

MAXIM OF POLITENESS IN THE OPRAH WINFREY TALK SHOW: “OPRAH’S 2020 VISION TOUR VISIONARIES: MICHELLE OBAMA INTERVIEW”

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Abstract

Politeness is a key to successful communication inside and outside a formal setting, first impressions, and a positive environment. This research deals with the uses of maxim politeness in the talk show. The aimed of the research was to described the type and function of maxim politeness that used by the host and guest in the Oprah Winfrey talk show. This research employed a qualitative research. The data of this research were qualitative data in the form of word phrase and sentences. The source of data was Oprah Winfrey talk show with Michelle Obama interview on Weight Watcher YouTube channel aired on February 13, 2020. Data were analyzed with descriptive analysis with pragmatic approach. The result of this research showed that Oprah and Michelle used all types of maxim politeness, namely; tact maxim, generosity maxim, approbation maxim, modesty maxim, agreement maxim, and sympathy maxim. Meanwhile, the representation of the function of maxim politeness are nine function, namely: give a high value to hearer’s want, give a low value to speaker’s want, give a high value to hearer’s quality, give a low to speaker’s quality, give thanking or apologizing to hearer, give a high value to hearer’s opinion, give a low value to speaker’s opinion, give a high value to hearer’s feeling and give a low value to speaker’s feeling.

Keyword: *maxim, politeness, talk show*

Abstrak

Kesopanan adalah kunci keberhasilan komunikasi di dalam dan di luar lingkungan formal, kesan pertama, dan lingkungan yang positif. Penelitian ini membahas tentang penggunaan maksim kesantunan dalam acara bincang-bincang. Penelitian ini bertujuan untuk mendeskripsikan jenis dan fungsi maksim kesopanan yang digunakan pembawa acara dan tamu dalam talk show Oprah Winfrey. Penelitian ini menggunakan penelitian kualitatif. Data penelitian ini adalah data kualitatif berupa frase kata dan kalimat. Sumber datanya adalah talk show Oprah Winfrey dengan wawancara Michelle Obama di kanal YouTube Weight Watcher yang tayang pada 13 Februari 2020. Data dianalisis dengan teknik deskriptif dan pendekatan pragmatik. Hasil penelitian menunjukkan bahwa Oprah dan Michelle menggunakan semua jenis maksim kesantunan, yaitu; maksim kebijaksanaan, maksim kemurahan hati, maksim penghargaan, maksim kesopanan, maksim kesetujuan, dan maksim simpati. Sementara itu, representasi dari fungsi maksim kesantunan ada sembilan fungsi, yaitu: memberi nilai tinggi pada keinginan pendengar, memberi nilai rendah pada keinginan pembicara, memberikan nilai tinggi pada kualitas pendengar, memberikan nilai rendah pada kualitas pembicara, memberikan ucapan terima kasih atau meminta maaf kepada pendengar, memberikan nilai tinggi pada pendapat pendengar, memberikan nilai rendah pada pendapat pembicara, memberikan nilai tinggi pada perasaan pendengar dan memberikan nilai rendah pada perasaan pembicara.

Kata kunci: *maksim, kesopanan, talk show*

INTRODUCTION

In the communities, human beings cannot be separated from communication, because communication is the most important part of human interaction with others. Language is used as an important tool for communicating between people and others. By using language, people can express their opinions and exchange ideas or thoughts. This shows that the importance of language in the communication because humans are social creatures who need each other. Language system has a function as a means of carrying out human interaction in society. Grice (1975) state that Make your conversational contribution such as is required, at the stage at which it occurs, by the accepted purpose or direction of the talk exchange in which you are engaged. Speaking behavior that is said to be polite is when someone pays attention to language ethics towards the speech partner.

According to Leech, politeness concerns the relationship between communication participants, namely speakers and listeners, so speakers use sentences in their speech politely without offending (Lestari, 2018). In communicating, a speaker is required to master and understand the agreements contained in a language. This can be understood because each language has its own rules or agreements governing the use of each existing system in that language which differentiates it from other languages. The concept of politeness in each country certainly has a difference. There is a significant difference between the concept of politeness in Indonesian society, especially Java, and western society. In Javanese society, more emphasis is placed on etiquette and the differentiation of language use (*unggah-ungguh*) according to its level such as age and social status. Meanwhile, the use of politeness in western people does not refer to differences in age or social status, because in western society interpersonal relationships are based on parallel relationships. In communicating, western people will be more progressive and straight to the point of the conversation. It is very different from the Indonesian people, especially the Javanese who tend to prioritize the manners and social status of the interlocutor.

Politeness needs to be considered when communicating with others so that misunderstandings do not occur. As in a research conduct by Rohmawati cited that the impact of the politeness maxim made by the speaker can disrupt the harmonious relationship and atmosphere between the interaction participants if the speaker commits a violation (Rohmawati, 2017). On the other hand, if the speaker tries to avoid conflict by following the maxim of politeness, then communication will run smoothly and the purpose of communication can be achieved. The phenomenon of politeness often occurs in society in real conversations. Talk show is one of the popular media in society and can be used to analyse politeness. There are several talk show programs on various television broadcasts or online platform. One of the most famous talk shows around the world is the Oprah Winfrey talk show. The researchers are interested in using the Oprah Winfrey talk show because the theme of the talk show used, namely Oprah's 2020 Vision Tour Visionaries. The resource person who attends the talk show will discuss what the vision for a healthier future in 2020. There are 9 episodes with another resource person in this theme of talk show. However, the researcher only focuses on the episode of Oprah's 2020 Vision Tour Visionaries: Michelle Obama Interview. Apart from Michelle Obama as a public figure, researchers are interested in knowing what Michelle Obama's 2020 vision for healthier future.

The researcher takes several previous studies that analyse the use of maxim politeness. Most of researches are using movie, talk show, movie script, novels, Youtube videos, etc. First, an article that analyze maxim of politeness in a movie is the research with the title: "*Maxims of Politeness on Alice in Wonderland Movie (Pragmatic Analysis)*". The result of this research was found that some of *Alice in Wonderland* movie dialogue element fit into five Maxims of Politeness, namely: tact maxim, approbation maxim, modesty maxim, agreement maxim, and sympathy maxim. Second, an article conduct by (Maharani, 2017) that analyzed the use of maxim politeness in movie titled "*Secret Forgiven*" and focuses only the dialogue of main character. Difference with the first journal, the result found that the main character used all the types of maxim politeness in their conversation. Difference from some previous article, the third article analyzed the used of politeness principle in the talk show titled "*An Analysis of Conversational Maxim in Dr. Oz Talk Show*". Accordance with the title, the research focused analyze conversational maxim in the two episodes of *Dr. Oz Talk Show*. But, conversational maxim in the research used Cooperative Principle by Grice. There are 4 types of

maxims, namely: maxim of quality, maxim of quantity, maxim of relevant, and maxim of manner (Nabanan, 2017).

Another article was conducted by (Najla, 2018) titled “*Conversational Maxims in Kick Andy Talk Show Program on Metro TV*”. In line with Nabanan’s research, the researcher also uses Cooperative Principle by Grice. But, there is a difference with related research namely discuss about violation of conversational maxim used by the host and guest star in Kick Andy talk show. The last article that analyzes maxim of politeness in a talk show with the title: “*The politeness of Language; Mata Najwa Show in Trans7 TV*”. The research discussed about the types of maxim politeness contained in the dialogue by *Najwa Shihab* as a host and the resource person. The discussion found that the speaker (host and resource person) used all the types of maxim politeness (Wahyuni, 2019).

Hence, the researcher was found a gap from related research. Most research about maxim of politeness only discussed what types of maxims are used and the most maxim used. But in this research, apart from discussing the types of maxims of politeness, it also discusses the function of use these maxims. There are a lot of research that use movie, movie script, and novel as the object of research. Hence, this study also uses talk shows as the object of research. Talk show was chosen as the object of research because other than researchers being able to find several types of maxims of politeness used, talk shows are also one of the more real applications of maxim of politeness because the conversations spoken are more real and minimally engineered as happened in the movie because it depends on the movie scripts

REVIEW OF RELATED LITERATURE

Grice (1975) states that maxim is a linguistic rule in lingual interactions, the rules governing his actions, the use of his language, and his interpretations of the actions and words of his interlocutors (Fitriani, 2015). In addition, maxim is also referred to as a form of pragmatics based on the cooperative principle and the principle of politeness. In this research, the researcher only focused to discuss the principle politeness proposed by Leech, 1983. According to Leech, the elements of language politeness are also needed to understand the meaning of a speech. The principle of politeness Leech emphasizes the cultural factors of society and the psychology of speakers and listeners in conveying meaning effectively. So Politeness Principle by Leech is a complement to the Grice Cooperative Principle (CP). Leech divides the principle of politeness into six maxims, namely: Tact maxim, Generosity maxim, Approbation maxim, Modesty maxim, Agreement maxim, and Sympathy maxim.

1) Tact Maxim

Tact maxim refers minimize cost to other and maximize the benefit to other. The basic idea of tact maxim in the principle of politeness is that speech participants should adhere to the principle of minimize cost to other and maximizing the benefits to others in speaking activities. People who speak and practice the tact of maxim can be said to be polite. The implementation of the Tact maxim can be seen in the follow an example of a speech.

OPRAH :Okay. We're ready. Whoo?. Oh, oh. No, when I started thinking about who has had some of the greatest impact on the global vision of what health and wellness and empowerment looks like, this person's name came to mind first. Brooklyn, please welcome our WW 2020 visionary conversation, the former First Lady of the United States Michelle Obama.

MICHELLE: Hey, wow.

In the speech, Oprah uses tact maxim which refers to maximizing benefits for others. Oprah tries to be more polite by welcoming Michelle in happiness and inviting her to sit down respectfully. It is called tact maxims because Oprah said “please welcome our WW 2020 visionary conversation, the former First Lady of the United States Michelle Obama.”.

2) Generosity maxim

Generosity maxim refers to minimize benefits to self and maximize cost to self. In the Generosity maxim, the participants of the speech are expected to respect others. Respect for others will occur when people can minimize benefit to self and maximize cost to self. The implementation of Generosity Maxim can be seen in the following example of a speech:

Oprah: Yeah. I was saying earlier that everybody just wants to know that you hear me—

Michelle: Yes.

Oprah:—and that you see me.

Michelle: Yes.

From this speech, it can be seen clearly that Oprah tries to minimize benefit to herself by saying the politeness utterance in order to Michelle would pay attention of her question. Oprah can directly say: “You must pay attention about my next question” but she said with the polite utterance as in the example above.

3) Approbation Maxim

Approbation maxim refers to minimize dispraise of others and maximize praise of others. In the Approbation maxim, it is explained that a person will be considered polite if speaker always tries to give appreciation to other parties. The approbation of maxim can be seen in the following example of a speech.

Oprah: It was. Especially because Michelle Obama's book, Becoming—I know everybody in here has it. It was—it wasn't just the best-selling memoir book of the year, it's the best-selling memoir of all time.

Michelle: Thank you very much

The utterance given by the speaker especially Oprah tries to maximize praise to other by saying: “It was—it wasn't just the best-selling memoir book of the year”. Oprah try to give appreciation of Michelle Obama’s book by saying this utterance.

4) Modesty Maxim

Modesty maxim refers to minimize praise of self and maximize dispraise of self. In the Modesty maxim, speech participants are expected to be humble by reducing praise for themselves. The implementation of the Modesty maxim can be seen in the following example of a speech.

OPRAH : Did you get happier since the White House?

MICHELLE : Yeah. Look, it was an honor to serve. I mean, it was—it was the biggest privilege of my life to serve as this nation's First Lady. And I will—(applause)—and I will continue to work to try to be a person—a person of service. To try to make sure that my life means something to somebody else.

In the example above Michelle reduced his self-praise by saying: “I will continue to work to try to be a person—a person of service. To try to make sure that my life means something to somebody else”. Michelle can say about her privilege as the nation’s first lady, but she used her privilege to serve society well.

5) Agreement Maxim

Agreement maxim refers to minimize the expression of disagreement between self and other and maximize the expression of agreement between self and other. In this maxim, it is hoped that the speech participants can foster suitability or agreement with each other in speaking activities. The implementation of agreement maxims can be seen in the following example of a speech

Oprah: "Did you get happier?"

Michelle: "Oh yes"

This utterance is agreement maxim because Michelle agreed about the opinion of Oprah. In line with agreement maxim that maximize the expression of agreement between self and other.

6) Sympathy maxim

Sympathy maxim refers to minimize antipathy between self and other and maximize sympathy between self and other. In this case, the speaker must regard about the condition of other or interlocutors when something unpleasant happens to them. The implementation of the Sympathy maxim can be seen in the following example of speech:

OPRAH : And it's not always easy. What I wanted to ask you about that, in this climate where low has taken new lows, how do you maintain a high and not appear to be passive and not lose your equilibrium?

Based on the example above, it appears that Oprah is use sympathy maxim by saying the question about how to maintain in high value when Michelle taken new lows. In line with sympathy maxim that refers to maximize sympathy between self and other.

Apart from discussing the implementation of maxim politeness, the researcher also discuss about the function of using this maxim. In the book "The Pragmatic of Politeness" Leech reformulate the maxims of politeness in Leech (1983). There are ten maxims of politeness in conversational implicatures and each maxim has a different function. The function of maxim politeness are as follows:

1. Function of Generosity Maxim

The function of generosity maxim is gives a high value to other's wants. Other here means the speech opponent in the speech activity. To give a high value to other's want, the speaker can give offers, invitations, and promises to others. Furthermore, the Generosity Maxim can also be seen at work in positive, compliant replies to requests, which can show intensified equivalents of yes, as in Yes, of course; Certainly; Sure; etc.

2. Function of Tact Maxim

The function of tact maxim is gives a low value to speaker's wants. In line with the explanation of tact maxim before, the speaker focuses on the speech opponent and put other's want instead of the self.

3. Function of Approbation Maxim

The function of approbation maxim is gives a high value to other's qualities. In line with the explanation of approbation maxim before, the speaker focuses on the speech opponent qualities and gives compliment to other's qualities. Furthermore, criticisms of O are hedged and muted: the speaker could give criticism but that's not terribly good to do because it would undermine the principle of politeness.

4. Function of Modesty Maxim

The function of modesty maxim is gives a low value to speaker's qualities. Speaker here means the speaker in the speech activity. In line with the explanation of modesty maxim before, the speaker focuses on the speech opponent compliment and gives a low value to self, or it can be mention of self-deprecation.

5. Function of Obligation Maxim (speaker's to other)

The function of obligation maxim is gives a high value to speaker's obligation to other. To give this function, the speaker can give apologizing and thanking to others (speech opponent).

6. Function of Obligation Maxim (other's to speaker)

This function is difference from obligation maxim before. To give a low value to other's obligation to speaker, the other (speech opponent) can give Responses to thanks and apologies from the speaker. On the other hand, the speech opponent give responses to apologies often minimize the fault, such as; it's Okay, don't worry, it was nothing. Similarly, the speech opponent give responses to thanks often minimize the debt, such as: that's all right, you're welcome, no problem, it was a pleasure.

7. Function of Agreement Maxim

The function of agreement maxim is gives a high value to other's opinion. O' here means the speech opponent (other) in speech participant. In line with the explanation of agreement maxim before, the speaker focuses on the speech opponent opinion and gives agreement to other's opinion.

8. Function of Opinion Reticence Maxim

The function of opinion reticence maxim is gives a low value to speaker's opinions. people frequently soften the force of their own opinions, by using propositional hedges such as *I think, I guess, I don't suppose, It might be that*. In agreement maxim, speaker consults other's opinion, deferring to other's supposed greater understanding, wisdom, or experience. In contrast, there is a low tolerance of opinionated behavior, where people express themselves

forcefully, as if their opinions matter more than others. There is an example of opinion reticence maxim:

9. Function of Sympathy Maxim

The function of sympathy maxim is gives a high value to other's feelings. In line with the explanation of sympathy maxim before, the speaker focuses to give a high value to other people's feelings in such speech acts as congratulations and condolences.

10. Function of Feeling Reticence Maxim

The function of feeling reticence maxim is gives a low value to speaker's feelings. Contrast with sympathy maxim, in feeling reticence maxim the speech opponent constraint places a low value on one's own feelings.

RESEARCH METHOD

In this research, the researcher employed qualitative approach which classified to the descriptive analysis with pragmatic approach. The researcher focused in analyzed and interpreted the phenomenon of maxim politeness in Oprah Winfrey talk show. The source of data in this research was Oprah Winfrey talk show with title "Oprah's 2020 Vision Tour Visionaries: Michelle Obama Interview" on the Youtube channel "Weight Watchers". The data was all of the utterance of the host and resource person in the talk show which contain of maxim politeness proposed by Leech, 1983. The key instrument of the research is the researcher herself because the researcher has two main roles in this research, namely: collected and analyzed the data. To conduct this research, the researcher used field note as the secondary instrument of this research.

In collected the data, there are some step; the first is watching the video. Then, read talk show script to make it easier. The third is collecting the data by taking note the utterances that contained maxim of politeness either this types and function. The last step of collecting data is data reduction. In analyzing the data, the researcher organizing the data into two: type and function. Then, give codes to the data in form of abbreviation. The last step is analyzing data based on the theory of maxim politeness. After collecting and analyzing the data, the researcher use investigator triangulation to validate the data. The researcher used a lecturer of English Education Department at STKIP PGRI Jombang who expert in sociolinguistic to carry out the investigator triangulation.

FINDING AND DISCUSSION

Finding

The first research objective is to describe the types of maxim politeness by using Leech's theory from host and guest in the talk show "Oprah's 2020 Vision Tour Visioanaries: Michelle Obama Interview". The researchers found all types of maxim politeness that used in this talk show, namely: tact maxim, generosity maxim, approbation maxim, modesty maxim, agreement maxim, and sympathy maxim. There are 48 utterances that contain types of maxim politeness in this talk show.

1. Tact Maxim

The data of tact maxim, Oprah tries to welcome Michelle in the first performance by using utterances more politely to make a good opening of talk show.

OPRAH : Okay. We're ready. Who? Oh, oh. No, when I started thinking about who has had some of the greatest impact on the global vision of what health and wellness and empowerment looks like, this person's name came to mind first. Brooklyn, please welcome our WW 2020 visionary conversation, the former First Lady of the United States Michelle Obama.

In the speech, Oprah uses tact maxim which refers to minimizing cost to other and maximizing benefits for others. The data reflex a situation that occurred when Oprah welcoming Michelle in the opening talk show. The utterance that contained of tact maxims is the underlined sentence: "please welcome our WW 2020 visionary conversation, the former First Lady of the

United States Michelle Obama.”. Oprah tried to be more polite by welcoming Michelle in happiness and also greeted by the sound of loud applause from the audience. In addition, Oprah also came over to Michelle and shook hands before inviting her special guest star to sit down respectfully.

2. Generosity Maxim

The data of generosity maxim, Oprah said a polite utterance to Michelle in order to pay attention the important question.

OPRAH: Yeah, I was saying earlier that everybody just to know that you hear me and that you see me.

Michelle: Okay

In the speech, Oprah uses generosity maxim which refers to minimizing benefit to self and maximizing cost to self. The data reflex a situation that occurred when Oprah will ask about the important question. Then, she said an utterance like the one above, in order to Michelle pay attention to her question. As the researcher explain before, the generosity maxim refers to the participant of the speech are expected to respect others by minimize benefit to self. In this utterance, Oprah could have said "please pay attention to the next question". However, she didn't say those utterances because it sounded disrespectful to the other person. Therefore, she said the sentence above to give directions and orders politely so that the other person feels comfortable in communicating.

3. Approbation Maxim

In the data of approbation maxim, Oprah expressed appreciation to Michelle dress code when using an adorable gold boots.

OPRAH: To think when you wear a pair of boots like that, like they go to the Michelle museum. Right?

In the speech, Oprah uses approbation maxim which refers to minimize dispraise to other and maximize praise to other. The data reflex a situation that occurred when Oprah praised the gold boots worn by Michelle. Meanwhile, she also said “*like they go to the Michelle museum*”, it means that boots are a hallmark of Michelle and everyone knows them. Besides that, not everyone looks confident wearing boots but Michelle can look stylish with her adorable boots. What Oprah said here can be classified to approbation maxim because she maximizing praise to other in their communication.

4. Modesty Maxim

The data of modesty maxim, Michelle said a self-deprecation utterance when Oprah talked about the power of Michelle to bring in many audiences.

OPRAH: I know. And all of the people in this room paid money to come out to give up a Saturday. And we know all that Saturday means.

MICHELLE: Like I said, ain't nobody twerking on this stage. You know? People are talking—people are talking and having conversations.

In the speech, Michelle uses modesty maxim which refers to minimize praise to self and maximize dispraise to self. The situation happens when Oprah state that people who attended were willing to pay money to attend the talk show with Michelle. However, Michelle reduced her self-praise by saying: “*Like I said, ain't nobody twerking on this stage. You know? People are talking—people are talking and having conversations*”. In line with the explanation of modesty maxim before, the speaker focuses on the speech opponent compliment and gives a low value to self, or it can be mention of self-deprecation.

5. Agreement Maxim

The data of agreement maxim, Michelle expressed agreement about Oprah’s question of the best year.

OPRAH: So I know 20—was 2019 your year or what?

MICHELLE: It was crazy. It was unexpected. Yes. It was a good year.

In the speech, Michelle uses agreement maxim which refers to minimize expression of disagreement and maximize expression of agreement. The data reflex a situation that occurred when Oprah asking about 2019 was Michelle’s year or not. Meanwhile, Michelle agreed with

Oprah's statement by replied "Yes, it was a good year". What Oprah said here can be classified to agreement maxim because she maximizing expression of agreement between self and other in their communication.

6. Sympathy Maxim

The data of sympathy maxim, Oprah expressed sympathy about Michelle's condition which only used cable TV in the white house.

MICHELLE: And in this brand culture, oh it drives me crazy OPRAH:—it was hard with just cable TV when you're watching all the images in music.

MICHELLE: Yeah.

In the speech, Oprah uses sympathy maxim which refers to minimize antypathy to other and maximize sympathy to other. The data reflex a situation that occurred when Oprah and Michelle talk about understand a responsibility. Meanwhile, Michelle states that it drives crazy. Then, Oprah sympathy with Michelle's condition and she answer with the statement above to expresses condolences of sympathy. What Oprah said here can be classified to sympathy maxim because she maximizing sympathy to other in their communication.

Another research objective in the research is to describe the function of maxim politeness by using Leech's theory from host and guest in the talk show "Oprah's 2020 Vision Tour Visioanaries: Michelle Obama Interview". In this research, the researcher found 9 functions of maxim politeness that used in this talk show. Meanwhile, the researcher not found the function of obligation maxim from other to speaker. There are 53 utterances that contain of function maxim politeness in this talk show.

1. Function of Tact Maxim

The data show about the function of tact maxim. Oprah tries to welcoming Michelle respectfully in the opening of the talk show.

F.TM 1 (0.21)

OPRAH : Okay. We're ready. Who? Oh, oh. No, when I started thinking about who has had some of the greatest impact on the global vision of what health and wellness and empowerment looks like, this person's name came to mind first. Brooklyn, please welcome our WW 2020 visionary conversation, the former First Lady of the United States Michelle Obama.

In the speech, it is represented the function of tact maxim because Oprah gives a low value to her want and try to focuses on the speech opponent by put hearer's want instead of herself. It can be seen that Oprah tries to be more polite by welcoming Michelle in happiness and inviting her to sit down respectfully. What Oprah says here can be classified as function of tact maxim because she expressed softening in the conversation. As the researcher explain before that the function of tact maxim is refers to request in indirect, tentative, giving an opportunity to refuse, and also softening or mitigating. And this utterance is drawing the implementation of request in softening because Oprah tried to be more polite by welcoming Michelle in happiness and inviting her to sit down respectfully.

2. Function of Generosity Maxim

The data show about the function of generosity maxim. Oprah used a polite in order to Michelle pay attention about the question.

F.GM 1 (9.05)

OPRAH: Yeah, I was saying earlier that everybody must to know that you hear me and that you see me.

In the speech it is represented the function of generosity maxim because Oprah gives a high value to Michelle's want. The situation happens when Oprah will ask about the important question. Then, she said an utterance like the one above, in order to Michelle pay attention to her question. Therefore, the utterance is classified as function of generosity maxim because she expressed offers in the conversation. As the researcher explained before that the function of generosity maxim refers to some expressions, such as; offers, invitation, and promises. And

this utterance is drawing the implementation of offers because Oprah said the sentence above to give directions and orders politely so that the other person feels comfortable in communicating.

3. **Function of Approbation Maxim**

The data show about the function of approbation maxim. Oprah expressed appreciation to Michelle dress code when using an adorable gold boots.

F.ApM 1 (1.35)

OPRAH: To think when you wear a pair of boots like that, like they go to the Michelle museum. Right?

In the speech, it is represented the function of approbation maxim because Oprah gives a high value to other's qualities. The situation happens when Oprah praised the gold boots worn by Michelle. Meanwhile, she also said "like they go to the Michelle museum", it means that boots are a hallmark of Michelle and everyone knows them. Therefore, the utterance is classified as function of approbation maxim because she expressed compliment in the conversation. Besides that, the utterance implemented the function of approbation maxim because the speaker gave a high value to other's qualities. It means that the speaker give a compliment to the other or hearer in their communication.

4. **Function of Modesty Maxim**

The data show about the function of modesty maxim. Oprah used self-deprecation when talked about her power in society.

F.MM 1 (4.57)

OPRAH: I know. And all of the people in this room paid money to come out to give up a Saturday. And we know all that Saturday means.

MICHELLE: Like I said, ain't nobody twerking on this stage. You know? People are talking—people are talking and having conversations.

In the speech, it is represented the function of modesty maxim because the speaker gives a low value to their qualities. The situation happens when Oprah state that people who attended were willing to pay money to attend the talk show with Michelle. However, Michelle reduced her self-praise by saying: "Like I said, ain't nobody twerking on this stage. You know? People are talking—people are talking and having conversations". Therefore, the utterance is classified as function of modesty maxim because she expressed self-deprecation in the conversation. Besides that, the utterance implemented the function of modesty maxim because the speaker gave a low value to self- qualities. It means that the speaker denial compliment that given by others in their communication.

5. **Function of Obligation Maxim**

The data show about the function of obligation maxim. Micelle gives thanking to Oprah after she appreciated her journal.

F.OMs' (33.35)

OPRAH: you recently released a companion to Becoming. It's called The Jurnal. Lovely. for discovering your voice. I gave away any for Christmas

MICHELLE: Thank you

In the speech, it is represented the function of obligation maxim because the speaker gives thanking to others. The situation happens when Oprah talking about Michelle's journal and praise about it. Then, Michelle said thanks to Oprah's utterance. Therefore, the utterance is classified as function of obligation maxim because she expressed thanking in the conversation. As the researcher explained before that the function of obligation maxim from speaker is expressing apologizing and thanking to others.

6. **Function of Agreement Maxim**

The data show about the function of agreement maxim. Micelle expressed agreement about Oprah's question of the best year.

F.AgM 1 (1.59)

OPRAH: So I know 20—was 2019 your year or what?

MICHELLE: It was crazy. It was unexpected. Yes. It was a good year.

In the speech, it is represented the function of agreement maxim because the speaker gives a high value to others opinion. The situation happens when Oprah asking about 2019 was Michelle's year or not. Meanwhile, Michelle agreed with Oprah's statement by replied "Yes, it was a good year". Therefore, the utterance is classified as function of agreement maxim because she response agree in the conversation. Besides that, it can be mentioned the function of agreement maxim because the speaker gave a high value to other's opinion. It means that the speaker express agreement with other or interlocutor in their communication.

7. Function of Opinion reticence maxim

The data show about the function of opinion reticence maxim. Micelle expressed low tolerance for giving opinion.

F ORM 1 (36.08)

OPRAH: Do you do breakfast?

MICHELLE: I generally don't. I'm not a big breakfast person.

In the speech, it is represented the function of opinion reticence maxim because the speaker gives a low value to others opinion. The situation happens when Oprah ask about doing breakfast. Meanwhile, Michelle didn't agreed with Oprah's statement by replied "*I generally don't.*". Therefore, the utterance is classified as function of opinion reticence maxim, because the speaker gave a low value to other's opinion. It means that there is a low tolerance for opinionated behavior in the conversation.

8. Function of Sympathy Maxim

The data show about the function of sympathy maxim. Oprah expressed sympathy about Michelle conditions.

F SM 1 (10.20)

MICHELLE: And in this brand culture, oh it drives me crazy OPRAH:—it was hard with just cable TV when you're watching all the images in music.

MICHELLE: Yeah.

In the speech, it is represented the function of sympathy maxim because the speaker gives a high value to others feeling. The situation happens when Oprah and Michelle talk about understand a responsibility. Meanwhile, Michelle states that it drives crazy. Then, Oprah sympathy with Michelle's condition and she answer with the statement above to expresses condolences of sympathy. Therefore, the utterance is classified as function of sympathy maxim, because the speaker focuses to give a high value to other people's feelings in condolences.

9. Function of Feeling reticence maxim

The data show about the function of feeling reticence maxim in this utterance. As explained before that Oprah gives a low value to her feeling.

F FRM 1 (5.45)

OPRAH: What I wanted to ask you about that, in this climate where low has taken new lows, how do you maintain a high and not appear to be passive and not lose your equilibrium?

In the speech, it is represented the function of feeling reticence maxim because the speaker gives a low value to speaker's feeling. The situation happens when Oprah asks about maintain a high and low to Michelle. Therefore, the utterance is classified as function of feeling reticence maxim, because the speech opponent constraint places a low value on their feelings.

DISCUSSION

1. Types of Maxim Politeness

After analyzing the data, there were some points that were considered as the important things to be discussed. The first is the implementation of maxim politeness used by host and guest in the talk show. In the Oprah Winfrey talk show, it was found that there are six types of politeness. From the data that explain before, it can be seen that there are two categories, namely most frequently used and rare used. In most frequently used, the first is agreement

maxim, the host and guest in the talk show used this types in twenty six times. It means that in dealing conversation, the speech participants can foster suitability or agreement with each other in speaking activities. Meanwhile, generosity maxim is rarely used in this talk show namely only performed once times. It means that the speaker focuses on other's want and others should be put first instead of the self (speaker).

Another research also proofed that politeness strategy also used in Indonesian talk show. The result of this research in line with Marpaung and Wahyuni's research, it is show that the implementation of maxim politeness in all types. Besides that, the most frequently used types by host and guest in Kick Andy talk show also in line with this research, namely agreement maxim. It can be concluded that the results of previous research and this research are very relevant as evidenced by the use of all types of politeness maxims.

2. Function of Maxim Politeness

The second point that important to discuss is the function of maxim politeness uttered by the host and guest in the talk show. The types of maxim politeness have their own functions when they were uttered. There are 10 function of maxim politeness according to Leech (2014). Meanwhile, the researcher found 9 functions of maxim politeness used by Oprah and Michelle in the talk show. The function of obligation maxim (other to speaker) not found in this research.

Another research also proved that the function of politeness strategy also used in Indonesian talk show. But it was in contrast with this research. There is a difference function of maxim politeness between this research and others. In Wahyuni (2019), the function of maxim politeness is divided into 3 functions namely; directive act, expressive act, and assertive act. This function is focused on speech act theory not the function of used the maxim of politeness. Meanwhile, this research focused in analyzing the function of using these maxims.

Based on the explanation above, it can be conclude that this research is not relevant in previous study especially in the second subject of the research. This is due to the difference in the field of research between the function of maxim of politeness and the function of utterance which tends to lead to speech acts. However, these two functions have the same role in implementing politeness in conversation both in formal and non-formal situations.

CONCLUSION

After finding of research and discussing the problems statement about maxim of politeness, it can be concluded that there are used maxim and function by the host and guest in the talk show. Oprah and Michelle used all types of maxims politeness namely: tact maxim, generosity maxim, approbation maxim, modesty maxim, agreement maxim, and sympathy maxim. Further, the function of maxim politeness that performed by host and guest; give a high value to hearer's want, give a low value to speaker's want, give a high value to hearer's qualities, give a low value to speaker's qualities, give thanking and apologizing to hearer, give a high value to hearer's opinion, give a low value to speaker's opinion, give a high value to hearer's feeling, and give a low value to speaker's feeling. Meanwhile, there is no representation of the function of obligation maxim namely: give response to speaker's thanking or apologizing.

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