

LINGUISTIC POLITENESS IN EXPRESSIVE SPEECH ACTS ON THE PODCAST 'CURHAT BANG DENNY SUMARGO

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Abstrak

Kesantunan berbahasa dalam percakapan sehari-hari sangat penting untuk menjaga hubungan sosial, namun dalam konteks media digital, khususnya podcast, seringkali kesantunan berbahasa diabaikan atau tidak disadari. Podcast "Curhat Bang Denny Sumargo" menjadi salah satu platform yang menampilkan percakapan informal dengan berbagai ekspresi verbal yang dapat mempengaruhi pemahaman kesantunan berbahasa. Penelitian ini bertujuan untuk menganalisis tindak tutur ekspresif dalam podcast tersebut, serta melihat bagaimana kesantunan berbahasa diterapkan dalam percakapan antara narasumber yang memiliki hubungan sosial tertentu. Metode yang digunakan adalah pendekatan kualitatif dengan pendekatan linguistik korpus, data diperoleh dari transkrip episode yang dipilih secara purposive sampling. Pengumpulan data dilakukan dengan cara mendengarkan dan mentranskrip setiap episode yang terpilih, kemudian dianalisis menggunakan teori tindak tutur ekspresif, strategi bertutur dan prinsip kesantunan berbahasa dari Brown dan Levinson. Hasil penelitian menunjukkan bahwa kesantunan berbahasa dalam podcast ini sangat dipengaruhi oleh konteks sosial dan hubungan antar narasumber, serta ekspresi ekspresif yang digunakan dalam situasi komunikasi yang berbeda. Kesimpulannya, penelitian ini mengungkapkan bahwa tindak tutur ekspresif dalam podcast dapat memberikan wawasan tentang penerapan kesantunan berbahasa dalam media digital, yang seringkali lebih santai dan informal dibandingkan percakapan tatap muka.

Kata Kunci: kesantunan berbahasa, tindak tutur ekspresif, *podcast*, analisis pragmatik

Abstract

Linguistic politeness in everyday conversations is crucial for maintaining social relationships. However, in the context of digital media, particularly podcasts, linguistic politeness is often overlooked or unnoticed. The podcast *Curhat Bang Denny Sumargo* has become one of the platforms that feature informal conversations with various verbal expressions that can influence the understanding of linguistic politeness. This study aims to analyze expressive speech acts in the podcast and examine how linguistic politeness is applied in conversations between guests with specific social relationships. The method used is a qualitative approach with a corpus linguistics approach, and data is obtained from transcripts of episodes selected through purposive sampling. Data collection was done by listening to and transcribing each selected episode, and then analyzing it using expressive speech act theory, speech strategies, and the politeness principles of Brown and Levinson. The research results show that linguistic politeness in this podcast is greatly influenced by the social context and the relationships between the guests, as well as the expressive expressions used in different communication situations. In conclusion, this study reveals that expressive speech acts in the podcast provide insights into the application of linguistic politeness in digital media, which is often more relaxed and informal compared to face-to-face conversations.

Keywords: linguistic politeness, expressive speech acts, *podcast*, pragmatic analysis

1. INTRODUCTION

The digital era is rapidly advancing, bringing significant media transformations in public communication in Indonesia. This transformation not only changes how society communicates but also shifts media consumption patterns from traditional formats like television and newspapers to digital

platforms. The emergence of various digital platforms offers a wide range of video content, one of which is YouTube. YouTube users in Indonesia strive to present engaging content, including in the form of podcasts. The rise of podcasts has created a new public space that continues to grow and serves as a primary source of information (Armaya et al., 2023; Dasmana et al., 2021; Imarshan, 2021)

A podcast is an innovation in the use of digital media based on audio or video. Podcast content is uploaded to the web, allowing access for individuals, whether subscribers or non-subscribers. This platform functions as a creative space for anyone interested in creating content. Podcasts not only serve as entertainment media, often focused on comedy, but have also evolved into a source of information presented in various formats such as interviews, educational media, and religious broadcasts. The accessibility of podcasts today is supported by the availability of various platforms such as Spotify, YouTube, Anchor, Podcast, and Apple Podcast, which provide flexibility for listeners to choose how to consume content based on their preferences (Choirunnisa et al., 2023; Simanungkalit et al., 2023).

In the communication analysis of podcasts, Searle (1969) states that speech acts are expressions of sentences that are typically related to the meaning of the sentence. However, the relationship between the sentence's meaning and the speech act is not always linear. Context and the speaker's intent greatly influence the interpretation of the sentence. One sentence can have multiple meanings depending on the situation.

According to Chaer & Agustina (2010), a speech act is the utterance of someone that is psychological and viewed from the meaning of the action in the utterance. In the context of speech acts, every utterance delivered by the speaker contains two types of meaning that coexist: locutionary meaning (the proposition) and illocutionary meaning. Expressive speech acts are a category of illocutionary acts that require special attention in linguistic studies. This category primarily functions to express the speaker's psychological attitude toward a situation, which can be realized in various forms such as expressions of gratitude, criticism, praise, and congratulations. The uniqueness of expressive speech acts lies in how the speaker conveys their emotions to the conversational partner, reflecting their psychological or emotional state (Leech, 1983).

In the context of speech acts, speech strategies play a very important role as they determine whether an intention can be effectively communicated to the conversational partner. The success of communication is heavily influenced by the use of appropriate speech strategies, one of which is the shared knowledge between the speaker and listener regarding the topic

being discussed, as well as the listener's understanding of the speaker's intent (Zuve & Ananda, 2019). In line with Yule's (2014) argument, speech strategies also involve the selection of appropriate linguistic forms to achieve specific pragmatic goals, ensuring that communication occurs optimally.

Linguistic politeness and expressive speech acts are crucial in social communication. Politeness creates respect and builds positive relationships between the speaker and the listener. The choice of words reflects the social status between the speaker and the listener, making verbal etiquette a part of the social politeness strategy. Through this strategy, individuals can enhance respect, self-esteem, and confidence, which in turn strengthens their relationships and communication skills (Astuti et al., 2018).

Expressive speech acts emerge based on an individual's psychological stance when confronted with reality. These speech acts allow individuals to express their feelings, such as gratitude, praise, or complaints, which are important for conveying intentions and emotions clearly, making communication more effective. Both of these elements also play a role in the negotiation process, where polite and expressive language can help achieve mutually beneficial agreements (Purba et al., 2023).

Linguistic politeness reflects an understanding and respect for the social norms prevailing in society, which is essential for maintaining harmony in social interactions. Thus, linguistic politeness and expressive speech acts not only facilitate communication but also strengthen social relationships and create a positive environment in daily interactions (Damayanti et al., 2023).

The study of linguistic politeness in expressive speech acts on the *Curhat Bang Denny Sumargo* podcast can be observed through excerpts of conversations, such as in the episode featuring Fuji as a guest. This episode discusses Fuji's career journey and personal life, which has become public discourse. The conversation takes place in a relaxed podcast studio setting but still emphasizes politeness in communication. Below is an analysis of linguistic politeness in the expressive speech acts that occur in the conversation.

DS: "No, you're beautiful."

FJ: "I know, I'm beautiful."

(Podcast *Curhat Bang Denny Sumargo*:
Curhatan Fuji - DS/88-89)

The utterance delivered by Denny Sumargo, "You're beautiful," is an expressive speech act in the form of a compliment. This compliment is given directly to the conversational partner (Fuji) as an appreciation of her physical appearance. In terms of linguistic politeness, this utterance employs a positive politeness strategy, characterized by the use of direct and familiar language. The choice of the word "beautiful" without any mitigating softeners reflects the speaker's sincerity in giving the compliment, while also showing the equal and familiar relationship between the host and the guest.

Research on linguistic politeness and speech acts has been conducted by several previous scholars, including (Adha & Arief, 2019; Dahniar & Sulistyawati, 2023; Dasmana et al., 2021; Hajar & Purniawati, 2018; Hasanah & Alber, 2024; Inggawati, 2018; Juniati & Ermanto, 2023; Karina et al., 2021; Masitoh, 2017; Musthofa & Utomo, 2021). These studies examine linguistic politeness and expressive speech acts in different contexts. All of these studies reveal that politeness and expressive speech acts are used in communication, both in formal and informal contexts, to build harmonious and effective relationships between individuals. The findings show that the application of linguistic politeness and expressive speech acts is crucial in improving the quality of social interactions and strengthening mutual respect and understanding among those involved.

Based on this focus, this study aims to uncover how linguistic politeness is manifested in expressive speech acts on the *Curhat Bang Denny Sumargo* podcast, while also providing a deeper understanding of the dynamics of language use in the context of contemporary digital media. The title "Linguistic Politeness in Expressive Speech Acts on the *Curhat Bang Denny Sumargo* Podcast" reflects the study's focus on describing how linguistic politeness is manifested in various expressive utterances that occur throughout the podcast.

2. METHOD

This study employs a qualitative approach with a descriptive method. The main objective of the research is to describe the types of expressive speech acts and the forms of linguistic politeness that appear in the interactions between the host and the guest in the *Curhat Bang Denny Sumargo* podcast.

The data source is one selected episode of the podcast entitled "Curhatan Fuji – Diramal Menikah, Vakum Instagram, Dihujat Terus, Aku Cuma Butuh Tenang!!" which was aired on April 26, 2024, and has been viewed by more than 3 million viewers. The data consists of verbal utterances (conversations) between the host and the guest that were fully transcribed. The data were collected using the listening method with the recording and note-taking technique. The researcher listened to, recorded, and transcribed all conversations in the chosen episode. The transcripts were then entered into the KORTARA application, a linguistic corpus tool, to facilitate data processing and analysis using technological assistance.

The data analysis was carried out through the following steps:

1. Identifying the types of expressive speech acts, speech strategies, and forms of linguistic politeness used by the host and the guest.
2. Classifying the data based on expressive speech act theory and Brown and Levinson's politeness theory.
3. Interpreting the classified data according to the theoretical framework.
4. Verifying the findings by cross-checking them with relevant references and theories, as well as consulting linguistic or pragmatic experts to ensure accuracy and validity. To strengthen reliability, the study also applied a triangulation technique by comparing the analysis results with supporting theories and references.

3. RESULT AND DISCUSSION

The main findings of the study will be presented as subsections in this chapter: 1) the types of expressive speech acts used by the host and the guests in the *Curhat Bang Denny Sumargo* podcast, 2) the speech strategies used in the *Curhat Bang Denny Sumargo* podcast, and 3) the forms of linguistic politeness used by the host and the guests in the *Curhat Bang Denny Sumargo* podcast. Please review Table 1 below.

Table 1. Research Findings on the Types of Expressive Speech Acts Used by the Host and Guests in the *Curhat Bang Denny Sumargo* Podcast

Aspect Reviewed	Research Findings	Total
Types of Expressive Speech Acts Used by the Host and Guests in the <i>Curhat Bang Denny Sumargo</i> Podcast	Criticizing Complimenting Forgiving Thanking Congratulating	78 32 11 10 1
Total		132

Based on the data in the table above, the *Curhat Bang Denny Sumargo* podcast contains six types of expressive speech acts from a total of 132 data points, which include criticizing (78 data), complimenting (32 data), forgiving (11 data), thanking (10 data), and congratulating (1 data). Next, the speech strategies used in the *Curhat Bang Denny Sumargo* podcast are presented. The research findings are shown in the following table.

Table 2. Research Findings on the Speech Strategies Used by the Host and Guests in the *Curhat Bang Denny Sumargo* Podcast

Aspect Reviewed	Research Findings	Total
Types of Speech Strategies Used by the Host and Guests in the <i>Curhat Bang Denny Sumargo</i> Podcast	vague speech strategy (VSS) Direct Speech Strategy with Positive Politeness (DSSPP) Direct Speech Strategy without Politeness (DSSWP) Direct Speech Strategy with Negative Politeness (DSSNP)	35 35 33 29
Total		132

Based on the table above, in the *Curhat Bang Denny Sumargo* podcast, four types of speech strategies were found from a total of 132 data points. These include the vague speech strategy (VSS) with 25 data, the direct speech strategy with positive politeness (DSSPP) with 35 data, the direct speech

strategy without politeness (DSSWP), and the direct speech strategy with negative politeness (DSSNP) with 29 data.

Next, the forms of linguistic politeness used in the *Curhat Bang Denny Sumargo* podcast were identified. The research findings are shown in the following table.

Table 3. Research Findings on the Forms of Linguistic Politeness Used by the Host and Guests in the *Curhat Bang Denny Sumargo* Podcast

Aspect Reviewed	Research Findings	Total
Forms of Linguistic Politeness Used by the Host and Guests in the <i>Curhat Bang Denny Sumargo</i> Podcast	Indirect or Off-Record Strategy Without Strategy or Direct Positive Politeness or Familiarity Strategy Negative Politeness or Formal Strategy	58 30 24 20
Total		132

Based on the table above, in the *Curhat Bang Denny Sumargo* podcast, four types of linguistic politeness strategies were found from a total of 132 data points. These include the indirect or off-record strategy with 58 data, the without strategy or direct strategy with 30 data, the positive politeness or familiarity strategy with 24 data, and the negative politeness or formal strategy with 20 data.

Types of Expressive Speech Acts Used by the Host and Guests in the *Curhat Bang Denny Sumargo* Podcast

The types of expressive speech acts found in the *Curhat Bang Denny Sumargo* podcast are: (a) criticizing, (b) complimenting, (c) apologizing, (d) thanking, and (e) congratulating.

Criticizing

The criticizing speech act in the *Curhat Bang Denny Sumargo* podcast was found in 78 data points. The following is a detailed explanation.

(1) *"Emang bloon aja, sih"* (DS/16)

In data (1), the expressive speech act is indicated as criticizing. This can be seen in the utterance *"Emang bloon aja, sih"*, where the speaker criticizes someone for being perceived as unintelligent or making a mistake. This utterance expresses frustration or mockery directed at someone's thinking ability. The sentence carries a contemptuous meaning, showing direct rejection or displeasure with the actions or attitude of the person.

Complimenting

The complimenting speech act in the *Curhat Bang Denny Sumargo* podcast was found in 32 data points. The following is a detailed explanation.

(2) *"Iya, aku suka."* (DS/109)

In data (2), the expressive speech act is indicated as complimenting. This can be seen in the utterance *"Iya, aku suka"*, where the speaker expresses positive feelings or interest in something that the conversation partner has said or done. This utterance implicitly shows appreciation as it expresses enjoyment or admiration, thus falling into the category of an indirect compliment.

Apologizing

The apologizing speech act in the *Curhat Bang Denny Sumargo* podcast was found in 11 data points. The following is a detailed explanation.

(3) *"Mohon maaf, ngerti kan?"* (DS/121)

In data (3), the expressive speech act is indicated as apologizing. This is seen in the utterance *"Mohon maaf, ngerti kan?"* which reflects the speaker's polite behavior in making an apology. The phrase *"mohon maaf"* serves as an expressive form indicating regret or caution in delivering something, especially in potentially sensitive situations.

Thanking

The thanking speech act in the *Curhat Bang Denny Sumargo* podcast was found in 10 data points. The following is a detailed explanation.

(4) *"Enggak, makasih, ya."* (DS/130)

In data (4), the expressive speech act is indicated as thanking. This utterance conveys gratitude to maintain a good interpersonal relationship between the speaker and the conversation partner.

Congratulating

The congratulating speech act in the *Curhat Bang Denny Sumargo* podcast was found in 2 data points. The following is a detailed explanation.

(5) *"Selamat datang dulu ah untuk Fuji."*
(DS/132)

In data (5), the expressive speech act is indicated as congratulating. This is seen in the utterance by Bang Denny Sumargo as the host, where he says *"Selamat datang dululah untuk Fuji"*, which means the speaker is welcoming Fuji with a greeting of congratulations.

Speech Strategies Used by the Host and Guests in the *Curhat Bang Denny Sumargo* Podcast

The speech strategies found in the *Curhat Bang Denny Sumargo* podcast are: (a) direct speech strategy without politeness (DSSWP), (b) vague speech strategy (VSS), (c) direct speech strategy with positive politeness (DSSPP), and (d) direct speech strategy with negative politeness (DSSNP).

Direct Speech Strategy without Politeness (DSSWP)

The direct speech strategy without politeness (DSSWP) in the *Curhat Bang Denny Sumargo* podcast was found in 30 data points. The following is a detailed explanation.

(6) *"Stop ngorek."* (DS/4)

In data (6), the direct speech strategy without politeness (DSSWP) is used to stop the conversation partner's action directly. The utterance *"Stop ngorek"* is delivered plainly, without any mitigating words, showing a communication style that prioritizes clarity and assertiveness. This strategy is chosen to immediately halt an uncomfortable conversation or behavior.

Vague Speech Strategy (VSS)

The vague speech strategy (VSS) in the *Curhat Bang Denny Sumargo* podcast was found in 28 data

points. The following is a detailed explanation.

(7) "*Janganlah nanti dibilang kasihan.*" (DS/1)

In data (7), the vague speech strategy (VSS) is used to avoid explicitly mentioning the person involved. The speaker uses the passive form "*dibilang kasihan*" without specifying who is saying it, thus creating a distance from the person making the judgment. This strategy is used to maintain caution and avoid direct conflict.

Direct Speech Strategy with Positive Politeness (DSSPP)

The direct speech strategy with positive politeness (DSSPP) in the *Curhat Bang Denny Sumargo* podcast was found in 25 data points. The following is a detailed explanation.

(8) "*Jangan baca head comment, baca aja yang support kamu.*" (DS/28)

In data (8), the direct speech strategy with positive politeness (DSSPP) is used. The speaker directly advises the conversation partner to ignore negative comments and focus on support. Although it is advice, this utterance is framed positively with an imperative that is not forceful and shows care for the emotional condition of the conversation partner.

Direct Speech Strategy with Negative Politeness (DSSNP)

The direct speech strategy with negative politeness (DSSNP) in the *Curhat Bang Denny Sumargo* podcast was found in 18 data points. The following is a detailed explanation.

(9) "*Kayak, oh iya ya, maaf ya, harusnya mungkin enggak di-enggak gini kali ya gitu loh.*" (DS/111)

In data (9), the direct speech strategy with negative politeness (DSSNP) is used, indicating a soft critique with an apology. This is seen in the utterance "*Kayak, oh iya ya, maaf ya, harusnya mungkin enggak di-enggak gini kali ya gitu loh*", where the speaker uses negative politeness with the apology "*maaf ya*" and hedging phrases like "*mungkin*" and "*kali ya*" to soften a direct critique about an action that should not have been done.

Forms of Linguistic Politeness Used by the Host and Guests in the *Curhat Bang Denny Sumargo* Podcast

The forms of linguistic politeness found in the *Curhat Bang Denny Sumargo* podcast are: (a) without strategy or direct (without strategy/direct), (b) positive politeness or familiarity strategy (positive politeness/familiarity strategy), (c) negative politeness or formal strategy (negative politeness/formal strategy), and (d) indirect or off-record strategy (indirect or off-record).

Indirect or Off-Record Strategy (Indirect or Off-Record)

The indirect or off-record politeness strategy was found in 52 data points in the *Curhat Bang Denny Sumargo* podcast. The following is a detailed explanation.

(10) "*Ah, jangan dikasihani, kek.*" (DS/6)

In data (10), the off-record politeness strategy is indicated as a form of rejection against pity without directly specifying who is meant. This utterance contains sarcasm or an indirect request for the conversation partner not to show excessive sympathy. The use of the passive form "*jangan dikasihani*" without naming the person involved requires the conversation partner to infer the actual meaning.

Without Strategy or Direct (Without Strategy/Direct)

The without strategy or direct politeness strategy in the *Curhat Bang Denny Sumargo* podcast was found in 30 data points. The following is a detailed explanation.

(11) "*Kayaknya lu emang pure bloon aja, sih.*" (DS/19)

In data (11), the bald-on-record politeness strategy is indicated by the direct and informal utterance, without any softening. The words "*lu*" and the phrase "*pure bloon*" show frontal criticism or mockery, indicating closeness in the relationship or a situation where the speaker feels no need to maintain verbal distance.

Positive Politeness or Familiarity Strategy (Positive Politeness/Familiarity)

The positive politeness or familiarity strategy in the *Curhat Bang Denny Sumargo* podcast was found in 24 data points. The following is a detailed explanation.

- (12) "*Buat gua, se dewasa-dewasanya gua, gua sebel juga sih kadang.*" (DS/10)

In data (12), the positive politeness strategy is reflected in the use of personal language ("*buat gua*," "*gua sebel*") which shows openness and emotional honesty. This utterance builds closeness with the conversation partner by acknowledging personal weaknesses, creating a warm and human touch in the communication.

Negative Politeness or Formal Strategy (Negative Politeness/Formal)

The negative politeness or formal strategy in the *Curhat Bang Denny Sumargo* podcast was found in 20 data points. The following is a detailed explanation.

- (13) "*Kayak, oh iya ya, maaf ya, harusnya mungkin enggak di-enggak gini kali ya gitu loh.*" (DS/111)

In data (13), the linguistic politeness strategy is indicated as negative politeness or formal. This is seen in the utterance "*maaf ya*", where the speaker apologizes for content that might not be appropriate, showing awareness of their mistake.

DISCUSSION

The research findings discussed include: (1) the types of expressive speech acts used by the host and guests in the *Curhat Bang Denny Sumargo* podcast, (2) the speech strategies used in the *Curhat Bang Denny Sumargo* podcast, and (3) the forms of linguistic politeness used by the host and guests in the podcast.

Types of Expressive Speech Acts Used by the Host and Guests in the *Curhat Bang Denny Sumargo* Podcast

The types of expressive speech acts found in this study are criticizing, complimenting, apologizing, thanking, and congratulating. Among these five types, criticizing is the most dominant, with the highest

frequency in this podcast interaction. This finding differs from previous studies, which generally found expressive speech acts such as thanking, apologizing, or expressing regret to be the most dominant (Al-Thani & Ahmad, 2025).

First, the use of criticizing. The criticizing speech act was the most frequently used in the *Curhat Bang Denny Sumargo* podcast, with 78 data points. This shows that the podcast serves as a platform for the host and guests to freely express disagreements, criticisms, or reproaches towards a phenomenon or personal experience. This expression of criticism reflects emotional honesty in an informal context that is very prominent in the podcast.

Second, the complimenting speech act was found in 32 data points. According to Hasanah & Alber (2024), this speech act is used to express appreciation or praise for someone's actions or character. Compliments in this podcast strengthen the interpersonal relationship between the host and the guests and create a positive atmosphere during the conversation.

Third, the apologizing speech act was found in 11 data points. This speech act appears in explicit and implicit apologies, whether for mistakes in speech, regrets about the past, or as a response to the conversation partner. This form shows social awareness and responsibility in communication. According to Maharani (2021), expressive speech acts of apology can be triggered by several conditions, including when the speaker makes a mistake, feels uncomfortable about something, causes the other person to wait, or simply to maintain emotional comfort for the conversation partner.

Fourth, the thanking speech act was found in 10 data points. These expressions of thanks show appreciation or gratitude for things that the speaker values. This strengthens harmony and maintains good communication ethics in interpersonal relationships. According to Pangaribuan et al. (2025), expressive speech acts in the form of compliments are meant to express admiration or to make the conversation partner feel recognized. These expressions of praise are also conveyed as a manifestation of appreciation or an effort to create happiness in the conversation partner.

Fifth, the congratulating speech act was found in 1 data point. Although rare, this speech act represents support

or happiness for the success or positive moments experienced by the conversation partner.

Speech Strategies Used by the Host and Guests in the *Curhat Bang Denny Sumargo* Podcast

This study uses Brown & Levinson's (1987) theory of speech strategies, which is divided into five speech strategies. However, this study found four speech strategies, namely: (a) direct speech strategy without politeness (DSSWP), (b) vague speech strategy (VSS), (c) direct speech strategy with positive politeness (DSSPP), and (d) direct speech strategy with negative politeness (DSSNP).

First, the direct speech strategy without politeness (DSSWP) was the most frequently found, with 33 data points. This strategy is used to deliver opinions or statements directly and plainly, showing the speaker's confidence and the impression of spontaneity in communication. In line with the research by Putri & Rachman (2025), this strategy is more commonly used by the host to build closeness with the guest and the audience.

Second, the vague speech strategy (VSS) was found in 35 data points. The speaker uses indirect methods, masking the actual intention or using ambiguous phrases as a form of caution or strategy to avoid direct responsibility. According to Rahman et al. (2023), this strategy is used to convey statements in two ways. First, the speaker delivers information with the intention that the listener interprets the meaning. Second, the speaker presents their ideas in a less clear or vague manner, which could lead to multiple interpretations when heard by the conversation partner.

Third, the direct speech strategy with positive politeness (DSSPP) was found in 35 data points. This strategy shows the speaker's effort to remain polite and maintain social relations while delivering something that might be personal or sensitive. According to Ibrahim (2021), this strategy demonstrates the importance of effective communication in building relationships between creators and audiences, as well as its impact on the success of the content produced.

Fourth, the direct speech strategy with negative politeness (DSSNP) was found in 29 data points. According to Zuve & Ananda (2019), the speaker in this case acknowledges the conversation partner's right

to disagree or be offended, and thus delivers the utterance with mitigation such as an apology or expressions of caution. This strategy is used for speech aimed at urging or forbidding.

Forms of Linguistic Politeness in Expressive Speech Acts Used in the *Curhat Bang Denny Sumargo* Podcast

First, the indirect or off-record politeness strategy was found in 58 data points. According to (Yanti, 2017), this strategy is used when the speaker conveys their intention indirectly, thus maintaining relationship harmony and reducing the potential for conflict in social interactions. It also allows the conversation partner to infer the meaning of the utterance, showing caution and humility in speech.

Second, the without strategy or direct politeness strategy was found in 30 data points. The speaker conveys their intention directly, without any mitigation or additional statements. This strategy shows confidence and familiarity between the speaker and the conversation partner. In line with the research by Shofa & Jannah (2024), the direct strategy is used for maximum efficiency in communication, particularly when giving instructions in urgent situations. They tend to use task-oriented language when giving commands. Additionally, characters also use farewell strategies to end conversations and shorten communication time. In this context, the speaker does not minimize face-threatening acts (FTAs) and ignores positive face, indicating that they do not prioritize the listener's self-esteem during the interaction.

Third, the positive politeness or familiarity strategy was found in 24 data points. According to Nurhawara et al. (2022), this strategy is used to create familiarity, solidarity, and emotional closeness between the speaker and the conversation partner. It often appears in the form of informal greetings, jokes, or personal acknowledgments.

Fourth, the negative politeness or formal strategy was found in 20 data points. This strategy shows the speaker's respect for the social distance or privacy rights of the conversation partner, typically marked by the use of apologies, expressions of caution, or indirect sentence structures. According to Wideasri (2020), the actions used in this strategy aim to mitigate the conversation partner's negative face and fulfill the

speaker's desire to alleviate the burden, allowing actions and intentions to proceed smoothly without interruptions or barriers.

Thus, the *Curhat Bang Denny Sumargo* podcast demonstrates a complex and rich communication dynamic, with various forms of expressive speech acts, speech strategies, and linguistic politeness reflecting the personalities, familiarity, and social sensitivity of the speakers.

3. CONCLUSION

Based on the research findings, it can be concluded that the *Curhat Bang Denny Sumargo* podcast presents three main aspects of communication, namely expressive speech acts, speech strategies, and linguistic politeness. The types of expressive speech acts that appear include criticizing, complimenting, apologizing, thanking, and congratulating. The dominance of criticizing reflects the podcast's function as a space for openly expressing disagreement and criticism. The speech strategies used include direct speech without politeness, vague speech, and speech with both positive and negative politeness strategies. This shows an effort to maintain self-confidence and social sensitivity. Additionally, the forms of linguistic politeness applied, such as indirect and direct strategies, as well as positive and negative politeness, reflect the speaker's effort to maintain relationship harmony and social distance.

This research contributes to the development of pragmatic studies, particularly in understanding the application of linguistic politeness in digital media. The findings provide new insights into how media such as podcasts create a space for emotional expression while also considering politeness in communication. Further research can explore variations in the use of linguistic politeness on other social media platforms and the differences in cultural and audience contexts. This study contributes to the field of pragmatics by offering an in-depth analysis of expressive speech acts and politeness strategies within the digital media context, specifically podcasts. It highlights the significance of pragmatic features in shaping online interactions and provides valuable insights for further linguistic research in media discourse. However, the study is limited to a single podcast episode, which may not fully represent broader patterns of communication across different

podcasts or media formats. Therefore, future research with a larger corpus and comparative analysis across various contexts is recommended to enhance the generalizability of the findings.

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