

ABSTRACT

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This study focuses on examining the use of the politeness strategies that employed in The Apprentice reality show. The data taken are the utterances of contestant of the show, both male and female based on directive speech acts. The analysis of this study aims to explore the most frequently used politeness strategies in the reality show. Also, this study want to investigate the differences and similarities of politeness strategy employed by male and female contestants in the show. The theory applied in this study is politeness theory by Brown and Levinson (1987). From the theory, there are four types of politeness strategies which are, bald-on record, positive politeness, negative politeness, and off-record. Based on the analysis, it found that when the contestants are divided into group based on gender (all male group and all female group), the contestants employed the different strategies. Male contestants most employed positive politeness strategy. Meanwhile, negative politeness strategy is the most employed by female contestants. Then, when the contestant got reshuffled (mixed group), both male and female contestants mostly employed positive politeness strategy.

Keywords: politeness strategy, Brown & Levinson, *The Apprentice*