Politeness Strategies in *Mark and Eric Nam*'s Podcast: A Pragmatic Perspective

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Abstrak – Penelitian ini bertujuan untuk menganalisis cara menggunakan strategi kesopanan positif dan berapa banyak strategi kesopanan positif yang terdapat dalam percakapan podcast Mark and Eric Nam dengan menggunakan teori Brown dan Levinson. Penelitian ini dirancang dengan metode deskriptif kualitatif seperti menjelaskan ujaran dan tujuan dari percakapan dalam podcast Mark and Eric Nam yang berhubungan dengan strategi kesopanan positif. Data penelitian didapat dari episode "Mark of NCT 127 Naver Stops Talking, Can Anyove 'Fact Check' This Convo?!, Sebanyak 26 data strategi kesopanan ditemukan dalam episode tersebut. Adapun strategi yang paling sering digunakan adalah Strategy 2: Exaggerate (interest, approval, sympathy with Hearer) sebanyak 8 data. Strategy 3: Intensify interest to Hearer 6 data. Furthermore, Strategy 5: Seek Agreement 4 data. Strategy 4: Use in group identity markers 3 data. Strategy 1: Notice, attend to Hearer (interests, wants, needs, goals), 1 data. Strategy 11: Be optimistic 1 data. And then, Strategy 15: Give gifts to Hearer (good, sympathy, understanding, cooperation) 1 data. Strategi kesopanan yang paling dominan menunjukan bagaimana para penutur dalam podcast tersebut saling menghargai dan dapat menjaga topik dalam percakapan tersebut pada sudut pandang yang sama.

Kata Kunci: Kajian Pragmatik, Strategi Kesopanan, Siniar

Abstract – The objectives of this research are to analyze the use of positive politeness strategies and the number of positive politeness strategies found in Mark and Eric Nam's podcast using the theory of Brown and Levinson. This research is designed using a qualitative descriptive method, which involves explaining the utterances and purpose of the conversation in Mark and Eric Nam's podcast, related to positive politeness strategies. Research data was obtained from the episode of "*Mark of NCT 127 Naver Stops Talking, Can Anyone 'Fact Check' This Convo?* Twenty-six data points of positive politeness strategies are found on the podcast. The results show, the most frequent politeness strategies are strategy 2: Exaggerate (interest, approval, sympathy with Hearer), 8 data. Strategy 3: Intensify interest in Hearer 6 data. Furthermore, Strategy 5: Seek Agreement 4 data. Strategy 4: Use in-group identity markers 3 data. Strategy 1: Notice, attend to Hearer (interests, wants, needs, goals), 1 data. Strategy 11: Be optimistic 1 data. And then, Strategy 15: Give gifts to Hearer (good, sympathy, understanding, cooperation) 1 data. The most frequent politeness strategy shows how the speakers in that podcast respect each other and keep the conversation on the same point of view.

Keywords: Pragmatic Analysis, Politeness Strategies, Podcast.

INTRODUCTION

Language is an essential part of human life; therefore (Peronika Purbà et al., 2023) states that the science of language has been specified as linguistics, a study, investigation, and analysis of the nature and complexity of language. (Matthews, 2003) adds that a linguistic approach is intended to analyze and describe the structure of language, especially with emphasis on its internal structure and how it summarizes i. Language is not only a tool of communication, but it might be a tool of thought (Berwik & Chomsky in, (Dor, 2017). Learning a deeper way of communication, speakers need to be polite during communication. Speakers use politeness strategies to reduce conflict or discomfort in social interactions. The aim is to maintain good relations between the speaker and the listener and avoid unnecessary tension or conflict.

In 2024, the trend of Podcast programs appeared in the media industry, and one of the popular podcasts is Mark and Eric Nam's Podcast. This podcast content about K-pop idols and cultures. This podcast has more than 1.63 million subscribers, and most of them say they enjoy the communication during the podcast. Considering this

podcast provides politeness strategies in communication, the researchers analyse the politeness strategies in that podcast. The politeness strategies are a type of pragmatic analysis. Leech (1999:20) stated that pragmatics identifies the definition and addressee of a speech. In pragmatics analysis, determining the meaning and audience of a speech looks not only at the words spoken, but also at the purposes of the speaker, the audience, and the context of the situation in which the communication takes place. Several related studies have already been done by (Basuki, 2015) and (Brasoveanu et al., 2020).

Pragmatics is the study of the relationship between language forms and language users. Yule (2010) emphasizes that "contextual meaning is core element of pragmatics". It entails consideration of the way the speaker arranges their points according to the audience, the situation, the place, and the time of day. Based on (Utami, 2019), the pragmatics method is a scientific way of observing language phenomena in relation to situations by studying language in context he scientific method for learning language in a particular context. This approach looks at the phenomenon of language in that context. In addition (Nisa et al., 2022) pragmatics is a subfield of linguistics that emphasizes how people interpret spoken language according to their environment. Therefore, pragmatics considers how language is used and employed in social interaction, daily life, and other communicative contexts, to understand how people use speech to communicate, not just the information it contains.

The object to be discussed is what types of politeness strategies are used in *Mark and Eric Nam's Podcast on Dive Studios' YouTube Channel, and describe the relationship between the politeness strategies used in the Politeness Strategies in Mark and Eric Nam's Podcast on Dive Studios' YouTube Channel*. There are four types of politeness strategies presented by (Brown & Levinson, 1987) there are bald-on-record, positive politeness strategies, negative politeness strategies, and off-record strategies. Both positive and negative politeness strategies have sub-strategies: fifteen sub-strategies of positive politeness strategies and ten sub-strategies of negative politeness strategies. These strategies can also be analyzed with a pragmatic approach.

1. Speech Acts

The speech act is the study of speaker utterances. Describes speech as an essential part of a language that is used to convey meaning and determine the purpose of a speaker's speech. According to Austin (1962:108) referred speech acts into three categories of purposes there are locutionary acts, illocutionary acts, and perlocutionary acts.

a. Illocutionary Act

An illocutionary act is one type of speech act that presents actions and facts is the illocutionary act. This is what happens in uttering words: the purpose of the utterance and the specific intention of the speaker. According to Searle (Khalish & Fitrawati, 2024) suggested using the relationships between words to categorize speech acts into general categories.

1) **A representative is when a speaker performs this kind of illocutionary act;** they connect their words to their thoughts about the world, describing it as they see it. Various terms are included in this illocutionary act, such as report, explain, infer, deny, believe, disagree, complain, and inform.

2) **Directive means** the speaker tries to convince the listener to do something specific. There are many other ways to communicate this illocutionary behaviour, such as requesting, permitting, advising, inviting, begging, pleading, interrogating, asking, demanding, and giving orders.

3) **Commissive** means to commit to act or do something. When used, this type conveys the speaker's intention to accomplish a specific goal; the speaker's words change the environment. This type includes vowing, promising, refusing, pledging, threatening, and offering.

4) **Expressive** language uses words to convey the speaker's emotions. It includes expressions of gratitude, greetings, sympathy, regret, apology, praise, and congratulations.

5) **Declaration** is a statement that the speaker uses to change the actual state of the surroundings. Declarations entail a change in status, which only occurs if the declaration is successfully carried out. This act of declaration can be done when selecting a candidate, dismissing someone from a job, expelling someone, deciding, naming someone, or starting a war.

2. Politeness

In certain cultures, politeness refers to the way we communicate (Wahyu Permadi et al., 2022). Politeness can be shown to others by communicating politely. People do not naturally have politeness; rather, it is something

that is learned through the process of socializing. In general, being polite means being considerate, humble, and respectful of others. "Face" is the most relevant concept in the study of language politeness. In terms of pragmatics, your face is your audience's reflection of themselves. Everyone knows and wants the emotional and social feelings it represents. One way to define politeness is by showing awareness and appreciation of other people's feelings. According to (Wati & Puspani, 2020) the entire purpose of politeness is to put everyone at ease and make them feel comfortable among each other.

3. Politeness Strategies

According to (Brown & Levinson, 1987) respect for diversity is reflected in the manner in which politeness is demonstrated by recognizing and appreciating the diverse politeness methods employed by different cultures in social interactions. They developed a theory of "face," according to which faces can leave both a good and bad impression, which defines politeness as being considerate of the "face" of others. 'Face' is a technical term in this context. Although the term is derived from the common expressions "losing face" and "saving face", it further considers almost every action, including speech, as possible harm to one's face.

Therefore, FTAs, also known as "Face Threatening Acts," are actions that can threaten or disrupt one's "face" when talking to others. FTAs (Face Threatening Acts) refer to any action that can affect self-esteem or the desire to be accepted either positively or negatively. FTAs (Face Threatening Acts) include requesting, refusing, criticizing, or even just asking for information. Whenever someone performs an FTA (Face Threatening Acts), either directly or indirectly, there is a possibility of hurting the other person's face. Therefore, to control or reduce the negative impact of these FTAs (Face Threatening Acts), a polite approach is used, maintaining both positive and negative face.

There are four types of politeness strategies presented by (Brown & Levinson, 1987) there are bald on-record, positive politeness strategies, negative politeness strategies, and off-record strategies. Positive politeness strategies and negative politeness strategies have sub-strategies. There are fifteen sub-strategies of positive politeness strategies and ten sub-strategies of negative politeness strategies.

4. Positive Politeness Strategies

This strategy is used to show mutual respect between the speaker and the listener, which is usually seen in a group of friends or people in a social situation to get to know each other well. As a result, the speaker will speak in a relaxed and approachable language so that the listener feels comfortable and engaged in what is being said. There are fifteen sub-strategies of positive politeness strategies:

a. Strategy 1: Notice, attend to Hearer (interest, wants, needs, goals)

This strategy shows attention and concern for the Hearer's interests, wants, needs, and goals. This is important in communication because you have to know what your hearer wants or expects for your message to be well received. In other words, it suggests that the Speaker should consider aspects of the Hearer condition.

b. Strategy 2: Exaggerate (interest, approval, sympathy with Hearer)

This sub-strategy focuses on trying to show interest, approval, or sympathy towards the hearer in an exaggerated way. In communication, it can enhance a positive impression of the hearer by showing that the speaker really cares or agrees with what they are saying or doing. However, it should be used carefully according to the situation and context of the communication as too much can also seem unnatural.

c. Strategy 3: Intensify interest to Hearer

This sub-strategy aims to increase the conversation's interest and relevance to the hearer by adding detail, enthusiasm, or high emotional involvement in the discussed topic. This strategy is used to avoid threatening the listener by making the hearer feel good about themselves because they are engaged in conversation by sharing a common interest or belonging. This can increase the positive impression of the speaker and create a better communication atmosphere.

d. Strategy 4: Use in group identity markers

Common names and terms like buddy, dude, honey, dear, babe, sweetheart, guys, and fellow are other examples of greetings used for people in groups.

e. Strategy 5: Seek Agreement

The strategy is used by showing the similarity of views or opinions with the listener, repeating or agreeing with the hearer's statement. This strategy can maintain interpersonal relationships by reducing the potential for conflict and showing that the speaker appreciates and respects the hearer's views.

f. Strategy 6: Avoid Disagreement

This sub-strategy in communication means refraining from expressing disagreement directly, especially in situations that may disrupt social harmony. Instead, the speaker may choose to use avoidance tactics or indirect language for his or her disagreement while maintaining a polite and respectful interaction. Hence, the speaker seeks to avoid conflict and maintain a positive social relationship with the hearer.

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

Small conversation and rumors about the importance of the speaker making an effort to spend time with the listener as a show of friendship gave rise to techniques for minimizing positive face FTAs (Face Threatening Acts) through small discussions about unrelated subjects.

h. Strategy 8: Joke

This strategy is to make the hearer feel comfortable, the speaker can joke with the hearer to reduce the distance between the speaker and the listener.

i. Strategy 9: Assert of presuppose Speaker knowledge of and concern for Hearer wants

Showing Hearer desire and willingness to adjust it will to Speaker it shows that Speaker and Hearer are cooperators and may put pressure on Hearer to cooperate with Speaker.

j. Strategy 10: Offer, promise

This strategy involves the speaker offering something or making a promise to the Hearer. The purpose of this strategy is to show attention and concern for the Hearer's needs and wants. By offering something or making a promise, the speaker shows cares about the Hearer and is willing to do something for them. This can help increase mutual trust and strengthen the social connection between the speaker and the Hearer.

k. Strategy 11: Be optimistic

With this strategy, the speaker expresses the expectation that the Hearer will take action on behalf of the speaker. By doing this, the speaker conveys an expectation that the audience will comply and offer support or acceptance. By presuming that Hearer wants something, the speaker expects Hearer to carry out something.

l. Strategy 12: Include both Speaker and Hearer in the activity

This strategy involves the Speaker inviting the Hearer to participate in an activity or action together. involves the listener into the speaker's action or decision and ensures it as a joint decision. It is usually done by emphasizing 'we' or 'let's' in the statement to indicate the joint activity.

m. Strategy 13: Give (or ask for) reason

This strategy involves the speaker giving a reason for an action or request, or asking the hearer to give a reason for their action or request. It is to minimize face-threatening actions by giving reasons to the hearer and showing cooperation that the statement is acceptable.

n. Strategy 14: Assume or assert reciprocity

It is also possible to assert or promote the presence of cooperation of the Speaker and Hearer by providing evidence of mutually beneficial rights or obligations.

o. Strategy 15: Give gifts to Hearer (good, cooperation, sympathy understanding)

Give gift is the speaker gives a gift to the Hearer by show gratitude, sympathy, or support to keep the Hearer's

face positive. This can include material gifts such as a physical gift, but more often includes non-material gifts.

RESEARCH METHODOLOGY

This research used a descriptive qualitative method. This method was chosen since it is appropriate for analyzing the meaning of utterances in a social and pragmatic context. As stated by Vanderstoep and Johnston (2008:7), "qualitative research produces narrative or textual descriptions of the phenomena under study", The data were taken from the conversation of Mark and Eric Nam's Podcast episode *Mark of NCT 127 Naver Stops Talking, Can Anyone 'Fact Check' This Convo?!*. The data were 26 politeness utterances. The data were analyzed by Brown & Levinson (1987:101-210) theory of politeness strategies. The analysis steps were to watch the podcast in detail and focus on politeness utterances used by the speakers during the conversation. Secondly, collect the data of every utterance in a table which had been design based on kinds of politeness strategies theory. Thirdly, analyze the utterances by writing an explanation about why they were categorized as those types of politeness strategies. The last step was to conclude the results.

RESULTS AND DISCUSSION

In this research found 26 data of positive politeness strategies used in the podcast. The most strategy used is strategy 2: Exaggerate (interest, approval, sympathy with Hearer) was found the most, 8 data. Then, Strategy 3: Intensify interest to Hearer found 6 data. Furthermore, Strategy 5: Seek Agreement 4 data. Strategy 4: Use in group identity markers 3 data. And then, Strategy 1: Notice, attend to Hearer (interest, wants, needs, goals), Strategy 11: Be optimistic, dan Strategy 15: Give gifts to Hearer (good, cooperation, sympathy, understanding) each found only 1 data.

The following is a table analysis of positive politeness strategies in Mark and Eric Nam's Podcast used (Brown & Levinson, 1987)The researcher explains by outlining the findings and analysis and presenting them in each quote. The table below illustrates an positive politeness strategies used by Mark and Eric Nam's Podcast on Dive Studios in their conversation.

Tabel 1. Positive Politeness Strategies Analysis

No.	Positive Politeness Strategies	Amount	Percentage (%)
1.	Strategy 1: Notice, attend to Hearer (interest, wants, needs, goals)	1	4%
2.	Strategy 2: Exaggerate (interest, approval, sympathy with Hearer)	8	30,7%
3.	Strategy 3: Intensify interest to Hearer	6	23%
4.	Strategy 4: Use in group identity markers	3	11%
5.	Strategy 5: Seek Agreement	4	15,3%
6.	Strategy 8: Joke	2	8%
7.	Strategy 11: Be optimistic	1	4%
8.	Strategy 15: Give gifts to Hearer (good, cooperation, sympathy, understanding)	1	4%
	TOTAL	**26**	**100 %**

Detail discussion can be seen in the description below.

1. Strategy 1: Notice, attend to Hearer (interest, wants, needs, goals)

DATA 12
Duration: 13:51
Mark: "*Today I'm just going to say spider-mark.*"
Eric Nam: "***Oh is that when you wore a Spiderman costume.***"

Situation: In this situation, Mark stated that for now, he likes the nickname Spider-Mark that fans gave him. And Eric Nam notices why Mark likes that nickname because Mark used a Spiderman costume during the Halloween celebration.

Speech Act: It means the purpose of the conversation is Expressive. Eric Nam showed his emotional attention to Mark. He notices why Mark likes that nickname because Mark used a Spider-Man costume during the Halloween celebration.

Positive Politeness Strategies: In data 12, the bold part shows positive politeness sub-strategies 1: Notice, attend to Hearer (interest, wants, needs, goals). Show Strategy 1: Notice, attend Hearer (interest), it suggests that the Speaker should consider aspects of the Hearer condition. The utterance **"Oh is that when you wore a Spiderman costume?"** said Eric Nam, showing his attention to Mark.

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

DATA 22
Duration: 29:35
Mark: "*I think in a way music really influenced the way that I was shaping like there. I would say two things of the biggest things that helped or that really influenced on how I should shape my life. It's like religion first of all and then it's music for me. That was a TMI (too much information).*"
Eric Nam: **"That's great...that's great. I think a lot of people will hear what you're saying and like feel connected** to it and understood in some way."

Situation: In this situation, Mark talks about overthinking and how he overcomes it. Mark says that music is one of the things that shapes him. The two biggest things that helped shape him are religion and music. Then Eric Nam exaggerated Mark by saying that it's a good thing, and maybe many people feel that way, too.

Speech Act: It means the purpose of the conversation is Expressive. Eric Nam showed his approval.

Positive Politeness Strategies: In data 22, the bold part shows sub-strategies of positive politeness in Strategy 2: Exaggerate (interest, approval, sympathy with Hearer). Show Strategy 2: Exaggerate (interest) by attempting to show interest exaggeratedly because of the utterance **"That's great...that's great. I think a lot of people will hear what you're saying and like feel connected."** said Eric Nam, showing he enthusiastic or energetic response.

3. Strategy 3: Intensify interest to Hearer

DATA 17
Duration: 19:28
Mark: "*I would never label myself as a rapper.*"
Eric Nam: "*Hmmm..*"
Mark: **"You know like, even when I, maybe whenever I do get the time to have a solo release officially or a solo debut. I don't think it entirely rap at all."**
Eric Nam: "*Really?* "
Mark: "*I mean this my current vision, but I don't think I would ever just complete it with just rap.*"

Situation: In this situation, Mark gave information with intensity that if he were to make a solo album, he thought that the songs on the album would not only contain all rap. But Mark will also sing on his solo album later, even though Mark's fans and Eric Nam know that Mark is a famous rapper.

Speech Act: It means the purpose of the conversation is Representative. Mark describes that if he were to make a solo album, he thought that the songs on the album would not only contain all rap.

Positive Politeness Strategies: In data 17, the bold part shows sub-strategies of positive politeness in Strategy 3: Intensify interest to Hearer. Show Strategy 3: Intensify interest in the Hearer to the speaker and strive to make the story or information interesting to the listener. The speaker not only asserts that the information is interesting but also shows their emotional involvement in the discussion. Because of the utterance **"You know like, even when I, maybe whenever I do get the time to have a solo release officially or a solo debut. I don't think it entirely rap at all."** said Mark, positive impression and creating a better communication atmosphere.

4. Strategy 4: Use in group identity markers
DATA 7
Duration: 10:55
Eric Nam: "*Okay that's a pretty powerful group, you got GD, D.O. and we have Kevin.*"
Mark: "*Wait…wait…wait* **oh dude**, *wait can I take someone out*?

Situation: In his statement, Eric called it the 5 members of the K-pop supergroup that Mark made himself outside of the NCT members. Consisting of Mark, GD, D.O., and Kevin. Mark was shocked that Eric himself was not a member of the K-pop supergroup, so Mark wanted to remove one of them. Mark calls Eric dude instead of calling his name because they are close friends.

Speech Act: It means the purpose of the conversation is Expressive. Mark showed his emotional shock at Eric Nam's statement.

Positive Politeness Strategies: In data 7, the bold part shows sub-strategies of positive politeness in Strategy 4: Use in group identity markers. Show Strategy 4: Use in-group identity (Address forms) for nicknames used in groups or with closest friends. Because of the utterance, **"*Oh dude*"** said Mark used for nicknames used in groups or closest friends.

5. Strategy 5: Seek Agreement

DATA 21
Duration: 27:03
Mark: "*I think even when I was young, even before coming to Korea I was like, I don't know where I got this from but, I felt like I was made to live the most perfect life just like, I don't know why. I really don't know why. But I don't blame it on anyone or any environment it's just I think it was just in me. But now I'm just accepting how imperfect life and how imperfect I'm. and trying to just find the things that can help me become as close as to that perfection as I think of and you know just going with the flow I guess.*
Eric Nam: **I think that's good**, *I mean understand why it could feel like a complex.*"

Situation: In this situation, Eric agreed with Mark because he understood what Mark meant and felt. Mark said about the insecurity that Mark felt. At first, Mark thought life had to be perfect, but sometimes, some imperfections had to be accepted. And that imperfection we should not blame the environment or anyone. We should try to find the perfection that Mark thought by going with the flow.

Speech Act: It means the purpose of the conversation is Representative. Eric describes that he understood what Mark meant and felt.

Positive Politeness Strategies: In data 21, the bold part shows sub-strategies of positive politeness in Strategy 5: Seek Agreement. Show Strategy 5: Seek Agreement is to build social relationships by finding and emphasizing things in common and avoiding disagreements that can cause tension or conflict in communication. Because of the utterance, **"*I think that's good, I mean, understand why it could feel like a complex," said Eric Nam,*** shows the similarity of views and agreement with Mark.

6. Strategy 8: Joke

DATA 16
Duration: 16:17
Mark: "*Eric has told me a lot about his life or not a lot but like some stuff about his life.*"
Eric Nam: "**He thinks I'm a fossil**, *it's fine.*"
Mark: "*No I don't, I have respect. You deserve the love are getting already and more.*"

Situation: In this situation, Mark stated that Eric Nam gave him advice about life because Eric Nam had debuted as an idol first. And Eric Nam replied jokingly that Mark thought Eric Nam was old for providing that advice. And Mark laughed, but Mark also appreciated and was proud of Eric Nam.

Speech Act: It means the purpose of the conversation is Expressive. Eric Nam expresses his attitude humorously by making a joke. He was old enough to give that advice.

Positive Politeness Strategies: In data 4, the bold part shows sub-strategies of positive politeness in Strategy 8: Joke. Show Strategy 8: A Joke is a show of familiarity and reduces the social distance between the speaker and the listener. Because of the utterance, **"*He thinks I'm a fossil*"** said Eric Nam, shows creates a more relaxed and pleasant conversational atmosphere.

7. Strategy 11: Be optimistic

DATA 26
Duration: 1.00:50
Mark: "*I'm really, **I wish to come back again.***"
Eric Nam: "*Yes!*"

Situation: In this situation, Mark said at the closing of the podcast that he hoped to come back to podcast Dive Studios again. Eric Nam also said yes, and he hopes Mark will also come back to this podcast.

Speech Act: It means the purpose of the conversation is Expressive. Mark expresses his emotion, he hopes to come back again to podcast Dive Studios.

Positive Politeness Strategies: In data 26, the bold part shows sub-strategies of positive politeness in Strategy 11: Be optimistic. Showing Strategy 11: Be optimistic shows confidence that the hearer will be willing and able to fulfill the speaker's request or expectation. Because of the utterance, "I wish to come back again," said Mark, expressions that reflect the belief will be well-received or understood by Eric Nam.

8. **Strategy 15: Give gifts to Hearer (good, cooperation, sympathy, understanding)**

DATA 25
Duration: 59:24
Eric Nam: "*Before you go, we have **some gifts for you. Tote bag with hoodies***."
Mark: "*Thank you…thank you*."

Situation: In this situation, Eric Nam gave Mark a gift, there is a Dive Studios hoodie, as a memento for coming to this podcast Dive Studios

Speech Act: It means the purpose of the conversation is Expressive. Eric Nam shows that they care and respect Mark by giving him a gift Dive Studios Hoodie.

Positive Politeness Strategies: In data 25, the bold part shows sub-strategies of positive politeness in Strategy 15: Give gifts to Hearer (good, cooperation, sympathy, understanding). Show Strategy 15: Give gifts to Hearer (good) to please and satisfy the Hearer by giving something of symbolic or tangible value and showing that the speaker cares and respects. Because of the utterance, **"Some gifts for you. Tote bag with hoodies"** said Eric Nam giving physical gifts to Mark as a sign of attention and appreciation.

CONCLUSION

From this research, the conclusion can be drawn that on Mark and Eric Nam's Podcast episode of *Mark of NCT 127 Naver Stops Talking, Can Anyone 'Fact Check' This Convo?!,* The most frequent politeness strategy is exaggerate, which involves interest, approval, and sympathy. This strategy shows how the speakers on the podcast respect each other and keep the conversation on the same point of view. Additional implications can also be seen from the comments from the viewer on this podcast are very positive. It shows that the podcast is successful. It can be concluded that a positive politeness strategy, especially exaggerate, can create effective communication, and make the viewer enjoy the show. This research is limited and needs deeper analysis. This research can contribute to the literature on how people use politeness strategies in a conversation and create effective communication among the speakers. Through a politeness strategy, speakers can respect each other and always be on the same page. Another focus that can be determined from the analysis of politeness strategy in a podcast is how politeness can solve a problem in a conversation. The researchers are open to any criticism and suggestions.

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