

FTA Strategy of Gaga Muhammad Post-Scandal: Image Recovery on Grace Tahir's Podcast

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Abstract

This research explored the politeness strategies employed by Indonesian YouTube vloggers in response videos, focusing on a podcast discussion between Gaga Muhammad and Grace Thahir. Using a qualitative research design with a phenomenological approach, this study examines the interpersonal dynamics and the impact of face-threatening acts (FTAs) on public perception. Data were collected from a podcast episode of *Voices of Change*, where the two speakers discussed pressing social issues, community engagement, and mental health while also delving into Gaga's personal controversies, including his involvement in a fatal car accident. The analysis employed Brown and Levinson's politeness theory to identify strategies such as paying attention to the interlocutor's needs, exaggerating sympathy, avoiding conflict, and looking for consensus. Findings reveal that while Gaga uses politeness strategies to justify his actions and rebuild his public image, Grace frequently challenges his narrative through FTAs, targeting both his positive and negative face. For example, Grace confronts Gaga's attempts at self-justification with direct critiques, often heightening the conversational tension. The podcast reflects societal expectations of public figures embroiled in scandals to exhibit remorse and take accountability. Despite efforts to apply positive politeness strategies, such as showing interest and declaring common ground, the discourse often shifts towards defensiveness, limiting its effectiveness in fostering mutual understanding. This study highlights the challenges of navigating public apologies and societal expectations, offering insights into the role of politeness in mitigating conflict and enhancing public discourse in social media interactions.

INTRODUCTION

Brown and Levinson first developed the concept of Face Threatening Acts (FTAs) in their theory published in 1987. They defined "face" as the public self-image that individuals seek to protect when interacting with others. This theory is based on the basic ideas of Erving Goffman (1967), who

defined “face” as the identity that a person maintains in a social context. Brown and Levinson expanded on this idea by stating that each person has two types of face, positive face and negative face.

Positive face indicates a person's desire to be accepted, appreciated, and approved by others. It reflects a person's desire to be accepted in a social community or by a particular individual. In contrast, negative face indicates a person's desire to be free from coercion, interference, or anxiety from others. In social interactions, an individual's face can be threatened, which often gives rise to (Goffman's, 1967) feelings of shame or defensiveness. In this situation, negative face indicates an individual's freedom to do what they want without external pressure (Brown & Levinson, 1987, p. 61). When actions or utterances threaten one of these types of face, either intentionally or unintentionally, FTAs occur. For example, insults or harsh criticism can threaten a positive self-image because they damage the self-image that one wants to project. Conversely, actions such as forcing someone to do something or limiting their choices can have detrimental consequences for the individual (Brown & Levinson, 1987, p. 65).

Other experts also discuss the concept of faces and FTAs in various contexts. According to Goffman (1967), every social interaction involves an attempt to “face-saving,” or preserve face, from the speaker and the listener. Politeness strategies in communication are influenced by the principles of FTAs, according to Grundy (2000) and Yule (2010). They say that people often use tactics to avoid face threats, such as using polite language or providing reasons for their actions. Wardhaugh and Fuller (2015) state that although FTAs can be applied universally, cultural context greatly influences their implementation. FTAs are found in many forms of social interaction, such as political debates, business negotiations, and even everyday communication. All utterances in communication can affect the face of the speaker and the listener to varying degrees, according to research conducted by Gil (2012). Maulidiyah (2016) conducted additional research on politeness strategies used to minimize FTAs in online debates. This research suggests that using a combination of positive and negative politeness can help preserve one's face.

Brown and Levinson (1987) identified four FTA strategies:

1. Bald on Record: Direct, clear speech, with no attempt at mitigation, such as "Close the door now."
2. Off Record: Indirect speech using allusion, irony, or rhetorical questions, such as "It's freezing out there."
3. Positive Politeness: In this strategy the speaker is aware that the other person wants or intends to be liked., such as "It's so kind of you to help me."

There are 15 strategies using positive politeness,

- a. pay attention of H and attend to his or her needs, wants, and interests,
- b. Exaggerate (show sympathy, approval, or interest in H),
- c. Show more interest in H,
- d. Apply to group markers,
- e. Look for consensus,
- f. Steer clear of conflict,
- g. Assume, bring up, or declare common ground,
- h. Joke,

- i. Confirm or assume that S is aware of and concerned about H's desires,
- j. Make a vow;
- k. Have hope,
- l. Incorporate S and H into the task,
- m. Provide or request justifications,
- n. Make a reciprocity assumption or claim (touch my back),
- o. Present H with presents (items, compassion, comprehension, and collaboration).

Negative Politeness: Showing respect by minimizing distractions, such as "Could you close the window, if you don't mind?". Additionally, this approach was broken down into a few subcategories:

- a. Using conventional indirection
- b. Inquiring or hedging
- c. Have a negative mindset
- d. Reduce the amount of imposition
- e. Show respect
- f. Express regret
- g. Depersonalize Hearer and Speaker
- h. As a general guideline, state the FTA
- i. Make a nomination
- j. Record yourself as either a debtor or a non-debating earer.

Public figures such as artists, political leaders, religious leaders and others, are now using podcasts as a tactical tool to communicate their views directly and build closer bonds with their listeners. After being involved in controversy, podcasts are often used to repair their public image by allowing prominent figures or celebrities to discuss sensitive topics calmly and focused with the video of the podcast available to the public. This is an example of the use of podcasts in the context of image restoration. The medium gives them the opportunity to set the narrative, emphasize the positive aspects of their identity, and use communication strategies that support these goals in response to public criticism of them.

According to research, face-threatening actions (face-threatening actions) often occur in discourse such as interviews or public discussions on podcasts or other media. These include criticism, rejection, or direct questions that can disrupt positive face (which seeks recognition and approval) or negative face (which seeks freedom from external pressure). For example, interviews that discuss controversial matters can damage one's public reputation. As a result, responses that are often based on image restoration strategies are needed to reduce the impact. Because podcasts often combine informal discussions with elements of strategic communication, podcast interactions also allow for exploration of FTA dynamics.

In the case of public figures such as Gaga Muhammad, responding to criticism from Grace Tahir, a podcast host, it can be seen that he presents a positive image while reducing the negative image. As part of the image recovery process, approaches such as admitting mistakes, justifying, or redirecting attention to better values have been identified. This article discusses Gaga Muhammad, a social media celebrity who rose to fame through the issue surrounding his ex-girlfriend Laura, who died in a car accident because of him. Gaga Muhammad was sentenced to four years in prison because

Laura's family demanded justice in the case. However, he was only sentenced to two years, which angered the public. The purpose of this podcast is to highlight the public's concerns about justice and discuss Gaga Muhammad's perspective on the dispute.

The similarity between our research and Ramadhan, O. & Jumanto, J.'s (2019) research is that they both analyze face-threatening acts (FTAs) in illocutionary speech acts. However, if Ramadhan and Jumanto's research focuses on political debates, our research takes data from Grace Tahir's podcast featuring Gaga Muhammad, a celebrity with a controversy that affects her public image. In addition, the main difference lies in our focus on the aspect of image recovery carried out through FTAs in Gaga's illocutionary speech acts. The theoretical approach used still refers to the theories of Brown and Levinson and Austin and Searle.

Grace Tahir's podcast with Gaga Muhammad, this study aims to identify the most common types of face-threatening action strategies (FTAs) and how FTAs are manifested. This podcast was chosen because its context and topic focus on controversial issues such as image restoration, Gaga's response to public criticism represented by Grace Tahir the host, and discussion on the social implications of her actions. Compared to other debate or discussion media, this podcast provides data relevant to the analysis of FTAs in image restoration narratives.

METHODS

Research Design

This research used a qualitative research plan, blending content analysis and a field study in which we used a phenomenological approach to examine the politeness strategies employed by YouTube vloggers through response videos and their impact on viewers. In this study, a phenomenological approach was used to study Gaga Muhammad's perspective and life experience in interviews. This approach was chosen because it is suitable for understanding how people interpret their experiences in complex social contexts, such as the situation of Gaga Muhammad facing public pressure after her scandal. Research can explore how the threat of positive and negative faces is overcome in interpersonal interactions by understanding these experiences thoroughly.

Data Collection

Data for the study was deeply mined from a podcast episode hosted by Gaga Muhammad and Grace Thahir. There were lots of personal experiences and stories, along with feelings shared between the two through those 120 seconds, translated into their transcript. In this episode, we will lead an in-depth complex discussion, and listeners can comment on the bunch of topics said in a podcast. A qualitative database for this work comprises the written record, thereby providing a rich dataset to enable an extensive exploration of topics concerning social encounters and personal stories.

The "Voices of Change" podcast tackles current topics that span from social issues to stances on religion, along with relevant stories and experiences many can relate too. On this episode they talk about community engagement, mental health and how young people are those who can change the world. Gaga Muhammad, one of Indonesia's prominent social changemakers and Grace Thahir considered as a leading mentor on social innovation discuss the importance to build commune, working together in group, and how mental health & community wellness connects. More importantly

their conversation is indicative of a need for accessible mental health care (especially in communities) and how to bring the community together.

This information has a high value in the study because it will uncover deeper answers for today social issues. This study aims to explore themes within the transcript that can inform academic dialogue as well as practical strategies for community development and social activism. Cultures of activity (45:15) The episode radiates with the important voices and lessons shared to help us understand how current society operates socially, as well if many people want solutions towards a more collective community to change deep-set social issues.

FINDINGS

In the interview between Gaga Muhammad and Grace Thahir on Grace’s podcast, Gaga talks about his role in a car accident that killed his girlfriend, Laura. Mostly it discusses Gaga’s release from prison prematurely and how he proceeds to slowly reconstruct his public image. Always very direct and confrontational, Grace Thahir keeps making Face-Threatening Acts (FTAs) towards Gaga the whole time, but especially against his positive face (his want to look like a responsible and reformed guy) and at some points his negative face (the freedom of becoming imposed on).

When Grace gets to ask FTAs, she seems to trot out questions that will grab the fleshy bits of Gaga’s mental machinery that hurt the most. It also reflects that when society refers to a public person implicated in a scandal, it silently expects such a person to bear such responsibilities and be remorseful. Grace’s challenges to Gaga’s face occur in three major areas:

Positive Politeness by Gaga and Grace

1. pay attention of H and attend to his or her needs, wants, and interests

The act of paying attention to the needs, desires, or interests of the interlocutor (listening) is one of the positive polite strategies in Brown and Levinson's theory. This strategy shows solidarity and an effort to build a positive relationship.

Table 1. pay attention of H and attend to his or her needs, wants, and interests

No.	Speaker	Utterances
1.	Gaga	<i>"Aku mikirnya gini Karena Aku ngajuin itu buat biar aku keluar bisa bantu juga karena kondisi keluarga juga lagi susah"</i>
2.	Grace	<i>"dia enggak kasih tahu alasannya kenapa?"</i>

2. Exaggerate (show sympathy, approval, or interest in H),

Brown and Levinson's politeness theory, this strategy involves a speaker showing sympathy, approval, or interest in the audience through the use of exaggerated or emotional language. In such situations, the speaker uses larger-than-life expressions to reinforce solidarity.

Table 2. exaggerate (show sympathy, approval, or interest in H)

No.	Speaker	Utterances
-----	---------	------------

- | | | |
|----|--------------|--|
| 1. | Gaga | <i>"Oh, itu udah kita lakuin dari dari sebelum kejadian masuk, Aku sama keluarga emang udah minta maaf, Makanya tapi aku planning lagi dari dalam kayak entar keluar dari sini mau ketemu Laura. ternyata meninggalkan pas aku lagi dalam terus e mau minta maaf juga kayak gitu, Jadi udah kayak udah semuanya udah dilakuin sih kak"</i> |
| 2. | Grace | "Gini gaga, sorry ya, saya harus ngomong satu hal jujur nih. kalau kamu takut karena dia enggak suka ya Gimana, masa kamu mau mereka terima kamu dengan baik hati Ayo masuk kita makan kue kita memaafkan anaknya meninggal loh ga, kamu menyadari kan bahwa seorang meninggal tuh gak bisa balik lagi" |

3. Show Interest in H

Gaga occasionally expresses sympathy or attention, but it is unpredictable. Some of her remarks appear more focused on defending herself than actually engaging with others' opinions. The speaker's attempt to show greater interest or attention to what the listener is saying, doing, or experiencing. This strategy is usually used to build a closer relationship with the listener

Table 3. Show Interest in H

	Speaker	Utterances
1.	Gaga	<i>"Karena aku pikir bisa ngobrol banyak sih sama Kakak, tapi lebih ke Ya udah jalanin aja apa yang maksudnya kalau misalnya Emang ada tawaran aku ambil Kak"</i>
2.	Grace	-

4. Apply To Group Markers

This category involves speakers using words or phrases that indicate group solidarity, togetherness, or membership in a particular group. This is often indicated by words such as "we," "us," or words that indicate a relationship to those in the group or community.

Table 4. Apply to group markers

No.	Speaker	Utterances
1.	Gaga	<i>"Oh itu udah kita lakuin dari dari sebelum kejadian masuk, Aku sama keluarga emang udah minta maaf."</i>
2.	Grace	<i>"jadi kamu menyalahkan apa sistem dari pada hukum di negara kita dong,"</i>

5. Look for Consensus

Little effort is made to find common ground or a shared understanding. This results in an angry tone rather than a constructive discourse.

Table 5. Look for consensus

No.	Speaker	Utterances
1.	Gaga	<i>"Nah itu dia aku juga enggak minta banyakan kak, Kalau Emang mereka masih percaya aku jaga terus."</i>
2.	Grace	<i>ya itu bakal bermasalah sih menurut saya sia beratnya situ kalau kamu cuma kamu tadi, gini loh Ga, kamu itu belum dewasa mau 23 tahun ya kan kamu membimbing diri sendiri pasti terus tidak akan bisa berdevisa terlalu lama</i>

6. Steer clear of conflict

Conflict avoidance is not obvious. Many statements increase conflict by directly defending actions or questioning others' points of view.

Table 6. Steer clear of conflict

No.	Speaker	Utterances
1.	Gaga	<i>"Oh oke oke ini unik sih, Kak ee kalau mengharapkan mungkin enggak ya cuman kalau ternyata di jalan yang harapan yang harusnya sesuai kakaknya ternyata lebih baik yang sekarang."</i>
2.	Grace	<i>itu dia itu berarti enggak dewasa sama sekali gaga, kamu enggak bertanggung jawab kamu menyalahkan jamlah, wekerlah, dan lain sebagainya</i>

7. Assume, bring up, or declare common ground

Gaga tries for a shared foundation. Statements frequently reflect justification or deflection, resulting in missed opportunities to bridge misunderstandings.

Table 7. Assume,bring up, or declare common ground

No.	Speaker	Utterances
1.	Gaga	<i>"pasti ada si kak, Cuma kan dari orang tua enggak mungkin nunjukin semuanya. cuma mereka ya ngambil pelajarannya aja. mereka tetap ngasih tahu tapi engak sampai marah gitu."</i>
2.	Grace	<i>"Enggak Maksud saya tapi, I think you not getting my question, Sorry kamu enggak ngerti pertanyaan saya deh. Gara-gara kasus ini kamu kan jadi hilang kerja kamu, kamu kerja dan lain sebagainya. membuat seseorang meninggal dunia ya kan? keluarga kamu pernah enggak sih marah karena membuat seseorang meninggal dunia?"</i>

8. Joke

Light-hearted comments or jokes are uncommon, which may have eased the tone of the talk and reduced tension.

Table 8. Joke

No.	Speaker	Utterances
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1.	Gaga	-
2.	Grace	-

9. Confirm or assume S (Speaker) is aware of and concerned about H's desires

There is little recognition of other people's emotions or expectations. This adds to the perception of insensitivity.

Table 9. Confirm or assume S (Speaker) is aware of and concerned about H's desires

No.	Speaker	Utterances
1.	Gaga	"menurut aku masih banyak yang ke kirinya sih semua"
2.	Grace	"menurut kamu publik ini sekarang suka sama kamu enggak?"

10. Make a vow

Explicitly promising or committing to change may have given the listener certainty about honesty.

Table 10. Make a vow

No.	Speaker	Utterances
1.	Gaga	"Oh bisa kak Inshaallah karena kalau misalnya mereka udah masuk Aku bakal lebih ngejaga dan cara ngetreatnya beda sama yang dulu Kak, udah ngerti cara ininya"
2.	Grace	-

11. Have hope

There is some discussion of improvement, but it lacks emotional resonance or compelling evidence, reducing its impact.

Table 11. Have Hope

No.	Speaker	Utterances
1.	Gaga	"Ya yang Saya lagi mau bangun ya image yang baik lagi sih Kak."
2.	Grace	-

12. Incorporate S and H into the task

Collaborative language (i.e., "we," "together") is rarely utilised. Statements frequently centre on individual opinions rather than communal resolve.

Table 12. Incorporate S and H into the task

No.	Speaker	Utterances
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1.	Gaga	<i>“Ngerti -ngerti, mungkin kalau bilang merasa bersalah, pasti merasa bersalah si kak”</i>
2.	Grace	-

13. Provide or request justifications

Justifications are common, but they tend to sound defensive rather than explanatory, limiting their efficacy in resolving issues.

Table 13. Provide or request justifications

No.	Speaker	Utterances
1.	Gaga	<i>“Tapi maksud aku poinnya maksudnya ke publiknya Biar gimana poinnya Kak yang kakak mau bisa diterima karena buat kakak yang tadi Kak.”</i>
2.	Grace	<i>kamu, Apakah kamu mengharapkan bahwa Adik kamu pun pacar seperti kamu? beda loh mengharapkan tuh beda loh</i>

14. Make a reciprocity assumption or claim

Rarely appeals to mutual benefit or kindness, which could have generated a more cooperative atmosphere.

Table 14. Make a reciprocity assumption or claim

No.	Speaker	Utterances
1.	Gaga	<i>“pasti ada si kak, Cuma kan dari orang tua enggak mungkin nunjukin semuanya. cuma mereka ya ngambil pelajarannya aja. mereka tetap ngasih tahu tapi enggak sampai marah gitu.”</i>
2.	Grace	<i>“itu aja ga kamu harus tanggung jawab kamu enggak bertanggung jawab sampai sekarang ini Jangan menyalahkan hal-hal lain oke kalau ada masalah kamu tanggung jawab tadi kamu bilang kamu gak penyakit skiskofenia itu penyakit enggak bisa sembarangan cuma berpapa loh itu perlu menurut saya perlu apa perlu didiagnosa perlu dapat bantuan secara profesionalnya ya kan dan itu penyakit yang sangat serius karena saya ada keluarga yang demikian ya kan jadi enggak bisa cuma sendirian begitu enggak enggak gampang sama sekali”</i>

15. Present H with presents (items, compassion, comprehension, and collaboration)

Compassion and comprehension are particularly lacking, leaving others feeling unappreciated.

Table 15. Present H with presents (items, compassion, comprehension, and collaboration)

No.	Speaker	Utterances
-----	---------	------------

- | | | |
|----|--------------|---|
| 1. | Gaga | <i>"pasti ada si kak, Cuma kan dari orang tua enggak mungkin nunjukin semuanya. cuma mereka ya ngambil pelajarannya aja. mereka tetap ngasih tahu tapi engak sampai marah gitu."</i> |
| 2. | Grace | <i>Hah? itu bisa jangka panjang dan itu bahwasanya ini itu beban buat kamu itu akan mengganggu keluarga kamu dan bahkan Nanti kamu kedepannya kalau kamu nikah punya anak dan sebagainya bisa mengganggu mereka juga jadi saya enggak tahu bagaimana apa Kamu dengan ibadah kamu bisa membantu kamu apapun itu juga itu masalah juga yang kamu perlu hadapi dan perlu nyelesaikan juga ya kan tapi intinya enggak Sorry kamu masih banyak perlu pembuktian kepada bukan kepada saya kepada masyarakat pada followers kamu pada keluarga Laura Bahkan kamu benar-benar berubah di sini hari ini bukan mi Cuma bullshit gitu loh Ca pura-pura ngomong Saya berubah saya beribba dan lain. sebagainya itu gak penting.</i> |

Negative Politeness by Gaga and Grace

1. Using Conventional Indirection

Instead of immediately expressing a request or instruction, the speaker employs indirect language.

Table 16. Using Conventional Indirection

No.	Speaker	Utterances
1.	GAGA	<i>"tapi kalau kakak nanya ke aku Aku enggak bisa bilang apa, tapi mungkin tanyanya ke keluarga sana sih."</i>
2.	GRACE	<i>"Menurut kamu nih gagak hukuman kamu di penjara itu apakah adil sih?"</i>

2. Inquiring or Hedging

Expressing confusion or seeking explanation softens the impact.

Table 17. Inquiring or Hedging

No.	Speaker	Utterances
1.	GAGA	<i>"tapi kalau kakak nanya ke aku Aku enggak bisa bilang apa, tapi mungkin tanyanya ke keluarga sana sih."</i>
2.	GRACE	<i>"Ya pasti dong kalau saya keluarganya laura pasti mau persidangan Gimana. maksud saya enggak ngerti kenapa korban, maksud kamu korban tuh Happy kamu dapat 2 tahun itu happy?"</i>

3. Having a Negative Mindset

Recognise any potential inconvenience to exhibit awareness of the imposition.

Table 17. Having a Negative Mindset

No.	Speaker	Utterances
1.	GAGA	<i>"itu belum nyampai ke sana Kak, aku masih ada takut Si Kak, takut kalau misalnya ngobrol sama mereka takutnya mereka enggak suka atau tambah gimana-gimana."</i>
2.	GRACE	<i>"Dan saya enggak kaget bahwa pemerintah bisa memberikan kamu setengahnya itu di apa hilangkan"</i>

4. Reducing the Amount of Imposition

Minimising the listener's effort makes the request less burdensome.

Table 18. Reducing the Amount of Imposition

No.	Speaker	Utterances
1.	GAGA	<i>"emang bukan emang jalannya kayak gitu ya kayak prosesnya di dalam."</i>
2.	GRACE	<i>"jadi saya enggak tahu dalam 2 tahun itu apakah orang bisa berubah sampai sampai kayak begitu derajatnya sampai berbeda sekali sampai kamu bilang kamu yakin kamu tidak akan bersalah lagi, kamu yakin dan sebagainya. saya tidak percaya Karena anak muda itu masih rentan dengan hal-hal dunia tersebut. nanti kamu bilang kamu tidak ada bimbingan, kamu tidak ada orang yang yang memberi kamu advice cuma diri sendiri. bagaimana bisa yakin dengan demikian?"</i>

5. Showing Respect

Expressing deference with formal language or titles strengthens the listener's autonomy.

Table 19. Showing Respect

No.	Speaker	Utterances
1.	GAGA	<i>"Nah itu dia aku juga enggak minta banyakan kak, Kalau Emang mereka masih percaya aku jaga terus."</i>
2.	GRACE	<i>"enggak kepikiran?"</i>

6. Expressing Regret

Apologising for the imposition and acknowledging its impact.

Table. 20 Expressing Regret

No.	Speaker	Utterances
1.	GAGA	<i>"iya Kak, salah di aku."</i>

2. GRACE *kayak orang apa ya cara bicaranya, kayak orang mabuk. Kamu mabuk enggak hari itu?*

7. Depersonalizing Hearer and Speaker

Directly attributing the imposition is avoided by turning the attention to outside influences.

Table 21. Depersonalizing Hearer and Speaker

No.	Speaker	Utterances
1.	GAGA	<i>"kalau guilty masih ada itu tetap tapi dalam hati tapi kalau buat tanggung jawab Alhamdulillah udah semua saya jalanin sih Kak."</i>
2.	GRACE	<i>jadi kamu bagaimana sih membuat perempuan ini untuk bisa yakin?</i>

8. Stating the FTA as a General Guideline

The FTA is further depersonalized when framed as a regulation or policy.

Table 22. Stating the FTA as a General Guideline

No.	Speaker	Utterances
1.	GAGA	<i>"tapi kan mereka juga buat pengajuan mereka ngelihat history juga Kak kalau misalnya Ang historynya enggak bisa buat pengurusan emang ini harus di masih dalam dulu harus ngejalanin dan nghat orangnya kan sikap kita dalam kayak gimana."</i>
2.	GRACE	<i>Saya pengen tanya sekarang agak berbeda ya kenapa kemarin di videonya kamu interview di satu podcast lain kok kamu ditake down itu videonya?</i>

9. Making a Nomination

Giving the listener options empowers them.

Table 23. Making a Nomination

No.	Speaker	Utterances
1.	GAGA	<i>"cuman kalau emang posisinya yang dulu ya mungkin saya bakal ngelarang dia"</i>
2.	GRACE	<i>Oke Enggak Saya tahu saya, supaya konkrit kasih saya contoh</i>

10. Recording Yourself as a Debtor or Non-debating Hearer

Tension is decreased by acknowledging that you owe the listener or by highlighting their right to remain silent.

Table 24. Recording Yourself as a Debtor or Non-debating Hearer

No.	Speaker	Utterances
1.	GAGA	<i>"ya yang Saya lagi mau bangun ya image yang baik lagi sih Kak."</i>
2.	GRACE	<i>"dia enggak kasih tahu alasannya kenapa?"</i>

DISCUSSIONS

According to the conversation analysis conducted by Gaga and Grace Tahir, Gaga used the positive politeness strategy in the Face Threatening Act (FTA) 22 times, while the negative politeness strategy was used 12 times. Gaga made statements that showed a more cautious attitude and reduced threat to the face of her interlocutor, especially when he answered Grace Tahir's questions. The positive politeness strategy she used was more focused on seeking agreement, showing empathy, and openly admitting his mistakes in an attempt to improve his public image. Gaga consistently chose to be more positive in this regard, despite the pressure in the conversation.

In contrast, Grace Tahir used the strategy of positive friendliness 19 times and negative politeness 32 times, indicating that she was more dominant in speaking and used negative friendliness a lot to attack or criticize Gaga's image. Grace's use of negative politeness was more visible in an attempt to reduce the threat impression on Gaga's face while still maintaining a critical position towards the action or satisfaction.

Due to the predominance of negative politeness that Grace uses, it is clear that this tactic serves as a way to dig deeper and hold Gaga accountable without engaging in direct confrontation. Instead, Grace seems to give Gaga space to express her reasons or rationale, but still emphasizes his acknowledging or repairing his image. For example, Gaga continues to use responses that show empathy, admitting mistakes, and trying to show that he is taking responsibility for his actions, even though many people may doubt Gaga's intentions and intentions. This is despite Grace frequently questioning or criticizing Gaga's actions.

It is important to note that, despite Grace's frequent use of Negative politeness language to attack Gaga's image, Gaga still maintains his image in the public eye by using positive politeness strategies. This strategy is an important step for Gaga to repair his tarnished reputation, especially in his relationship with the general public. Gaga often uses this positive politeness when he admits her mistakes or provides reasons with empathy and humility, even though he cannot avoid Grace's criticism completely.

In this situation, the conversation between Gaga and Grace Tahir shows the tension that exists between them. Grace questions and criticizes Gaga, while Gaga tries to control her image by being more positive and polite. This shows that even when someone is cornered in a conversation, they can still maintain or try to repair their image by using positive politeness strategies that show empathy and a desire to correct their mistakes.

CONCLUSION

The podcast interview between Gaga Muhammad and Grace Tahir analyzes the process through which face-threatening acts (FTAs) play a crucial role in shaping public perceptions of accountability and sincerity. More than just an FTA, Grace's direct and often pointed questioning of

Gaga's positive face challenges his sense of responsibility and remorse. In the post-scandal world, even with hedging and minimal threats, this interaction highlights how difficult it is for public figures to maintain their image. The essence of this exchange lies in the fact that media platforms, such as podcasts, play a pivotal role in influencing public support or disapproval of efforts by public figures to restore their image. The study emphasizes the social demand for genuine accountability, arguing that when public figures frame their apologies with minor expressions of sympathy, they must go beyond these gestures to address the more enduring consequences of their actions

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