

## Asian Culture in Positive Politeness: BTS Kim Namjoon on Zach Sang Show YouTube Channel

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**Abstrak** – Penelitian ini bertujuan untuk menyarankan penggunaan strategi kesantunan positif yang dilihat melalui tuturan BTS Kim Namjoon dalam Zach Sang Show YouTube Channel yang berjudul *RM Breaks Down His Debut Album 'Indigo'*. Penelitian ini juga berupaya untuk mengidentifikasi kebiasaan budaya Asia dalam berkomunikasi berdasarkan latar belakang Namjoon sebagai seorang Asia. Dengan menggunakan pendekatan deskriptif kualitatif, penelitian ini menganalisis data berupa transkrip dari video YouTube tersebut dengan menggunakan teori dari Brown and Levinson (1987) sebagai teori utama. Digunakan teori Samovar et al. (2013) sebagai pendukung untuk mengemukakan kebiasaan orang Asia ketika sedang berkomunikasi. Melalui penelitian ini ditemukan bahwa BTS Kim Namjoon kerap menggunakan kesantunan positif dalam strategi “berlebihan” dan “mengikuttsertakan kedua belah pihak yakni pembicara dan pendengar”. Penelitian ini menunjukkan bahwasanya terdapat strategi kesantunan positif yang digunakan oleh BTS Kim Namjoon melalui tuturan yang digunakan untuk menjunjung tinggi dan menjaga interaksi sosial yang telah dibangun dengan individu lainnya.

**Kata Kunci:** Budaya Asia; BTS Kim Namjoon; Sanntunan Positif; Pragmatik

**Abstract** - This study suggests using positive politeness strategies, as seen through the speech of BTS Kim Namjoon. It also seeks to identify Asian cultural habits in communication-based on Namjoon's Asian background. This research also uses a descriptive qualitative approach based on the transcript of the YouTube video. Based on this research, it can be seen that Brown and Levinson's (1987) theory is used as the leading theory of the analysis. The supporting theory of this research comes from Samovar et al. (2013), who suggest the habits of Asians when communicating. This research shows that BTS Kim Namjoon often uses positive politeness in the strategies of "exaggeration" and "include both S and H in the activity." This research consists of suppositive politeness strategies used by BTS' Kim Namjoon to uphold the social relationship and maintain the social interactions between the individuals.

**Key words:** Asian Culture; BTS Kim Namjoon; Positive Politeness; Pragmatics

### INTRODUCTION

Cross-cultural pragmatics is achieved if two cultures are present to achieve the same goal in a conversation. This naturally looks at the context of culture, closely related to individual backgrounds, to create variations in human communication, including politeness strategies (House & Kádár, 2021). The aspect of politeness is undoubtedly embedded in the pragmatic approach, which refers to the cultural differences created by every human being. The politeness created in human conversation can prioritize the defense of social interactions between both participants during an activity. Although many differences are created, this politeness can maintain various aspects involved, such as preventing speakers and hearers from the Face Threatening Act (FTA), which can disrupt communication between participants. On the other hand, Yule (1996:3) stated that through politeness strategies, it is possible to know the intentions and objectives of the speaker. In addition, through the utterances delivered by both of them, it can find out how the speaker and hearer manage and maintain the social interactions built previously so that the atmosphere in an activity can be appropriately maintained. As the central aspect of pragmatics, politeness strategies are created to ensure the course of a conversation to minimize the conflict created.

Brown & Levinson (1987) also suggests various aspects of politeness strategies by classifying them into four important parts: off-record, negative politeness, positive politeness, and bald on-record. The four strategies have different rules tailored to the context created. Thus, based on these four strategies, positive politeness focuses explicitly on building closeness between speaker and hearer by expressing exaggeration, jokes, and appreciation



to increase the sense of togetherness during the interaction. This is certainly aligned with the object of this research, namely BTS Kim Namjoon and Zach Sang, who are trying to break the silence and create a sense of solidarity to make the interaction more inclusive and cooperative.

The positive politeness approach aims to build solidarity between speaker and hearer. According to Santoso & Indriani (2021) this strategy often builds a warmer, closer, and more welcoming atmosphere by including common interests. Prioritize all these aspects through social interactions established to enhance relationships and emphasize common perceptions by conveying all intentions and goals in a kind and gracious manner. In addition, this strategy can cultivate a sense of kinship and togetherness during communication. This is also revealed by Permadi (2018) which states that positive politeness strategies can deeply discover the intentions and goals of participants because this strategy shows how close and comfortable one another is so that communication can appear smooth without any obstacles.

Positive politeness strategies can be seen in various contexts, such as in the interview of two participants. Through interviews, it is possible to see how the context is created in a phenomenon and the closeness between participants with different backgrounds. Permadi et al., (2022) state that differences in backgrounds remain connected because the created context always influences the atmosphere within an activity. Meanwhile Susana et al., (2022) argue that regardless of different backgrounds, a goal in communication will always be achieved because the existing context permanently binds it, so the phenomenon of positive politeness strategies can be aimed at protecting and enhancing the positive face between participants to fulfil the necessity of being valued and accepted in social interactions. In this strategy, speakers create a comfortable atmosphere, feel respected, and minimize threats and potential conflicts.

Positive politeness strategies are oriented towards the positive side of the hearer. This strategy usually refers to the closeness of both participants. (According to Brown & Levinson (1987:101), this strategy refers to the hearer's cheerful face by prioritizing the hearer's willingness to maintain the cheerful face possessed by the hearer. This strategy shows the participants' relevance of interest and agreement to increase mutual prejudice and desire. Therefore, the main elements of this research are to examine positive politeness strategies and social interaction relationships in maintaining public self-image between two participants. Through that statement, it has been mentioned that positive Politeness has various branches, namely notice to attend hearer, exaggerate, intensify interest to hearer, use-in group identity makers, seek agreement, avoiding disagreement, presuppose/raise/assert common ground, joke, assert or presuppose speaker's knowledge, offer, promise, be optimistic, include both speaker and hearer activity, give (or ask for) reasons, assume or assert reciprocity, and give gifts to hearer.

According to BTS' Kim Namjoon's background as an Asian, there are various traditions and ethics in communication to maintain the "face" of the interlocutor. This is also seen from the podcaster in the show, Zach Sang, who has a Western cultural background, so that these differences can produce different perceptions. Samovar et al. (2013:203) expressed that Asian cultural communication ethics or traditions involve various aspects such as vague, indirect, implicit, and avoiding aggression. The difference presents a view through the eyes of the researcher to examine how BTS' Kim Namjoon answered all questions and maintained the atmosphere of communication with Zach Sang to maintain the rules of positive politeness strategies and maintain the 'face-saving' of the podcaster on the show. Therefore, it is necessary to maintain the social interaction created by providing the same concept of understanding and building by respecting and preserving the 'face-saving' of each other (Effendi, 2021). Prioritizing mutual understanding facilitates the communication implemented to maintain social interaction between participants. Then, through maintaining social interactions between participants, using positive politeness strategies seeks to maintain public self-image.

Erving Goffman (1956: 12) stated that the social interaction conducted by the speaker and hearer participants certainly appeals to the different aspects of the two backgrounds. The differences referred to the elements of cross-cultural pragmatics based on the two participants' understanding of the intent and the purpose of the communication. The differences can be seen through the participants' culture, language, accent, and habits. Regarding cultural pragmatics, the sub-category highlighted is Politeness because it is a universal characteristic and an aspect of protecting the desired public self-image. This study can be seen through the object chosen by the researcher, which used two participants from different cultural backgrounds. BTS' Kim Namjoon, or RM, represents Asian culture, while Zach Sang represents Western culture. This also affects the politeness strategies because there are significant differences between the two participants, and they try to maintain each other's public self-image. Li et al. (2020) also stated that to understand the similarities and differences in cross-cultural Politeness, it is necessary to learn the background of the two participants through the communication created. This is aimed at the differences in the positive politeness strategies used by both participants to communicate by maintaining public self-image.

However, several previous studies have been used as benchmarks for related research to improve the quality of this research. The first previous study is a journal article by Dewi & Ayomi (2023) entitled *Positive Politeness Strategies Used by The Main Character in The Animation Movie "Encanto"*. This study mainly focused on and analyzed the types of positive Politeness and how the implementation of positive Politeness in "Encanto" movies with the theory espoused by Brown & Levinson's (1987) theory. The method used in this research is a qualitative descriptive method. With a variety of techniques and methods used, the results of this study show that the number of types of positive Politeness used in this movie is Give Ask for the Reason with a proportion of 35%. Meanwhile, the lowest result obtained in this study is using positive politeness strategies in Exaggerate, Avoid Disagreement, Offer, Promise, Be Optimistic, and Give Gifts to Hearers. Another previous study by Wahdani et al. (2023) entitled *Positive Politeness Strategies In "Jay Shetty Podcast" YouTube Channel: An Interview with Will Smith*. This research focuses entirely on the rules of positive politeness strategies using the qualitative content analysis (QCA) method to deepen the analysis and interpretation. Brown & Levinson (1987) conducted the theory used in this study as a reference to deepen the analysis of related study. The study results show that Jay Shetty uses 10 out of 15 positive politeness strategies proposed by Brown & Levinson (1987), and 75 data were found. The most significant proportion in this study is shown in the aspect of exaggeration (approval, interest, sympathy with H) with 21 data. Jay Shetty uses this aspect to respond to the utterances of his guest star to avoid being threatened by his public image and maintain social interaction. The similarities between this study and the previous studies mentioned above include. Firstly, this study discusses positive Politeness by explaining different sub-strategies. Secondly, the theory used in this study also refers to the theoretical rules promoted by Brown and Levinson (1987) as the fundamental principle in the analysis and interpretation of this study. Also, the qualitative method used is very influential in this study.

Furthermore, the differences of this research can be seen through the object chosen with a music background, based on an interview conducted by BTS Kim Namjoon and Zach Sang in a podcast on the *Zach Sang Show* YouTube channel. In addition, the researcher focuses on the aspects and types of positive politeness strategies with the Asian cultural habit in communication through BTS Kim Namjoon's utterances. Moreover, it is shown that the researcher investigates the positive politeness strategies used by BTS' Kim Namjoon in *RM Breaks Down His Debut Album 'Indigo' on Zach Sang Show* YouTube channel by using Brown and Levinson's theory to propose positive politeness.

## RESEARCH METHODOLOGY

The methodology used in this research was the qualitative descriptive approach. Miles et al. (2014:28) suggested that a qualitative descriptive approach is conducted through intense contact with participants in a naturalistic scope to investigate the activities of community groups and can be presented by capturing the related data to the discussed topic through deep understanding. It also refers to detailed descriptions without requiring extensive interpretation so that the data obtained represents the actual situation experienced by the participants.

This research was analyzed using a qualitative descriptive approach by utilizing the descriptive data from the analyzed research subjects in written or oral form. The focus of qualitative research was a holistic understanding of individuals and society. According to Podesva & Sharma (2013: 177) stated that qualitative research aims to provide in-depth explanations by collecting comprehensive data, emphasizing the importance of details and the significance of information so that research conducted can identify significant phenomena in-depth to produce more comprehensive research findings.

The researcher collected data related to the data that will be used for research. As explained in the research design, this research used an analysis through document transcripts from podcast videos with a qualitative descriptive method. In addition, the primary nature of qualitative research is based on concrete and real experiences found in every human thought. According to Cropley (2022: 125) stated that the fundamentals of the qualitative method not only refer to information from respondents obtained through interviews but can also be non-verbal data such as text, letters, transcripts, digital media, or other such things.

## FINDING AND DISCUSSION

In this research, the author discusses positive politeness strategies used by BTS Kim Namjoon, also known as RM. The utterance certainly shows Namjoon's background as an Asian who seeks to express positive politeness strategies through Asian cultural habits in communication.

## Positive Politeness Strategies Applied by BTS Kim Namjoon in The Interview as Representative of Asian Culture

This section presents and discusses the research findings related to the positive politeness strategies as representative of Asian culture found in Namjoon's utterances through the related videos on the Zach Sang Show's YouTube channel. In this study, the data analyzed were Namjoon's utterances based on positive politeness strategies as representative of Asian culture. This study's data was collected through one of the YouTube videos on the Zach Sang Show's YouTube channel entitled RM Breaks Down His Debut Album 'Indigo' uploaded on 22 December 2022. The video explains Namjoon's journey in making music, which was delivered to the host, Zach Sang. The video also illustrates that the two participants with different backgrounds, Western and Asian, can communicate clearly and achieve a common goal. Through the differences listed, it seems that Namjoon expresses his utterances carefully with positive politeness strategies and habits in Asian culture.

Positive politeness is one of the strategies used to convey a particular idea to the interlocutor. The use of positive politeness requires maintaining the social relationship that was established in earlier times. Moreover, positive politeness strategies are frequently used to express things to other individuals politely and offensively, thus preventing face-threatening acts (FTAs) during the conversation. While politeness strategies are unlikely to measure the full extent of politeness for any individual, it is possible to see the importance of individual respect for the interlocutor through positive politeness strategies. Brown & Levinson (1987: 103-129) stated that there are various sub-strategies in positive politeness strategies, including: notice attend to H's wants; exaggerate; intensify interest to H; use in-group identity makers; seek agreement; avoiding disagreement; presuppose/raise/assert/common ground; joke; assert or presuppose speaker's knowledge; offer, promise; be optimistic; include both speaker and hearer activity; give (or ask for) reasons; assume or assert reciprocity; give gifts to hearer. Through various sub-strategies mentioned previously, this prioritizes each individual to constantly maintain the social relationships they have established by seeking avoidance of face-threatening acts (FTA).

Considering the different backgrounds of the two participants, there are various habits in achieving a common goal. Namjoon's role as a guest star who constantly obeys the rules of conversation leads Namjoon to use positive politeness strategies often to build positive social relationships. Namjoon's background as an Asian means that to accomplish a communication goal and maintain the social interaction that has been constructed, there are habits related to the use of positive politeness. This is mentioned in Samovar et al. (2013), which explains that Asian people cannot escape the habits during communication; the following Asian cultural communication habits are indirectness, implicitness, vagueness, and avoiding aggression. Using this habit, Namjoon actively considers using positive politeness strategies to maintain social interactions.

Through the use of positive politeness strategies as representative of Asian culture, the researcher attempts to examine Namjoon's utterances through one of the videos in the Zach Sang Show YouTube channel presented. By analyzing the various strategies used, the researcher can identify the habits of Asian culture that are constantly used by Namjoon during the interview. Due to the following data analysis, 15 strategies of positive politeness can be seen in Namjoon's utterances with a total of 14 utterances. The total data of 14 Namjoon's utterances are classified into each strategy of positive politeness as representative of Asian culture. The whole data of the utterances is the result of one of the videos on Zach Sang Show's YouTube channel entitled RM Breaks Down His Debut Album 'Indigo.' The results of the classification of the entire data can be summarized in the table below.

**Table 1. Positive Politeness Strategies as Representative of Asian Culture Found in the Interview RM Breaks Down His Debut Album 'Indigo'.**

No	Positive Politeness Strategies	Utterances
1	Notice attends to H's wants, needs, and goods	<b>Data 1</b> <i>"First appreciate it uh for noticing. Actually, there was no goal actually you know after my last mixtape I was like I was like lost and wondering like? oh sure what should I do right now? And you know like a lot of stuff were going on as BTS. So, I have to invest my rest and the time to focus on my solo works"</i> (Kim Namjoon, 00.01.08 - 00.01.33)
2	Exaggerate (interest, approval, sympathy with H)	<b>Data 2</b> <i>"I was like "oh yeah that was Badoo" well her voice is like so magical and you know. It's like a casting spell to you and in Yoon, you listen to</i>

		<p><i>the music and I said before, there's a strong message of him. the words with honesty."</i> (Kim Namjoon, 00.16.20 - 00.16.37)</p> <p><b>Data 3</b> <i>"So, anyway so I think, I think of him because maybe he could bring some on unexpected things to this and he did actually. The transition, and the instruments, the glitch, the noise, the detuned stuff, it's so crazy and so um so technological."</i> (Kim Namjoon, 00.40.06 - 00.40.8)</p>
3	Intensify interest to H	<p><b>Data 4</b> <i>"Since English is my not my mother language, when my hobby is going to the museum and see all the are pieces and I suddenly realized that I suddenly like thought of the title. Um, still life is like so strange because yo it's dead. I mean the flowers are all dead like a hundred years ago and the painter is even dead too."</i> (Kim Namjoon, 00.20.47- 00.21.12)</p>
4	Use in group identity makers	<p><b>Data 5</b> <i>"Bro, I just want to make a song out of this and I just need a one simple guitar Loop and just recorded it in our just small studio and if you listen to it carefully, you can see some really some delicate sound."</i> (Kim Namjoon, 00.29.15 - 00.29.30)</p>
5	Seek agreement	<p><b>Data 6</b> Zach Sang : <i>"Yeah she's Erica Badoo."</i> Kim Namjoon (RM) : <i>"Yes, she's Ericah Badoo. I mean no explain needed."</i> (Kim Namjoon, 00.18.07 - 00.18.13)</p>
6	Avoid disagreement	<p><b>Data 7</b> Zach Sang : <i>"Yeah, really."</i> Kim Namjoon (RM) : <i>"It's a folk actually."</i> (Kim Namjoon, 00.30.16 - 00.30.18)</p>
7	Presuppose/raise/assert/common ground	<p><b>Data 8</b> <i>"When it comes to an album people usually have a specific concept, right? There's an intro and they're like you know when you think of the Don Femme says it's a radio station concept, right?"</i> (Kim Namjoon, 00.24.32 – 00.24.43)</p>
8	Offer, promise	<p><b>Data 9</b> <i>"I suddenly think of that because I'm a Creator too. but when I see on a painting, it's not my stuff I will never paint again because I do suck at painting."</i> (Kim Namjoon, 00.22.55 – 00.23.05)</p>
9	Be-optimistic	<p><b>Data 10</b> <i>"Yeah, this is not a big deal, right?"</i> (Kim Namjoon, 00.12.04 – 00.12.08)</p>
10	Include both S and H in the activity	<p><b>Data 11</b> <i>"I have a song like Wildflower like you know so Dynamic strings and the rocking vocals and the messages are full you know for the whole minutes but this song is like make you like arms armor down you know like just put your armor down and just let's chill and let's take a coffee."</i> (Kim Namjoon, 00.31.05 – 00.31.25)</p> <p><b>Data 12</b> <i>"But once it's open is everybody's. the same for the paintings too, it's not I don't think it's on their artists. I think it's not theirs, it's just the peoples, you know that's what we call Heritage and a legacy."</i> (Kim Namjoon, 00.33.59 – 00.34.16)</p>
11	Give (or ask for) reason	<p><b>Data 13</b></p>

		<i>"There could be some trials, hardships, risks, dangers, but still don't look back and enjoy the ride. If you're sad just be sad, if you're happy just be happy, it's alive. Why don't we do that?"</i> (Kim Namjoon, 00.48.02 – 00.48.20)
12	Give gifts to H (Good, sympathy, understanding, and cooperation)	<b>Data 14</b> <i>"I've been expecting this interview so much. Thank you, Zach."</i> (Kim Namjoon, 00.50.22-00.50.24)

## DISCUSSION

Based on the previous section, this section shows that Namjoon predominantly used strategy-2, which exaggerates (interest, approval, and sympathy), and strategy-11, which includes both S and H in the activity so this indicates that Namjoon attempts to build a good relationship with the interlocutor and cooperate during the interview in line with Brown & Levinson's (1987) theory which suggests that positive politeness is often used to foster solidarity in conversation. Compared to previous research (Dewi & Ayomi, 2023), which indicates that the exaggerate strategy is used the least, in this study, Namjoon often uses the strategy to attract the audience. In addition, this study also interprets the point of view of Asian cultural habits by Samovar et al. (2013) by valuing the harmony of social interaction to maintain the course of a conversation by not being confrontational as the habit of Asians. Overall, this study highlights Namjoon's utterances through positive politeness to strengthen social interaction despite the cross-culture between the host and guest star.

### Strategy-1: Notice attends to H's wants, needs, goods

#### Data 1

This utterance shows that Zach uses positive politeness strategies by Brown & Levinson (1987: 103), namely notice and attends to H's interests. The phrase "first, appreciate it for noticing," conveyed by Namjoon, shows that Namjoon feels gratitude that Zach's notice attends to the hearer, which refers to Namjoon. According to the context, it can be seen that Zach asked about Namjoon's previous album and indirectly stated following Namjoon's journey in making the album. This refers to Zach's utterances, which show that Zach heavily scrutinizes and follows Namjoon's progress in making the album. Thus, these rules can guard Namjoon to increase face-saving and not be threatened. This is also due to the background of the culture owned by Zach, who comes from Western culture, as communication is often used to flatter and notice the size of activity passed by the hearer. It also demonstrates how Zach, a Westerner, attends Namjoon's performance to make his solo album in detail to amplify social connections.

Furthermore, this also refers to (Samovar et al., 2013: 203) as an indicator of avoiding aggression that is used in Asian culture. The representative of Asian culture in avoiding aggression can be seen through the response given by Namjoon in appreciating compliments received. It also referred to the use of the face-work strategy of accepting compliments politely without being too self-assertive. Moreover, the response given by Namjoon shows how Namjoon incorporates Western cultural politeness rules by directly accepting the notice delivered by Zach.

### Strategy-2: Exaggerate (interest, approval, sympathy)

#### Data 2

The utterance is expressed by Namjoon using positive politeness by Brown & Levinson (1987) strategy number two which is exaggerate. The utterance that reads, "Well, her voice is so magical," shows that Namjoon describes the greatness of an artist who contributed to making the album. Namjoon is expressed through metaphorical imagery to show the admiration for the artist, which is easily comprehended by the hearer. Namjoon describes how great the artist is by aiming to build the exact depiction to the hearer so that the hearer can easily comprehend how Namjoon's intentions and goals are conveyed. Inviting understanding to the hearer has the potential to keep the hearer's face during the interview.

In addition, because Namjoon has an Asian background, obviously, Namjoon often uses communication habits, and one of them is implicitness. This refers to Samovar et al. (2013) as one of the Asian habits, which is too often use implicitness in expressing something. Certainly, this can be seen in Namjoon's utterance, which reads, "Her voice is like so magical" because the great and magical impression possessed by the artist is conveyed metaphorically to invite the hearer in the exact depiction.

### **Data 3**

The utterance shows that Namjoon uses a positive politeness strategy by Brown & Levinson (1987) on strategy number two, namely exaggerate. In the utterance, it can be seen that Namjoon often expresses admiration for the musical elements used during the album's making. This can be expressed in the phrases "so crazy" and "so technological," which further emphasizes Namjoon's admiration for the musical elements in the album that has been made. The word "crazy" exaggerates the element, while the word "so technological" highlights the complexity of the unique sound created during the album's making. This certainly increases the listener's enthusiasm possessed by the hearer for the explanation of the musical elements in Namjoon's solo album so that the hearer can be amazed by the performance that Namjoon has gone through.

The utterance above is also included in the Asian communication habit proposed by Samovar et al. (2013), namely vagueness. In the utterance, it shows that Namjoon, who is an Asian, uses the vagueness aspect in the speech "so crazy" and "so technological" by showing admiration through emphasis rather than the process of making the album, which is delivered not in detail. This shows how the habit used by Asians is to always be careful in conveying something to the hearer.

### **Strategy-3: Intensify interest to H**

#### **Data 4**

This utterance expressed by Namjoon using the positive politeness strategy by Brown & Levinson (1987) strategy number three, namely intensify interest. The utterance above shows that Namjoon tries to attract attention or create a sense of curiosity in the hearer. This can be seen through the use of the words "I suddenly realized," which can be seen as a form of hedging to show caution so as to intensify the hearer's interest in Namjoon's thought process, which seeks to open up to the creative experience in making the album. This can make the listener more interested in delving into Namjoon's experience.

The utterance above is also included in one of the indicators of Asian cultural communication habits by Samovar et al. (2013), namely implicitness. This is shown through the speech that reads, "My hobby is going to the museum and seeing all the art," which is described as an aspect of implicitness because, through the utterance, it can be seen that Namjoon displays personal thoughts without explaining them directly.

### **Strategy-4: Use in-group identity makers**

#### **Data 6**

Namjoon uses one of the positive politeness strategies by Brown & Levinson (1987), namely the use of in-group identity makers. The above utterance, which reads "bro, I just want to make a song out of this," shows familiarity with the hearer and is shown through the word "bro." The utterance shows that Namjoon speaks to someone who is considered close or within the same scope, creating an informal atmosphere and an indication of emotional closeness.

Then, the utterance above also refers to the Asian culture communication habit expressed by Namjoon based on Samovar et al. (2013), namely avoiding aggression. In the utterance above, it shows that Namjoon tries to express her desire for something in a way that is not demanding or forceful. Thus, this refers to the habit in Asian communication of always expressing desires while maintaining social harmony and avoiding potential confrontation.

### **Strategy-5: Seek agreement**

#### **Data 7**

It can be seen through the utterance, which reads, "Yes, she's Ericah Badoo," showing that Namjoon seeks to confirm or agree to the information conveyed by the interlocutor, namely Zach. By using the word "yes," Namjoon openly agrees to the identity mentioned by Zach, namely, Ericah Badoo. Then, the utterance "I mean no explanation needed" can be used to emphasize that further explanation is unnecessary, which implies the same understanding between Namjoon and Zach as a reference to specific information.

Then, seeing that Namjoon is of Asian background, Namjoon uses the communication habit of Asian culture by Samovar et al. (2013), namely indirectness. This aspect is undoubtedly reflected in Namjoon's utterance, which

reads "no explain needed," thus reflecting the avoidance of overly detailed disclosure. This is also in line with the Asian cultural context that emphasizes harmony and avoidance of confrontation or talk that is considered excessive. In addition, it also reduces the burden of communication by relying on the shared understanding between Namjoon and Zach, thus avoiding overstatement.

#### **Strategy-6: Avoiding disagreement**

##### **Data 8**

Namjoon uses one of the positive politeness strategies by Brown & Levinson (1987), namely avoiding disagreement. The utterance above, which reads "it's a folk actually," shows that Namjoon tries to avoid conflict by not opposing the statement made by Zach as the interlocutor; in the utterance, Namjoon tries to explain and correct slowly without imposing his wishes on Zach's future response. Moreover, the phrase "actually" refers to the emphasis in the form of clarification without indicating that Zach's utterance is incorrect in maintaining social interaction.

In addition, Namjoon also prioritizes the Asian cultural communication habit by Samovar et al. (2013), namely avoiding disagreement, which refers to Namjoon's response that does not contain an aggressive tone so as to maintain a social relationship with Zach as interlocutor. Through the utterance "it's folk actually," Namjoon tried to convey neutrally to Zach without any intention to impose views or criticize directly to Zach. Moreover, Namjoon also tried to maintain the flow of the conversation that had been started by not prioritizing the debate that potentially occurred between the two.

#### **Strategy-7: Presuppose/raise/assert/common ground**

##### **Data 8**

The utterance above shows that Namjoon uses the positive politeness strategy by Brown & Levinson (1987), namely, presuppose/raise/assert/common ground. The above utterance, which reads, "When it comes to an album, people usually have a specific concept, right?" shows that Namjoon presupposes that Zach has an outline understanding of the process of making the album. Through the utterance, Namjoon assumes that Zach has recognized the aspects of making an album, which facilitates him in continuing the interview process. Moreover, this understanding can further deepen the discussion and social interaction.

Seeing the Asian culture owned by Namjoon certainly has implications for Asian communication habits, as described by Samovar et al. (2013), namely implicitness. Implicitness in Asian culture often refers to the delivery of implicit information with the belief that Zach, as the interlocutor, can convey his intentions. In words "specific concept," Namjoon did not explain further the meaning of the album concept. With a thin delivery, Namjoon returns the interpretation to Zach, who has adjusted to his experience and understanding.

#### **Strategy-10: Offer, promise**

##### **Data 9**

In the utterance above, Namjoon uses one of the positive politeness strategies by Brown and Levinson (1987), namely offer/promise. Through the utterance, "I will never paint again because I do suck at painting," Namjoon explained to Zach that she promised never to do painting again. In addition, Namjoon emphasizes his utterance through the word "never," which shows that Namjoon fully promises himself that he will never do paintings in the future. This is attributed to the fact that Namjoon feels that there is no talent in painting and that the result of the painting is beyond his expectations. The utterance also explained that Namjoon was deeply insecure about his lack of capability. Therefore, Namjoon decided never to do paintings again.

Namjoon also prioritizes his habit as an Asian culture in communication by Samovar et al. (2013), namely avoiding aggression, which is frequently used to avoid conflict directly with the interlocutor. Additionally, avoiding aggression involves avoiding expressions that can be considered too domineering. The utterance that reads, "I do suck at the painting," shows that Namjoon is trying to criticize himself for his inability to paint. Self-criticism shows that Namjoon tries to maintain harmony by emphasizing instead of boasting about himself, potentially inviting arrogance and tension in the conversation. Namjoon has not delivered in a long-winded manner. However, Namjoon has firmly conveyed that painting is not his specialty, which reduces the potential for conflict or superiority in the conversation.

#### **Strategy-11: Be-optimistic**



#### **Data 10**

The utterance above shows that Namjoon uses one of the positive politeness strategies by Brown and Levinson (1987), namely, being optimistic. The utterance that reads, "It's not a big deal, right?" shows that Namjoon is very confident and convinces the interlocutor that it is not a big deal. Moreover, through the utterance, Namjoon also tries to reduce the pressure or worry between herself and the hearer. Namjoon ensured the conversation was not severe and maintained a positive atmosphere.

Namjoon also emphasizes the Asian cultural communication habit by Samovar et al. (2013), namely indirectness. The indirectness aspect created in the utterance "It's not a big deal" is expressed by Namjoon indirectly and not in detail. This is an attempt by Namjoon to maintain social interaction by avoiding direct affirmation of the topic being discussed. Looking back, Namjoon prioritizes the general aspect to ease the potential tension of inviting interpretation space from the interlocutor. Therefore, Namjoon tried to maintain the social interaction that had been created from the beginning.

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

##### **Data 11**

Namjoon uses one of the positive politeness strategies by Brown & Levinson (1987), namely, including both S and H in the activity. The utterance that reads "let's chill and let's take a coffee" shows that Namjoon attempts to show involvement with the hearer by inviting the hearer to an activity. This refers to activities intended to create an atmosphere of intimacy and togetherness to reinforce the idea that the experience conveyed in the song is conveyed from the speakers to the listeners and fans. Furthermore, Namjoon uses language that invites the hearer to be emotionally involved to create a positive relationship.

Then, Namjoon also prioritizes aspects of Asian cultural communication habits by Samovar et al. (2013), which is studied in the utterance "make you like arms armor down." Namjoon put forward the metaphorical aspect in the utterance that describes emotionality without mentioning it. Hence, it creates a space for interpretation so the relevant hearer can understand the utterance. Furthermore, the invitations to "chill" and "take a coffee" are deeply related to Asian culture, which through these invitations can create an impression of intimacy without clearly stating the primary purpose.

##### **Data 12**

In the utterance above, Namjoon uses one of the positive politeness strategies by Brown & Levinson (1987), namely, including both S and H in the activity. Namjoon suggests in the utterance, "That's what we call heritage and legacy," showing the hearer's involvement in the identity of "heritage" and "legacy," which is sought as an aspect of mutual consent. Moreover, through this utterance, Namjoon also attempts to create a shared understanding with the hearer through the collective awareness of "heritage" and "Legacy." Therefore, the phrase "we" shows the assertiveness of the involvement between the speaker and the hearer to open up the same interpretation space.

Namjoon also often emphasizes the aspect of Asian cultural communication habits by Samovar et al. (2013), namely implicitness. This aspect is closely related to Asian culture, which often subtly conveys its intentions and goals and requires the context of mutual understanding between both speaker and hearer. Furthermore, the words "heritage" and "legacy" are conveyed implicitly by assuming that the hearer has understood the cultural context previously, which often reflects the tendency of implicit communication in Asian culture.

#### **Strategy-13: Give (or ask for) reasons**

##### **Data 13**

The utterance above shows that Namjoon uses one of the positive politeness strategies by Brown and Levinson (1987), namely, giving (or asking for) reasons. The above utterance that reads "Why don't we do that?" shows that Namjoon not only conveys questions to the hearer but seeks to invite the hearer to consider a reason for what will be done. Not only that, Namjoon also seeks to invite the hearer to evaluate the action in responding to an emotion in humans. Therefore, the utterance above can create an atmosphere of discussion with the background of an excuse to behave naturally between the two participants.

Namjoon also expresses the Asian cultural communication habit by Samovar et al. (2013), namely implicitness. In the utterance that reads "it's alive," Namjoon tries to convey in no detail the understanding of emotions for

every human being. However, Namjoon continues to strive implicitly that maintaining emotions is a meaningful way of life. This is consistent with the habit in Asian culture, which is often conveyed indirectly and returns the understanding to the hearer. Moreover, the hearer is also expected to recognize that the speaker is trying to advocate the honesty of emotions and life experiences.

### **Strategy-15: Give gifts to H's good, sympathy, understanding, and cooperation**

#### **Data 14**

Namjoon uses one of the positive politeness strategies by Brown & Levinson (1987), namely giving gifts to H (good, sympathy, understanding, and cooperation), which is shown in the utterance, "I've been expecting this interview so much. Thank you, Zach". The utterance contains gratitude conveyed by Namjoon to the hearer. The expression of gratitude also refers to the gift that is constantly provided to other individuals due to hard work or appreciation for the experience provided. Namjoon also expressed sincere gratitude for the opportunity to interview at one of the album promotion events to strengthen their social ties.

In addition, Namjoon also used one of the aspects of Asian culture's communication habits described by Samovar et al. (2013), namely implicitness. The utterance that reads "Thank you, Zach" shows that RM expresses gratitude to the interlocutor by not focusing on himself. Moreover, the utterance is also balanced. This is often by Asian cultural customs that always prioritize politeness in social interactions and recognize the contributions of others.

### **CONCLUSION**

The research above suggests that positive politeness strategies can be seen through the utterances used by BTS Kim Namjoon to uphold the social relationships built and maintain social interactions between individuals. Looking at the objectives of this study that underlie the use of positive politeness strategies, the most used strategy by BTS Kim Namjoon is to exaggerate (interest, approval, sympathy) and include both S and H in the activity. Through the strategy used, it can be seen that Namjoon seeks to flatter and involve the hearer in any condition. In addition, seeing his Asian background, Namjoon makes full efforts not to abandon his usual communication habits. Therefore, when using positive politeness strategies, Namjoon always involves Asian cultural habits in communication, such as indirectness, implicitness, avoiding aggression, and vagueness.

Furthermore, this research lacks many aspects, particularly in presenting cross-cultural pragmatics. Therefore, the researcher hopes for future research to focus more on one of the various strategies of positive politeness so that the research findings can be examined in depth. In addition, since the researcher has not found the exact theory of cross-cultural pragmatics, future researchers are expected to be able to interpret and identify aspects of cross-cultural pragmatics in more detail.

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