

Language Politeness in the Comedy Show "Main Hakim Sendiri"

Muhammad Yunus^{1*}, Khairul Hakim², Akhmad Syakir³

¹ Politeknik Negeri Tanah Laut; yunus@politata.ac.id

² University of Muhammadiyah Banjarmasin; khairulhakim098@gmail.com

³ University of Muhammadiyah Banjarmasin; Akhmadsyakir@umbjm.ac.id

* Correspondence: yunus@politata.ac.id

Citation: Yunus, M., Hakim, K., Syakir, A. (2024). Language Politeness in the Comedy Show "Main Hakim Sendiri". *JLLANS Vol. 03 No. 03 Desember 2024*, p.98-104.

<https://doi.org/10.56855/jllans.v3i3.1287>

Academic Editor: Juang Syahrurah

Received: September 14, 2024

Accepted: October 26, 2024

Published: December 13, 2024

Abstract: This study discusses the compliance and violation of the principle of language politeness in the comedy show *Main Hakim Sendiri* using Geoffrey Leech's politeness theory. The research data are dialog transcripts from two episodes with the highest number of viewers in March 2024. The descriptive qualitative approach and the simak-catat method were used for data collection. The results showed that violations were dominant with 55 data, especially on the maxims of agreement (35 data) and respect (14 data). Compliance was recorded as much as 24 data, dominated by the maxim of agreement (17 data). Politeness norm violations are used to create humor through sarcasm, irony, or explicit disagreement, while compliance serves to maintain the balance of social interaction. This research contributes to the study of pragmatics and practical recommendations for the entertainment industry.

Keywords: Language politeness; Politeness violation; Humor; Comedy.

1. Introduction

Language is the main communication tool used by humans to convey information, ideas, and build social relationships. In its use, language not only functions as a means of conveying messages, but also reflects the social and cultural norms adopted by society. Language politeness, one of the important aspects of verbal interaction, is an important foundation for creating harmonious communication and mutual respect. In the context of Indonesian culture, language politeness is a reflection of the values of courtesy that underlie interactions between individuals.

As technology develops, mass media, especially television, becomes the main platform for delivering information and entertainment to a wide audience. One of the television programs that attracts attention is **Main Hakim Sendiri**, a comedy show that carries a legal theme with a humorous approach. This program is not only a means of entertainment, but also a space to observe how the principles of language politeness are applied or violated in communication. As a program that combines elements of humor and legal norms, **Main Hakim Sendiri** provides interesting challenges related to the application of language politeness principles.

However, the phenomenon that emerges in this program is the combination of comedy and social norms that sometimes lead to violations of language politeness. The dialogues in this program often show a form of compliance or violation of the principles of language politeness, such as the maxim of respect and the maxim of humility. On the other hand, the comedy used can be received differently by audiences who have diverse cultural backgrounds and understandings. Therefore, it is important to examine how the language use in this program complies with or violates the principles of politeness, as well as how it impacts the social norms of society.



Copyright: © 2024 by the authors. Submitted for possible open access publication under the terms and conditions of the Creative Commons Attribution (CC BY) license (<https://creativecommons.org/licenses/by/4.0/>).

This study uses the theory of language politeness principles proposed by Geoffrey Leech. This theory provides a comprehensive analytical framework with six main maxims: tact, generosity, respect, humility, agreement, and sympathy. This theory is relevant for understanding interactions in complex social contexts, such as in television programs. With this theory, research can analyze how the dialogue in **Main Hakim Sendiri** reflects politeness values or violates them.

Although research on language politeness principles has been conducted in various contexts, such as formal discussions, films, and digital content, specific studies on Indonesian television comedy programs are still rare. This creates a significant research gap to explore. The program **Main Hakim Sendiri** offers a unique perspective as it combines elements of humor with legal themes, allowing for an in-depth analysis of language dynamics in social interactions.

This study aims to describe the forms of compliance and violation of language politeness principles in the **Main Hakim Sendiri** program. The results of this study are expected to not only provide theoretical contributions in the field of linguistics, but also provide practical guidance for the entertainment industry to create content that is not only entertaining, but also in accordance with the social norms of Indonesian society. In addition, this research can be a reference for further studies that examine the role of the media in shaping and reflecting the norms of politeness in an evolving society.

The following is a literature review paragraph that complements the given introduction, while maintaining the citations and sources: in the context of pragmatics, the theory of language politeness proposed by Geoffrey Leech in 1983 is the main foundation in understanding the principles of polite and harmonious communication. This theory includes six maxims, namely wisdom, generosity, respect, humility, agreement, and sympathy, which function to maintain a balance between self-expression and respect for others. Levinson (2015) states that pragmatics focuses not only on literal meaning, but also on the relationship between language and context. By using a pragmatic approach, Leech's theory allows for an in-depth analysis of various aspects of communication, including humor and norm violations in the media.

Previous research has discussed the application of politeness principles in various media. Nurvilla and Erni (2023) found that the **Kick Andy** program highlights the maxim of agreement, but rarely applies the maxim of generosity. Meanwhile, Abdul Mukti (2023) identified various forms of compliance and violation of politeness principles in the movie **Ar-Rihlah**, which showed that the maxims of wisdom and sympathy were often dominant in building narratives. Another study by Fatmawati (2023) on **Sule Productions** YouTube content shows that humor is often used as a tool to violate the maxims of politeness, such as the maxims of respect and sympathy. These results show that the principles of language politeness are often adapted to the needs of the context and the purpose of the media communication.

However, studies that specifically explore the application of language politeness principles in Indonesian comedy television programs, such as **Main Hakim Sendiri**, are scarce. This program, which combines elements of humor with a legal context, offers a unique opportunity to examine how politeness norms are applied, violated, and interpreted by the audience. By highlighting the dynamics between the adherence and violation of language politeness principles, this study not only contributes to the development of pragmatics theory, but also provides practical insights for the television industry in producing content that respects social norms without losing comedic appeal.

2. Methods

This research uses a descriptive qualitative approach that aims to describe the forms of compliance and violation of the principles of language politeness in the **Main Hakim*

Sendiri* program. This approach was chosen because it fits the needs of analyzing linguistic phenomena in a complex social context (Anggito & Setiawan, 2018). The data sources in this study are speech transcripts obtained from two episodes of the show *Main Hakim Sendiri* aired on the *YouTube* channel *Main Hakim Sendiri Net*. The episodes selected are the episodes with the highest number of viewers in March 2024, namely episodes 14 and 23 March 2024. Each utterance of all characters, both regular players and guest stars, was analyzed to identify the form of compliance and violation of the principle of language politeness based on Geoffrey Leech's theory (Leech, 1983).

The data was collected using the listening and note-taking method. The listening method was carried out by listening to the dialogues featured in the two episodes that became the object of research. Furthermore, the note-taking method was used to transcribe the dialogues into a written form that facilitates analysis (Tarigan, 2015). This process was carried out carefully to ensure that all data relevant to the principles of language politeness could be identified.

Data analysis was carried out in several steps. First, the transcribed data was checked for accuracy by matching the dialogs in the video. This step aims to ensure that the data used is truly relevant to the research objectives (Anggito & Setiawan, 2018). Second, the transcribed utterances were then categorized based on the form of compliance and violation of the principles of language politeness. These categories include the six maxims in Leech's theory, namely wisdom, generosity, respect, humility, agreement, and sympathy (Leech, 1983). Third, the categorized data were analyzed qualitatively to describe how the maxims of politeness were applied or violated in the dialogues of *Main Hakim Sendiri*. This analysis is done by considering the social and cultural context of each utterance (Tarigan, 2015).

The researcher acted as the main instrument in this study. As the main instrument, the researcher directly collected, managed and analyzed the data. Data validity was maintained through source triangulation and rechecking the transcription results to ensure consistency and accuracy of the analysis results (Anggito & Setiawan, 2018).

3. Results

This study found that in the two episodes of the Main Hakim Sendiri program studied, there were 24 data of compliance and 55 data of violation of the principles of language politeness. The principle of politeness was dominated by the maxim of agreement, which recorded 17 data, followed by the maxims of respect and sympathy with 3 data each, and the maxim of generosity with 1 data. Conversely, politeness violations are more common, especially in the maxim of agreement, which recorded 35 data, followed by the maxim of appreciation with 14 data, and 2 data each for the maxims of humility, sympathy, and wisdom. There is no compliance with the maxims of wisdom and humility, as well as violation of the maxim of generosity.

Table 1. Distribution of Data on the Adherence and Violation of the Principles of Linguistic Politeness

Maxim	Compliance	Breach
Consensus	17	35
Award	3	14
Humility	0	2
Sympathetic	3	2
Generosity	1	0
Wisdom	0	2
Total	24	55

The results show that the adherence to the maxims of agreement mostly occurs in dialogues that aim to build understanding between characters. For example, in the dialogue when the prosecution character gives full agreement to the arguments of the judge or the defense. In contrast, violations of the maxims of agreement are often found in the form of incompatibility or debate between characters, such as when the judge and the prosecution argue about the validity of evidence. Violations of the maxims of respect and sympathy also often appear in the form of sarcasm or jokes that do not consider the context and feelings of the interlocutor.

This predominance of politeness violations highlights the use of humor as a major element in the show. Humor is often generated through the violation of politeness norms, such as making derogatory comments or explicitly expressing disagreement. This is in line with the characteristics of comedy programs that aim to entertain the audience, although it can have an impact on the interpretation of politeness norms by audiences who have different cultural backgrounds.

Table 2: Examples of Compliance and Violation of the Principles of Politeness

Jenis	Dialog	Maksim
Pematuhan	Hakim: "Ini udah ugal-ugalan, membahayakan warga..."Penuntut: "Benar sekali."	Permufakatan
Pematuhan	Hakim: "Silahkan dipanggil."Security: "Siap izin yang mulia."	Penghargaan
Pelanggaran	Hakim: "Sudah jelas itu fontnya terlihat sekali menempel."Penuntut: "Itu bukan spidol!"	Permufakatan
Pelanggaran	Pembela: "Muka seperti anda muka-muka kriminal!"	Penghargaan
Pelanggaran	Hakim: "Diam, tidak perlu bicara lagi."	Kebijaksanaan

4. Discussion

Authors should discuss the results and how they can be interpreted from the perspective of previous studies and of the working hypotheses. The findings and their implications should be discussed in the broadest context possible. Future research directions may also be highlighted.

The following is a discussion paragraph that discusses the research results with an emphasis on data analysis:

The results showed the dominance of violations of the principle of language politeness in the show **Main Hakim Sendiri**, especially in the maxims of agreement and respect. The dominance of these violations can be explained by the nature of comedy programs, where humor often results from violations of politeness norms, including explicit disagreement and derogatory comments. This finding is consistent with previous research by Fatmawati (2023), which shows that violations of politeness principles are often used as a means of humor in **Sule Productions** YouTube content. Similarly, Mukti (2023) identified politeness violations in the movie **Ar-Rihlah** as an element that reinforces narrative conflict. In this context, violations of language politeness norms seem to be a strategic tool to increase the comedy appeal of television programs.

However, although violations dominate, adherence to maxims of agreement is still found in some dialogues that aim to create understanding between characters. This shows that even in the comedy genre, elements of politeness are still needed to maintain the continuity of social interaction among the characters in the story. For example, dialogues that show agreement or support for certain arguments show how the principle of agreement can strengthen cooperation between characters. This finding supports Leech's (1983) theory, which states that the principle of politeness functions to create balance in social

communication. In the context of comedy programs, this balance is important to ensure that humor does not completely compromise broader social norms.

The predominance of violations of the maxim of respect is also worth noting. Many dialogues in **Main Hakim Sendiri** contain sarcastic or derogatory comments, especially in the context of interactions between the main characters. Comments such as "faces like yours are criminal faces" reflect a form of violation of the maxim of respect, which should maximize praise and minimize blame. This may be intentional to create a humorous dynamic, but it also risks shaping negative perceptions of societal norms of politeness. Viewers from different cultural backgrounds may have varying interpretations of this form of humor. In this sense, this kind of program can be an important study to understand how humor is received and interpreted in a broader cultural context.

In addition, the findings also reveal that the maxims of modesty and wisdom are hardly found in the form of compliance. This may be due to the nature of interactions in comedy programs, where modesty or tact are not always the elements that support the humorous narrative. Instead, elements such as boldness or exaggeration tend to be emphasized more to create a strong comedic impact. Nonetheless, the absence of this maxim in the context of compliance suggests a gap in the application of politeness principles that can be further explored in future research.

Meanwhile, violations of the maxim of sympathy are also interesting to study. Dialogue that shows a lack of sympathy, such as "how come you're aware?" in a serious context, may be considered inappropriate by some viewers. However, in a comedic context, this can be accepted as part of a style of humor that relies on absurdity or irony. This research illustrates how norm violations can be used creatively in entertainment programs, but it also reminds us that there are limits that need to be observed to maintain audience sensitivity to certain social contexts.

In this discussion, it is also important to consider the impact that violations of language politeness principles have on audience perceptions. While norm violations are often used to create humor, they can affect how audiences perceive politeness in social interactions. Previous research by Nurvilla and Erni (2023) showed that television programs with a formal discussion focus, such as **Kick Andy**, tend to accentuate adherence to the principles of agreement and respect. In contrast, in programs such as **Main Hakim Sendiri**, norm violations become an integral part of the comedy narrative structure. This confirms that the application of the principles of language politeness is highly dependent on the purpose of communication and the genre of the program.

Moreover, the predominance of violations of the maxims of agreement and respect suggests that there are significant differences in the way politeness principles are applied in entertainment media compared to formal media. In entertainment media, especially those oriented towards comedy, politeness norms are often adjusted to support the creation of humorous effects. However, it is important to note that while politeness violations are acceptable in the context of humor, they can have negative implications if not carefully considered. For example, too frequent sarcastic or condescending comments can reinforce stereotypes or negatively affect social norms in society.

This research also provides insight into how humor can be used to violate norms without completely ignoring social values. In many cases, the violations committed in the dialogue of the show **Main Hakim Sendiri** remain within the limits of what is acceptable to the audience, suggesting a "deliberate politeness" behind the violations. This phenomenon highlights the importance of context in understanding the application of language politeness principles, particularly in the comedy genre. The program indirectly shows that violations of social norms in communication are acceptable as long as they are delivered in the right context and with clear intentions.

Furthermore, the absence of adherence to the maxims of tact and humility in this show reveals that these two maxims may be less relevant in the context of a humor-first

entertainment program. In contrast, maxims such as agreement and respect seem to be more significant, both in terms of compliance and violation. This provides a basis for future research to explore how certain elements of Leech's politeness theory can be applied or ignored depending on the context of communication.

Thus, this study not only enriches the literature on language politeness in entertainment media, but also provides practical guidance for the entertainment industry in creating content that respects social norms without sacrificing the appeal of humor. The findings can also serve as a foundation for future studies that want to explore the relationship between humor, politeness norms, and their impact on audiences from different cultural backgrounds.

5. Conclusion

This study analyzes the principles of language politeness in the Main Hakim Sendiri program using Geoffrey Leech's politeness theory which includes six main maxims: wisdom, generosity, respect, humility, agreement, and sympathy. The results show that the violation of the principles of language politeness is more dominant than the compliance. Of the 79 data analyzed, 24 compliance data and 55 violation data were found. The compliance is dominated by the maxim of agreement with 17 data, while the violation also occurs mostly in the maxim of agreement with 35 data.

Violations of the maxim of respect, such as the use of sarcastic and condescending comments, are also commonly found, with a total of 14 data. In contrast, adherence to this maxim was only found in 3 data. The maxims of tact and humility barely appeared in the form of compliance, but showed 2 violations each. This suggests that some maxims are more relevant in humor contexts than others. In addition, violations of the maxim of sympathy are often used to create humor through irony or absurdity, although they can potentially ignore social sensitivity.

The results show that humor in the Main Hakim Sendiri program is often generated through violations of politeness norms, especially the maxims of agreement and respect. This reflects the basic characteristics of comedy programs, where norm violation becomes a strategy to increase the appeal of humor. However, adherence to certain maxims is still found in dialogues that aim to create understanding or support social relationships between characters, indicating that politeness is still necessary in maintaining the continuity of interaction.

This research provides important insights into how the principles of language politeness are applied or violated in entertainment media, especially in the comedy genre. The findings are expected to serve as a reference for the entertainment industry to create entertaining content without completely ignoring the norms of politeness prevailing in society. In addition, this study also makes a theoretical contribution to the field of pragmatics and can serve as a foundation for further studies that explore the relationship between humor, politeness norms, and audience acceptance in different cultural contexts.

Reference

- Afiya, F., Ardianti, R. L., Amelia, R. M., & Sunarni, N. (2022). Pelanggaran Prinsip Kerja Sama pada Konten Video Kery Astinda di TikTok: Kajian Pragmatik. *Metahumaniora*, 12(2), 204–210.
- Agustina, L., & Yunus, M. (2023). Pematuhan Kesantunan dalam Kanal Animasi Santoon TV di Youtube. *Jurnal Onoma: Pendidikan, Bahasa, dan Sastra*, 9(1), 20-28.
- Anggito, A., & Setiawan, J. (2018). *Metodologi Penelitian Kualitatif*. Jejak Publisher.
- Angraini, L. M., Larsari, V. N., Muhammad, I., & Kania, N. (2023). Generalizations and analogical reasoning of junior high school viewed from Bruner's learning theory. *Infinity Journal*, 12(2), 291-306.

- Arenas, A. (2024). Biological Age and Second Language Acquisition (SLA) overtime : A Literature Review. *Journal of Literature Language and Academic Studies*, 3(01), 1–10. <https://doi.org/10.56855/jllans.v3i01.1015>
- Arfianti, I. (2020). *Pragmatik: Teori dan Analisis* (Buku Ajar). Pilar Nusantara.
- Fachruddin, A. (2015). *Cara Kreatif Memproduksi Program Televisi*. ANDI OFFSET.
- Fatmawati, M. (2023). Analisis Kesantunan Berbahasa dalam Konten Youtube Sule Productions: Ini Bukan Talkshow (Kajian Pragmatik). Skripsi. UIN Raden Mas Said Surakarta.
- Fitrianu, D., Lidya, L., & Yunus, M. (2023, August). Analisis Penyimpangan Prinsip Kesantunan Berbahasa Dalam Film Imperfect The Series 2 Karya Ernest Prakasa. In *Prosiding Seminar Nasional Unars* (Vol. 2, No. 1, pp. 312-323).
- Hafizoh, H., Kamalia, K., & Yunus, M. (2023, August). Analisis Skala Kesantunan Robin Lakoff Dalam Novel "Ketika Perempuan Berhenti Mencintai" Karya Sri Normuliati. In *Prosiding Seminar Nasional Unars* (Vol. 2, No. 1, pp. 354-360).
- Jainuri, M., & Mauliddian, M. (2019). Prinsip Kesantunan Berbahasa dalam Interaksi Sosial. *Jurnal Linguistik Indonesia*, 10(2), 3–10.
- Kania, N., & Juandi, D. (2023). Does self-concept affect mathematics learning achievement?. *Journal of Education and Learning (EduLearn)*, 17(3), 455-461.
- Levinson, S. C. (1983). *Pragmatics*. Cambridge University Press.
- Mukti, A. (2023). Pematuhan dan Pelanggaran Prinsip Kesantunan Berbahasa dalam Film Ar-Rihlah (Studi Analisis Pragmatik). Skripsi. Universitas Islam Negeri Sunan Kalijaga.
- Mustadi, A., & Amil, F. S. N. (2021). Analisis Kesantunan Berbahasa Warganet pada Kolom Komentar Postingan Akun Instagram @Mastercorbuzier. *Jurnal Education and Development*, 11, 280–286.
- Nurvilla, F., & Erni, R. (2023). Prinsip Kesantunan Berbahasa pada Program Acara Kick Andy Episode "Mulut Pedas Fadli Zon". *Jurnal Genre*, 5(2), 44–55.
- Nwachukwu, E. L. N. (2023). Negation in Ngor-Okpala dialect of Igbo . *Journal of Literature Language and Academic Studies*, 2(02), 44–50. <https://doi.org/10.56855/jllans.v2i2.638>
- Rismayani, R. (2022). Item Analysis of Reading Comprehension Test of Wattpad Readers and Writers Community: Item Analysis of Reading Comprehension Test of Wattpad Readers and Writers Community. *Journal of Literature Language and Academic Studies*, 1(01). <https://doi.org/10.56855/jllans.v1i01.142>
- Santoso, I. (2020). *Bahasa dan Komunikasi*. Gramedia Pustaka Utama.
- Tarigan, H. G. (2015). *Prinsip-prinsip Pragmatik*. Angkasa.
- Yunus, M., & Syakir, A. (2024). Pelanggaran Kesantunan Berbahasa dalam Acara Lapor Pak. *Jurnal Keilmuan dan Keislaman*, 228-243.
- Zamzani, S. (2021). Teori Kesantunan dalam Perspektif Budaya. *Jurnal Humaniora Indonesia*, 8(1), 123–134.