify the language registers employed by the host.
2. To analyze the types of illocutionary acts selected by the host.
3. To explore the politeness maxims applied by the host to engage viewer's interest.

1.4.2 The Function of the Study

- a. To give the reader knowledge of registers that used in profession as host, get more understanding of illocutionary act which applied in utterances, also the politeness maxims applied in utterance in order to reach the goal of its utterance.
- b. Since this object is host live streaming shopping, so this research will help the reader who has a job as a host live to be able educated and applied the appropriate language in their works.
- c. This research could be an example or reference for the future writer who would like to compile research on a similar kind of topic.

1.5 Scope and Limitation

The scope of this research is one of linguistic studies which is pragmatic. In pragmatic, there are some studies, such as speech act, impoliteness strategies, politeness strategies and etc. The object of this research is live streaming shopping, where pragmatic may be found in the entire conversation that is recorded in live streaming video.

This research will be limited to explaining and focus to analyzing the maxim of politeness used in live streaming, which are maxim of tact, maxim of generosity, maxim of approbation, maxim of agreement, maxim of sympathy, and

maxim of modesty, that is found or applied in only host live's utterances in live streaming video on e-commerce Shopee "WB Houseware".

1.6 Conceptual Framework

As a merchant who offers products requires the strategies to deliver language clearly, the right tones of speaking, persuasive, interesting, and promising which are conveyed politely. Live streaming is one of the new media through the internet that can be used to offer or promote products by online.

This research aims to explain the research problem of politeness strategies used by the host while offering the products. In order to have answer of the research question, the first analysis target is the choice of variety of language which used by the host to create an intimacy situation between the viewer and the host. The second analysis target is the types of illocutionary acts used by the host. This illocutionary analysis is essential to find how the host arranged the utterance intends to emphasize, persuade, prrome, express product excellence. The third analysis target is politeness strategy used by the host. The interrelationship between language choice variety, types of illocutionary act, also the maxim of politeness strategy is used by the host as a whole in offering or promoting its products.

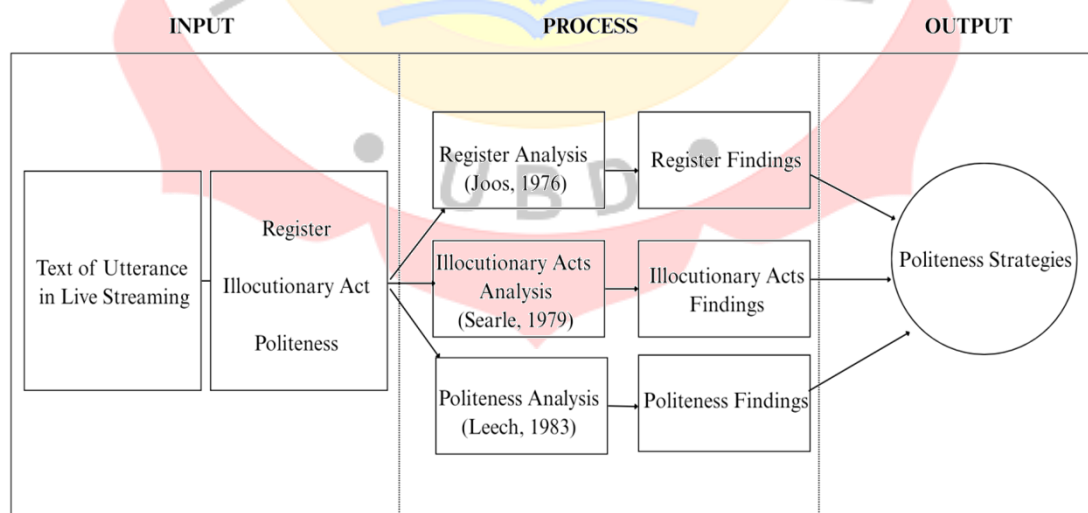


Figure 1.1 Conceptual Framework

CHAPTER II

THEORETICAL FRAMEWORK

In this chapter, the researcher explore some theories which related to the study. The theories that provided in this chapter are beneficial to support the analysis of politeness strategies on host live streaming on Shopee WB Houseware.

2.1 Previous Studies

In order to explore knowledge of politeness strategies and any related theory, the researcher has reviewed three previous studies. The first study entitled “*Politeness Strategies Found at ‘Night at The Museum(2006)’*” was published in (2018) and authored by Nia Multia Ariesta. The study focuses on what are the types of politeness strategies that found in the movie and used among the characters of the movie. The researcher showed up the results that the most frequent strategy used is bald on-record in this movie with 12 dialogues/data, 9 datas of negative politeness, 5 datas of positive politeness, and bald on-record is less found in this movie with 4 datas.

The second study authored by Aghnaz Zida Tanaffasha which analyzed “*Maxim of Politeness Uttered by Stephen Curry in NBA’s Press Conference*” was published in (2023). This study aims to describe the maxim of politeness that used by an idol of many people, in here Stephen Curry as an idol, using the theory Leech 1983. This study using qualitative descriptive and has found 57 statements in two videos which contain maxim of politeness. The most frequently found maxim of politeness used by Stephen Curry in this study is the approbation maxim with 14 occurrences. The least type frequent is generosity maxim with 4 occurrences.

The third study about Illocutionary Act comes from Cecillia Noveline Houtandi entitled “*The Illocutionary Types of Speech Acts in Trevor Noah’s Stand-Up Comedy Show Called ‘Afraid of the Dark’*” (2024). The writer of this research aims to analyze the types and functions of speech acts which delivered by a comedian in order to get the audience from the show. Using descriptive qualitative method and according theory from Searle (1979). The researcher of

this study found that the most frequent is 9 data of assertive, 5 data of directive, 5 data of expressive, 4 data of commissive and the least found is declarative with 1 data.

These three studies observe politeness strategies and illocutionary act that are used or can be found in a few fields. Those researchers have similar objectives and methodology to analyze the object. The first study focuses on politeness strategies found in the character's dialogue in the *Night at The Museum* movie. The second study is maxim politeness used by an idol in a conference. The third study focuses on illocutionary act performed by comedian in a show to engage the audience.

After reviewing the previous study, the researcher of the current research use the same theory as second previous study, the theory proposed by Leech (1983) "Maxims of Politeness". Also, as can see in previous study, the object is can be found in talkshow, speech, and more often found in movies. This research will focus on politeness strategies found in Live Streaming videos, besides looking after the maxim politeness, the researcher also explore the register used and the illocutionary that applied in this study. Since the object itself is a new trend in society, where people can use language to promote products use long distance. So, the research on this object hasn't been found yet, therefore this study still potential to be done in this study.

2.2 Theoretical Framework

The theories presented in this chapter aim to provide an understanding of the issues shown in Chapter 1. This review is arranged with some subheadings.

2.2.1 Register

As human beings, society forces us to meet with many people in variousity of characteristics, in any circumstances, in different positions levels, different social level, in different environments and etc. Due to the differences, it makes people choose the words, intonation, or even body language to talk with people. Most of the people unconsciously use formal language to talk with people who more older than them, or the people who have a higher position. On the other hand, people usually use informal language to talk with peers, or people with a lower position

than themselves. The kind of consideration of language choices is called as register.

Holmes (2013) describes register as vocabulary or language styles that are used when tend to be associated with different occupational groups or specific situations. Styles formed along by a scale of formality, from social dialect for example. The example of different registers could be journalese, baby-talk, sports commentators, and many more. According to Joos (1967), the style or register one chooses depends on the relationship between the speaker and the listener, and the context in which they interact. Martin believes that there is no wrong style or register to talk with each other, however, it's just all of them have their own place and context that is more suitable. Joos (1967) also defines five types of registers there are:

1. Frozen style, the most formal one that is often found in formal events or formal text. This type is called "frozen", it's not for no reason. However, this style can not be changed. As a speaker is inappropriate to speak less or more. For instance, prayer, vows, and etc.
2. Formal style, this style is often used in formal situations where the speaker and the listener are not in a close relationship, this style also one-way communication. For instance, formal speech, news report, and etc.
3. Consultative style, has slightly different with formal style, yet this type two-way communication between people not really close with, so possible to have a dialogue between the speaker and the listener. For instance, a teacher and a student in discussion.
4. Casual style, this type is used in daily communication between friends, and family. Joos stated that casual style has two features, (1) Elipsis, and (2) Slang. For instance, chats with friends, live streaming online shopping, etc.
5. Intimate style, the style that is used in situations more personal or intense between people who have a relationship that is more emotional and very close, mostly using short words, incomplete words, and special codes. For instance, terms of endearment like "*sayang, beb, ayang*", etc.

Based on the explanation above, register can be understood as different language styles that are used in different situations. The styles can be made from the differences in society's background and habits. Different registers are used in different situations, when talking with lecturers can not be the same as talking with friends in the same chair. The register can be a helper to build the identity at a specific time and place.

2.2.2 Speech Act in Pragmatic

Pragmatic is one of the study in linguistic. Pragmatic is the study of what the speaker's meaning and how it is received by the listener. According to Leech (1983), pragmatics has limited its exploration to speech situation and the speech situation in his notion is about the speech act between speaker and listener. Mey (2001), stated that pragmatic is characterized by the idea that language is used by its user and the use of language depends on norms, rules, and beliefs exist in the community where the users live.

Pragmatic has branches of studies, one of them is speech act is an action performance that occurs when people communication. Yule (1996) believes that when people give a speech, they are not only produce the sentences or utterances, but they also perform an action with the utterances that they uttered. According to Austin (1975), he believes when people say something, they may applied three core components, there are:

1. Locutionary Act

This component is a basic of saying something with a specific meaning. Austin (1962) said the study of locutionary is to distinguish it from other acts with which we are going to be primarily concerned.

2. Illocutionary Act

This component is a speech to convey something and get an action from the listener. Based on Austin (1962), illocutionary act is performance of act in saying something.

3. Perlocutionary Act

According to Austin (1962), perlocutionary is about what we achieve by saying something. This component could be understood as producing consequences.

2.2.3 Illocutionary Act

An illocutionary act is a very basic unit in human communication, either direct or indirect people used to imply the illocutionary act to the communication. An illocutionary act is not only the words that the speaker uttered or just statements that were made, however it is focuses on the meaning of what the speaker wants to get 'action' performed. According to Austin (1975), illocutionary acts can be defined as an action that is performed in someone's utterances. Based on Searle (1979) there are 5 types of illocutionary acts: representative, directive, commissive, expressive, and declarative.

1. Assertive, these types of illocutionary acts that performed based on what the speaker's believes about something, either true or not. For instance, "I believe this skirt is more suitable on you"
2. Directive, these types of illocutionary acts that performed when the speaker's utterances cause the hearer to do something. For instance, "Keep quiet, we're in the library."
3. Commissive, these types of illocutionary acts that performed when the speaker talk about something that will happen in the future. For instance, "Alright, i'll give it to you tomorrow."
4. Declarative, these types of illocutionary acts that performed when the speaker's utterance can change the world or someone's destiny. For instance, "Me as your boss told you from now on you become a manager of this company"
5. Expressive, these types of illocutionary acts that performed when the speaker makes a statement or utters their feelings. For instance, "I'm really sorry, i don't mean it."

2.2.4 Politeness Strategies

Politeness is an act that shows behaviour of good manners or etiquette in order not to offend other people. Yule (1996) described politeness as a fixed concept in the form of 'polite social behavior' in a particular culture. Yule (1996:60), stated that politeness can be defined as the linguistic action to show awareness of another person's face. In here, face means people's self-image in public. In order to maintain a good relationship and social interaction with others, people should be very mindful about others' faces.

According to Leech (1983), politeness is the degree of effort put into the avoidance of a conflict situation, and the establishment and maintenance of comity. Goffman stated that politeness relates to the rules about the things that are social, aesthetic and moral (Ceriyantina, 2019). Lakoff (1973) sees that politeness is developed by the community members in order to reduce friction in private interactions (Ceriyantina, 2019).

Politeness strategies are ways of expression to avoid offending someone. According to Brown and Levinson (1987), the form of politeness is appreciating and acknowledging the different politeness strategies used by various cultures in interacting reflects respect for diversity (Fitri, 2022). Brown and Levinson (1987) formed 4 politeness strategies. There are bald on record, positive politeness, negative politeness, and off record.

Based on the definitions above, it can be concluded that politeness is an attitude of someone being good or positive in personal interaction in order not to offend other people, avoiding an action that can create debate. Moreover, politeness strategies mean a way to do or perform that attitude or action in daily interaction with others.

2.2.5 Maxims of Politeness

Leech (1983) proposed the 6 maxims of politeness strategies, and there are: Maxims of Tact, Generosity, Approbation, Modesty, Agreement, and Sympathy. Leech believes that those maxims can be used with a fairly precise meaning.

a. Tact Maxim

Tact maxim refers to minimizing value or cost to the subject (speaker) in order to maximize the hearer's wants. In this maxim, the speaker is

most likely to give an indirect question that could give opportunities to get a refusal by the hearer.

For example:

A: "You look cold. **You could wear my jacket if you want to.**"

B: "Yes, please."

The utterances above can be classified as tact maxim because the A as a speaker minimizes self-cost and gives a benefit to the other as B.

b. Generosity Maxim

Generosity Maxim refers to certainly maximizing others wants in a direct way by taking an action only by own. In this maxim, the speaker take an action that beneficial for the hearer instead of for themselves.

For example:

A: "You can eat the ice cream even you have a cough. **I will talk** to mom later."

The utterance "I will" shows that A minimizes her cost by taking an action to give the other the benefit.

c. Approbation Maxim

Approbation maxim refers to maximizing give a praise to the hearer, avoiding saying inappropriate things about others to the hearer. In this maxim, praise to the hearer is more likely to present instead of praising themselves.

For example:

A: "So, here's my place where i stay with my little family."

B: "Wow, what a nice house. **You are really good at arranged everything.**"

The utterances above can be classified as approbation maxim because the B gives the compliment to A because the house is really nice and very neat.

d. Modesty Maxim

Modesty maxim refers to give low praise to self by maximize dispraise of self. In this maxim, the speaker humbles themselves to minimize praise to self.

For example:

A: “You’re really did a great job”

B: “Ah no, **it’s nothing without your guidance** sir.”

The utterances above can be classified as modesty maxim because the B maximizes dispraise of self by saying *it’s nothing without your guidance*, so it’s looks like B can’t do anything if there is no guidance.

e. Agreement Maxim

Agreement maxim is giving a high value to other’s opinion. This maxim shows more agreement than disagreement of someone’s opinion or judgment.

For example:

A: “The coffee at the cafe in the corner of the street is the best coffee in town.”

B: “Yeah, **it’s true**. But, please don’t try the food.”

The utterance above can be classified as agreement maxim because the B clearly showing the agreement that the coffee is really good.

f. Sympathy Maxim

Sympathy maxim refers to maximizing the sympathy to other’s feelings. This maxim explains that it is polite to show that you share the same feelings with others, such as congratulations or condolences.

For example:

A: “I’ve decided to break up with him, after all of his lies for this last 3 months.”

B: “Yes, **i’m happy for you**. You can choose yourself than stay with him that feels like hell.”

The utterance above can be classified as a sympathy maxim because the B shows maximize sympathy that B also feel happy with the A’s decision, even it is not giving the beneficial for B.

This research will use the theory arranged by Leech (1983). The theory was chosen according to the purpose of the research which focuses on the

politeness utterance by the host in offering a product. This research didn't measure the host's politeness based on perlocution, because of the least of the viewer's response. Due to of that, analyze the politeness of host's utterance based on the host's meaning to engage the viewer's interest using polite language. Maxim of politeness, which arranged by Leech (1983) is an utterance that conveys wisdom, generosity, praises, modesty, agreement, and sympathy.



CHAPTER III

RESEARCH METHODOLOGY

This chapter was formulated to explain how the research was arranged. The discussion in this research consists of the research approach, data types, data sources, techniques of data collection method, and lastly the techniques of data analysis.

3.1 Research Approach

Qualitative research is a way of research to have an understanding by gather and analyse non-numercial data or get interpretation-based data, descriptive and mostly relating to language. According to Lichtman (2013) qualitative research was the method of unfolding the implicit language and the tool for analysing the data. On the other hand, quantitative research is a type of research that deals with numbers, logic, and countable data to understand social phenomena. Creswell (2013) defines quantitative research as a research approach that emphasizes the collection, analysis, and interpretation of data in numerical form.

Since live streaming is an activity that using more verbal utterances, so it's capable to seen and analyzing the utterances by a politeness strategy view. According to the explanation above, the research of the current study will be used a qualitative approach, because the data of the study is suitable to be done with this approach. In a qualitative approach, it will help the researcher to search and find more datas.

3.2 Data Types

Primary data is the original data or information which collected by the researcher himself, which can be through in many ways such as observation, surveys or active participation in specific conversations related to the study. On the other hand, secondary data is a collection data method with existing data that has been done or found by other people, it is not originally from the researcher.

The researcher does not choose to use secondary data in this research. If by use secondary data, the researcher is not involved in making the data directly. However in this study, the researcher observed the data by herself from existing platform that are accessible.

3.3 Data Sources

The researcher gathered the data from live streaming in one of the big e-commerce platforms, which is Shopee WB Houseware. The researcher used the videos that were published on March 3rd, 2025, in one live session live and the duration is 2 hours 45 minutes and 5 seconds which lead by one man host. The reason is because that the date of the live session is specifically on the third day of the third month of the year (3.3). Usually, on that kind of date events, the marketplace gives a big sales and special prices, which can causes the increasing sales and often get more viewers in live streaming than usual days. Due to of that, it will create more interaction between the viewers and the host, so the researcher able to get much more datas to being analyze.

Live streaming, as the data of this research is provided in video form that can only be accessed by the link. With the form of rerun video can help the researcher more easily analyze the data.

3.4 Techniques of Data Collection Methods

The data collection in this research is a qualitative approach. According to Creswell, (2013) the methods include interviews, observations, documents, and audiovisual materials. However, this research will focus on observing the utterances which uttered by host that supported with audiovisual materials.

In this research, the writer will do the following steps in order to collect the data:

1. Screen record the video of live streaming WB Houseware from Shopee.
2. Watching the video that has been recorded.
3. Transcribe the video into text.

3.5 Techniques of Data Analysis

The researcher of this research does five steps analysis of the host's utterance in live streaming WB Houseware. The researcher does the following steps as a process to analyze the data:

1. Identified the register used by the host

The writer analyzes the host's utterances using Joos' (1967) theory. This step is needed to find the register used by the host while offering a product in live streaming because it is essential to know what kind of register is used before analyzing the politeness used.

2. Analyze the meaning of the host's utterance

The researcher uses Searle's (1979) theory in order to understand the meaning of the utterances. By classifying the utterances into each type of illocutionary act.

3. Classify the data according to Leech's theory (1983)

After the researcher found the register used and the illocutionary acts performed, the researcher analyzes the politeness maxim in the host's utterances that might be applied to the politeness strategies.

4. Categorized data into each maxim of politeness type.

The researcher categorizes each data that is found and gives a brief explanation.

5. Give conclusions for each finding.

The researcher concluded from each finding's result in register, illocutionary, and maxim of politeness.