



## **POLITENESS STRATEGY USED BY JESS NO LIMIT AND MIAWAUG WHILE PLAYING RIDE OUT HEROES (ROH) TOGETHER (MABAR)**

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**Abstract:** This research aims to analyze the types of politeness strategies used by Jess No Limit and MiawAug during their Ride Out Heroes (ROH) gameplay, using Brown and Levinson's (1987) theory. The descriptive qualitative method was employed in this study, with data sourced from the transcript of the YouTube gaming video where Jess No Limit and MiawAug played together (mabar) the ROH game. It was uploaded on MiawAug's YouTube channel on November 1, 2019. The data included utterances from Jess No Limit and MiawAug that contained politeness strategy. Data were collected using documentation and note-taking techniques and analyzed through content analysis. The results indicate that 250 utterances containing politeness strategy were identified, with Jess No Limit contributing 107 and MiawAug contributing 143 utterances. Specifically, Jess No Limit used bald on record 20%, positive politeness 68%, negative politeness 8%, and off-record 4%. MiawAug used bald on record 32%, positive politeness 51%, negative politeness 11%, and off-record 6%. Jess No Limit and MiawAug predominantly used positive politeness strategy, highlighting their focus on maintaining a friendly and cooperative interaction during gameplay.

**Key Terms:** *playing game together (mabar), politeness strategy, YouTube*

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### **INTRODUCTION**

Communication is essential in everyday life. It is a fundamental aspect of human existence, not limited to face-to-face interactions but also expanding into various forms of digital communication. Social media is currently seen as the most effective means of communication, as it allows people to connect with others at any time (Chandra, 2021). For professionals, maintaining online professionalism poses a significant challenge, as there is an expectation to uphold politeness, etiquette, and professionalism not just in the workplace but also on social media (Alcosero & Gomez, 2022). With the advancement of technology, virtual communication has become increasingly dominant, especially on social media and video platforms like YouTube. In the gaming world, communication becomes more complex because it involves collaboration and competition between players. Using the right language is

important, especially when game content creators interact with other players or their audience. In this context, politeness strategies are crucial in maintaining harmonious relationships and avoiding conflict. According to Exploding Topics, YouTube is the second most accessed social media platform after Facebook (Howarth, 2024). As one of the most popular communication platforms, YouTube provides a space for game content creators like Jess No Limit and MiawAug to showcase how they manage communication that is not only entertaining but also helps maintain good relationships with their audience and other players.

Although many studies have discussed communication in virtual interactions, especially related to politeness, research on politeness strategy in the context of gaming content on YouTube is still relatively limited. This research is important, especially because interactions in games often happen under competitive pressure, which can influence how a content creator speaks. Jess No Limit and MiawAug, two big names in Indonesia's gaming community, once played together (mabar), involving conversations during gameplay. In this situation, both creators had to manage their communication well so that their interactions were productive in the game and positively received by the audience.

Pragmatics influences the selection of words and the interpretation of language across different contexts (Fuad, 2022). Politeness in communication can create good relationships and interactions between individuals. Politeness is a part of linguistics, specifically pragmatics. It refers to the norms or rules of behavior that guide how we communicate to show respect and consideration for others in a conversation (Sholehah & Kusumaningtyas, 2022). Investigating politeness strategies is crucial as they guide individuals in their interactions, helping them determine what to say, how to express it, when to speak, and how to behave with others (Yule, 1996). Brown and Levinson's theory (1987) explains that there are four types of politeness strategy: positive politeness, negative politeness, bald on-record, and off-record.

Positive politeness strategy focuses on enhancing the hearer's positive self-image (Holmes, 1988). The components of positive politeness consist of noticing, attending to the hearer, using in-group identity markers, seeking agreement, avoiding disagreement, presupposing/rising/asserting common ground, joking, conveying that the speaker and the hearer are cooperators, asserting or presupposing the speaker's knowledge of and concerns for hearer's wants; offer promise; be optimistic; include both speaker and hearer in the activity; give or ask for reason; assume or assert reciprocity: fulfilling hearer's wants; and give gifts to the hearer (Brown & Levinson, 1987). Negative politeness as a central element in acts of respect and more inclined to more specific and focused aspects. Speakers typically employ this strategy when they feel socially distant or uneasy in their interactions with the listener (Silitonga, 2022). Negative politeness consists of being conventionally indirect, questioning, hedging, being pessimistic, minimizing the imposition, giving deference, apologizing, impersonalizing speaker and hearer, stating the FTAs as an instance of a general rule nominalize and going on record as not incurring debt or as not indebted hearer (Brown & Levinson, 1987).

The bald-on-record strategy is a direct approach to communication, where the message is conveyed firmly, clearly, without excessive emphasis, and in an unambiguous manner. This strategy is the least polite because it involves stating something directly, without regard for the hearer's face (Njuki & Ileri, 2021). The bald-on-record strategy consists of great urgency, speaking as if great efficiency is necessary, being task-oriented, having little or no desire to maintain someone's face, and alerting and welcoming offers and requests (Brown & Levinson,

1987). The off-record strategy involves the use of indirect language that avoids the possibility of confrontation. Hence, the listener needs to take the initiative to decipher the message. Off-record refers to statements that are not directly addressed to the listener but instead rely on hints to convey meaning (Widyastuti, 2019). This strategy suggests that speakers might adopt it to avoid their obligations or responsibilities in breaking conversational acts. The off-record strategy consists of giving hints, being vague, and being sarcastic or joking (Brown & Levinson, 1987).

The researchers have found three previous studies that discuss politeness strategy in gaming. Fitriani and Bandung (2022) focused on A Pragmatic Approach: Politeness Strategy Used by Dylan Pross vs Miawaug during battle FF. It used a descriptive qualitative with a pragmatic approach. The theory used by Fitriani and Bandung is the politeness strategy theory by Brown and Levinson (1987). The study found that the most common politeness strategy was direct (bald-on record), followed by positive politeness, negative politeness, and indirect politeness (off-record). The specific breakdown was 87 direct statements, 32 positive statements, 15 negative statements, and only 2 indirect statements. Nurhawara et al. (2022) conducted a research Strategi Kesantunan Pemain Game dalam Saluran Youtube Jess No Limit. It aims to analyze how game players on the YouTube channel "Jess No Limit" express politeness. It used a qualitative approach to examine politeness strategy based on Brown and Levinson's theory. The study found that positive politeness strategies were most commonly used, such as building a sense of community, involving others, showing interest, and using humor. Negative politeness strategies were less frequent, and mainly used to minimize inconvenience. Off-record politeness was only used sparingly through indirect hints. Rahmayanti et al. (2022) discussed The Form of Speech Video Game Vlogger's MiawAug in Perspective the Strategy of Speaking by Levinson. The theory used is Levinson's speech strategy perspective. It used a qualitative with a note-taking technique. As a result, they found that the speakers who want to get more intimate with the people watching their videos tend to be direct and make good use of small talk techniques.

The similarity between this research and previous studies is that they all examine the politeness strategy used by gamers on YouTube, applying Brown and Levinson's (1987) theory. However, this research also has differences compared to the previous studies. Fitriani and Bandung (2022) focused on politeness strategy in the game Free Fire, while this study focuses on Ride Out Heroes (ROH), a different game, meaning the interactions and politeness strategy may vary due to the nature of the game. Nurhawara et al. (2022) researched the politeness strategy of players on the Jess No Limit YouTube channel in general, whereas this study specifically examines the interaction between two gaming content creators, Jess No Limit and MiawAug, during their gameplay in ROH. This provides a more detailed focus on the interaction between these two well-known players. This study also focuses more on the context of playing together (mabar), which involves direct interaction between two players in cooperative or competitive situations, unlike Rahmayanti et al. (2022), who focused on one-way interaction between a vlogger and their audience in videos.

This research chose gaming content creators Jess No Limit and MiawAug because they are the top YouTube creators in Indonesia. Jess No Limit has 51.9 million subscribers, while MiawAug has 22.7 million. Additionally, they are two of the most well-known gamers in Indonesia, often referred to as the friendliest gamers because they rarely use harsh language in their gaming content on YouTube. Therefore, the researcher is interested in studying the types

of politeness strategies they use during their Ride Out Heroes (ROH) gameplay. This research aims to analyze the types of politeness strategies used by Jess No Limit and MiawAug during their ROH gameplay, using Brown and Levinson's (1987) theory.

## METHOD

This research used a descriptive qualitative method. This method is effective for understanding and providing detailed descriptions of the research object (Kumar, 2011). The data source was the transcript of the YouTube gaming video where Jess No Limit and MiawAug played together (*mabar*), which was uploaded on MiawAug's YouTube channel on November 1, 2019, titled "Mabar Jess No Limit + MiawAug di Game Ride Out Heroes (ROH) Indonesia." It can be accessed through <https://www.youtube.com/watch?v=8H4upNNAVUQ>. It has a duration of 1 hour, 18 minutes, and 17 seconds. The data used in this study were the utterances from Jess No Limit and MiawAug while playing Ride Out Heroes (ROH) together (*mabar*), which consisted of words, phrases, or sentences containing politeness strategy. The data collection techniques used were documentation and note-taking techniques. The steps in the data collection process included watching the video, creating the video transcript, selecting Jess No Limit and MiawAug's utterances which contain politeness strategy, and note-taking the selected utterances. The analysis technique used was content analysis. The steps in analyzing the data involved reading and understanding the transcript, compiling or categorizing the data containing politeness strategy, and concluding the analysis results.

## FINDINGS AND DISCUSSIONS

### Findings

Based on the collected data, all types of politeness strategies were found in the played game together (*mabar*) of ROH by Jess No Limit and MiawAug, which can be accessed through MiawAug's YouTube channel with the title "Mabar Jess No Limit + MiawAug di Game Ride Out Heroes (ROH) Indonesia." In the video uploaded on November 1, 2019, both Jess No Limit and MiawAug utilized all the types of politeness strategy. It can be shown in the table below.

**Table 1. Results of the politeness strategy used by Jess No Limit and MiawAug while playing Ride Out Heroes (ROH) together (*mabar*)**

No.	Types of Politeness Strategy	Results		Percentage (%)	
		Jess No Limit	MiawAug	Jess No Limit	MiawAug
1	Bald on record	21	45	20%	32%
2	Positive politeness	73	73	68%	51%
3	Negative politeness	9	16	8%	11%
4	Off record	4	9	4%	6%
<b>Total</b>		<b>107</b>	<b>143</b>	<b>100%</b>	<b>100%</b>

Table 1 shows that there are 250 utterances containing the politeness strategy used by Jess No Limit and MiawAug while playing Ride Out Heroes (ROH) together (*mabar*) on MiawAug's YouTube channel, with 107 utterances by Jess No Limit and 143 utterances by

MiawAug. Specifically, Jess No Limit employs bald on-record strategy in 20% of his utterances, positive politeness strategy in 68%, negative politeness strategy in 8%, and off-record strategy in 4%. It indicates that Jess No Limit predominantly uses positive politeness strategy in the ROH game play together (mabar) video with MiawAug, uploaded on November 1, 2019. Meanwhile, MiawAug uses bald on-record strategy in 32% of his utterances, positive politeness strategy in 51%, negative politeness strategy in 11%, and off off-record strategy in 6%. It shows that the most frequent politeness strategy used by Jess No Limit and MiawAug while playing Ride Out Heroes (ROH) together (mabar) on MiawAug's YouTube channel is positive politeness.

## **Discussions**

These are discussions about the politeness strategy employed by Jess No Limit and MiawAug in their ROH game play together (mabar) on MiawAug's YouTube channel.

### **Bald on record**

#### **Jess No Limit**

*Jess: "Kalau gue lompat kasih tau yaa"*

Jess: "If I jump, let me know"

The utterance is categorized as bald on record strategy because Jess makes his request directly without trying to minimize the threat to MiawAug's face. In this context, Jess asks MiawAug to inform him if he performs a specific action, such as jumping, without using polite expressions or words that soften the request. It shows that Jess gives his instruction in a straightforward and efficient manner, prioritizing clarity and directness rather than being concerned with maintaining the listener's feelings. This strategy is usually used when the participants have a close relationship, when communication efficiency is prioritized, or when the situation does not require a more formal level of politeness.

#### **MiawAug**

*MiawAug: "Itu pencet tu SOS!"*

MiawAug: "Press that SOS button!"

It utterance falls into the category of bald on record politeness strategy because it is delivered directly and clearly, without trying to reduce the potential threat to the listener's face, in this case, Jess No Limit. In this situation, MiawAug gives a firm and unambiguous command to Jess No Limit, which is to press the SOS button. In the context of the game, the statement is intended to provide advice or instructions for Jess No Limit to take immediate action. The urgent and high-pressure nature of the game often requires quick and explicit instructions, so the speaker does not need to use more polite language or try to minimize the threat to the listener's face. Therefore, this statement is considered bald on record because its goal is

efficiency and clarity in giving instructions, without considering more complex politeness aspects.

### **Positive politeness**

#### **Jess No Limit**

*Jess: "Ke sana dia, cuy"*

Jess: "He's going there, *cuy*"

The utterance made by Jess No Limit can be categorized as a positive politeness strategy because it reflects an effort to build familiarity and create a closer atmosphere with the listener, in this case, MiawAug. The use of the term "*cuy*" is an informal and friendly greeting, commonly used among peers. By using this type of address, Jess aims to foster a warm, equal, and friendly environment, thereby strengthening the social bond between himself and MiawAug. In the context of play game together (*mabar*), this choice of words indicates an attempt to create a supportive and cooperative atmosphere, which is characteristic of positive politeness.

#### **MiawAug**

*MiawAug: "Let's go. Kita ready ya"*

MiawAug: "Let's go. We're ready"

The utterance is classified as the positive politeness strategy because it demonstrates solidarity and invites Jess No Limit to take action together—in this case, MiawAug inviting Jess No Limit to get ready to start the game. By using the word "*kita*" (we), MiawAug creates a sense of togetherness, showing that they are part of the same team working collaboratively, which supports a harmonious relationship and strengthens their social bond. The phrase "Let's go" adds a motivational and enthusiastic tone, emphasizing that MiawAug is attentive to Jess's desire to play with enthusiasm.

### **Negative politeness**

#### **Jess No Limit**

*Jess: "I'm sorry, Ko Regi"*

The utterance is categorized as the negative politeness strategy because Jess attempts to minimize the impact of his shortcomings or mistakes. By apologizing, Jess demonstrates respect and acknowledges that the actions or losses of their team (Jess No Limit and MiawAug) may have made Regi (MiawAug's real name) uncomfortable. This approach allows Jess to maintain MiawAug's feelings and shows that he values MiawAug's emotions and personal space, which is at the core of negative politeness. In the context of play game together (*mabar*), this strategy reflects Jess's awareness of the social dynamics between them and his intention to preserve a positive atmosphere.

#### **MiawAug**

*MiawAug: "Aduh dapatnya yang tidak bagus. Ayo Jess. Kalau gua pake ini gua bakal kalah ni sama Jess"*

MiawAug: "Well, it's not a good one. Come on, Jess. If I use this, I'll lose to Jess"

The utterance falls into the negative politeness strategy because MiawAug demonstrates awareness of the potential threat to Jess's face and seeks to avoid discomfort. By saying that the weapon he received is not good and expressing concern about losing, MiawAug not only shows humility but also places Jess in a better position. This reduces pressure and fosters a friendlier atmosphere, as MiawAug appears to be asking for permission to continue playing while acknowledging that he may not be able to compete equally (in this context, competing refers to achieving a high number of kills). Thus, he shows consideration for Jess's feelings, creating a more polite and harmonious interaction within their play game together (mabar).

### **Off record**

#### **Jess No Limit**

*Jess: "Bohong aja. Ternyata... MiawAug tidak bisa dipercaya, ya?"*

Jess: "It's a lie. Apparently...MiawAug can't be trusted, huh?"

Jess No Limit's utterance above, is categorized as the off-record strategy with an ironic sub-strategy, as he uses irony to convey his message indirectly. Although it may seem like he is teasing MiawAug by calling him unreliable, Jess does not genuinely intend to corner him. Instead, he uses this expression to express dissatisfaction or surprise at the information provided by MiawAug in a lighter and more humorous way. By employing irony, Jess creates a more relaxed atmosphere, avoids direct conflict, and demonstrates his closeness to MiawAug, which can strengthen their relationship within the context of playing game together (mabar).

#### **MiawAug**

*MiawAug, "Bercahaya, bercahaya, cahaya dari ilahi ini"*

MiawAug: "Shining, shining, this light from the divine"

It falls into the off-record strategy with the sub-strategy of using metaphor, as MiawAug employs figurative language to convey his feelings indirectly. In the context of the game, the phrase can be interpreted as an expression of admiration or enthusiasm that arises when the gameplay situation feels very positive or promising. By using words like "bercahaya" (shining) and "cahaya dari ilahi" (divine light), MiawAug creates a vivid and dramatic image that not only expresses his emotions but also adds a lighter and more enjoyable tone to the conversation. This metaphorical language enhances the interaction by fostering a sense of excitement and positivity during their play game together (mabar).

Based on the analysis of the politeness strategy employed by Jess No Limit and MiawAug in their play ROH game together (mabar), it can be concluded that both players utilize various types of politeness strategies that reflect the dynamics of their interaction. The variation in politeness strategy usage, ranging from bald on record, positive politeness, negative politeness, and off record, indicates that the closeness and relaxed atmosphere between the two players are crucial aspects of their communication. This phenomenon not only enriches the gaming experience but also illustrates the role of language in establishing and maintaining harmonious social relationships.

### **CONCLUSION**

The politeness theory proposed by Brown and Levinson (1987) is highly relevant for analyzing social interactions in gaming. The research findings indicate that positive politeness

strategy dominates the communication between Jess No Limit and MiawAug, reflecting their closeness and familiarity. Furthermore, the application of another strategy, such as bald on record and negative politeness, adds additional dimensions to their interaction. These findings highlight the importance of politeness in maintaining social relationships and creating a positive atmosphere, especially in collaborative activities like gaming. Future researchers could explore the application of politeness strategy in various gaming contexts, including competitive versus cooperative gameplay, to examine how interaction dynamics may change.

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