

**“POLITENESS MAXIM FOUND IN SELECTED KOREAN
ENGLISHMAN YOUTUBE VIDEOS”**

THESIS



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FACULTY OF FOREIGN LANGUAGES
MAHASARASWATI DENPASAR UNIVERSITY
2025**

**“POLITENESS MAXIM FOUND IN SELECTED KOREAN
ENGLISHMAN YOUTUBE VIDEOS”**

THESIS

**Presented to
Faculty of Foreign Languages
in partial fulfillment of the requirements
for the degree of Sarjana Sastra**



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2025**

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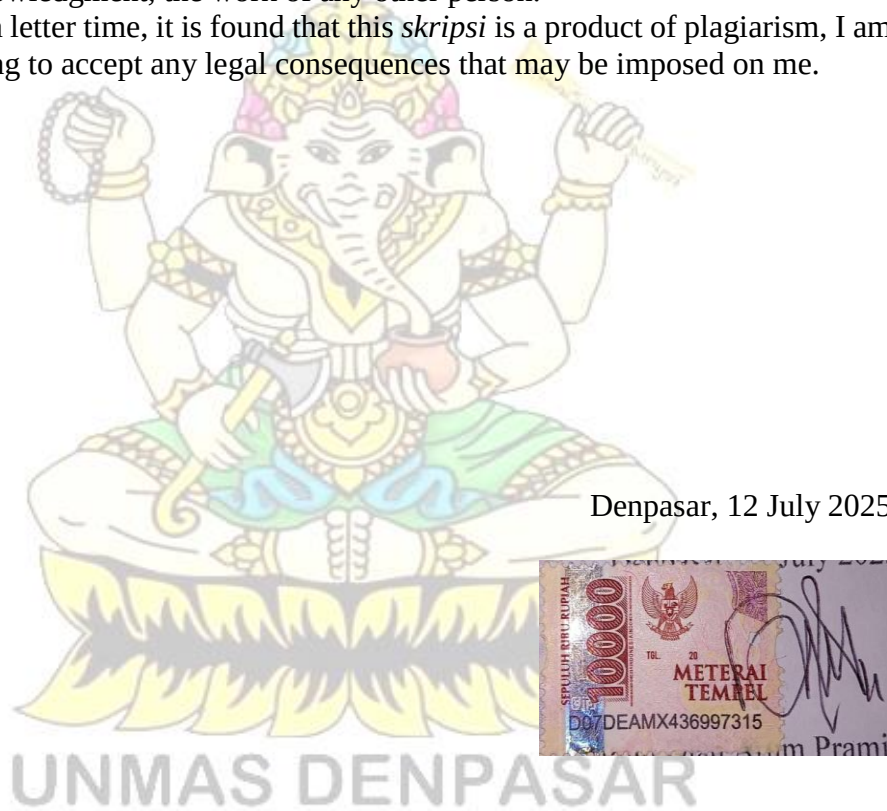
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ABSTRACT

Pramini, Putu Diah Arum, 2025. **Politeness Maxim Found In Selected Korean Englishman YouTube Videos.** English study Program, Faculty of Foreign Languages Mahasaraswati Denpasar University. Supervisor: Prof. Dr. Desak Putu Eka Pratiwi, S.S., M.Hum. Co-supervisor: Putu Devi Maharani, S.S., M.Hum.

This thesis explores the utilization of politeness maxims within selected YouTube videos from the channel "Korean Englishman," which features interactions between British students and their encounters with Korean culture. Employing the theoretical framework established by Geoffrey Leech, the study identifies six distinct types of politeness maxims: tact, generosity, approbation, modesty, agreement, and sympathy. Through a qualitative analysis of 50 instances of these maxims, the research findings indicate that the approbation maxim is the most frequently employed, comprising 32% of the data, followed by modesty at 20%, and agreement at 18%. The contextual analysis of these interactions is grounded in Halliday's framework, which underscores the significance of field, tenor, and mode in comprehending the dynamics of communication. The results of this study illuminate the critical role of politeness strategies in fostering positive interpersonal relationships and facilitating cultural exchanges, thereby demonstrating how these maxims contribute to the maintenance of social harmony in diverse communicative contexts. This research not only serves as a valuable reference for future inquiries into pragmatics and intercultural communication but also offers insights into the expression and interpretation of politeness across various cultural and media landscapes. The findings underscore the necessity of understanding politeness maxims as integral components of effective communication, particularly in the context of cross-cultural interactions.

Keywords: *Politeness maxim; YouTube; Korean Englishman*

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The writer realized this thesis is far from being perfect. Therefore, the comments and suggestion are needed for the improvement of this thesis. The writer hope this thesis will be useful for those who want to develop their study on English especially in politeness maxim.

Denpasar, 12 July 2025

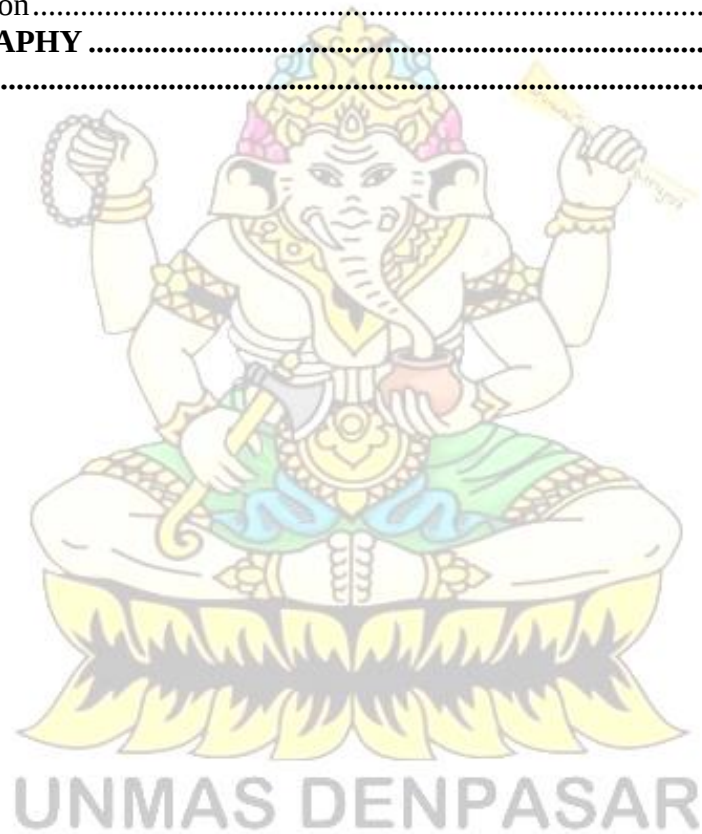


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TABLE OF CONTENTS

TITLE PAGE	i
STATEMENT OF AUTHENTICITY	ii
BOARD OF SUPERVISORS APPROVAL	iii
BOARD OF EXAMINERS CERTIFICATE OF APPROVAL.....	iv
ABSTRACT	v
ACKNOWLEDMENT.....	vi
TABLE OF CONTENTS.....	vii
LIST OF TABLE	ix
LIST OF FIGURE	x
CHAPTER I: INTRODUCTION	1
1.1 Background of the Study	1
1.2 Problems of the Study	4
1.3 Objectives of the Study	4
1.4 Limitation of the Study	4
1.5 Significance of the Study	5
1.5.1 Theoretical Significance	5
1.5.2 Practical Significance	5
CHAPTER II: REVIEW OF RELATED LITERATURE, CONCEPTS, AND THEORIES	6
2.1 Review of Related Literature	6
2.2 Concepts.....	10
2.2.1 Politeness Maxim	10
2.2.2 Korean Englishman	10
2.2.3 YouTube	11
2.3 Theories.....	11
2.3.1 Politeness Maxim	12
2.3.1.1 Tact Maxim.....	12
2.3.1.2 Generosity Maxim	12
2.3.1.3 Approbation Maxim.....	13
2.3.1.4 Modesty Maxim.....	13
2.3.1.5 Agreement Maxim	14
2.3.1.6 Sympathy Maxim.....	14
2.3.2 Context of Situation.....	15
2.3.2.1 Field	15
2.3.2.2 Tenor.....	15
2.3.2.3 Mode	16
CHAPTER III: RESEACH METHOD.....	17
3.1 Data Source	17
3.2 Data Collection	19
3.3 Data Analysis	20
3.4 Finding Presentation	20
CHAPTER IV: FINDIND AND DISCUSSION	21
4.1 Finding	21

4.2 Discussion	23
4.2.1 Tact Maxim	23
4.2.2 Generosity Maxim	32
4.2.3 Approbation Maxim	41
4.2.4 Modesty Maxim	52
4.2.5 Agreement Maxim	61
4.2.6 Sympathy Maxim	70
CHAPTER V: CONCLUSION AND SUGGESTION.....	80
5.1 Conclusion	80
5.2 Suggestion.....	81
BIBLIOGRAPHY	83
APPENDIX	85



LIST OF TABLE

Table 4. 1 The Types of Politeness Maxim in "Korean Englishman" Selected YouTube Videos	22
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LIST OF FIGURE

Figure 4. 1	24
Figure 4. 2	26
Figure 4. 3	28
Figure 4. 4	30
Figure 4. 5	32
Figure 4. 6	35
Figure 4. 7	37
Figure 4. 8	39
Figure 4. 9	42
Figure 4. 10	45
Figure 4. 11	47
Figure 4. 12	49
Figure 4. 13	52
Figure 4. 14	55
Figure 4. 15	57
Figure 4. 16	59
Figure 4. 17	61
Figure 4. 18	64
Figure 4. 19	66
Figure 4. 20	68
Figure 4. 21	71
Figure 4. 22	73
Figure 4. 23	75
Figure 4. 24	77

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CHAPTER I

INTRODUCTION

1.1 Background of the Study

Pragmatics is a subfield of the study of the production and interpretation of conversation in a particular setting. This indicates that the speaker's intended messages and the listeners' intentions are the focus of this study (Renkema, 1993:21). According to Brown and Yule (1983:26) pragmatics is a part of linguistics that studies how language is used. So how people communicate and how the language is used to express something in a particular communication context.

In the field of communication, especially conversation, the direct and indirect structure of speech are naturally used when the speakers have a purpose to deliver information. Therefore, the listener effectively understood and responded appropriately to content of the speech. In reality, communication is more than just delivering a meaning. There are another goal, which can help the speaker to 'protect' face by choosing speech by using politeness strategies and avoiding 'face-threatening' behavior and violations of speech politeness and maintain the social relationship of the other partner. The purpose is to build harmonious relationship. Politeness refers to norms or rules of behavior established by a particular community, commonly agreed upon, and influenced by society. Politeness is influenced by the context and role of the communication itself. Context refers to the place, time, or mood in which communication takes place. Its role depends on

the age, position and social status of the speaker and interlocutor during the communication process.

According to Leech (1989: 107), the symmetry of politeness is evident in that what is acceptable to the listener or third party can be unacceptable to them, and vice versa. Leech analyzed politeness by the use of politeness principles that described in six maxims, there are tact maxim, generosity maxim, approbation maxim, modesty maxim, agreement maxim, and sympathy maxim. Tact maxim is minimize expressing beliefs at the cost of others and maximize the expression of beliefs of benefits to others. Generosity maxim is minimize the expression of self-oriented beliefs and maximize the expression of self-oriented beliefs. Approbation maxim is minimize the expression of beliefs that show contempt for others and maximize the expression of beliefs that demonstrate the approval of others. Modesty maxim is minimize self-praising and maximize the expression of self-dispraise. Agreement maxim is minimize the expression of disagreement between yourself and others and maximize the expression of agreement between self and others. Sympathy maxim, the definition of sympathy maxim are minimize antipathy between self and others and maximize empathy between self and others.

A conversation usually easy to find in many literature but in this research used YouTube to find a politeness conversation. This research used the video of *Korean Englishman* in YouTube to get the data to study the Politeness maxim that show in the video. This research aims to analyze the spoken utterances in video to identify conversation that demonstrate the application of politeness maxim. The owners of channel *Korean Englishman* are two people of English named Josh and

Ollie that have live in Korea for a long time. They started their first video in 2013, they make video that related to Korean and English and linking the two cultures of both.

The research used YouTube videos from the channel "Korean Englishman" as the primary data source for this study. This decision was informed by the researcher's initial exposure to the channel's content, specifically the first video in the high school series, which was deemed to be particularly engaging. Consequently, the researcher proceeded to watch all available videos on the channel, thereby gaining a comprehensive understanding of the content and tone of the interactions presented. Furthermore, the researcher recognized the potential benefits of analyzing the language used in these videos, as they provided an opportunity to learn new English vocabulary and phrases that had not been previously encountered. Upon closer examination of the videos, the researcher identified instances of politeness maxims in the conversations, which warranted further analysis. The example of one of maxim politeness found in this channel is:

I'm contemplating my life choices

(Spicy chicken noodles, 05.32)

This is a Modesty Maxim that found when to express of dispraise of self. Based on example that is dispraise of self by expressing self-doubt and uncertainty. This discovery served as the primary motivation for selecting these videos as the data source for this study, as they offered a unique window into the use of politeness strategies in intercultural communication.

1.2 Problems of the Study

According at the background of study, there are two problems are analyzed they are;

1. What types of politeness maxim are found in *Korean Englishman* selected YouTube videos?
2. What is the context situation of politeness maxim that found in *Korean Englishman* selected YouTube videos?

1.3 Objectives of study

The objectives of the study are to acknowledge the problem that mentioned before:

1. To find out the types of politeness maxim used in *Korean Englishman* selected YouTube videos.
2. To find out the context situation that make *Korean Englishman* participants conversation did politeness maxim.

1.4 Limitation of the Study

In order to limit the discussion, this research focused on identifying the types of politeness maxim and context situation that found in *Korean Englishman* selected YouTube video. The theory of politeness maxim by Leech (1983, 1989, 2014) is used to analyze the type of politeness and analysis the context of politeness used theory from Halliday and Hasan (1989).

1.5 Significance of the Study

The research is categorized into two categories of importance: theoretical significance and practical significance.

1.5.1 Theoretical Significance

The theoretical assumption of the author is that this research will help in research into pragmatics, specifically politeness maxim. This research believes that the findings of this study will be beneficial to those who want to explore pragmatics in accordance with the principle of politeness. Also can learn more about the explanation about Politeness maxim that found in conversation on YouTube video.

1.5.2 Practical Significance

Practically, this research want to find the Politeness Maxim in *Korean Englishman* selected YouTube Video. This research hope that the study will be used as a references for students that related with linguistic, especially pragmatics. Therefore this study will help other student to understand how the politeness maxim are used.

CHAPTER II

REVIEW OF RELATED LITERATURE, CONCEPTS, AND THEORIES

2.1 Review of Related Literature

From the previous chapter, this chapter supports and develop our knowledge about politeness maxim. To support this study, this chapter review relevant previous studies by emphasizing the similarities and differences in between the studies.

The first article entitled “Leech’s Politeness Principle Used by Teachers in English Language Teaching” by Santoso, Nuraini, and Kasiyarno (2021). The aims of their study are investigates the types and forms of politeness principle used by the teachers in English language teaching. The data took from teachers utterances in English language teaching by the teacher to the students in the classroom. This research used theory proposed by Leech’s theory (1983) and used a descriptive analysis method to analyze the data. The finding showed that there are nine types of Leech’s politeness principles such are tact maxim, generosity maxim, approbation maxim, agreement maxim, sympathy maxim, feeling reticence maxim, opinion reticence, obligation of S to O, and obligation of O to S. While the forms of Leech’s politeness principle found in this study are declarative, interrogative and imperative. The similarities between the previous study and the current study are both analyze the type of maxim politeness and used theory by Leech. The differences between this study and previous study are the data source in this study is YouTube video, while the previous study used teacher’s

utterances in English language teaching. The previous study analyzed form of politeness principle but, this study analyzed the context of situation.

The second article entitled “Element of Politeness in Novel The Perks of Being a Wallflower” by Tenriuji1, Maca, and Abeng (2021). The aims of their study are to analyze the type of politeness principle used and how the politeness principle use in the novel. The data take from The Perks of Being a wallflower novel and used theory proposed by Geoffrey Leech theory (2014). This research used qualitative descriptive research method through a sociopragmatic approach. The finding showed there are the researcher found there are 6 utterance of tact maxim, 2 utterance of generosity maxim, 5 utterances of approbation maxim, 5 utterances of modesty maxim, 6 utterance of agreement maxim and 4 utterance of sympathy maxim. For the characters use the politeness by follow measurement of the pragmatic scale to express their politeness. Those pragmatic scale are the cost benefit scale, the optionally scale, indirectness scale and social distance scale. The similarities between the previous study and the current study are analyze the type of maxim politeness that found and use theory by Leech. The differences between this study and previous study are the data source. This study used YouTube video, while previous study the data source is a Novel. The previous study analyzed how politeness principle used in novel but this study analyzed the context situation.

The third article entitled “The Maxim of Politeness in The Squid Game Film Series: A Pragmatic Study” by Firdaus and Simatupang (2022). The aims of their study are to describe the politeness principle and politeness scale the maxim of

politeness according to Geoffrey Leech contained in the film squid game. The data was taken from squid game film series. This research used theory proposed by Geoffrey Leech (1983). This research used a descriptive qualitative research method. The result shows that there are 30 data (scenes) contained in the film squid games. There are 8 data of tact maxim, 3 data of generosity maxim, 10 data of approbation maxim, 6 data of modesty maxim and 3 data of sympathy maxim. The similarities between the previous study and the current study are analyzed the types of maxim politeness and used theory by Leech. The differences between this study and previous study are the data source in this study is YouTube video, while previous study used film series. The previous study analyzed a scale of politeness but this study analyzed context of situation.

The fourth is a thesis entitled “Politeness and Scale of maxim Found in “Inside Out” Movie Directed by Pete Doctor” by Damayanti (2021). The aims of this study is to analyze the types of politeness maxim and the scale of politeness maxim used by the characters in Inside Out movie. The data were taken from the utterances containing elements of politeness maxim and the scale of politeness maxims taken from the dialogues used by the characters in the movie. This research used descriptive qualitative analysis method to analyze the data. The finding showed that there are six types of maxims, sympathy maxim 5.5%, modesty maxim 5.5%, generosity maxim 11.1%, agreement maxim 22.2%, approbation maxim 22.2% and tact maxim 33.3%. In addition, there are also five scale of maxims, they are optionally scale 2.2%, authority scale 2.2%, cost-benefit scale 19%, indirectness scale 30.5% and the last social distance scale 39%. The

similarities between previous study and the current study are analyzed the types of maxim politeness and used theory by Leech. The differences between this study and previous study are in the data source and analyzed focus. This study analyzed data from YouTube videos while the previous study analyzed data from movie. This study focus on context situation while previous study concentrated in the scale of politeness.

The fifth is a thesis entitled “An Analysis of Politeness Maxim Used in The Conversation between Characters in *Land before Time: Journey the Brave* Movie” by Pebriyani (2021). The aims of this study is to analyze what kind of politeness maxim is used and explain how the speech function of politeness maxim in the conversation in *Land before Time: Journey the Brave* movie. The data take from *Land before Time: Journey the Brave* movie. This research used theory proposed by Leech’s (1983) and Holmes (2013). This research used a descriptive qualitative analysis method and observation methods. The data taken from movie and movie script. The finding showed that there are six kinds of politeness maxim were used, namely tact maxim, generosity maxim, approbation maxim, modesty maxim, agreement maxim and sympathy maxim and the politeness maxim are influenced by speech function. The similarities between the previous study and the current study are analyze the type of maxim politeness that found and used theory by Leech. The differences between this study and previous study are in the data source and analytical focus. This study used YouTube videos as data source while the previous study used movie. Additionally, while previous study analyzed speech function related to politeness maxim while this study is to

analyze the context situation.

2.2 Concepts

The concept in this study can be divided into three parts in regard to describe the idea about the study, they are politeness maxim, Korean Englishman and YouTube.

2.2.1 Politeness Maxim

According to Leech (1989) politeness is naturally asymmetrical. Be polite to listeners, polite to third parties, polite to speakers, and vice versa. Or in another ways politeness is referred as pragmatics form based on the principle of cooperation and the principle of modesty. These maxim suggests that us express of our belief politely and avoid the rude speech. The goal of being polite in communication to create a strong relationship between the speaker (S) and hearer (H). Politeness is not about each other relationship but has evolved into a social and cultural value in society. The goal of being polite in communication is to express ideas and emotions clearly and courteously without offending or harming other people.

2.2.2 Korean Englishman

Josh Carrott and Ollie Kendal are the co-founders of a YouTube channel named Korean Englishman. This channel was founded in 2013 and features videos about Korean and English food, as well as responses from friends and famous people to Korean culture and food. The channel has been running for a year since then. At this time, their subscriber number is at about 5.56 million subscribers. The

video where they introduced fire noodles to their British friends as a spicy food become a challenge in 2014 called a “Fire Noodles Challenge”, that very popular then.

2.2.3 YouTube

According to Cambridge Dictionary, YouTube is the name of a website where people can publish videos created by them. In other source, Wikipedia, YouTube, an online video sharing and social media platform, is widely used worldwide. Created by Steve Chen, Chad Hurley and Jawed Karim on February 12, 2005. YouTube has more than 2.5 billion monthly users and more than 1 billion hours of video every day. As of May 2019, more than 500 hours of video content are uploaded to YouTube every minute.

2.3 Theories

In analyzing the data, this research used theories that could support the analysis. In this study, there are two main theories that related to the problems. First, theory from Geoffrey Leech's (1989). This theory identifies types of politeness maxims, and the second theory from Halliday's (1989). This theory to analyze the context of the situations that make the participants in conversation did politeness. These theories are explained below:

2.3.1 Politeness Maxim

Leech (1983) defined pragmatics as contextual meaningful utterances to find specific language that can be used in specific situation. Pragmatic also study about maxim to make a conversation. Leech (1983) proposed politeness maxim into six types, they are tact maxim, generosity maxim, approbation maxim, modesty maxim, agreement maxim and sympathy maxim.

2.3.1.1 Tact Maxim

The first politeness maxim is tact maxim that used to ordering, commanding, requesting, advising, recommending, or offering. Tact maxim applies their proportional context to do some action to perform and should respectively by hearer or the speaker. Tact maxim also minimize cost benefit to other and maximize benefit to other.

Example:

Peel these potatoes (Leech, 1989: 107).

2.3.1.2 Generosity Maxim

Generosity maxim by Leech (1989) stated minimize expression benefit to self and maximize expression belief cost to self. In another explanation Generosity Maxim requires participants in communication to minimize self-advantage and maximize self-disadvantage. In this maxim 'others' must be prioritizes over 'our self'. Prioritizing others means that self must add the burden on our self by offering help to another. A gesture such as helping, offering help, doing other people's work, and giving things are considered polite and kind.

Example:

You must come and have dinner with us (Leech, 1989: 133).

2.3.1.3 Approbation Maxim

Approbation maxim by Leech (1989) stated minimize expression of dispraise of other and maximize expression to praise to other. This maxim says avoid saying unpleasant things to others and more particularly about compliment. In another explanation Approbation maxim it is supposed that the other person in the conversation do not mock, humiliate, or hurt each other's feelings. This approbation maxim also includes expressive speech acts. Expressive speech acts are utterances that express the feelings of the speaker about certain condition.. Praising, thanking, complaining, and criticising are examples of expressive speech acts

Example:

A: Her performances was outstanding!

B: Yes wasn't it! (Leech, 1989: 135)

2.2.1.4 Modesty Maxim

Modesty maxim stated to minimize expression to praise to self and maximize expression to dispraise to self. (Leech, 1989). People who praise themselves are considered arrogant and not humble. According of this maxim, speakers usually deny other people's compliments to them. And them usually insulting themselves.

Example:

How stupid am I! (Leech, 1989: 136).

2.2.1.5 Agreement Maxim

This agreement maxim involves minimizing disagreement and maximizing agreement between self and other (Leech, 1989). The key to effective communication is to avoid disagreement among participants. However, it is not necessary to avoid disagreement completely, but rather to express agreement with others.

Example:

A: English is difficult language to learn.

B: True, but the grammar quite easy.

(Leech, 1989: 138)

2.2.1.6 Sympathy Maxim

According to Leech (1989) sympathy maxim requires to speaker and hearer to maximizing sympathy and minimizing antipathy between speaker and hearer. Sympathy Maxim also reduce the amount of antipathy between speakers as much as possible and increase the number of sympathetic speakers to others. This maxim, which is similar to congratulating, sympathizing, and offering condolences to others, is appropriate to assertiveness.

Example:

I am terribly sorry to hear that your cat is died.

(Leech, 1989: 138)

2.2.2 Context of Situation

Halliday introduced three terms they are field, tenor and mode. These relate to certain aspects of social situations that always affect the language used. Each of the three fields, Tenor and Mode, can be thought of as variables represented by specific values. Each functions as a starting point for any situation as a set of possibilities or to use technical word. This theory proposed by Halliday (1989) is used in this study. The theories can be explained as follows:

2.2.2.1 Field

Fields are social behaviors related to what is happening, what is actually happening, where the participants are engaged in, and the language of which these characters are an important part (Halliday, 1989: 12). Conversations can be greatly influenced by the occurrence of something in good conversations. Speech or body language support through contextual understanding of behavior itself that engage across languages

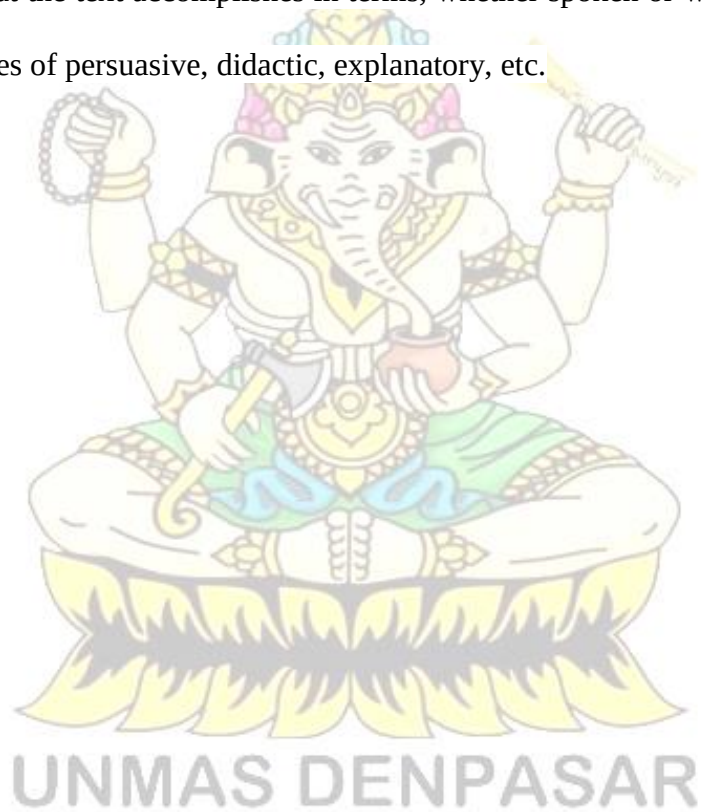
2.2.2.2 Tenor

Tenor refers to the person who participates in the conversation, status and role and relationship as a participants (Halliday, 1989: 12). Conversations are when two or more individuals share information or messages with each other. Through a conversation, people choose grammar based on the relationship between the participants. In general, people who are closely related to each other influence their grammar and word choices when conversing. For example, conversations between strangers and family have different grammar and word choices.

2.2.2.3 Mode

Halliday (1989: 12) said that Mode refers to the part of language performed, the language that participants are expected to use in the situation, the symbolic structure of the text, and the status and function of meaning in the context.

Conclude what the text accomplishes in terms, whether spoken or written, as well as in the genres of persuasive, didactic, explanatory, etc.



CHAPTER III

RESEARCH METHOD

In this chapter, the writer presented methods and techniques for analyzing data and solving research problems. This chapter are divided into four sub chapter consist discussion around data source, data collection, data analysis and finding presentation.

3.1 Data Source

This study focused on analyzing the politeness maxim that found in conversation of video YouTube Chanel Korean Englishman. The data of this study were collected from 8 videos YouTube of Korean Englishman from 16 videos of the British Highscholler series in the channel. The 8 videos were chosen because those videos have many variety of politeness maxim. The videos are:

- 1) A video entitled “British High School Series behind the Scene” was upload in YouTube on 26th January 2022 (Video 1). The duration of this video is 20.01 minutes. This video is about the behind the scene or the scene that not include in video in the high school series.
- 2) The second video entitled “British High Schoolers UNCUT Reaction to Korea” was upload in YouTube on 16th November 2022 (Video 2). The duration of this video is 26.33 minutes. This video about the series of British High schooler going to Korea, the video is uploaded after the series go to Korea is over, this video include the scene that not in the videos.

- 3) The third video entitled “I gave spicy chicken noodles to British high school students, sorry guys” was upload in YouTube on 25th August 2021 (Video 3). The duration of this video is 09.31 minutes. This video about the British high school student try to do a challenge called spicy noodle was popular in 2014.
- 4) The fourth video entitled “British high school students who solved English for the CSAT... !!?” was upload in YouTube on 10th November 2021 (Video 4). The duration of this video is 09.49 minutes. This video about the British high school student try to answer an English test in Korean CSAT (College Scholastic Ability Test).
- 5) The fifth video entitled “The reaction of british high school students who tried convenience store honey combination for the first time!? (ft. Chapaguri Mark Set Meal” (was upload in YouTube on 5th August 2021 (Video 5). The duration of this video is 10.31 minutes. This video about the British high school student try some combination food at convenience store that usually Korean students eat after coming home after school, and also try some of famous recipes combination food from one of Kpop idol.
- 6) The sixth video entitled ” British Highschoolers go to a Korean Gaming Café for the first time” was upload in Youtube on 22nd October 2022 (Video 6). The duration of this video is 10.50 minutes. This video about the students try to a gaming café that poupopular in Korea that called *PC bang*, where they can eating food while playing game.
- 7) The seventh video entitled “British Uni students go to Korea University for a day!! (\$5 lunch buffet!)” was upload in Youtube on 24th May 2023 (Video 7).

The duration of this video is 14.00 minutes. This video about a British University students, Armand and Max going to one of number 1 university in Korea, Korea University.

- 8) The eighth video entitled “British Uni Students get a Job at Korean Convenience Store!” was upload in Youtube on 3rd June 2023 (Video 8). The duration of the video is 15.29 minutes. This video about British university students Max and Armand try to have a part time job in Convenience store in Korea.

This research used Korean Englishman YouTube Video as the data source because this data provide conversation using politeness maxim and the context of situation that the researcher looking for and the videos already has a subtitled to support the analysis.

3.2 Data Collection

The data collection method is observational method. The observational method can be used to collect data about behavior, activities, or phenomena being studied, as well as to understand the context and meaning of the data obtained (Patton 2002). The data were collected from the conversation of the videos. There are several steps to data collection. At first, watching the video multiple times to gather information. The second, reading the subtitle of videos repeatedly to support the analysis data. The third, taking a note of the data that found in the videos, and the last classifying the data that applied in videos based on Leech (1989) and Halliday (1989) theory.

3.3 Data Analysis

The analysis of data was involve qualitative techniques. Data analysis techniques use two theories to analyze data. The first problem was analyzed using Leech's (1989) theory to analyze types of polite maxims in conversations in YouTube videos. The second problem was analyzed using Halliday's (1989) theory to explain the situational context of conversation that make the participant of the conversation in the video did politeness maxim in YouTube videos.

3.4 Finding Presentation

The analysis of data were involve both formal and informal methods. These data are presented in a tabular format for the formal approach that makes it easier to understand how polite maxims and contextual situation types are classified in the video. For the informal method used a narrative method, the researcher explain and described the data in detail by using a sentences based on Leech (1989) theory and Halliday (1989).

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CHAPTER IV

FINDING AND DISCUSSION

4.1 Finding

This chapter discussed the issues that were identified in the data source. Responding to the research question represented in previous chapters. The selected YouTube videos of the "Korean Englishman" result in two categories of findings: the types of politeness maxims and the context of these maxims. Additionally, a table of data is provided to illustrate the data discovered in this investigation. The selected YouTube Videos of "Korean Englishman" contain six distinct categories of politeness maxims. The politeness maxims identified in Korean Englishman-selected YouTube videos are analyzed according to their categories they are Tact maxim, Generosity maxim, Approbation maxim, Modesty maxim, Agreement maxim, and Sympathy maxim. The researcher also displays the frequency of the "Korean Englishman" selected YouTube videos during this stage. The count's results is converted to a percentage. The researcher applies the following formula throughout this phase of study:

$$P = \frac{f}{N} \times 100\%$$

P = the symbol of percentage

f = the frequency of the occurrences of each type of politeness maxim

N = the total data of the politeness maxim

Table 4. 1 The Types of Politeness Maxim in "Korean Englishman" Selected YouTube Videos

No	Types politeness Maxim	Frequency	Percentage (%)
1.	Tact Maxim	4	8%
2.	Generosity Maxim	6	12%
3.	Approbation Maxim	16	32%
4.	Modesty Maxim	10	20%
5.	Agreement Maxim	9	18%
6.	Sympathy Maxim	5	10%
	Total	50	100%

Based on the table above, it can be classified there are 50 instances of politeness maxim found in “**Korean Englishman**” selected YouTube Videos. The use of tabulating above is to ascertain the quantity of gathered data and to present it more clearly for the reader to understand. The table shows that the highest percentage of politeness maxim is in the form of approbation maxim, accounting for 32% of all the data. The politeness maxim in the form of modesty maxim is the second most commonly used 20% of the data. Politeness maxim in the form of make agreement maxim up 18% of the data. Politeness maxim in the form of generosity maxim 12% data, while tact maxim have 8% of the data and sympathy maxim have 10% data. This relaxed atmosphere promotes the use of politeness maxims, which are crucial for sustaining social harmony and encouraging positive reinforcement among friends. Shared experiences, such as trying new foods, evoke empathy and agreement, while acts of generosity reflect cultural values of hospitality and togetherness. Thus, the situational context significantly shapes the communication styles and the application of politeness maxims in these videos.

4.2 Discussion

In this part, the analysis of the data is presented by showing screenshots of the “*Korean Englishman*” selected YouTube Videos with the subtitles to show the utterance which is being analyzed and also to give clearer image of the situation when the speaker uttered the utterance. Each data is given its analysis directly after it. In this subtitle the data is analyzed with pragmatics theory. The analysis is done in six parts, according to the types of politeness maxim, namely tact maxim, generosity maxim, approbation maxim, modesty maxim, agreement maxim and sympathy maxim.

4.2.1 Tact Maxim

According to Leech's (1989) Politeness Principle, the tact maxim is crucial for maintaining the values of cooperative and courteous communication, particularly in situations that encompass directives such as ordering, commanding, requesting, advising, recommending, or offering. It utilizes two fundamental strategies such as minimizing the costs to others by expressing comments that reduce the perceived difficulty or distress for the listener and enhancing the benefits to others by emphasizing the advantages or value the listener may obtain. This principle guarantees that interactions are respectful and considerate, thereby cultivating robust social connections. The principle of tact is illustrated by the selected videos of Korean Englishmen on YouTube.

Data 1



Figure 4. 1

Malachi : Can you pick it up, Caleb?
 Caleb : I think I've got it 2x
 Malachi : (struggling with his chopstick)
 Josh : **You can try using your spoon if you want to.**

(Video 1, 2022: 01.00)

The phrase “You can try using your spoon if you want to” can be categorized as a tact maxim because Josh instructed Malachi to use a spoon instead of chopsticks. Josh saw Malachi's difficulty using chopsticks to eat during the talk. In Korean culture, chopsticks are frequently used for dining in Korean cuisine. Held by a Korean Englishman, Josh, on YouTube, this experiment seeks to gauge British high school students' excitement. Josh's comments cover the tact maxim area since he tells Malachi to use a spoon for convenience. However, Malachi continues to try to use chopsticks for Korean cuisine. Josh offers helpful advice to help others through the process, lowering difficulties and improving benefits.

The field of this exchange centers on a cultural experiment about Korean food and chopstick use. The host of the Korean Englishman YouTube channel,

Josh, notices British high school student Malachi trying to fit in with Korean eating customs. The conversation centers on Josh suggesting Malachi use a spoon instead of chopsticks since he sees Malachi struggling to eat. This emphasizes the involvement of British students with Korean food traditions, stressing a cultural and pragmatic aspect of the experiment.

The tenor is Josh as a mentor and motivator, and Malachi plays the curious student. Their relationship is friendly and informal. Josh shows his helpful and careful nature by applying the tact maxim, suggesting using a spoon to solve Malachi's problems. Despite Josh's gentle advice, Malachi's decision to cling to chopsticks shows his will to engage in the cultural legacy. This exchange best shows a polite and cooperative relationship between the two people. The mode that captured for a YouTube video, the meeting is a spoken conversation happening in a face-to-face setting. The laid-back and conversational approach guarantees access and relatability to the audience. Following the tact principle, Josh's demeanor—shown by "You can try using your spoon if you want to"—is polite and subdued, yet it preserves an exciting and encouraging tone fit for the casual setting of the video.

Josh tries to offering a suggestion to Malachi preferences. By let Malachi have a choice to use another utensil so he can easily eat and not make Malachi is pressured to express himself. So, Josh utterance "You can try using your spoon if you want to" to Malachi is one of expression of tact maxim.

Data 2



Figure 4. 2

- Josh : **This brand here Governat, very cool Korean brand, one of my favorites, reached out to us said they want to deck you out.**
- Max : No way, what?!
- Josh : We're gonna go in, pick a top, pick a bottom, trousers or short. Pick some Flip flops or shoes. One hat or bag, accessory
- Armand : Look. I need a new shoe.

(Video 2, 2022: 17.29)

The words “This brand here Governat, very cool Korean brand, one of my favorites, reached out to us said they want to deck you out” how Josh conveyed the message qualifies it as a tact maxim. Josh mentions the brand's value and allure by introducing it as one of his favorites, thereby increasing the audience's benefit. The offer is perceived as more intimate and considerate due to his tone and word choice, which moderates any perceived imposition. Josh's delivery substantially impacted the audience's response, eliciting a sense of appreciation and exclusivity. Subsequently, the audience expressed surprise and enthusiasm, illustrating how Josh's thoughtful language positively influenced the atmosphere, fostering a sense of disbelief and joy that heightened excitement. This meticulous approach to communication optimized the audience's emotional experience while maintaining a light and engaging tone.

The field is focused on Josh's responsibility to enlighten his audience about the brand *Governat* and their offer to provide products for the group. The brand is introduced, its attraction is emphasized, and its value is emphasized to him. The subject matter also encompasses the thrill of receiving a generous offer, piques the audience's interest and engagement. Josh capitalizes on the opportunity to advocate for the brand and the concept of a unique gesture to his audience. The tenor of this conversation is Josh as a host, Max and Armand. This conversation reflects a friendly and informal interaction among peers who are excited about a fashion opportunity. Their relationships are characterized by enthusiasm and a shared interest in clothing and accessories, which shapes the way they communicate with each other.

The mode is presented with this message in an informal, spoken format, which fosters an interactive and engaging environment. Josh's approach is conversational, intending to generate enthusiasm and enjoyment. Establishing a relaxed and friendly environment is facilitated by using informal language, such as "very cool Korean brand," and personal pronouns like "my favorites." The casual diction and the delivery method make the message more personal and relatable, which maintains an approachable atmosphere and draws the audience in.

So, this conversation is a part of tact maxim of politeness maxim. Josh offer benefit such a stylish clothing or appearance enhancement to his audience while minimizing pressure to them. So, josh try to minimize cost to the students by offering something in the conversation.

Data 3



Figure 4. 3

Clifford : How do I know what doesn't fit the flow? What is the flow?

Armand : Still on question 1?

Clifford : Yes, bro!

Josh : (Countdown) 3, 2, 1. Pens down.

Josh : Clifford just laughing.

Clifford : **Please, don't make me do this again.**

(Video 4, 2021: 03.47)

Clifford's statement can be categorized under the politeness maxim of tact. In that statement, "Please, don't make me do this again" aligns with the Tact Maxim, which focuses on minimizing imposition and maximizing benefit for the listener. The use of the word "Please" makes the sentence more polite and shows respect for the person listening to it. Clifford's words politely request that Josh, as the listener, not give that kind of test again. The statement "don't make me do this again" is said because the ability to take a Korean test with English as the subject is very difficult, even for Clifford, despite being well-versed in English. Although Clifford studied in British high school, he acknowledges that the test is challenging, and Korean students who take it for the SAT exam are truly impressive.

The field of this conversation when the students try the SAT exam by Clifford's encounter with a Korean examination that employs English as its subject matter was the primary focus of the conversation. The emphasis is on his respectful request to Josh to refrain from administering such a difficult test in the future, as it was particularly challenging for him, despite his English proficiency. The broader context encompasses the intricacy of preparing for these tests, which are regarded seriously by Korean students as part of their SAT examinations. Clifford's acknowledgment of the effort and skill necessary to excel in this form of academic assessment is underscored by this.

The Tenor of this conversation there are a relationship between Clifford, the speaker, and Josh, the listener. Clifford's utilization of deferential language, including "Please," suggests a respectful yet informal dynamic, implying that the two may be academic acquaintances or peers. Clifford's demeanor is a combination of admiration and exasperation. He is forthright about his own struggles with the examination, while simultaneously demonstrating reverence for Korean students who achieve success in such assessments. This demonstrates a harmonious combination of vulnerability and recognition in their interaction.

The mode of this conversation is communication is informal and spoken, making it appropriate for a casual conversation or a direct, face-to-face exchange. Clifford's statement is unambiguous and effectively communicates his emotions, underscoring his difficulty with the examination while maintaining a respectful demeanor. The message is both personal and deferential, as it is in accordance with

the conversational context of the interaction, due to the use of informal language and the dignity marker “Please.”

The utterance that said by Clifford is reduces the force of the imposition and, he is request indirectly by talking about their own discomfort or burden. Clifford also not forcing or make uncomfortable to other, he just explaining that he doesn’t want to do that again. And the use of “please” minimize the social cost of his utterance.

Data 4



Figure 4. 4

Ollie : Lift up, you ready?
 Max : Yeah!
 Ollie : I feel like I’m tucking in Juno
 Armand : **Help me get in a bit more please.**
 Ollie : You, too?
 Armand : Yeah, just a bit.

(Video 2, 2022: 13.04)

The words “Help me get in a bit more please” this utterance by Armand are the category of politeness maxim, especially tact maxim show a tact maxim. A traditional royal restaurant is a specific traditional restaurant that give a royal feast that have many variations of traditional food in Korea. In this restaurant Josh,

Armand and Max are sitting in the floor and wear traditional Korean clothes. Armand asks for help to Ollie to get in the table because Armand gets struggle because of the traditional clothes. Armand asked “help me get in more please” This statement is a form request from Armand to ask for help to Ollie without demanding, maintaining good relation and ask with respecting to Ollie. This meticulous approach to communication optimized the audience's emotional experience while maintaining a light and engaging tone.

The field in this conversation when they come to try a traditional royal restaurant in Korea. Before the shoot, Ollie made adjustments to their seating arrangement to achieve the optimal angle for the camera. Meanwhile, Armand's request to "get in a bit more" indicates an effort to position himself more comfortably or appropriately within the space, suggesting that he was trying to fit better at the table in front of him. This interaction reflects the participants' attention to spatial positioning to facilitate effective filming. The tenor of this conversation is Armand as a speaker to ask for help with respect to Ollie. This conversation is a friendly and supportive interaction who are comfortable to each other The Mode of this conversation is Armand communicates to Ollie in a casual way and engagingly, fostering an informal and their close relationship without cut the aspect of respect to Ollie and cultivates a positive relationship with the audience, fostering a sense of value and appreciation. The audience is presented with this message in an informal, spoken format, establishing a relaxed and friendly environment is facilitated by using informal language.

The sentence “Help me get in a bit more please” are tact maxim, they minimize cost and maximize benefit to others. By using word “please” showing politeness to show willingness to Ollie to help Armand to get in comfortable sit. Additionally, the phrase “a bit more” are trying to be considerate and not ask for much from Armand to Ollie.

4.2.2 Generosity Maxim

Leech's (1989) Generosity Maxim emphasizes the importance of minimizing the expression of personal benefit while maximizing the expression of personal cost. In essence, this maxim encourages speakers to downplay the advantages they gain in a conversation and instead highlight the efforts or sacrifices they make for the benefit of others. The objective is to convey humility, selflessness, and consideration, thereby enhancing the politeness and generosity of the communication. This approach fosters a respectful and cooperative exchange, demonstrating a thoughtful concern for the other person. The selected Videos of *Korean Englishman* YouTube contain data that expresses generosity maxim:

Data 5



Figure 4. 5

Josh : Clear it up, clear it up

Max : (cannot stop eating *ramyeon*)

Josh : **Do you want more? You can take it with you afterward**

Max : No, its fine.

(Video 1, 2022: 06.55)

The statement “Do you want more? You can take it afterwards” exemplifies the Politeness Maxim of Generosity, as it emphasizes Josh's willingness to offer more *ramyeon* to Max without expecting any personal gain. By asking if Max wants more and then extending the offer to take it afterward, Josh minimizes his benefit and maximizes the cost or effort on his part. This gesture reflects Josh's selflessness, prioritizing Max's needs, and satisfaction without showing concern for his comfort. Josh's attention and desire to offer food highlight his generosity, as he strives to ensure that Max has enough without drawing attention to his sacrifice, thus adhering to the core principles of the Generosity Maxim.

The field is when the students try the convenience store food for the first time and in this instance, the act of providing Max with additional *ramyeon* (Korean instant noodles). The discussion revolves around Josh's suggestion to provide additional food and highlights the context of politeness and generosity. Josh demonstrates an attitude of care and attention through his willingness to ensure that Max has the right amount of food and his consideration of Max's needs. The subject also encompasses the concept of sharing and giving, as Josh provides Max with additional food and allows him to bring that *ramyeon* afterward.

The Tenor or participants are Josh, who is the speaker, and Max, who is the listener and recipient of the offer. Josh assumes the role of the host or giver,

while Max is the recipient of the generous offer. The relationship between them is informal and friendly, suggesting a comfortable setting where the two feel at ease. Josh's role as a considerate and selfless individual is emphasized through his offer, as he is focused on ensuring Max's satisfaction and well-being, with no regard for his own benefit.

The mode is that language Josh and Max used is informal language. Josh casually offered Max, demonstrating that this exchange took place verbally. An easy-to-understand offer accompanied the conversation's casual, open tone. "Would you prefer more?" "You can take it afterwards" shows that the conversation is straightforward and unbroken, which puts the other person at ease and eliminates any sense of urgency. Josh's phrase choice exemplifies the kind of casual conversational encounters that aim to make Max feel appreciated: kind, generous, and attentive. In conclusion, the language employed is casual and direct, and the setting involves delivering food as a demonstration of generosity, reflecting the casual and generous relationship between Josh and Max.

The Josh said "Do you want more? You can take it with you afterward" is Generosity maxim that minimizing benefit to self and maximizing benefit to others. Josh asking Max if he want more and Josh can give another cup of *tteokbokki* to Max to go home with or eat more. This utterance demonstrates an attitude of prioritizing to Max if he needs another *ramyeon* that he wants to take to eat more.

Data 6



Figure 4. 6

Max : I can't open it.
 Josh : **Do you want a hand, Max?**
 Max : No I got it.
 I bite my ice cream, I'm badass.
 Armand : And then he can't open it.
 Just bite the packaging as well with it.

(Video 2, 2022: 09.41)

The statement “Do you want a hand, Max?” is a clear example of the Generosity Maxim, which focuses on putting the listener's needs first while minimizing any benefit to the speaker. This principal highlight politeness through selfless offers of help. In this case, Josh notices that Max seems to be struggling to open an ice cream wrapper and kindly offers his assistance. By doing so, Josh prioritizes Max's benefit, helping him solve the issue without expecting anything in return. This simple act of offering help captures the essence of the Generosity Maxim, reflecting a thoughtful and polite effort to support someone in need.

The field in this particular situation, the action focuses on providing Max with help in opening an ice cream wrapper. The conversation focuses on Ollie's offer to assist, which shows a context of support and kindness. Josh's attentiveness

to Max's possible struggle and his willingness to intervene and provide support are the primary points of emphasis, as they demonstrate his thoughtfulness and compassion. The subject matter pertains to the nature of sharing and assisting, as Josh not only observes Max's difficulty but also provides a practical solution that relieves his distress.

The tenor that the interaction involves Josh, Armand, and Max, who is the listener and the recipient of the offer. Josh takes on a supportive and selfless role by initiating the offer to assist, while Max is positioned as the one who may need help. The relationship between the two is informal and friendly, suggesting a comfortable dynamic where both parties feel at ease. Josh's role as a considerate individual is emphasized through his proactive approach, as he prioritizes Max's well-being without any concern for his own effort or benefit.

The mode or the communication is verbal, as Josh casually greets Max through conversation. The offer expression, "Would you like to help, Max?" is an informal and simple phrase, demonstrating a direct willingness to assist. The language is straightforward and not forced, intended to ensure Max's comfort while presenting clear options to accept or decline the offer. In conclusion, the context requires providing direct assistance with tasks. The tone indicates an informal and supportive interaction between Josh and Max. At the same time, the mode is characterized by relaxed and friendly verbal communication.

The sentence "Do you want a hand, Max?" are Generosity maxim that minimizing benefit to self and maximizing benefit to others. By offering help to

Max, Josh shows a willingness to share effort and support to Max without asked directly. This are a thoughtful reflect of Josh to what Max needs.

Data 7



Figure 4. 7

Armand : I shouldn't have opened it as much I want to bring it home.

Josh : **We can give you one to take home!**

Armand : Really?

Josh : Yeah! Do you want an extra one to take home?

Armand : Sure!

(Video 5, 2021: 01.28)

In this conversation, Josh's statement, "We can give you one to take home!" exemplifies the Generosity Maxim. Josh's willingness to share is notable, as he does not seek personal gain from the situation but instead aims to benefit Armand and his friends. This aligns with the Politeness Maxim, specifically within the context of generosity. In this instance, Ollie offers the *yukgaejang* (spicy chicken soup) *ramyeon* an item that is rare for students in Britain not only out of kindness but also to ensure the students' enjoyment. After observing their appreciation for the *yukgaejang ramyeon*, Josh happily extends the offer to allow them to take some home, further demonstrating his generosity.

The field in this situation, Josh offers *yukgaejang ramyeon* to Armand and his friends, which shows how kind and considerate he is. Understanding that the noodles are a unique treat for students in Britain, Josh seizes the chance to share something significant, putting his friends' happiness before his own interests. His offer considers what they like and need, showing he cares about allowing them to try something new and fun. It is a generous gesture that means more than just sharing a meal.

The tenor of this conversation is Josh and Armand, they have a casual and friendly relationship, which makes it easy for Josh to offer help without expecting anything back. This interaction highlights a genuine and mutual respect between the two, making the offer seem heartfelt. Josh shows that he wants to improve things for Armand and his friends. He cares about them and pays attention to their needs to have a good time.

The mode is a dialogue that relaxed, and Josh's way of speaking makes the offer seem friendly and straightforward to agree to. Josh's phrase, "We can give you one to take home," is straightforward and easy to understand, making the interaction feel smooth and relaxed. The offer feels friendly and relaxed, showing a comfortable atmosphere between Josh and his friends. This way, the generosity comes off as genuine and not something that feels pushed, making the gesture seem sincere and thoughtful.

The utterance "We can give you one to take home!" are a Generosity maxim, this utterance minimizing benefit to self-maximizing benefit to other. Here, Josh

maximizing benefit to Max that he can take one *ramyeon* home. Josh offering a *ramyeon* to Max that show Josh willingness to share or give *ramyeon* to Max so he can eat it in home.

Data 8



Figure 4. 8

Josh : **Here's the next thing, it's called 'sun-dae'**

The boys : (confused and laugh).

Josh : First thought?

Natti : Looks like em...

Are these veins?

Jayden : I think there's limit to my adventure (laugh).

(Video 1, 2022: 03.27)

The statement from Josh, "Here's the next thing, it's called '*sundae*'," reflects the Generosity Maxim as it shows his intention to offer something unfamiliar to Nati and Jayden while prioritizing their experience. *Sun-dae*, a traditional Korean dish. By introducing it in a straightforward yet considerate manner, Josh demonstrates generosity, providing the boys with the opportunity to try something unique from another country cultural background. Josh does not seek personal gain but aims to share the culture with the hope that they will enjoy the dish or at least gain a new experience. This reflects Josh's primary goal of

benefiting Nati and Jayden by introducing them to something new, demonstrating his generosity without expecting anything in return.

The field of conversation addresses on the act of sharing food, particularly sundae, a traditional Korean dish that Josh presents to Nati and Jayden in their school yard. The topic at the moment turns around a cultural exchange, wherein Josh presents a dish that may be both unfamiliar and somewhat challenging to the individuals, as it consists of beef or pork intestines filled with blood and spices. This context highlights the exchange of a distinctive culinary experience rooted in several different history of culture. Through the introduction of the dish, Josh highlights the cultural significance of the food, searching to diversify the listeners' experiences and introduce them to something unfamiliar. The field, consequently, reflects a presentation of cultural knowledge via cuisine, emphasizing the importance of generosity and common sharing.

The participants or tenor in this conversation are Josh, the speaker, and Nati and Jayden, the listeners. He presents the dish, intending to share a piece of culture with Nati and Jayden. As the gracious host, he presents the dish to them, placing their enjoyment and comfort above any personal gain. He desires for the boys to encounter something novel, even if it might be unexpected or astonishing to them. Nati and Jayden, in contrast, assume the roles of recipients, and their reactions whether marked by hesitation or curiosity contribute to their interaction with Josh. Their relationship with Josh is casual, indicating a friendly, easy-going environment where the offer is presented without any sense of obligation.

The mode in this context is casual and straightforward. Josh presents the dish in a relaxed and direct way, matching the overall tone of the conversation. The communication is casual as Josh engages with friends in a relaxed environment, avoiding formal language or structure as a mode of context of situation. The straightforwardness and clarity in communication create an atmosphere that feels relaxed and genuine, which in turn amplifies the sense of generosity. The spoken mode facilitates instant feedback, including signs of hesitation, enabling Josh to modify the interaction to make sure that Nati and Jayden are at comfortable.

The utterance in the conversation is a generosity maxim because it maximizes cost to self and benefit to other. Josh as a host offering a food called sundae to Natti and Jayden that they never eat before. Also, Osh show willingness to give or introduce something to Natti and Jayden.

4.2.3 Approbation Maxim

The Approbation Maxim from Leech's (1989) theory emphasizes minimizing expressions of disapproval and maximizing praise in communication. It encourages speakers to avoid criticizing others or making unpleasant remarks, instead focusing on highlighting their positive qualities and offering compliments. This approach fosters goodwill, strengthens relationships, and promotes social harmony by ensuring that conversations remain respectful and uplifting. By complimenting others on their achievements, skills, or appearance, speakers show consideration and respect, which can build trust and rapport. However, it is important that compliments are genuine, as insincerity can undermine the

effectiveness of this maxim. Ultimately, the Approbation Maxim helps maintain positive interactions and a supportive atmosphere. The selected Videos of *Korean Englishman* YouTube contain data that expresses approbation maxim:

Data 9



Figure 4. 9

Josh : He finished! Show to the camera, show the camera.

Look at that. Respect!

(Video 3, 2021: 07.09)

The remarks made by Josh fall into the category of politeness maxim, specifically the approbation maxim. The statement “Look at that. Respect!” contains praise for all the students for doing well by finishing the spicy *ramyeon* from Korea. This praise indicates that Josh, as the speaker, is providing positive affirmation to the listeners, namely the students, for having finished the spicy *ramyeon*. It is not easy for those British students to finish the dish, knowing that they are accustomed to food rich in spices but not spicy food like *ramyeon*. The Western culture, which prioritizes warmth for their bodies, contrasts with Asian

culture, which often uses spices to add heat to their food. Josh, with a deep understanding of Korean culture, introduced *ramyeon* to those British students.

The field of discussion is centred on the cultural experience of consuming spicy ramyeon in this interaction. Josh introduces the British students to this Korean dish, emphasizing the challenge of ingesting food that is significantly spicier than their usual fare and eating. The discipline encompasses the cultural context surrounding the ramyeon and its preparation and consumption. The Western and Asian cultural contrast is a significant factor, as Western foods are typically sweet, savoury, and salty, whereas Asian cuisines, particularly Korean cuisine, use seasonings to add heat to their dishes. Josh's comments regarding the students' success in finishing the dish redirect attention to their accomplishment in surmounting the challenge of consuming spicy food, which is challenging for those not acclimated to it. This emphasizes the cultural exchange component of the event, which serves as an introduction to a unique experience, with Josh encouraging the students as they participate.

The speaker or the tenor is Josh. His interaction with the students is informal, and he assumes the role of an individual who is introducing them to a culturally significant concept, in this instance, Korean cuisine. Josh's use of the phrase "Respect!" suggests that he intends to motivate and recognize their effort in consuming the peppery ramyeon. The students are the ones being commended for their perseverance in attempting and completing the dish, and they are the ones who are the listeners. Josh fosters a sense of camaraderie and encouragement with the students, providing them with positive reinforcement and guidance throughout this

cultural experience. This dynamic establishes an atmosphere in which students experience encouragement and gratitude for venturing beyond their comfort zones and attempting novel activities.

The mode of communication in this scenario is informal and spoken, as Josh directly addresses the students. Josh's assertion, "Observe that." A quick, personal comment that is intended to recognize their accomplishment is "Respect!" The interactive nature of the communication enables students to respond promptly due to its spoken nature. Josh's direct speech and encouraging tone contribute to the conversation's sense of immediacy and connection. The informal mode indicates a relaxed environment, in which Josh's commendation fosters a positive and light-hearted atmosphere. This method of communication is particularly effective in fostering a supportive and pleasant interaction.

The utterance "Look at that. Respect!" are Approbation maxim, part of politeness maxim that minimize dispraise to other and maximize praise to other. In this conversation Josh giving compliments to Armand because he can finish to eat the spicy *ramyeon* even though he can not eat spicy food. Josh shows some appreciation to Armand as a highlight of this conversation.

Data 10



Figure 4. 10

Jermaine : **A combination both is banging!**

Josh : Yeah?

Jermaine : A combination of both of them is very good.

Josh : You like that?

Jermaine : very very good.

(Video 5, 2021: 03.53)

The expressions conveyed by Jeremaine fall under the politeness maxim, specifically the Approbation Maxim. This aligns with the principle of minimizing disparagement and maximizing praise. The phrase “A combination of both is banging!” expresses admiration for the combination of foods presented, emphasizing how delicious and appetizing they are. Jeremaine conveys that the combination suits their taste perfectly, being neither too spicy nor overwhelming. Their friends also noted that the combination is highly suitable for schoolchildren.

The field of the interaction concerning Jeremaine's evaluation of the culinary combinations they sampled. The conversation elicited their admiration for the well-balanced flavors, which they found to be exquisite and in accordance with their personal favorites. Jeremaine disclosed that the cuisine was "just right" and

not excessively spicy, emphasizing that the combination was in harmony with their personal preferences. Additionally, the combination of dishes was determined to be appropriate for Jermaine companions. The students' reactions and the quality of the dishes were evidence that food from diverse cultures is significantly more enjoyable. The shared moment of cultural appreciation and enjoyment through cuisine is exemplified by the emphasis on the dish's qualities and its influence on the participants. Jeremine, who serves as the speaker and provides positive feedback, and their colleagues, who serve as the listeners and contribute their own perspectives, are depicted by the tenor dynamic. In addition to admiration and enthusiasm, Jeremaine's statement, "A combination of both is banging!" results in a sense of shared exhilaration and positivity. The friends' accord and contributions serve to reinforce the camaraderie and mutual enjoyment. The informal and amicable character of the relationship among the participants suggests an equal dynamic in which all individuals feel comfortable expressing their opinions. Jeremaine's commendation cultivates an inclusive atmosphere in which the group collectively appreciates the experience. The tenor of this conversation are Jeremaine and Josh. The relationship between Jeremaine and Josh is friendly and informal and also casual, because an enthusiastic exchange. Jeremaine use phrase like "banging" and "very very good" convey excitement and passion, while Josh response indicate that he is receptive and interested in Jermaine's opinion.

Jeremaine's informal language as a mode is indicative of the informal and spoken character of the discourse. The colloquial tone of the phrase "A combination of both is banging!" gives the expression of delight clear and relatable. The group

is able to respond and engage immediately considering the interaction takes place in real-time. The lively and collaborative discussion about meals that this conversational style fosters enhances the social character of the exchange. The informal term refers to the informal environment of the situation, in which participants are encouraged to freely communicate ideas and build upon each other's feedback, leading to a collective sense of cultural exploration and enjoyment.

The utterance “A combination of both is banging!” are an approbation maxim in politeness maxim that minimize criticism and maximize praise. A word “banging” Jermaine show an expression that he describes the food that he combine was impressive. At the first he little worries about to combine the foods, but after that she showing an approval and admiration to the food.

Data 11



Figure 4. 11

Josh : We got some cheesy fries.
 Natti : Chessy fries right now. Yes.
 Josh : Order it, boom, they bring it straight to your seat while you keep playing games.
 Bobby : **That's why he's the GOAT!**

(Video 6, 2022: 03.22)

The statement expressed by Bobby describes everything. The phrase “That’s why he’s the GOAT!” refers to the politeness maxim, specifically the approbation maxim. This expression vividly illustrates the situation where Josh invites British schoolchildren to experience the highly popular gaming café in Korea. Bobby greatly appreciates Josh and expresses how respectful he is towards Josh for inviting him and his friends to experience something they have never tried before. Bobby's words praise Josh for providing such a valuable experience during high school era.

The field by Bobby's expression of respect for Josh's efforts in welcoming British high school students to an unforgettable cultural experience at a renowned gaming café in Korea is the main point of the interaction. Bobby and his close friends would not typically encounter an aspect of modern Korean culture that this opportunity emphasizes. Bobby's statement is the result of his acknowledgment of the significance of that event and the influence it had on him and his peers. The significance is on Josh's role in facilitating a meaningful cross-cultural exchange by portraying this event as a memorable high school experience.

The connections between Bobby, Natti and Josh. Bobby, the speaker, conveys his gratitude and admiration for Josh's attention is a tenor in the conversation. The phrase “That's why he's the GOAT!” is used by Bobby to with enthusiasm acknowledge Josh's generosity and appreciation for giving them such an opportunity. The two are linked in a spontaneous and respectful manner, which demonstrates a sense of relationships and respect for each other. Josh's actions as a

host or facilitator are perceived as kind and impactful, which strengthens the connection between them and raises his value in Bobby's estimates.

The mode of this conversation is Bobby's statement is classified as informal and friendly language. The commonly used abbreviation "GOAT" (Greatest of All Time) can be found in the term "Bobby" for Josh. The statement classified as an informal language, and their closeness characterizes the relationship between Bobby and Josh. Bobby's tone of voice seems highly informal. It can be classified as a typical manner of speaking when asserting that Josh is the most proficient in this area. The tone is also informal, as indicated by informal language and informal statements.

The utterance "That's why he's the GOAT!" are approbation maxim in politeness maxim that minimize dispraise and maximize praise to other. This is consistent with the language and abbreviations that Bobby employs to convey his admiration for Josh. Bobby praise Josh because Josh is provided them an experience that they never had before and make the comfortable.

Data 12



Figure 4. 12

Josh : Seen a bit of a Korea University today.
 How is it different from a university in England?
 Armand : Well, I've never seen a cinema in a university.
 Josh : I used come every day after my class and I'd just watch Korean movies.
 Armand : **This is amazing.**
 Josh : Pretty sick right.

(Video 7, 2023: 12.29)

Armand's expression can be categorized under the approbation maxim, which focuses on minimizing criticism and maximizing praise. The phrase "This is amazing" exemplifies the approbation maxim as Armand expresses his admiration and amazement. Armand was deeply impressed upon learning that Josh's place of study, Korea University, is very luxurious and even has a cinema on campus. Josh himself shared that he was initially surprised by such extravagant facilities. Beyond the facilities, Armand holds great respect for Josh, recognizing his achievement in pursuing education at Korea University as a foreigner studying the Korean language. Armand was truly at a loss for words, acknowledging Josh's fortune, intelligence, and hard work.

The field of interaction between Armand and Josh is characterized by Armand's admiration for the facilities of the Korea University campus, where Josh studies for one year. Armand's admiration for Josh and the university did conclude with his observation of the many great facilities that Korea University have but in England not have those facilities, and Josh's acceptance to the university was exceedingly challenging for him as a foreign applicant. The campus and Josh were both highly praised by Armand, who was particularly impressed by Josh's intellect. Josh's intelligence was genuinely remarkable to Armand, and it instilled in Armand a deep respect for him.

The interaction or the tenor occurs between Armand as the speaker and Josh as the listener in the relationship between Armand and Josh. Armand expressed astonishment upon learning that Josh had attended Korea University for one year and observed that the university's facilities were of exceptional quality. Josh attended a university with an independent cinema facility distinct from other institutions. The very comfortable and relaxed friendship is evident in Armand's very relaxed relationship with Josh. The two are very close, and how Armand conveys himself perfectly represents the friendship situation.

This interaction or the mode of this conversation is close to one another, characterized by casual language, indicating a close relationship between the individuals involved. The interaction exhibits a highly informal and amicable tone and language. Armand articulates himself in a tone and manner that renders the scenario relatively informal, and they share a robust rapport. Armand's ease in conversing with Josh is apparent, as is Josh's open comfort.

“Amazing” is a direct compliment and a strong praise for something. Armand said he really praise that he does the campus tour with Josh in Korea University because Armand and Max can experiences become a student in Korea University a day. That experiences make he feels impressed by the difference about the University between in Armand campus in London and Korea University.

4.2.4 Modesty Maxim

Leech (1989) proposed the Modesty Maxim, which emphasizes the importance of minimizing self-praise and maximizing self-criticism in communication to preserve humility and civility. It reflects a cultural and interpersonal norm in which individuals are expected to minimize their own accomplishments and capabilities while being more receptive to recognizing their faults or deficiencies. This method promotes a positive social dynamic and cultivates a sense of humility by preventing arrogance or self-aggrandizement, which could potentially alienate others. Speakers can establish a more harmonious and cooperative interaction by adhering to this principle, as it is consistent with the broader societal expectations of respect and decorum. The data contained in the selected videos of a Korean Englishman on YouTube is indicative of the modesty maxim:

Data 13



Figure 4. 13

(Booby and Jeremine trying chili and deep it into the *samjang* sauce)

Bobby : Yeah. I feel the back of my throat but it's nice

Jeremaine : It's nice. That's nice... It's not like...

It is gonna burn your throat. I lied.

Bobby : **It's burning my throat, but I'm not gonna say anything.**

(Video 1, 2022: 11.40)

The sentence "It's burning my throat, but I'm not gonna say anything" can be categorized under the Politeness Maxim, specifically the Modesty Maxim. In this context, they were asked to taste green chili with sauce, an experience that reflects Korean culture. This activity aimed to explore their reactions to a typical Korean dish and understand how Koreans enjoy food with a unique spicy sensation. Bobby showed modesty by suppressing any acknowledgment of his difficulty with spicy flavors. He chose not to highlight his struggles, which reflects a humble attitude in accordance with the Modesty Maxim principle of minimizing self-praising expressions and maximizing self-deprecating expressions.

The field by Bobby's statement, "It's burning my throat, but I'm not going to say anything," indicates that he attempted to consume the green chilli that Koreans typically consume to complement the primary Korean dish. He experienced a burning sensation in his pharynx due to his unfamiliarity with chilli. Bobby's statements implied that he obliquely underestimated himself due to his inability to consume chilli peppers, which caused a burning sensation in his throat. In his statement, Bobby emphasized contrition and refrained from mentioning his struggles, expressing his innocence. The application of the politeness maxim of modesty in this instance is easily seen in Bobby's manners, which does not emphasize his challenge with spicy flavors.

The context of the interaction as a tenor in context situation, as well as the relationship between Bobby and Jeremaine, is characterized by Bobby and Jeremaine as the speaker. Bobby and Jeremaine, the speaker, minimizes his response to the green chilli, demonstrating his awareness of the need to maintain harmony between himself and the listener. This is consistent with the modesty dictum. Bobby is adamant about preserving the harmony of the interaction, which is why he maintains respect and harmony with his listeners, and Jeremaine.

The interaction or the mode between Bobby and Jeremaine is informal due to the casual language they implement. Bobby points out the result, "It's burning my throat, but I'm not going to say anything," which is spoken in informal language, as well as the situations that allow Jeremaine to express themselves. Listeners also concurred with this exchange, expressing their amusement at the assertion. The statement seemed particularly welcoming primarily because of the welcoming atmosphere and casual tone.

The utterance "It's burning my throat, but I'm not gonna say anything" are a Modesty maxim. In this conversation Jeremine after taste the chili he suffers from the spices. Bobby also feels the spiciness from the chili, he shows some discomfort and holding back the spice not to complain, even though he is affected by the spice.

Data 14



Figure 4. 14

- Josh : First combination we're gonna have is Yukgaejang cup ramen with a triangle kimbap. Shall we give you some instruction to open those?
- Natti : I think that's probably a good idea.
- Josh : Hold it so that the red numbers are facing you.
Number 1, pull it all the way down and through the sticker on the otherside as well. And there number 2 and you're gonna just pull the plastic without pulling the seaweed
- Natti : Okay, we got it!
- Josh : Nice! Nice!
- Jayden : **Can you help me? Am I an idiot? Am I ..What's going on?**
(Video 5, 2021: 02.17)

The statement “Am I an idiot? Am I... What's going on?” can be categorized under the politeness maxim of modesty. This maxim highlights the importance of minimizing self-praise while maximizing self-criticism to uphold politeness in communication. In this context, Jayden's words reflect a self-critical attitude, aligning perfectly with the principles of the modesty maxim. After a prolonged and somewhat frustrating attempt to open the triangle kimbap, Jayden finally succeeded with a little help from their friend. This prompted Jayden's modest reflection on their earlier struggle, demonstrating the modesty maxim in action.

The field of interaction emphasizes the concept of etiquette, particularly Modesty Maxim, as highlighted by Jayden's difficulty in opening a triangle kimbap. Their reaction, particularly the statement, "Am I an idiot?" Am I... A" self-critical attitude that emphasizes contrition and minimizes self-praise is reflected in the question, "What's going on?" The event points out the important role of self-awareness in maintaining politeness, highlighting the manner in which modesty can be shown in regular situations. The scenario also engages with themes of friendship and collaboration, as Jayden ultimately succeeds in opening the *kimbap* with the assistance of a friend.

The tenor is between Jayden, Josh and Natti. Jayden expressed himself very straightforwardly and politely because there was also a team of Korean Englishmen among them. Natti quickly helped Jayden, who was having trouble unwrapping the kimbap. Everyone needs to learn how to unwrap the *kimbap*, but the most difficult thing is Jayden. That made his friend quickly help Jayden. The bond between schoolmates is very close.

Jayden's statement as a mode in this conversation can be classified as casual and spoken language. Emphasizing the straightforward yet communal action of unwrapped the *kimbap* packaging, their current circumstances influence their speech. Their modesty can emerge naturally due to the relaxed tone, which contributes to a lighthearted and collaborative environment. This interaction emphasizes the positive social bonds and mutual respect that can be reinforced by politeness, particularly through modesty, in commonplace experiences.

The utterance above show those are a modesty maxim. Jayden by asking a help and he expressing a confusion that means he not understand to open the *kimbap*. Also “Am I an idiot?” is an expression of self-deprecating humor or frustration of his own behavior.

Data 15



Figure 4. 15

- Josh : First combination we're gonna have is *Yukgaejang* cup ramen with a triangle kimbap. Shall we give you some instruction to open those?
- Natti : I think that's probably a good idea.
- Josh : Hold it so that the red numbers are facing you.
Number 1, pull it all the way down and through the sticker on the other side as well. And there number 2 and you're gonna just pull the plastic without pulling the seaweed
- Armand : Opps.
- Josh : Max, what's happened?
- Max : **It's.. It's all gone wrong here!**

(Video 5, 2022: 02.23)

The statement “It's.. It's all gone wrong here!” can be categorized into the politeness maxim of modesty. Max's words clearly criticize himself for messing up the *kimbap*. The sentence explains the condition of the *kimbap*, which is slightly damaged due to Max's actions. Max followed the instructions correctly, but it was

challenging for him as it was his first time trying *kimbap*, and the *kimbap* wrapper is considered unique among British high school students.

The field of event revolves around Max's initial activity to unwrap the *kimbap*. It indicates how he reacts to the somewhat damaged *kimbap*, for which he attributes responsibility to himself despite carefully adhering to the instructions. The event illustrates the challenges of implementing the unusual *kimbap* packaging, particularly for beginners. The situation at hand highlights Max's encounter with the unfamiliar, highlighting the difficulties caused by acquiring something new.

In the the dialogue Max, Natti, Armand and Josh are the tenor. Max as the speaker addressing his audience in this conversation, presumably friends or peers, in a casual environment. The informal yet encouraging interaction enables Max to articulate his frustrations honestly without apprehension of criticism. Max's statement, "It's... It's all gone wrong here!" indicates his willingness to own his error. The connection demonstrates an acceptable and understanding dynamic, allowing his audience to connect and contribute in the experience.

The mode is verbal and casual, appropriate for the present and quotidian situation of attempting to open the *kimbap*. Max's statements are spontaneous and convey his authentic response to the circumstances. This direct communication effectively expresses his emotions while maintaining a pleasant and accessible tone. The interaction emphasizes the importance of expressing personal experiences authentically and honestly.

The utterance “It’s.. It’s all gone wrong here!” are modesty maxim that Max dispraise himself. This utterance Max know that he is messing up to open the kimbap and that is not working well as he thinks. Max think if he just follows the instruction the kimbap is easily open but when he doing it, it ripped everywhere. So, he knows that something gone wrong with his action and need help to others, which aligns with the principle of Modesty maxim.

Data 16



Figure 4. 16

- Josh : Answer to number 4 was 2
 Natti : These are the ones we actually tried.
 These aren’t even the guesses. Oh no.
 So I got one right. For the one I tried.
 Ollie : In your own language.
 Natti : Yeah, in my own lang...Oh, yeah. Let’s not go there.

(Video 4, 2021: 07:36)

The statement “So I got one right, for the one I tried” can be categorized into the politeness maxim of modesty. This activity aimed to try and know how the CSAT exam for English studies that Korean students do to go to University. Natti words clearly criticize himself for get wrong for the test. The sentence explains the

condition Natti he expresses that he disappointment because the score that he got from the test. Because the time for the test are limit and he was struggle to finish because the English sentence is hard to understand so he focused at some question first but at the end he out of the time and try to just guess the answer. After find out that the result he gets a one answer that correct of all the question. Natti feels disappoint and shame because the one right answer that he get is one of the question that he focused to answer and more the test in his own language that it shouldn't be hard to understand but in this test he feel struggle because the English so hard to understand, so Natti statement for "So I got one right, for the one I tried" is a self-critical that emphasizes contrition and minimizes self-praise.

The field when the students try the SAT exam and when Josh provides an explicit answer to question number four, while Natti reflects upon the subset of items they have actually attempted, distinguishing these from speculative guesses. He still have one answer right even though he try hard. The dialogue features Natti, Josh and Ollie as the speaker addressing his audience is a tenor in this conversation, presumably friends or peers, in a casual environment. The informal yet encouraging interaction enables Natti to share his disappointment and ashamed for the result of the test. The mode is verbal and casual; this direct communication effectively expresses his emotions while maintaining disappoint tone. The interaction emphasizes of expressing personal experiences honestly.

The utterance in the conversation "So I got one right, for the one I tried" are a modesty maxim that show he dispraises himself. This utterance said by Natti is show humility by emphasizing he is that only try one question and managed to get

just that one correct. It also shows it modestly his effort and avoiding sounding boastful.

4.2.5 Agreement Maxim

The Agreement Maxim, as outlined by Leech (1989), emphasizes fostering harmony in communication by minimizing expressions of disagreement and maximizing agreement between oneself and others. This principle is rooted in the idea of maintaining social cohesion and positive relationships by avoiding conflict or confrontation. In practice, speakers may downplay differences of opinion or highlight shared viewpoints to create a sense of alignment and mutual understanding. By prioritizing agreement, the maxim helps to reduce tension and encourages a cooperative atmosphere, making interactions more pleasant and respectful. It reflects a broader goal of politeness, where the speaker seeks to affirm and validate the listener's perspective while subtly managing any potential discord. The selected Videos of *Korean Englishman* YouTube contain data that expresses agreement maxim:

Data 17



Figure 4. 17

Josh : It's called *samjang*. I think you're going to like it.

Ray : I trust you.

Josh : It's not spicy. Get a good amount.

(tries *samjang*)

Harvey : That is amazing, Delicious!

Ray : **That is amazing! I'm gonna have to go for more.**

(Video 1, 2022: 09.38)

The sentence “That is amazing! I'm gonna have to go for more” is categorized under the Politeness Maxim, specifically the Agreement Maxim. When they were introduced to the Korean specialty *samgyeopsal* (pork belly) covered with *samjjang* sauce and grilled, they expressed genuine enjoyment of the dish. Ray's words of support and agreement demonstrated that the food suited their taste well, with the balance of flavours not too spicy and the chewy texture of the meat leaving a positive impression, even making Ray want to take it home. This interaction highlights the strong cultural exchange involved in introducing Korean cuisine to British high schoolers. Even if the dish might not have been everyone's personal favourite, the group found common ground by agreeing on its good qualities, fostering solidarity and mutual appreciation.

The field is cultural exchange and appreciation of Korean cuisine, specifically the introduction of *samgyeopsal* (grilled pork belly with *samjjang* sauce) to British high school students. The interaction highlights their reactions to the dish, particularly Ray's enthusiastic agreement, which underscores their positive engagement with the experience. The emphasis is on the cultural significance of food as a medium for interaction and how shared enjoyment can foster understanding and solidarity across different cultures.

Tenor relationship existed between Josh, Ray and Harvey the participants—British high school students and peers or guides showing Korean cuisine. As the speaker, Ray conveys admiration and agreement to Josh suggestion, displaying an easygoing and pleasant interaction. The tone is excited and encouraging, expressing a willingness to adjust to the new cultural experience. The situation is highlighted by openness and interest, with Ray's response providing an opening to enhance rapport and connection among the group.

The language employed in Ray's expression, "That is extraordinary!" as a mode. The phrase "I'm going to have to go for more" contains informal speech, and his tone suggests that he expresses it with great passion and ease. It enabled all participants to behave in a comfortable and enjoyable manner. Although not formal, the listener perceives it as polite and respectful, contributing to the lively and enjoyable atmosphere.

This expression shows an agreement in agreement maxim. Ray has same expression repond to Harvey after taste the *samjang* sauce in their barbeque time. It is a positive experience and they want more and want to eat it again in the future.

Data 18



Figure 4. 18

(Trying a black bean Tteokbokki and neoguri ramyeon with mozzarella cheese and sausage)

Harry : Got spicy to it.

Armand : **Bit sweet as well. I think that's what you must like.**

Max : Yeah.

(Video 5, 2021: 07.28)

The sentence “It's a bit sweet as well. I think that's what you must like” is a clear example of a politeness maxim of agreement. They were asked to taste popular Korean combine food called *jjapaguri* that made by idol named Mark, so they called it mark *jeongsik*. This sentence aligns perfectly with the description of the agreement maxim, which states that the goal is to minimize disagreement and maximize agreement. When Hary stated that the food was spicy, Armand not only agreed but also added his own opinion that his friend would like the food. The experience of trying Korean food is unique for them.

The field of the interaction between them when trying *jjapaguri* is what they have to try for the first time. Their reaction was unexpected, and they enjoyed

combining the two foods. The interaction between Armand, Harry and Max is very enjoyable, and even Armand can tell Harry and Max will like the food. They enjoyed the combination of food, and for the first time they tried it, they appreciated and exchanged cultures because Western and Asian cultures are very different, when trying the combination of food, they appreciated and listened to the explanation from the host, Josh.

The relationship between Armand, Harry, and Max as a tenor is that they are schoolmates who asked to try a combination of Korean convenience stores. Armand, who plays the speaker, agrees with Harry's statement that Harry and Max would love to combine and taste the two Korean foods. Harry, Max, and Josh, as the hosts, play the role of listeners as they listen to Armand's statement of agreement. From the statement of consent, it can be determined that Armand guided the conversation between three people, namely Harry, Max, and Josh, who were the listeners of Armand's statement.

A mode of this conversation is a communication between Armand, Harry, and Max is included in informal language but still in a friendly and comfortable intonation and tone. The dynamics of the conversation between the three of them reflected a close interaction, as can be seen from "It's a bit sweet as well. I think that's what you must like" Armand's language and word choice, who sounded friendly, comfortable, and agreed with the previous statement. The approach between the three becomes positive and relaxed by using the language and the friendly tone of voice.

This utterance show an agreement maxim in politeness maxim. Armand show an agreement assumption about Harry preference about the food he eat it is get a bit spicy but sweet as well. This also show an understanding between Armand and Harry about their food references.

Data 19



Figure 4. 19

- Josh : At the end of it, after karaoke I'm like "They're gonna be knackered." I was like "Ok, I want to make sure they're having fun time." "Do you want to go back to the hotel? Or do you want to go bowling?" And everyone is like, "Obviously we want to go bowling!" We went bowling.
- Ollie : For like two hours.
- Josh : Go back to hotel late.
- Harvey : Our time in Korea running out I tryna do as much as we can. Don't know when we'll next be here, if we ever will be.
- Josh : **Absolutely love that**

(Video 2, 2022: 17.09)

The statement from Josh "Absolutely love that" aligns with the politeness maxim of agreement. This statement agrees with the description of the agreement maxim: minimizing expressions of disagreement and maximizing agreement. Josh's statement acknowledges Harvey's words about their time in Korea running out, as they sit and enjoy their meal while a sense of sadness envelops them. They discuss

many things, and Harvey is eager to make the most of their remaining time in Korea. They are uncertain when they will be able to return and meet the people they have encountered. Josh agrees with all of Harvey's words because what Harvey said is true, and they want to cherish their time together.

The field of meaningful exchange between Josh and Harvey regarding their time in Korea draws a close. They will make the most of their time and are still determining if they will return. The time they spend, the people they encounter, their experiences, and the days they spend together will be remembered. Josh's statement, "Absolutely love that," agrees with Harvey's statement and is consistent with all his statements. Harvey is deeply grateful for Josh's assistance to him and his friends.

The close and supportive relationship between Josh, Ollie and Harvey as a tenor indicates that they value each other. Josh's statement expressing his agreement with what Harvey said shows how much they respect each other. In the conversation, Josh acted as a speaker and agreed with Harvey's statement. Harvey, as a listener, heard this and felt sad, considering that their time left in Korea was very short.

The mode is the language used in the conversation between Josh and Harvey tends to be informal and casual, remembering their close relationship. The conversation sounded very sad, mixed with an indescribable mood. However, their language was informal, and their polite and friendly intonation and tone of voice reflected their sincerity and let their emotions escape. A sad atmosphere enveloped

the conversation, which was calm and full of emotions. However, with Josh's statement and agreement with Harvey's plan, the conversation went positively and calmly signaling that the conversation sounded sincere and respectful of each other.

Josh agreeing what Harvey said by “Absolutely love that” are exemplifies agreement maxim. Harvey said that they really want try what that he never done before in England and have so much fun before going back to England. Josh were agreeing what Harvey said about what they did in Korea were really impressive they do all what they wanted together and have so much fun until the end of the holiday.

Data 20



Figure 4. 20

- Josh : What did it feel like you were being tested on when you were reading through?
 Tobi : This is like a Google translate kinda...
 Josh : **That's kinda what it feels like, right?**

(Video 4, 2021: 04:13)

The statement from Josh “That’s kinda what it feels right?” aligns with the politeness maxim of agreement. Josh's statement acknowledges Tobi’s words about

the question in the CSAT exam test. The students and Josh as the host discuss about the test that make they don't understand and some of them said that the test is not English and also Tobi said the question in the test is like a google translate, that mean the English that have a different structure and the unnatural word choice that make the sentence sequence is strange and its hard to understand by the Tobi and friends. Tobi said that "This is like a Google translate kinda" to Josh and Josh immediately agreed, because Josh also felt the same way when he read the test he was also confused and did not understand and he understood Tobi's feelings by his statement "That's kinda what it feels like, right?" that he is also agreed about Tobi statement.

The field of this conversation when Josh and Tobi discussion about the text in exam are an English but using google translate to write the exam. Tobi said "it's like google translate kinda" and Josh answer the response to Tobi. The supportive relationship between Josh and Tobi as a tenor indicates that they agree each other. This conversation reflects informal conversation and friendly rapport, with both participants engaging in a shared exploration of their experiences with the reading material, characterized by a supportive and collaborative tone. Josh's statement expressing his agreement with what Tobi said shows how much they feels same to each other considering that they have the same thought that the test like a google translated. The mode is the language used in the conversation between Josh and Tobi tends to be informal and casual, remembering their close relationship. The conversation sounded very excitement tone. However, their language was informal, and their polite and friendly intonation and tone of voice reflected their sincerity

However, with Josh's statement and agreement with Tobi's the conversation went positively of each other.

Tobi said the English test of CSAT are strange to him because he never saw a test with the unnatural word and it hard to understand eve Tobi is a native speaker of English. Because of the strange choice word in the exam he felt like the test is a Korean that use a google translate into English, so the word is not natural. Josh also thinks the same as Tobi so Josh said “That’s kinda what it feels like, right?” and this is show an agreement which aligns with purpose of agreement Maxim.

4.2.6 Sympathy Maxim

According to Leech (1989), the Sympathy Maxim focuses on fostering positive interpersonal relationships by encouraging the speaker to maximize expressions of sympathy, understanding, and care for the listener while minimizing any expressions of antipathy or negativity. This maxim promotes harmony by showing concern for the feelings and experiences of others, thereby strengthening social bonds. For instance, in situations where someone shares bad news or a personal struggle, adhering to the Sympathy Maxim would involve offering comforting or empathetic responses rather than dismissive or unsympathetic remarks. The goal is to create a supportive environment where the listener feels understood and valued, reducing the potential for conflict or discomfort in communication. The selected Videos of *Korean Englishman* YouTube contain data that expresses sympathy maxim:

Data 21



Figure 4. 21

Harvey : Armand, do you want the chili?
 Armad : No, I'm good bro. I'm good
 Bobby : Give it to me then. Put it on my plate.
 (Cough in spiciness)
 Harvey : Get him some water.
 Natti : **Is he alright?**

(Video 2, 2022: 08.49)

Natti's statement, "Is he alright?", aligns with the sympathy maxim which emphasizes showing empathy, understanding, and concern while minimizing negative or dismissive expressions. Natti's question reflects genuine care for Bobby, who is struggling with his low tolerance for spiciness. By asking if Bobby is okay, Natti demonstrates attentiveness and a desire to ensure his well-being, while avoiding any dismissiveness. What makes this statement even more significant is that natti's concern is shared by others in the group, creating a collective atmosphere of empathy and support. This group-wide reaction underscores the importance of the Sympathy Maxim in maintaining positive social dynamics, as everyone is united in their care for Bobby, fostering an environment of mutual understanding and respect.

The field in this interaction occurred during a meal, his friend gave Bobby a bell pepper and ate it. The people around him were amazed by Bobby's courage to eat chili, but his friend said it was a bell pepper, not chili, and his friend was relieved about it. After consuming everything without the rest of Bobby reacting to the bell pepper, Bobby begins to cough and spicy. Then the statement "is he alright?" asked if Bobby was okay. Bobby looked very spicy, and his friends were petrified to ask the restaurant staff for water for Bobby, who looked red and needed water to neutralize the spicy taste.

The relationship between Natti, Harvey, Armand and Bobby as a tenor and everyone in the group and Natti's concern for Bobby. As the speaker, Natti looks very worried about Bobby's condition, as seen from the statement that Natti utters, "is he alright?" this shows that Natti cares about Bobby without judgment and criticism of Bobby. The statement also shows how close the group is. Everyone in the group, as listeners, looked panicked but still relaxed about the situation. This situation indicates that the atmosphere when eating together is very close, and they help each other. At the time of the incident, there was no formal impression, but the family was so strong that they all moved to find water for Bobby when Bobby needed it.

The mode or the interaction between Natti and Bobby, Natti uses polite and very worried language as a mode with a friendly tone, asking how Bobby is doing. The comfortable situation in the group conversation made the initially panicked situation calm. Natti's natural statement made the impression of a very warm, and the group dining party saw how close the group was to each other. This allowed

Natti's genuine interaction with Bobby. Natti's simple question made the situation positive and harmonious between the group of people.

Natti shows a concern to Bobby condition, because Bobby can not eat a spicy food. But, Bobby try the chili in one bite and start to coughing. Natti show a concern by uttering “is he alright?” because Bobby still coughing and his face so red, so this utterance align a Sympathy maxim.

Data 22



Figure 4. 22

Armand : If you give me 50 quid to finish it, I would.
 Josh : I'll give you 50 quid.
 Armand : That's all my coaching for today.
 (Try to finish the spicy noodle)
 Josh : **Don't hurt yourself for it. If it's too much for you, don't hurt yourself.**

(Video 3, 2021: 03.04)

The statement, “Don't hurt yourself for it. If it's too much for you, don't hurt yourself,” can be categorized under the sympathy maxim. Josh initially offers a reward of 50 pounds if Armand can finish the spicy *ramyeon*, but his focus shifts to concern as he notices Armand struggling with the spiciness. Armand's friends

also appear worried, but in the end, Armand manages to finish the *ramyeon*. The bet takes an unexpected turn when Armand requests a trip to Korea from Josh. Not only does Armand win the bet, but he also gets the opportunity to visit Korea.

The field in this interaction challenges consuming spicy *ramyeon*, Armand is very happy to challenge the spicy *ramyeon* to make a bet if he can finish the *ramyeon* Josh must give him 50 quid as a reward. Armand was very excited to try to finish the *ramyeon*. The difficulty of consuming the *ramyeon* was very visible but Armand did not want to give up, slowly and slowly Armand diligently ate it until the last bite he finished the *ramyeon*. Josh looked very worried with Armand saying, "Don't hurt yourself for it. If it's too much for you, don't hurt yourself," from this statement Josh showed his empathy for Armand.

The tenor is the interaction highlights the relationship between Josh and Armand. Josh, as the speaker, is very worried about Armand, who doesn't want to get in trouble with him by joking but attentively. Josh tries to haunt Armand to finish the *ramyeon*, but Armand insists on winning the bet, which is evident from Josh's statement, "Don't hurt yourself for it. If it's too much for you, don't hurt yourself," Josh, who is worried and sympathetic towards Armand, asks Armand to stop him. Armand, who is full of passion, does not take the first step and continues to eat the *ramyeon* until it is finished, Josh is so shocked by Armand, who can finish the spicy *ramyeon* and is very resigned yet still supportive of the challenge. Meanwhile, as listeners, Armand and his friend only ignored Josh's words.

The mode of the conversation between the two was classified as informal language, supportive, and worried about seeing Armand, who was obsessed with winning the challenge. Able to make Josh resigned and shocked but still comfortable with each other. Sharing how supportive the challenge was, Armand freely ignored Josh's words. Worried and disbelieving reactions, Josh and Armand make the conversation feel fun, warm, and loose between everyone in the conversation.

In this conversation Josh shows the goals of sympathy maxim. Josh advising Armand not to force himself to finish the spicy noodle if he cannot handle the spice. Josh tries to warn Armand that the situation is overwhelming and does not want to be in the condition of Armand's bad after eating spicy noodle, so Josh said not to hurt yourself to Armand.

Data 23



Figure 4. 23

- Josh : Oh, you've pulled the lid!
 Harvey : Oh, I've pulled all it off!
 Josh : **You know what? I'm gonna replace that for you. I'm gonna replace it.**
 Harvey : I'm so sorry.

(Video 5, 2021: 04.53)

Josh's statement "You know what? I will replace it for you. I will replace it." aligns with the polite sympathy proverb. It also emphasizes the sympathy proverb by maximizing expressions of care, understanding, and goodwill while minimizing expressions of indifference or antipathy. When Josh calmly offers to replace the item, the repetition of the phrase "I will replace it" alleviates concerns and resolves the issue, ensuring that the student, particularly Harvey, does not feel burdened. This situation creates a positive atmosphere for everyone.

The field of this interaction is dedicated to the resolution of a specific issue. Josh's statement, "You know what? I will replace it for you. The statement "I will replace it" is directly related to a concern encompassing an item requiring replacement. The primary objective in the discourse context is to provide practical assistance and assurance. Josh attempts to calm Harvey's worry by offering a polite substitute for the item. The emphasis on problem-solving demonstrates the prioritization of empathy, responsibility, and compassion.

Trust and comprehension are the foundations of the relationship between Harvey and Josh as a tenor in this conversation. The speaker is Josh, and the receiver is Harvey. Josh, the speaker, plays a critical role in this discourse. If Josh observes Harvey opening the entire *ramyeon* lid, which Harvey did not intend to do, he will promptly replace it with a new *ramyeon*. Josh ensures that Harvey is not overpowered by his actions by saying, "You know what? I will replace it for you. This statement is anticipated to be comfortable for Harvey, and Josh also reiterates

his words to ensure they are acceptable. Josh generalized the artistic relationship between him and Harvey.

The conversation between the two is classified as informal but still respectful as mode in the context situation. The speaker and listener exchange warmly and politely as Josh's phrase "I will replace it" is repeated. The atmosphere is more effective without anyone being burdened in the conversation, as positive interactions ensure that messages are conveyed politely and clearly. The conversation between the speaker and the listener is effective due to the message conveyed and the repetition of the words from Josh.

The conversation above Josh is offering to replace the *ramyeon* to Harvey because he pulls out all the lid. Josh utterance is a willingness to help Harvey from the difficulty condition by offering the new *ramyeon* to eat. This utterance show the purpose of sympathy maxim that maximize sympathy to other.

Data 24

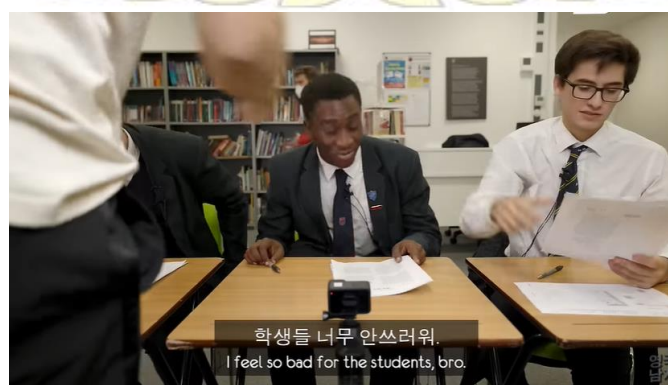


Figure 4. 24

(After the shooting done)

Tobi : **I feel so bad for the students, bro.**

Orlando : These guys are not students, bro. They come here, they'll be teaching me English, I swear.

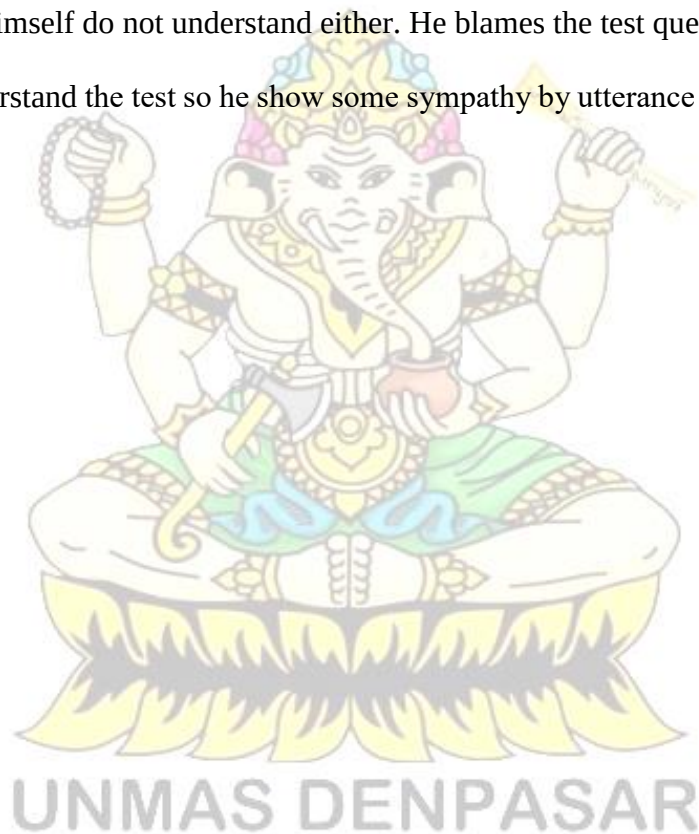
(Video 4, 2021: 09:22)

The statement, "I feel bad for the students, bro" can be categorized in sympathy maxim. In this context, they were asked to try the CSAT exam. This activity aimed to try and know how the CSAT exam for English studies that Korean students do to go to university. While doing the test, the students complained that the English exam that they were doing is hard to understand even they are the native speaker. They were matching the correct answer and as a result they got a low score. Tobi expressed himself very straightforwardly and politely because said he feels bad for the students in Korea because they learn English differently in Korea and in England and cannot think how the students in Korea do the test to pass to the university.

The field in this conversation when Tobi and Orlando statements show a sorry for the students in the statement "I feel bad for the students" and they feels respect. The tenor is the interaction highlights the relationship between Tobi and Orlando are a casual and informal. The interaction suggests a shared understanding of the gravity of the situation, Tobi state that he felt bad for the students in Korea that they do the test that is hard to understand, and Orlando also agreed that state that the students in Korea is not student, that mean they are more than students because they can do that a hard test English more than the most western do. The mode is the conversation between the two was classified as informal language, and

how they have felt the same in the conversation about feel bad for the Korea students in the test.

Tobi said that he feels bad for the student is maximizing a sympathy to students in Korea that do the test. He shows that the students in Korea not to study hard because himself do not understand either. He blames the test question why its so hard to understand the test so he show some sympathy by utterance “feel bad for the students”.



CHAPTER V

CONCLUSION AND SUGGESTIONS

In this chapter, some significant points from the analysis of the previous chapter are presented as conclusion. Secondly, some suggestion about this study how to use this study are presented.

5.1 Conclusion

In this study, the politeness maxims identified in selected *Korean Englishman* YouTube videos are analysed based on a total of 50 data points. The focus is on six types of politeness maxims, which serve to guide the way individuals maintain respect, humility, and harmony in communication. Among the data, 4 instances indicate the politeness maxim of tact, where speakers aim to minimize imposition on others and maximize respect. 6 instances represent the politeness maxim of generosity, in which speakers downplay their own contributions and emphasize the benefit to others. The politeness maxim of approbation is the most prevalent, with 16 data points, highlighting speakers' tendency to express approval or praise for others while avoiding negative judgments.

Additionally, the politeness maxim of modesty is present in 10 instances, where speakers understate their own achievements or qualities in order to maintain humility. The politeness maxim of agreement is represented by 9 data points, showing a tendency to minimize disagreement and maximize alignment with others' views. Lastly, 5 instances reflect the politeness maxim of sympathy, where speakers demonstrate care and empathy for others, showing concern for their well-being.

However, this research focuses on analysing 20 representative data points from the selected YouTube videos to better understand how these politeness strategies are used in communication.

The context of situation, as outlined by Halliday (1989), is crucial for interpreting these politeness maxims, as it helps uncover the intended meanings behind each utterance. The context includes elements such as field, tenor, and mode, which provide insights into the subject matter, the relationships between participants, and the manner in which communication occurs. In the case of the *Korean Englishman* videos, the direct and conversational style of speech is prevalent, as it aligns with the informal and relatable tone of the YouTube platform. This context allows the speakers to express politeness in various forms, from showing appreciation to minimizing self-praise, which is essential for maintaining positive interpersonal dynamics in their interactions.

5.2 Suggestion

In order to improve and give a better result of the similar study related to politeness maxim, there are some suggestion from the researcher for the next researchers who interested in doing politeness maxim as a similar research. It is advisable to expand the scope of data sources beyond YouTube videos to encompass a wider array of media formats, including television programs, podcasts, and social media platforms. Such diversification may yield a more comprehensive understanding of the application of politeness maxims across various contexts and formats. For the future researchers can build upon the findings of this study and

contribute to a deeper understanding of politeness maxims and their role in communication across diverse contexts.



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APPENDIX

1. The Data Sheet of Types of Politeness Maxim That Found In Selected Korean Englishman YouTube Videos

1. Tact Maxim

No	Data	Duration
1.	Armand : Help me get in a bit more please	13:04
2.	Josh : You can try using your spoon if you want to. Malachi : (struggling with his chopstick)	01:00
3.	Josh : This brand here <i>Governat</i> , very cool Korean brand, one of my favorites, reached out to us said they want to deck you out. All : No way, what?!	17:29
4.	Josh : Clifford just laughing. Clifford : Please, don't make me do this again	12:35

2. Generosity Maxim

No	Data	Duration
1.	Max : (cannot stop eating ramyeon) Josh : Do you want more? You can take it with you afterwar	06:55
2.	Josh : Do you want a hand, Max? Max : No I got i	09:41
3.	Armad : I shouldn't have opened it as much I want to bring it home. Josh : We can give you one to take home! Armand : Really?	01:28
4.	Josh : Here's the next thing, it's called sun-dae The boys : (confused)	03:27

5.	Josh : Are you looking for salad? Ray : Yes Please	04:01
6.	Jayden : can I hold the camera? Bobby : Thank you	11:40

3. Approbation Maxim

No	Data	Duration
1.	Josh : Look at that. Respect! (to all students who finished their spicy ramyeon)	07:09
2.	Nati : A combination both is banging!	03:53
3.	Bobby : That's why he's the GOAT!	03:22
4.	Max : This is amazing Josh : Pretty sick right	12:29
5.	Max : This is... this is brilliant!	05:14
6.	Armand : all good stuff! Max : It's all great!	09:10
7.	Ollie : Natti let's go! (Natti saves his team)	02:26
8.	Josh : You did pretty well (Max trying saves his team)	07:48
9.	Ray : I love this man, I love it!	03:34
10.	Josh : Amazing!	04:15
11.	Armand : Perfect! Kim : Well done! You guys did a good job.	05:45
12.	Max : good choice love it!	06:27
13.	Josh : You guys did a great job.	12:00
14.	Armand : You beat me, Max. Well done	07:40
15.	Woman Staff : Max, you're taller!	16:03
16.	Bobby : You're bougie, you're bougie. You're shining, bro.	05:20

4. Modesty Maxim

No	Data	Duration
1.	Bobby : It's burning my throat, but I'm not gonna say anything.	11:36
2.	Jayden : Can you help me? Am I an idiot? Am I ..What's going on?	02:17
3.	Josh : Max, what's happened? Max : It's.. It's all gone wrong here!	02:23
4.	Jeremiah : I'm contemplating my life choices.	05:32
5.	Malachi : Oh man, I thought I was African. I thought it was in my genes.	07:40
6.	Jayden : Can you guys just edit out the ashy knees?	00:30
7.	Caleb : That turns boys into men (the spice). So I guess what I've concluded from all of this is that I am still a boy. I have not yet reached manhood.	15:05
8.	Jeremiah : "So you can't handle spice?" My dad just going destroy me.	08:14
9.	Natti : So I got one right. For the one I tried Ollie : In your own language. Natti : Yeah, in my own lang...Oh, yeah. Lets not go there.	07:36
10.	Caleb : I think the only thing I would say is you have quite literally brought tears to my eyes.	14:41

5. Agreement Maxim

No	Data	Duration
1.	Harvey : That is amazing, Delicious! Ray : That is amazing! I'm gonna have to go for more	09:38
2.	Harry : Got spicy to it.	07:28

	Armand : Bit sweet as well. I think that's what you must like	
3.	Harvey : Our time in Korea running out I tryna do as much as we can. Don't know when we'll next be here, if we ever will be. Josh : Absolutely love that	17:09
4.	Max : Let's do like a corn, no gotta do it like a corn. Josh : Nice I like that	10:52
5.	Louis : That is nice. Harry : Might even be better than mayonnaise	10:01
6.	Josh : You feeling stressed, Ray? Ray : Yeah, Psychological harm.	03:56
7.	Tobi : This is like a Google translate kinda... Josh : That's kinda what it feels like, right?	04:13
8.	Josh : Can we get a "That's all for today" into here? Jayden : Yeah that's definitely it. That's definitely it.	08:22
9.	Armand : Shall I give my bank details?. Or you know what? I'll change it. Trip to Korea. Josh : I mean yeah! 100%	08:50

6. Sympathy Maxim

No	Data	Duration
1.	Ollie : Is he alright?	08:49
2.	Josh : Don't hurt yourself for it. If it's too much for you, don't hurt yourself.	03:09
3.	Josh : Oh you've pulled the lid! Harvey : Oh I've pulled all it of! Josh : You know what? I'm gonna replace that for you. I'm gonna replace it.	04:53
4.	Tobi : I feel so bad for the students.	9:22

	Orlando: Bro. these guys aren't students, bro. They come here, they'll be teaching me English, I swear	
5.	Josh : I feel bad leaving this poor, kind-hearted GS25 manager.	0:46

