

Positive Politeness Performed by Paul Pogba in the Muslim Money Experts Podcast

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ABSTRAK

Penelitian ini mengkaji penggunaan strategi kesantunan positif (positive politeness) dan faktor-faktor yang mempengaruhi penggunaan strategi kesantunan positif dalam tuturan pesepakbola muslim, Paul Pogba, dalam The Muslim Money Experts Podcast Episode 3 di laman YouTube. Penelitian ini menggunakan teori strategi kesantunan positif yang dikemukakan oleh Brown dan Levinson (1987) sebagai alat untuk menjawab rumusan masalah. Metode yang digunakan dalam penelitian ini adalah pendekatan deskriptif kualitatif yang mengkaji berbagai hal dengan latar belakang yang alamiah untuk mencoba memahami atau menginterpretasikan berbagai fenomena. Berdasarkan hasil dalam penelitian ini, kami menemukan 194 data dari 15 strategi kesantunan positif yang digunakan oleh Paul Pogba. Terdapat 29 data yang paling dominan dari dua sub-strategi, yang pertama, mengintensifkan minat kepada pendengar, karena Paul Pogba ingin melibatkan pendengar dalam topik yang sedang dibicarakannya dan ingin meningkatkan minat pendengar terhadap suatu topik, dan sub-strategi yang kedua, presupposisi dan membangun persamaan karena Pogba mencoba membangun kerja sama dengan pendengar. Substrategi yang paling jarang digunakan adalah lelucon.

Kata Kunci: Strategi Positive Politeness, Paul Pogba, pemain sepakbola muslim

ABSTRACT

This study examines the use of positive politeness strategies and the factors that influence the use of positive politeness strategies in the speech of Muslim footballer, Paul Pogba, in The Muslim Money Experts Podcast Episode 3 on YouTube. This study uses the theory of positive politeness strategy proposed by Brown and Levinson (1987) as a tool to answer the problem formulation. The method used in this research is a qualitative descriptive approach that examines various things with a natural background to try to understand or interpret various phenomena. Based on the results in this study, we found 194 data from 15 positive politeness strategies used by Paul Pogba. There are 29 most dominant data from two sub-strategies, the first one, intensifying interest to the listener, because Paul Pogba wants to involve the listener in the topic he is talking about and wants to increase the listener's interest in a topic, and the second sub-strategy, presupposition and building equality because Pogba tries to build cooperation with the listener. The least used sub-strategy is jokes.

Keywords: Positive Politeness Strategies, Paul Pogba, Muslim Football Player

PENDAHULUAN

Language is a tool for communication in the form of a symbol system of sound produced by human speech utensils to each other (Rabiah et al., 2018). Language is made up of individual words or combinations of words. Without language, effective communication would be impossible, which is crucial for human existence. Communication creates a connection between meanings, making language essential to life. To fully understand human communication, it's important to grasp the meaning behind the context of what is being expressed, whether spoken or written. The study of the meaning of context in utterance or writing is called pragmatics. Based on Hence (1993:42) pragmatics is the study of language uses as the context of society. According to Yule (1996:6), linguistics is often focused on describing formal language systems, which tend to prioritize structures found in mathematics and logic, while overlooking the role of the language user. The study of the relationships between linguistic forms and the users of those forms is called pragmatics (Yule, 1996: 4).

In communicating, a person uses language by expressing what is in his mind. Therefore, people need to use proper language and consider the context in their communication. This seeks to create a favorable impression on the listener. Thus, understanding the politeness strategy is important to make the listener accept what the speaker conveys. Communication involves context about where the conversation takes place, who is the speaker, and what is the topic which is interpreted by the interlocutor (Widodo and Sari, 2023). Context is information outside the text or utterance that helps understand an event, statement, or idea. Parts of the discourse that can explain certain words or parts (Pranowo, 2020). Understanding the meaning of an utterance is determined by the context in which it occurs, based on the elements it contains. Therefore, to interpret the utterances in this study, the context must first be examined, after which the politeness strategies can be applied for analysis. According to Brown and Levinson (1987), politeness strategies are designed to protect the listener's "face," which refers to a person's sense of self-respect and the maintenance of their self-esteem in both public and private interactions (Brown & Levinson, 1987). Politeness can be done from afar or up close socially (Marfirah & Ambalegin, 2023). In formal settings, the speaker must speak showing respect to the listeners more politely. The politeness strategies of Brown and Levinson (1987: 68) could be divided into four: bald-on-record, positive politeness, negative politeness, and off-record politeness strategies. The researchers use positive politeness strategies to analyze this study. Positive politeness is a form of insincerity wherein the speaker appears to sincerely seek to enhance

their image, such as compensating for an excessively dramatic expression of praise or interest. These politeness techniques include compliments, humor, and optimism (Damayanti & Mubarak, 2021).

There are various kinds of language variations used in podcasts (Rime et al., 2022). This language variety is examined in sociolinguistics because it is influenced by the surrounding environment in which the language is used, such as in formal or informal contexts, among others. The factors that contribute to language variation include educational background, gender, occupation, community environment, and socio-economic status. (Dwikarisma et al., 2022). These factors suggest that language acquisition in a podcast can lead to the development of various language varieties. In the case of the podcast being studied The Muslim Money Experts Episode 3: Paul Pogba, the researchers aim to analyze the interaction between the interviewer and the interviewee. The focus of this study is to examine the speech patterns of Paul Pogba, a Muslim football player, and how he communicates in the podcast. The analysis will be based on Brown and Levinson's (1987) theory of Positive Politeness Strategies, exploring how these strategies manifest in Pogba's speech. Based on the statement above, the researchers choose a podcast from Wahed's YouTube channel with the theme The Muslim Money Guys podcast. The podcast title is The Muslim Money Experts Episode 3: Paul Pogba. This podcast discusses the views of the Muslim football player, the Juventus club, and the French national team, Paul Pogba, on the economy of Islam and his views on Islam in his life. The researchers choose the podcast for the following reasons. The researchers aim to investigate the Islamic perspectives on a notable individual such as Paul Pogba, an uncommon instance of a Muslim football player, especially one of African heritage. Secondly, the researchers are interested in Pogba's religious beliefs, as not all of his family members are Muslim. This unique aspect of his faith journey motivates the researchers to uncover the story behind it. Paul Pogba applies politeness strategies in his utterances, which will serve as the data for the analysis. The study investigates the positive politeness strategies in Paul Pogba's utterances from *The Muslim Money Experts Podcast Episode 3*, applying Brown and Levinson's theory of politeness strategies to analyze his utterances. Therefore, the researchers conduct research titled "Positive Politeness Strategies Employed by a Muslim Football Player, Paul Pogba, in The Muslim Money Experts Podcast Episode 3."

LITERATURE REVIEW

1. Pragmatics

Pragmatics and semantics exhibit similarities, as both disciplines focus on the concept of "meaning." Yule (1996) defines semantics as the scientific study of the meanings of words, phrases, and sentences. Semantic analysis primarily emphasizes the conventional meanings of words, rather than the intended meanings a speaker may convey in specific contexts. Pragmatics investigates the meaning beyond the semantic analysis. The study of pragmatics focuses on gaining an understanding of the meaning or context that lies behind human utterances. In the past, linguistic research has traditionally prioritized the description of formal language systems, which are influenced by mathematics and logic, while frequently disregarding the role of language users (Yule 1996: 6). According to Yule(1996), pragmatics is the core method in linguistics, with human language users playing an important role. Yule (1996:4) defines pragmatics as the study of the relationship between linguistic forms and their users.

2. Context

Context refers to the external knowledge that aids in comprehending an event, statement, or concept. It is also an element of a speech that can clarify specific words or passages. Context enhances the efficiency of interactions, significantly influencing the flow of speech. In Cutting's book (2002:3), there are three sorts of context: situational context, background knowledge context, and co-textual context.

3. Positive Politeness Strategies

According to Brown and Levinson in Wardoyo (2015), politeness in language is related to the concept of face. Everyone has a face that can be interpreted as honor, self-esteem or image. Face must be maintained so that no one degrades or belittles someone's honor and self-esteem. Brown and Lavinson (1978) divide face into two, namely negative face and positive face. Negative face is that everyone basically wants to act according to their will, without being ordered or asked to do something for others. The second face is positive face, namely the self-image of everyone who has the desire that what they do, what they have and believe in is recognized by others as something good, pleasant and worthy of appreciation (Brown and Levinson in Wardoyo 2015).

Positive politeness is a strategy oriented towards the hearer's positive face. In this strategy, the speaker wants the hearer's wants by treating them as group members, friends, and people whose wants and characteristics are known and liked (Brown & Levinson, 1987,

p. 70). According to Brown and Levinson (1987:101), this approach targets the hearer's positive face, focusing on addressing their interests, needs, or desires to maintain their sense of self-worth. By demonstrating alignment with the hearer's preferences or fostering friendliness, this strategy reduces social distance and emphasizes shared interests. However, positive politeness strategies are generally regarded as less formal or polite compared to negative politeness strategies due to their narrower scope of compensatory effort. For example: "We will go there together, right?", "Your speech is perfect. Can you spare a moment for me?". The following is a list of sub-strategies of the positive politeness strategy.

Strategy-1: Notice, attend to H's interests, wants, needs, and goods.

According to Brown and Levinson (1987), the main strategy in positive politeness is the hearer's aspiration for acknowledgment or approval from the speaker by focusing on the hearer's attributes or conditions. This method encourages the speaker to consider the interests, desires, needs, and other elements that the listener wishes to notice. This might be termed as the speaker's commendation of the hearer, which serves to create a favorable impression for the speaker, so mitigating the imposition.

Strategy-2: Exaggerate (interest, approval, sympathy with H).

The strategy employs high intonation in its expression. This exaggerated expression occurs when the speaker underscores a point in the encounter to preserve the hearer's positive face. This strategy is employed to exaggerate the significance of something. Expressions that typically exhibit excessive intonation include sure, really, wonderful, absolutely, and exactly (Brown & Levinson, 1987).

Strategy-3: Intensify interest to the H.

The speaker employs this strategy when sharing the same desire as the hearer, enhancing the hearer's interest in the speaker's utterances. This action is implemented to ensure the listener's satisfaction and preserve the receiver's face. The speaker's utterance may grab the listener's attention by presenting an engaging narrative, so enhancing the listener's curiosity and interest in the conversation. This strategy employs tag questions or expressions that engage H (hearer) as a participant in the conversation by S (speaker), such as 'you know?', 'see what I mean?', and 'isn't it?' (Brown & Levinson, 1987).

Strategy-4: Use in-group identity markers.

The speaker can convey the similarity or familiarity between the hearer and the speaker in a group by implicitly demonstrating it. This is referred to as demonstrating solidarity by employing in-group greetings, such as language or dialect, jargon or slangs, and

ellipsis, while maintaining the listener's positive face, such as words like "love", "mate", "Josh", "Dude", "Guys", "Honey", etc., indicate the speaker and hearer are close (Brown & Levinson, 1987).

Strategy-5: Seek agreement.

The speaker implies a strategy of pursuing agreement on the topic of conversation to be agreed upon and adhering to it as another aspect of expressing positive politeness. In this scenario, the speaker will endeavor to be sincere in their statement in order to secure the listener's agreement or consent. This strategy can also be implemented by selecting "safe topics" and employing repetition, which can underscore S's concurrence with H in satisfying H's aspiration to feel validated or justified in his view. (Brown and Levinson, 1987). Repetition is employed to not only illustrate attentive listening to the message but also to emphasize agreement with it, thereby demonstrating interest and surprise.

Strategy-6: Avoid disagreement.

This strategy is utilized when an individual expresses disagreement with an opinion indirectly, opting for a more tactful approach to avoid being harsh. This may be termed a white lie employed by the speaker to preserve the hearer's dignity. Token agreement, pseudo-agreement, white lies, and hedging opinions can be employed to articulate disagreement (Brown & Levinson, 1987). Engaging in these actions can signify that the expression altering the words functions as a metaphor, influencing the interpretation derived by the recipient. The utilization of hedging presupposes a shared understanding between S and H, prompting S to request H to employ his general knowledge to comprehend S's position. In this hedge, S attempts to conceal his opinion to avoid appearing dissenting.

Strategy-7: Presuppose/raise/assert common ground.

"Presupposing," "elevating," and "affirming common ground" are communicative methods employed to establish rapport and enhance comprehension between the speaker and the listener. The notion of positive politeness underpins these strategies, highlighting the significance of careful, cooperative, and empathetic communication regarding a matter of interest. These strategies seek to establish a favorable and productive communication atmosphere. Speakers can enhance cooperation, strengthen connections, and attain superior outcomes by presupposing, elevating, and reinforcing shared interests, demonstrating engagement with the listener, and signaling that their presence extends beyond merely addressing the primary subject (e.g., a request). This can be accomplished through gossip, casual conversation, perspective manipulation, and conjectural influence. (Brown &

Levinson, 1987).

Strategy-8: Joke

A joke is a fundamental positive politeness strategy that enhances H's comfort or alleviates tension in communication with S (Brown & Levinson, 1987). The jokes relies on the common background knowledge and ideals between S and H, demonstrating their solidarity and familiarity. Consequently, S may jest in reply to H's jokes.

Strategy-9: Assert or presuppose S's knowledge of and concern for H's wants.

A demonstration of effective cooperation in conversation between S and H is evidenced by H's knowledge of personal information or the alignment of S's desires with H's (Brown & Levinson, 1987). Consequently, S might endeavor to satisfy H's desires for collaboration and preserve H's good self-image. This method may suggest an understanding of H's desires and willingness, contingent upon the facts S possesses of H.

Strategy-10: Offer, promise.

If the speaker makes an offer or makes a commitment, this strategy can reduce the potential threat from the hearer's perspective. It can also demonstrate the collaborative nature of the speaker and the hearer; the speaker can assert their desire for the hearer's desires and provide assistance in achieving them. This approach is designed to demonstrate the speaker's sincere desire to fulfill the listener's aspirations by accomplishing the speaker's own objective (Brown & Levinson, 1987). This strategy is distinguished by its assurances and offers, regardless of whether they are accurate.

Strategy-11: Be optimistic.

Be optimistic is a strategy that is employed to convey positive politeness in conversations. This implies that S assumes that H shares S's desires and will assist in achieving them. This leads H to believe that they can collaborate by adhering to their mutual interests. H indirectly signals his willingness to collaborate with S and conveys a sense of optimism or presumption by employing phrases such as "a little," "a bit," or "for a second," as well as qualifiers such as "okay," "right," "will you?", "I imagine," and "remind" (Brown & Levinson, 1987). The objective is to convey the impression that H and S share a common interest in accomplishing the objective.

Strategy-12: Include both S and H in the activity.

S incorporates H into the discourse by employing the word "we," which implies that either "you" or "I" are involved. This seeks to honor H's status as a group member while preserving dignity when refuting the presumption of collaboration (Brown & Levinson,

1987).

Strategy-13: Give (or ask for) reasons.

Another example of positive civility is when S provides or requests justifications for his desires by engaging in a conversation with H. This approach demonstrates that S provides H with rationale in order to facilitate H's comprehension of her desires by presuming that H shares her interests and prompting H to evaluate the feasibility of her request (Brown & Levinson, 1987). Providing justifications serves as an indication of the assistance required, predicated on the assumption of collaboration between S and H.

Strategy-14: Assume or assert reciprocity.

This strategy asserts that the existence of cooperation between S and H can be asserted or encouraged by presenting evidence of reciprocal rights or obligations that have been established between the two parties (Brown & Levinson, 1987). This reciprocal exchange can be asserted to demonstrate cooperation between S and H.

Strategy-15: Give gifts to H (goods, sympathy, understanding, cooperation).

S can ultimately satisfy H's positive face-saving desires by giving gifts such as goods or gifts/desires of human relationships like sympathy, understanding, or cooperation (Brown & Levinson, 1987). S is capable of fulfilling H's desire to preserve his reputation through this approach. In this instance, S exhibits a certain degree of awareness regarding H's desires and a desire to fulfill them.

RESEARCH METHOD

The qualitative method is defined as an interpretative and naturalistic approach that involves close engagement with the subject (Aspers & Corte, 2019). This approach examines various phenomena in their natural context to understand or interpret them based on the meanings individuals assign to them. A qualitative descriptive approach produces descriptive data by observing and recording the speech and behavior of subjects, typically conducted in natural settings where the researcher acts as the primary instrument. This research adopts a qualitative descriptive method, using descriptive analysis to investigate each positive politeness strategy. This study examines the positive politeness strategies employed by Paul Pogba, a Muslim football player, during his responses to two interviewers in *The Muslim Money Experts Podcast*, Episode 3. The study is employed in Brown and Levinson's (1987) theory of Positive Politeness. Data were collected from the podcast by following these steps: 1) identifying relevant data, 2) classifying data, 3) interpreting and explaining the data, and 4)

drawing conclusions from the analysis. The researchers focused on a selection of Pogba's utterances to illustrate positive politeness strategies, choosing samples that best represented the distinct characteristics of each strategy while avoiding redundancy.

FINDINGS AND DISCUSSIONS

FINDINGS

We found 194 data points that were classified into 15 types of positive politeness strategies based on Brown and Levinson (1987) used by Paul Pogba in The Muslim Money Experts podcast video. As we can see in Table 1 below, it can be seen the frequency of the various positive politeness strategies used by Paul Pogba in The Muslim Money Experts Episode 3 podcast video to provide further explanation.

Table 1. The positive politeness strategies applied by a Muslim football player, Paul Pogba, in a video podcast entitled The Muslim Money Experts Episode 3: Paul Pogba

No	Positive Politeness Strategies	Positive Politeness Strategies Used by Paul Pogba
1.	Notice, attend to H's interests, wants, needs, and goods	8
2.	Exaggerate (interest, approval, sympathy with H)	16
3.	Intensify interest to the H	29
4.	Use in-group identity markers	3
5.	Seek agreement	10
6.	Avoid disagreement	27
7.	Presuppose/raise/assert/common ground	29
8.	Joke	2
9.	Assert or presuppose S's knowledge of and concern for H's wants	11
10.	Offer, promise	5
11.	Be optimistic	11
12.	Include both S and H in the activity	8
13.	Give (or ask for) reasons	13
14.	Assume or assert reciprocity	13
15.	Give gifts to H (goods, sympathy, understanding, cooperation)	9
	TOTAL	194

Based on Table 4.1, from Paul Pogba's utterances in The Muslim Money Experts podcast Episode 3, the author found 15 positive politeness strategies used by Paul Pogba with a total of 194 data. As we can see, there are 8 data of *Notice, attend to H's interests, wants, needs, and goods*; 16 data of *Exaggerate (interest, approval, sympathy with H)*; 29 data of *Intensify interest to the H*; 3 data of *Use in-group identity markers*; 10 data of *Seek Agreement*; 27 data of *Avoid disagreement*; 29 data of *Presuppose/raise/assert common ground*; 2 data of *Joke*; 11 data of *assert or*

presuppose S's knowledge of and concern for H's wants; 5 data of *Offer, Promise*; 11 data of *be optimistic*; 8 data of *Include both S and H in the activity*; 13 data of *give (or ask for) reasons*; 13 data of *Assume or assert reciprocity*; and 9 data of *give gifts to H (goods, sympathy, understanding, cooperation)* Based on Paul Pogba's statements in **The Muslim Money Experts Podcast Episode 3**, payoffs are a key factor influencing the use of positive politeness strategies. In the podcast, Pogba's use of these strategies takes into account the potential payoffs or benefits, which help reduce the likelihood of a Face Threatening Act (FTA). These strategies include actions such as: paying attention to the listener's interests, wants, needs, and desires; exaggerating expressions of interest, approval, or sympathy; intensifying interest in the listener; using in-group identity markers; seeking agreement and avoiding disagreement; presupposing or asserting common ground; joking; expressing knowledge of and concern for the listener's needs; offering promises; being optimistic; including both the speaker and listener in activities; providing reasons; assuming or asserting reciprocity; and offering gifts, whether material or emotional (such as sympathy, understanding, or cooperation).

As we can see Table 1, the strategies most dominantly used by Paul Pogba is *Intensify interest*, and *presuppose/raise/assert common ground*. We found 29 data in *Intensify interest on the grounds* that Paul Pogba uses more tag questions "you know" which is the characteristics of *Intensify interest on the grounds*. Paul Pogba likely wants to increase the interest of the hearer to focus more on what he is talking about a topic in his conversation. The strategy *presuppose/raise/assert common ground* was the popular strategy in the positive politeness, we found 29 data also in Paul Pogba's utterances. It is likely Paul Pogba wants to build good relations by equalizing his desires by building mutual understanding between him and the hearer by presupposing, raising and asserting the similarity of an event.

The least politeness approach, on the other hand, is just a joke. We discovered two data in this *joke* strategy. It seems that Paul Pogba makes a little joke in his utterances when discussing formal topics to reduce tension and make the hearer feel comfortable when communication is running. This also demonstrates the sense of brotherhood and familiarity that Paul Pogba shares with those he speaks to.

DISCUSSIONS

The researchers provide several examples of utterances for each sub-strategy from the fifteen types of sub-strategies because each sub-strategy has some common features.

The following examples are analysis of representative data based on Paul Pogba's

utterances in *The Muslim Money Experts Podcast Episode 3* in using positive politeness strategies. There are types of positive politeness strategies applied by a Muslim football player, Paul Pogba, in the Muslim Money Experts podcast episode 3.

Strategy-1: Notice, attend to H's interests, wants, needs, and goods.

Based on Brown and Levinson (1987), the positive politeness is the hearer's desire to be recognized or approved by the speaker by paying attention to aspects or conditions of the hearer. The data below is an example of the strategy of *Notice, attend to H's interests, wants, needs, and goods* used by Paul Pogba:

"Really, I'm very good. Good to see you."
(Paul Pogba, 00.01.04-00.01.03)

The host inquired about Paul Pogba's condition in accordance with the utterance in sample 1 above. Afterward, Paul Pogba responded to the host's inquiry regarding his well-being in a warm way. Paul expressed his gratitude to the host and the head of the podcast for inviting him to the podcast by responding with a polite "Good to see you." In terms of emotion, Paul Pogba was delighted to see them and conveyed his joy by uttering this statement. In other words, it demonstrates that Paul Pogba communicated his perception to both of them by demonstrating an interest in the news. The utterance "Good to see you" is a strategy number one, which is to observe and respond to H's interests (Brown & Levinson, 1987: 103).

Strategy-2: Exaggerate (interest, approval, sympathy with H)

This strategy is done with excessive intonation in expression. This exaggerated expression is done when the speaker emphasizes something in the interaction that is used to save the hearer's positive face.

"It's a tough question, to be honest. I was talking about this yesterday, actually. I don't know if I'll be a manager, or I'll stay in football, or be in business. I would still like, even if you're a coach or stay in football, always like, be in business. Always doing like some business stuff, you know. You know, it's a tough question. It's a really tough question."
(Paul Pogba, 00.42.20-00.42.51)

In response to the host's inquiry regarding his career trajectory over the next decade, Paul Pogba provided a more detailed response. In sample 2, Paul Pogba responds to the host's inquiry by suggesting that he may pursue a managerial position in either football or business. He asserted that, despite his involvement in the sports sector, he continually seeks to pursue entrepreneurial ventures. Paul articulates his conviction that many opportunities will emerge in the forthcoming decade by stating, "It's really a tough question." The term "really" in the phrase serves as an expression commonly utilized in strategy number two, "Exaggerate."

Consequently, the statement might enhance the listener's curiosity and create the perception that the topic is challenging to address (Brown & Levinson, 1987: 104-105).

Another example of exaggerate strategies can be seen in the sample below:

“I was shocked. I couldn't believe like, I could see someone from Sweden, from China, I was like, “What?” And we were all here doing like, for one reason, you know, for Allah, it was crazy. So I was like, you know, you get this emotion. I went to tears, I went like, Subhanallah, it's crazy. Look, all the worshipers like you try to worship, you know, to ask for forgiveness and everything.”

(Paul Pogba, 00.11.37-00.11.58)

The host asked Paul Pogba about his *Umrab*, and he shared his experience. In this utterance, Paul Pogba emphasized “shocked” in his utterance excessively, which is followed by the next phrase, which explains his surprise that during the *Umrab*, various people from all over the world, different cultures, and different races, came with one goal, namely to worship. By highlighting this, he became increasingly impassioned about his observations. This drives the listener to focus intently on his spoken words. The next phrase, “....*Subhanallah*, it's crazy,” shows that Paul Pogba thought it was amazing by saying “*Subhanallah*,” which means seeing something unexpected to him, which he just experienced during the *Umrab*, where all these Muslims have the same purpose to ask for forgiveness and worship. In other words, Paul Pogba experienced something extraordinary during the *Umrab*.

Strategy-3: Intensify interest to the H.

This strategy is used by a speaker when having the same desire as the hearer and conveys it through an increase in the hearer's interest.

“Yes. Yes. Now because now I get to know I know about it more. So I do it. So then after I mean, I'm totally in peace with myself. Alhamdulillah. So all the decision that I take, this is the first thing that I will do. Ask like I will say like ask my best friend. Yeah, you know.”

(Paul Pogba, 00.47.51-00.48.13)

The host inquired on Paul Pogba regarding his experience with *Istihara*. Paul Pogba asserted in sample 3 that he now engages in *Istihara* testing due to his awareness of its benefits. His encounter with *Istihara* instilled a sense of tranquility and aids him in determining the decision that Paul Pogba will undertake. The expression “...you know” serves as a tag question that engages the listener as a participant in the dialogue, wherein Paul Pogba incorporates the listener into his discourse regarding the merits of practicing *Istihara*, so fostering the listener's interest in Paul's experiences. The phrase constitutes a component of the tag question frequently employed in strategy number three (Brown & Levinson, 1987: 106-107).

Another example of Intensify interest to the H can be seen as follows:

“It's the best experience is the best thing that like just to go to Mecca is the best thing that a Muslim can do it. To go to the to Holland, this is Holland, this is the land of our prophets Saw. It's the history of Islam. So you know, so when you go there, and my first impression when I went there, I was so surprised to see so many people and so many different cultures, people from everywhere.”

(Paul Pogba, 00.10.54-00.11.19)

The host asked Paul Pogba about his opinion on *Umrab*, and he explained his opinion in utterance of sample above. Then, Paul Pogba stated “It's the best experience is the best thing that like just to go to Mecca is the best thing that a Muslim can do.” This means that *Umrab* activity is the best experience for Paul Pogba. The phrase “the best experience” shows that Paul wants to convey his impression of doing *Umrab* by drawing the hearer's attention to his words. He tells a good story in conveying his opinion about *Umrab* by explaining his feelings when meeting people from various places, various cultures, which surprises him. In other words, Paul Pogba wants to convey a good impression of his experience when carrying out *Umrab* to the hearer. The above speech is included strategy number three because it can increase the intensity of the hearer's interest (Brown & Levinson, 1987: 106-107).

Strategy-4: Use in-group identity markers

In this strategy, the speaker can implicitly show the similarity or familiarity with the hearer to convey it in a group.

*“It's more like, **man**, he's Ronaldinho. Exactly. It's more like, man, he's Ronaldinho. He's fun. He's dancing and everything. You know, he's, ofornito, he's like, all the advertising and everything. It's Ronaldinho. So I want to enjoy the time. I want to enjoy playing with him, the time with him. That's it. It will be happy.”*

(Paul Pogba, 01.03.50-01.04.10)

Paul Pogba expressed his opinions regarding Ronaldinho. In the utterance of the sample above, a group identity marker “man” is used to characterize sub-strategy number four. In the utterance, Paul Pogba expresses his impression of Ronaldinho to the hearer. Paul Pogba uses slang to feel familiar and show his solidarity with the hearer (Brown & Levinson, 1987: 108-109).

Strategy-5: Seek agreement

A strategy of seeking agreement on the topic of conversation is used to be agreed upon and sticking to it.

*“Head: I was going to say, like, there's a touch of Denzel out coming.
Paul: Denzel Washington, of course. Of course, of course. Denzel Washington. Yeab.”*

(Paul Pogba, 00.40.27-00.40.37)

The head inquired about Paul Pogba's preferred actor in the sample above, and he anticipated

that Paul Pogba would mention Denzel. Consequently, Paul stated, "Denzel Washington, of course." In order to verify the assertion made by the head and to corroborate that Denzel Washington is his preferred actor. As we can see, Paul used repetition of the word "Denzel Washington, of course" which means that he agreed with what the head said so that he can save the hearer's face by emphasizing his agreement in fulfilling the wishes of the head or hearer. In other words, repetition is characterized by sub-strategy number five (Brown & Levinson, 1987: 112-113).

Strategy-6: Avoid Disagreement

This strategy is implemented when an individual refrains from being overly harsh in order to avoid a direct confrontation regarding their disagreement with an opinion..

*"Yeah, of course, obviously. **But no, to be honest, I like to watch, you know, like the stories of the prophet in YouTube.**"*

(Paul Pogba, 00.43.17-00.43.22)

The host asked Paul Pogba about his viewing on YouTube. In the utterance of sample above, Paul Pogba expressed disagreement using a white lie. A white lie is used because Paul wants to keep the face of the hearer or host for what was said earlier that he thought Paul was watching his YouTube show. In the utterance above, Paul expressed his agreement before trying to express his disagreement that he had previously hidden. Paul says, "But no, to be honest, I like to watch, you know, like the stories of the prophet on YouTube." To show that he actually disagrees with the host, he modifies his words so as not to threaten the hearer's face. Thus, he can save the hearer's face by saying the reason he said after expressing his disagreement as contained in the phrase "...I like to watch, you know, like the stories of the prophet in YouTube."

Another example of the strategy of avoid disagreement can be seen as follows:

*"I think it's for me, it's like, why would I hide? I'm very happy with myself. And I will tell you something that my friend told me and I realized it. And when I post, you know, sometimes you post on social media not to show that, not to show off that I'm a Muslim, that I want to do the umrah or anything like that. **But I realized that sometimes, just if you do this and you show it, you can push someone who has been thinking about doing it just to go and do the Umrah.**"*

(Paul Pogba, 00.08.34-00.08.59)

Paul Pogba expressed his opinion on his view as a Muslim based on the perspective of others. In the utterance of sample above, Paul Pogba explained his opinion as a Muslim based on what people often say. He inquired why he must conceal the truth of his Muslim identity. Paul Pogba stated that he occasionally shares content related to Islam not to flaunt his Muslim identity, but to inspire or motivate anyone contemplating a pilgrimage to Umrah to

take action. The statement “But I realized that sometimes, just if you do this and you show it, you can push someone who has been thinking about doing it just to go and do the Umrah.” This statement pertains to sub-strategy six, which is to avoid disagreement. It aims to convey Paul Pogba's dissent regarding the assertion, “And when I post, you know, sometimes you post on social media not to show that, not to show off that I'm a Muslim, that I want to do the Umrah or anything like that,” by concealing his disagreement through a token agreement, specifically utilizing the term "heeded" as highlighted in the bolded utterance. He asserts that if the assertion is false, it is succeeded by token agreement, which pertains to the emphasized utterance and constitutes part of strategy number six due to the use of the word "but," a term typically employed in this strategy (Brown & Levinson, 1987: 114-115).

Strategy-7: Presuppose/raise/assert common ground

This strategy emphasizes the importance of communicating with care, cooperation, and empathy about an event of interest.

*“So when I convert, I straight away I spoke to the bank I said, you know, **I need to make sure that I don't go haram and I invest good and everything.** So I started straight away, I told my manager that me is Sharia or is nothing, you know.”*

(Paul Pogba, 00.19.58-00.20.10)

Paul Pogba responded to the head of the podcast's question about his opinion on the importance of ensuring that money principles are aligned with Islam and *halal*. In the utterance of sample above, Paul Pogba expressed his opinion on how important the alignment of money with Islamic principles and *halal* is. He said, “...I need to make sure that I don't go *haram* and I invest good and everything.” which means that when he had converted to Islam, he was very concerned and considered such alignment important, so that every time he wanted to invest, he communicated with the bank that he had to make sure he did not do *haram* things and invested in a better way. The bolded utterance is a form of asserting similarity that characterizes sub-strategy number seven with the intention that Paul Pogba wanted to convey his opinion in accordance with what the head meant in response to his question. This shows that he connects the finance topic in Islam based on his perspective as a Muslim (Brown & Levinson, 1987: 117).

Another example of asserting common ground can be seen in the example below:

*“Be honest, I ask Him maybe too much. I ask Him a lot. Um, I ask just to, to forgive me first of all, to forgive me, to forgive all of the Muslims, to forgive my, my friend, my enemies and stuff like that. Ask, ask Allah to, to give me children that are in the religion. **Uh, they listen to the parents, you know, to listen to me, my wife, uh, have a good, you know, be healthy, you know, and that He be satisfied, satisfied with the, with us, you know, with us**”*

Muslim justice, that He be satisfied. *We be happy with us, what we do. Forgiveness and that He be pleased with us.*"

(Paul Pogba, 01.12.19-01.13.12)

The host inquired about the supplications Paul Pogba made to Allah for favorable outcomes in return. The aforementioned example contains a comment regarding the practice employed by Paul Pogba during his prayers to Allah. He stated that he sought Allah's forgiveness for his transgressions, as well as for those of other Muslims, his friends, and his adversaries. He requested to provide his children with an awareness of Islam. To conclude his statement, Paul stated, "Uh, they listen to the parents, you know, to listen to me, my wife, uh, have a good, you know, be healthy, you know, and that He be satisfied, satisfied with the, with us, you know, with us Muslim justice, that He be satisfied." Paul Pogba's statement serves to underscore the commonality between him and the listener regarding the subject matter, so facilitating effective communication and fostering positive relationships. Consequently, he felt content with his actions, and he consistently seeks forgiveness, believing it will please Allah. The statement above corresponds to strategy number seven, as asserted by Brown and Levinson (1987: 114).

Strategy-8: Joke

This joke strategy makes hearers feel comfortable or reduces tension when communicating with speakers (Brown & Levinson, 1987). The joke strategy shows solidarity and familiarity with each other.

Head: "I wish I could use that with my wife".

Paul: "This is another discussion. You can't. This is something you're going to lose. And I understood this. I'm going to lose my friend."

(Paul Pogba, 00.36.31-00.36.44)

Paul Pogba reacted to a joke from the podcast host on his wife overseeing financial matters. The expression, "I'm going to lose my friend." In the sample above, Paul Pogba is delivering a joke directed at the host. He stated that the matter was a separate debate from the current one, indicating that it could not be addressed publicly due to its sensitivity for a spouse. Paul Pogba endorsed the joke made by the host to foster a sense of ease in the audience, aiming to alleviate the stress surrounding the important subject matter being addressed in the podcast. Paul demonstrated his solidarity due to his understanding of the underlying knowledge of the podcast's host.

Strategy-9: Assert or presuppose S's knowledge of and concern for H's wants

This strategy can imply knowledge of hearers' desires and willingness based on the information that speakers have about hearers.

"Ellie. I love all these movies, to be honest. Ellie, The Book of Ellie and..."
(Paul Pogba, 00.40.44-00.40.51)

Paul Pogba mentioned his favorite movie from his favorite actor, Denzel Washington. In the utterance of sample above, Paul Pogba mentioned a movie that he likes from his favorite actor, Denzel Washington. He stated that he truly enjoys all of the movies starring his favorite actor. It is an assertion of similarity spoken by Paul to the hearer about the information he knows about the hearer because the hearer also knows the movies of an actor named Denzel Washington.

Strategy-10: Offer, Promise

This strategy aims to show the speaker's good intention to satisfy the hearer's desire by achieving the speaker's own goal (Brown & Levinson, 1987).

"Yeah, we could collab. Yeah, that can be good."
(Paul Pogba, 00.43.11-00.43.13)

Paul Pogba responded to the host opinion of Paul becoming a YouTuber. He offers to the host by saying, "Yeah, we could collab." This means he promises the host to collaborate with him if he becomes a YouTuber in the future. It is a form of cooperation between Paul and the host in talking about the same topic and having the same want by showing the utterance after that is "Yeah, that can be good". The utterance is classified as sub-strategy number ten due to the information that Paul Pogba provides the host regarding the collaboration (Brown & Levinson, 1987: 125).

Strategy-11: Be optimistic

The aim is to give the impression that hearers and speakers have a common interest in achieving the goal.

***"That's all I hope.** Inshallah with Dua had that France win, but all I want is obviously the best team that wins and I want people to enjoy it.*
(Paul Pogba, 01.04.30-01.04.59)

Paul Pogba expressed hope for France to win the World Cup. In the utterance of sample above, Paul Pogba says, "That's all I hope." This means that he doesn't have a prediction of the World Cup victory, but he hopes France wins. Paul feels confident about his hope, which means that he and the hearer are hoping for the same thing. Although he hopes so, he explains another reason to save the hearer's face so that no threats are made. He says that the team that should win is the best team and wants everyone to enjoy the World Cup match. The bolded utterance is included in the strategy of being optimistic because there is confidence in Paul Pogba and the word "I hope" (Brown & Levinson, 1987:126).

Strategy-12: Include both S and H in the activity

This aims to respect hearer's presence in the group as a member of the same group and to save face when dismissing the assumption of cooperation (Brown & Levinson, 1987). By using "we", speakers include hearers in the conversation, meaning that 'you' or 'me' are involved

*"And when **we** pray, **we** just go to the direction of the Kaaba. And now it's like, wow, it was the best feeling ever, to be honest."*

(Paul Pogba, 00.11.59-00.12.08)

Paul Pogba expressed his experience during the *Umrab*. In the utterance of sample above, "we" is spoken by Paul Pogba. By using "we", S (speaker) includes H (hearer) in the conversation, meaning that 'you' or 'me' are involved. The word "we" in the utterance means that when Paul Pogba told his experience performing *Umrab*, he involved the hearer in the conversation. That means when he prayed during *Umrab*, he involved the hearer by saying, "And when we pray, we just go in the direction of The Kaaba." He wants the hearer to experience the same thing to honor his presence, which is included in sub-strategy number twelve (Brown & Levinson, 1987: 127).

Strategy-13: Give (or ask for) reasons

Giving reasons is a way of signaling what help is needed by assuming cooperation between speakers and hearers.

*"We don't even know the feeling. **Because sometimes, can you imagine?** Subhanallah, yeah, yeah, inshallah, we get there, all the way. Inshallah."*

(Paul Pogba, 00.32.48-00.32.58)

Paul Pogba expressed his feelings about his wish to enter Heaven. Based on the utterance of sample above, Paul Pogba explained his wish to go to Heaven, but just to imagine it, he felt that it was all very far to imagine. In his utterance, he gave a reason to the hearer, which is included in sub-strategy number thirteen, which reads, "Because sometimes, can you imagine, *Subhanallah*, yeah, yeah, inshallah, we get there, all the way." This means that everyone expects to go to heaven, but just to imagine it is an extraordinary thing (Brown & Levinson, 1987: 128).

Strategy-14: Assume or assert reciprocity

The cooperation between speakers and hearers can be claimed or urged by providing evidence of reciprocal rights or obligations acquired between speakers and hearers (Brown & Levinson, 1987)

*"You have to follow that. **So to be in peace and be happy in this Dunya, so we can be happy in this.**"*

(Paul Pogba, 00.31.55-00.32.10)

Paul Pogba gave tips on living in *Dunya* (life in the earth) as a Muslim. In the utterance of sample above, Paul Pogba gave tips on how to follow the teachings of Islam, namely by using the Qur'an and Sunnah as a guide to life. By giving these suggestions, Paul Pogba reciprocated with the hearer, showing their cooperation in discussing the topic that is included in sub-strategy number fourteen. Paul Pogba said, "So to be in peace and be happy in this *Dunya* so that we can be happy in this." This means that by following the teachings conveyed from the Qur'an and Sunnah, our life in this *Dunya* will be peaceful and happy (Brown & Levinson, 1987: 129).

Strategy-15: Give gifts to H (goods, sympathy, understanding, cooperation)

This strategy is done when speakers can finally satisfy hearers' positive face-saving wants by giving gifts like goods or gifts/desires of human relationships like sympathy, understanding, or cooperation (Brown & Levinson, 1987).

"Maybe if you have some scar tissue, when it's cold like this, you feel it more. So you need to get warm very fast."

(Paul Pogba, 00.06.28-00.06.42)

Paul Pogba expressed his feelings when the seasons change in the UK. In the utterance of sample above, Paul Pogba shared his experience during the change of season in the UK about something to do. In his utterance, he gave his sympathy. The sympathy is expressed by Paul Pogba by saying "if you have some scar tissue, when it's cold like this, you feel it more." then he said, "So you need to get warm very fast." This means he said that when it is cold, and you have scar tissue, it is cold, and he recommends you get warm very quickly. This is a sympathy given by Paul Pogba to the hearer, and he really makes the hearer feel satisfied with his wishes so that the hearer's face can be saved (Brown & Levinson, 1987: 129).

CONCLUSIONS

As we can see in the data finding, we found that that Paul Pogba mostly employs two strategies: *intensify interest* and *presume/raise/assert common ground*. There are 29 data in *Intensify interest* which as it is shown that Paul Pogba employs more tag questions "you know" in his utterances than other people. It seems that Paul Pogba wants the hearer to become more engaged in the topic and he wants to increase the hearer's interest in the topic he is talking about. There are 29 data used by Paul Pogba are *presuppose/raise/assert common ground*. It shows that Paul seeks to establish mutual understanding with the hearer by equalizing his desires

and presupposing, raising, and asserting the similarity of an event. Meanwhile, a joke strategy is the least employed strategy. This positive politeness strategy can help Paul to get to know and fulfill each other's positive face desires based on their similar backgrounds. Therefore, this positive politeness strategy can help communication run smoothly and can build a solidarity relationship between Paul and the hearer because they maintain their positive face.

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