

## **Analysis of Politeness Maxims on the Youtube Channel: Jess no Limit**

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### **Abstract**

Humans are creatures that need each other, to interact humans need language as an intermediary. Speaking well can have a good effect on the other person. Politeness is prioritized which must be instilled in humans. As time goes by, technology is getting more sophisticated, therefore speaking or communicating with other humans can already be done through social media. Especially social media Youtube, there is often interaction between users and viewers. Therefore, the researcher is interested in conducting a study entitled "Analysis of Politeness Maxims in Language on the Jess No Limit Youtube Channel" because the purpose of this research is to describe the form of implementation of politeness maxims in language in Jess No Limit content. The method used in this research is descriptive qualitative. Data collection techniques are carried out by observing and recording and then concluding the data that has been obtained. The instrument used is the internet to access Jess No Limit's Youtube channel, videos that are watched as data, transcript sheets that are useful for recording data that has been watched. The results of this analysis aim to provide information to readers about the forms of the implementation of politeness maxims and for researchers who want to research with different objects.

**Keywords:** Language Politeness Maxims, Youtube Channel.



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## **INTRODUCTION**

Humans are creatures that are interdependent with one another. Humans interact with other humans certainly need intermediaries. Intermediary to connect humans to interact with other humans is language. Since humans were born into the world, humans have acquired and learned language. Because language is an activity that cannot be separated from human life. Both in expressing feelings and opinions, humans need language. Even with human language activities can be determined from his personality. When someone has a good personality, humans speak politely and politely when talking to older interlocutors or people who are respected. Conversely, if a human has a bad personality, the human will speak harshly to the other person (Tiponah et al., 2022).

In communicating, humans need norms and ethics in interacting with other humans. The country of Indonesia is famous for its people who have a variety of languages in various regions, of course each region has its own norms and ethics in language. Language is a tool to express feelings and thoughts to others. Therefore, in conveying feelings and thoughts, you must use good and correct language and speak politely in order to create good relations with fellow human beings (Audian et al., 2022).

Along with the development of the times, it is easier for people to express their thoughts and feelings through language through social media. Social media is an electronic communication tool, with social media people build associations to interact with each other, and easily get information circulating on social media. The social media that we often encounter, such as Instagram, Facebook, Twitter, Youtube, and so on, are platforms that people use to interact and communicate with other humans (Risna et al., 2022).

Of the social media in circulation, YouTube is one of the media that has become an interesting forum for user interaction by displaying daily content, entertainment, fashion, games and so on where people can easily access it. One of the most popular YouTube content for young people today is Jess No Limit's YouTube content. This YouTuber whose real name is Justin has followers of 25.1 million subscribers. Shows are presented from Justin's content in the form of daily and holiday vlogs, playing games and culinary delights. From the content of Jess No Limit's account, which has been uploaded, there are quite a lot of sayings that we can learn from Justin, because Justin himself has a good personality.

## **RESEARCH METHODS**

In this type of research is a qualitative research. Anggito and Setiawan (2018:9) Qualitative research is not obtained through statistical procedures or other quantitative methods. The research method used in this research is descriptive. According to Anggito and Setiawan (2018: 11) descriptive qualitative research is writing a qualitative research report containing quotations of data (facts) revealed in the field to provide support for what is presented in the report. The instruments used in this study were the internet to access the Jess No Limit Youtube channel, videos that were watched as data, transcript sheets that were useful for recording the data that had been watched.

The data taken in this study are sentences or utterances spoken by Justin and various people who are in Justin's content. The steps used by researchers in collecting data are to observe and record and then conclude the data that has been collected. The validity of the data in this study using theory (Moleong, 2012: 330) explains that triangulation is a data validity checking technique that utilizes something other than the data for checking purposes or as a comparison of the data. Testing the validity of the data is necessary because this research is a qualitative research that cannot be tested with statistical test equipment.

## **RESEARCH RESULTS AND DISCUSSION**

### **1. The Maxim of Wisdom**

The maxim of wisdom has the principle of making other people's losses as small as possible and making other people's benefits as big as possible. In the principle of wisdom, speakers are required to always prioritize the interests of the speech partner. The speaker must be really wise to maximize the benefits for the speech partner.

Data: Sisca "alternate because her hands are sore"

Justin "thank you"

Context of speech: Sisca said this while Justin was holding the camera, because holding the camera for too long made Justin's hands sore.

Data analysis: the utterances uttered by Sisca "turned because her hands were sore".

It is a form of utterance that carries out the maxim of wisdom because the utterance has given an advantage to the other person. In the principle of wisdom, speakers must always prioritize the interests of their speech partners.

### **2. Generosity Maxim**

The generosity maxim requires a speaker to reduce all the benefits he receives. The speaker must also give in to the loss received in order to relieve the speech partner.

Data: Justin "Okay guys, now we want to share food, sir, there is food for you"

Other people "thank you"

Context of speech: in the video after eating at the warteg, Justin asks the waiter to wrap some

food with the intention of sharing the food with other people.

Data analysis: Justin's words "Okay guys, now we want to share food, sir, I have food for you" Justin while giving food to the father. It is a form of speech that has carried out the maxim of generosity because the utterance benefits the other person and the speaker gives in or willingly accepts the loss.

### 3. Maxim of Appreciation

In the maxim of appreciation, giving a compliment to another person is the implementation of this maxim, it is polite behavior.

Data: Sisca "What's your favorite?"

Justin "my favorite? Eat beside daddy"

Context of speech: when Justin and Sisca were eating at the warteg, Sisca asked Justin's favorite food menu at the warteg.

Data analysis: Justin's utterances are "my favorite? Eating beside ayang (Sisca)" is a speech that contains the implementation of the maxim of appreciation. Because Justin really appreciates being able to eat together with Sisca.

### 4. The Maxim of Humility

In the humility maxim, participants are required not to praise themselves, but participants must always be humble and not arrogant.

Data: Justin "ummm the pasta is delicious, thank you dear"

Sisca "is it good? It's already cold"

Context of speech: the speech above was spoken when Justin and Sisca were having a picnic in the Bogor Botanical Gardens and eating the dishes Sisca had prepared.

Data analysis: Sisca's utterances are "is it good? It's already cold" is the implementation of the maxim of humility because Sisca's speech is humble (not arrogant).

### 5. Maxims of Agreement

In the maxim of agreement, the speech participants are required to agree on the speech delivered in order to prevent the speech participants from a conflict.

Data: Sisca "hello guys, now we are at GBK".

Justin "yeah, we're going to exercise guys"

Context of speech: conversation between Sisca and Justin when they were at GBK and wanted to do sports.

Data analysis: the speech delivered by Justin "yes, we are going to do sports guys" is a speech that contains the implementation of the maxim of agreement. This is because Justin agrees with Sisca's words if they are really in GBK.

### 6. Sympathy Maxim

Sympathy maxim requires participants to have sympathy for other people. This attitude of sympathy has the participation of feeling the feelings of others.

Data: Justin "poor baby I'm still sleepy"

Sisca "hehe yeah I only sleep 2 hours"

Context of speech: the conversation between Justin and Sisca when he was getting ready to carry out their wedding ceremony, at that time Sisca looked tired because she only slept for 2 hours.

Data analysis: the utterance uttered by Justin "poor dear I'm still sleepy" is an utterance that contains the implementation of the maxim of sympathy. Because in Justin's story, he saw

Sisca's tired state because she only slept for 2 hours, with this Justin felt what Sisca was feeling.

## **CONCLUSION**

Based on the research and discussion of the results of the researcher's analysis of the maxims of implementing politeness in language on the Jess No Limit YouTube channel, the researcher found a form of implementation of politeness maxims from several episodes that have been studied by researchers. It can be seen from the results of the analysis carried out by the researcher that the aim is to provide information about the implementation of politeness maxims which is useful as a reference for readers who want to do this research, especially those who want to explore the principles of implementing politeness maxims with different objects.

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