Najwa Syihab's Speech Strategy in Mata Najwa Show on Metro TV From the Perspective of Community Education

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Abstract

As a means of communication, language plays a central role in socializing. Of course, not everyone brings this talent to speak from birth, but if trained in language skills, it can be used as a profession that has high selling value, such as hosting an event. However, many events invite a fight at the end of the activity. For this reason, the speaking strategy of Najwa Syihab (NS), who was awarded the High Commended the Best Current Affairs Presenter at the Asian Television Award, needs to be studied. This study aims to describe the NS speech strategy (politeness) in presenting events and the importance of mastering speech strategies in every level of society. By using content analysis techniques, it can be concluded that NS tend to use positive politeness strategies to maintain emotional closeness with the interlocutor and balance the elements of talk and show. NS uses direct speech strategy to maintain the accuracy of the information that will be consumed by the audience. NS also uses negative politeness speaking strategies when talking to respected people. NS uses indirect speech strategies in the form of figurative language in small quantities. The figurative language used serves to explain concepts, maintain politeness, show aesthetics, and indirectly this strategy shows the intelligence of its users. The right choice of strategy in speaking is not only needed by a television presenter but is important for every level of society without age, economy, or profession restrictions.

Keywords
Speech Strategy, Politeness, Host, Trainning, Community Education

1. Introduction

As social beings, humans need language to communicate. The importance of communication in society requires users to be wise in choosing strategies and word choices. This is usually done to avoid misunderstandings that could lead to a bad and uncontrollable language situation. Not many people are born with this talent for language. However, speaking skills can be trained as long as there is a will to do and try. In his book The Magic of Speaking, Carnegie (2010) says that never feel your case for speaking is very difficult, start with a strong and big will, master what you are going to speak, act confidently, and what should not be left behind is practice. because there are many mistakes that often occur in using language.

Speaking skills in today's modern era have a high selling value. Some of the speaking professions that have been highlighted lately are presenters, speakers, and motivators. However, in reality, not all presenters are able to establish harmonious cooperation with the speakers because they violate linguistic rules in speaking (Thompson & Anderson 2018, Muslim 2017). Uncontrollable emotional symptoms or war of words will never occur at an event hosted by a professional emcee. There is always a cleverness in the language that great presenters use to inform audiences of information stored in the minds of sources without any visible coercion for them to raise their voices or

unmask secrets. Therefore, research on the strategy of speaking excellent presenters is expected to be a solution to this problem.

The presenter of choice for Indonesian television viewers who has always been nominated for the Panasonic Awards in a row from 2010 to 2019, is Najwa Syihab (NS). NS won the Panasonic Globe Award for best talk show presenter and news presenter three times (2015, 2017, and 2019). Not only is NS known for its regular use of language, but NS also has a sharpness of language, which is a specialty in its delivery. His speaking ability also led NS to become the winner of the High Commended for The Best Current Affairs Presenter at the Asian Television Award (2019 and 2017). Ferdyna and Franko (2016) conducted relevant research on Piers Morgan Live, an American television program. However, the results of this study have not been explicitly linked to education.

2. Literature Review

One form of spoken language activity is hosting an event. The presenter, who is often referred to as an announcer, can be understood as a person who reads news (in the dictionary meaning). This is in line with Arief's opinion (2001) which states that the person assigned to present an event that has been designed by the authorized team is called the presenter. In this sense, an emcee only presents the program without being involved in drafting the concept of the event. Furthermore, Arief (2001) emphasized that the presenters have several variations. The variation is determined based on the character of each event. The person who reads the agenda at a formal event (whose voice is usually unanimous and doesn't seem wrong), is called the Master of Ceremony or commonly known as the MC. However, there are events that tend to be commercial or selling, the host is called Commercial Master or commonly known as CM. If the program that is hosted is an informal program, then the host is called the Entertainment Master, who is usually known as EM. As for game shows, the host is called Quest Master, commonly known as QM.

The term presenter is often confused in the community, because it is not contained in the explanation of several types of presenters that exist in general theory. In ordinary people, the term presenter is often identified with news readers on television. In connection with this, Amelia (2013) said that a presenter is a person who serves as an event guide, news reporter, or guide for an event program. So, it can be understood that the term presenter is not only intended for news readers, but talk show hosts such as Mata Najwa, Kick Andi, The Oprah Winfrey Show, are also referred to as presenters. Broadly speaking, the presenter profession is classified into two variants, namely, news presenters (news presenters) and event presenters (non-news presenters). News presenter is the presenter who is most familiar in the minds of television viewers. Some people think that being an announcer is not difficult, as long as you are skilled at speaking. However, Arif (2001) stated, to be able to become a presenter, one must have several criteria that must not be left behind. A presenter must have a voice that is clear and pleasant to hear, has an attractive appearance (good looking), and has no physical deficiencies. In addition, a prospective presenter should master language skills, know a lot of things, and master training materials or some kind of education for potential presenters. While the basic criteria that cannot be trained are intelligence and empathy that come from within and being sensitive to things that happen outside themselves. It can be understood that being a presenter requires mastery of grammar rules, broad insight, as well as the willingness and ability to practice in order to be skilled in using language. The number of conditions that must be met to be able to become an announcer because the success of an event is very dependent on the professionalism of the presenter.

In speaking, there are three things that must be considered so that we as language users are called civilized humans. These three things are politeness in language, politeness in language, and language ethics. These three things cannot stand alone because they are interrelated and occupy their respective roles in communicating (Chaer, 2010). Politeness in language is one aspect of language that can increase the emotional intelligence of the wearer, because when speaking a speaker is not only required to convey a message but is also committed to maintaining a harmonious relationship with the other person. Harmony will be maintained if the speaker and the speech partner both keep their faces or do not embarrass each other.

To keep the threats face and the speaker, the host will choose and use certain strategies in the speech. In dialogue they tend to use certain strategies to keep their faces in front of the audience and keep the dialogue process running in harmony. This is in line with what was conveyed by Roman Jacobson in Alwasilah (1990) who said that one of the functions of speech as a communication tool is to maintain social relations and apply to certain situations. In addition, speech strategies are usually used to make conversations communicative as well as interesting. Yule (1996)

asserts that speaking strategy is a human way of speaking to produce interesting speech and be understood by the interlocutor. Brown and Levinson (1987) suggest that in essence humans have two types of desires known as face wants. First, positive face (positive desire); the desire to always be appreciated and recognized for their achievements, both socially and personally. Second, negative face (negative desire). This negative desire means that his interests are not violated by others. Based on these desires, principles were born that contain ways to obey both positive desires which are then known as positive politeness, as well as negative wishes which are then called negative politeness.

In society there are social rules that regulate how one should behave with others. In order not to violate this rule, a speaker must speak without forgetting the difference in social distance with the interlocutor. If this norm is forgotten, one of the participants in the communication will be humiliated or embarrassed. Speech that can harm the face of the interlocutor is known as FTA (Face Threatening Act). Brown and Levinson (1987) introduce five types of politeness strategies. The five strategies are a direct strategy without further ado (bald on record strategy), positive politeness strategy (positive politeness strategy), negative politeness strategy (negative politeness strategy), indirect strategy (off record), and non-threatening strategy (don't do the FTA) who chose not to speak at all. Although research on the Igbo language in Nigeria (Nwoye 1992 and Rudanko 2006) has criticized this theory, it seems that Brown and Levinson's (1987) speech strategies are still strong enough to explain linguistic strategies (Abbas 2013, Nor and Aziz 2010, Ardi et al. 2018, Tan, et al. 2016, Maros & Rosli 2017) from West to East.

According to Brown and Levinson (1987) direct strategy without further ado is a strategy of doing FTA to state something clearly. It can be understood that this direct strategy is used by speakers to convey their meaning without being hindered. Therefore, the speech is usually conveyed clearly so that it is right on target. This means that the informative element of communication becomes important in speech that uses this strategy. This is confirmed by Brown and Levinson (1987) who state that if speakers want to do FTA with maximum efficiency, then using a direct strategy without further ado is the main choice in communicating. This direct strategy without further ado can be categorized into two types, namely without minimizing FTA and FTA orientation to save the face of the interlocutor. This strategy tends to be used by people who have a high social stratum. Usually, they use strategies to talk to subordinates or people who have power below their level. In this case the speaker ignores the aspect of cooperation with his interlocutor.

Doing speech with emphasis on the safety of the addressee's positive face by showing agreement and having similarities in terms of tastes, interests and desires, is called a positive politeness strategy (Brown and Levinson 1987). Furthermore, Brown and Levinson (1987) explain positive politeness strategies by classifying them into 15 sub-strategies. Are as follows. First, showing special attention to the things that become the identity of the speech partner. Second, exaggerating interest and approval as well as sympathy for the speech partner, Third, increasing interest in the speech partner. Fourth, showing the similarity of identity or group. Fifth, seek approval of the speech partner. Sixth, avoiding differences of opinion against the speech partner. Seventh, it creates a perception of similarity. Eighth, slip humor. Ninth, showing the perception that the speaker understands the wishes of the hearer. Tenth, promise. Eleventh, showing the hearer that the speaker feels optimistic about him. Twelfth, trying to involve the speech partner to do an activity. Thirteenth, questioning reason. Fourteenth, offering reciprocal action. Fifteenth, offer help by showing sympathy. It can be understood that the use of the fifteen sub-strategies is intended to provide comfort to the hearer by getting emotional support from the speaker.

The negative politeness strategy is a strategy to save the negative face of the interlocutor. This is intended so that the speech partner feels that his wishes are not hindered by other parties. In this case, the speaker tries to acknowledge and respect the negative face of the interlocutor (Brown and Levinson 1987). In this case, Brown and Levinson (1987) classify 10 negative politeness substrates to respect the wishes of the interlocutor. The sub-strategies are as follows. First, speaking indirectly to overcome the threat of the speech partner's face. Second, use questions with certain particles. Third, showing an attitude as if the speaker is not too optimistic. Fourth, reduce the level of threat to the speech partner. Fifth, convey respect. Sixth, pay respects by apologizing. Seventh, avoid mentioning speakers and interlocutors. Eighth, indirectly states that FTA is an event that often occurs in the community. Ninth, nominalize the statement. Tenth, states clearly that the speaker has given kindness (debt) or not to the interlocutor. If you pay attention, the ten sub-strategies serve to provide comfort to the speech partner because the speaker will feel his wishes are appreciated by the speaker. The speaker's careful attitude in maintaining the will of the interlocutor is evident in all the existing sub-strategies.

While the indirect strategy is a strategy of speaking indirectly by submitting the meaning of the speech message from the speaker to the speech partner (Brown and Levinson (1987). In this case, of course, the speaker does not convey something directly. Further Brown and Levinson (1987) dividing indirect strategies into several substrates. The sub-strategies are as follows. First, giving instructions by stating the reasons for taking action. Second, associating clues by mentioning something that is associated with the action requested to the interlocutor. Third, generating perceptions of the speaker's intention. Fourth, hide reality by stating something in a smaller number Fifth, using hyperbole. Sixth, saying something repeatedly without adding clarity Seventh, contradicting something by stating the truth and encouraging the interlocutor to seek a solution. Eighth, insinuating sarcasm immediately. Ninth, use figures of speech. Tenth, ask a rhetorical question. Eleventh, conveying speech that has a double meaning. Twelfth, disguise speech that threatens the face of the hearer. Thirteenth, states in general, so that the speech partner does not feel embarrassed. Fourteenth, mentioning other people to avoid threatening the face of the speech partner. Fifteenth, empty certain parts of a speech sentence. Of the fifteen sub-strategies that exist, it can be seen that the use of this indirect strategy requires the interlocutor to be more sensitive in interpreting the message conveyed by the speaker. Positively, when there is a message that has a tendency to be offensive, the interlocutor will not immediately lose face. This can happen because in terms of delivery, this strategy is a little more subtle than the direct no-nonsense method.

In communicating, the use of speech strategies should adapt to the context behind the activity (Abbas 2013, Sukarno 2015, Hoye 2005, Nor and Aziz 2010), especially in hosting the event. The smooth running of an event is largely determined by the communication skills of the presenter. Given the large variety of languages that exist, the selection of this speaking strategy would involve a more complete ability if the language used is not the speaker's first language (Bu 2010, Chiravate 2011, Najeeb, et al. 2012, Etae, et al. 2016, Alakrash and Bustan 2020). Given that there are still many language errors in the community, this study needs to be described together with non-formal education that needs to be carried out in the community. Hamidjojo (1982) suggests that non-formal education is education that is programmed to assist the implementation of education for both those who have never been to school and those who have failed, as well as provide attitudes, skills and practical knowledge that are relevant to the needs of the community. life.

Furthermore, community education itself can be perceived as an educational service aimed at people who have a desire to improve and or increase their competence to improve their welfare, regardless of differences in age, education level, economy, social status, religion, ethnicity. and mental physical condition (Viera 2006). This means that public education is intended to improve the standard of living or welfare of the community (Fakhruddin & Shofwan, 2019). In general, public education is always identified with non-formal education (Shofwan et al. 2021). One form of non-formal education services can be packaged in the form of training. Training itself can be interpreted as a system designed to improve skills, provide concept reinforcement, teach rules, to improve the quality of one's work performance (Simamora, 2006, 273) and Gomes (2003, 197). In addition to efforts to improve current performance, it can also be said that efforts to correct deficiencies (Babazette, 2006, 5). It can be understood that a training is aimed at making an ability grow and hone. That is, this program is designed outside the standard formal education. The concepts/skills taught in the training are more practical to catch up with previous performance deficiencies. Fauzi and Widiastuti (2018) explain that training is to improve the skills, knowledge and attitudes of students to be able to continue to a higher level, so that they can have the ability to work or have an independent business in increasing a decent income. So, it can be said that the ultimate goal of a training is to increase people's income in order to survive so as to create a prosperous society.

3. Methods

The approach used in this study is a qualitative approach. While the method used is descriptive method. In assessing the presenter's speaking strategy, the research instrument is the researcher himself who will be assisted by data analysis formats and recording devices. Data is taken randomly to represent the regular and special Mata Najwa Program. Data collection is carried out with the following steps. First, recording Mata Najwa's episode *Demi Sepak Bola* (For the Sake of Football) and the episode *Di Balik Dinding Istana* (Behind the Palace Walls). Second, listening and transcribing the speeches of NS and guest stars in both episodes. Third, reducing speech into research data, which relates to the 4 aspects studied (4 types of speech strategies). Fourth, the verbal expression is then given a serial number called the Research Data Number (NDP) to be used as research data. This step is based on the opinion of Krippendorf (1993) which states that data must be coded and described in a form that can be analyzed.

Data were analyzed using data analysis techniques. After the research data is collected, start processing with the following steps. Firsth, the research data is grouped into a format that has been prepared according to the research objectives. Second, analyzing the data according to the four aspects studied by interpreting the speaking strategies that often appear or are dominant in the research data. Third, conclude the NS presenter's speaking strategy. Fourth, interpret the peculiarities of the NS speech strategy in the perspective of public education.

4. Data Collection

This research data collection was carried out at the Metro TV Jakarta Studio, which is located on Jalan Pilar Mas Raya, Kedoya Selatan Village, Taman Jerok, West Jakarta. The subject of this research is Metro TV presenter Najwa Syihab. In this case, I used the observation method to get data on NS speeches in the Mata Najwa Program episodes *Demi Sepak Bola* (For the sake of Football) and *Di Balik Dinding Istana* (Behind the Walls of the Palace), by recording the two episodes of Mata Najwa from beginning to end.

5. Result and Discussion

5.1. Najwa Syihab Speech Strategy

In the episode *Demi Sepak Bola* (For the Sake of Football), positive politeness strategies emerged as the most dominant speaking strategy, reaching 55.09%. Then followed by the direct speech strategy used as much as 43.71%. In addition, negative politeness strategies and direct action also color the rhetorical style of NS in a very small percentage, each of which is 0.60%. Overall, the data can be seen in Figure 1 below.
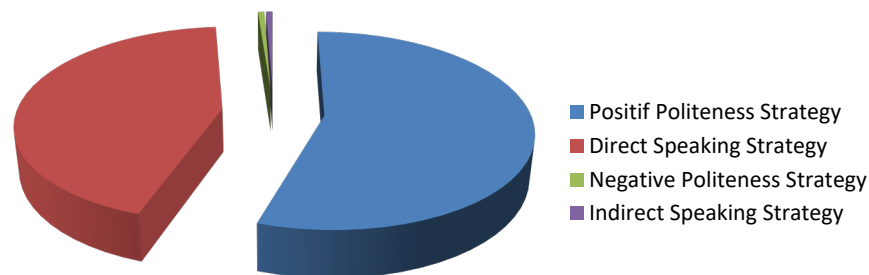

Figure 1. Speech Strategy Research Data of Najwa Shihab Episode Demi Sepak Bola

Based on Figure 1, the strategy of speaking with positive politeness has a big role in the delivery of NS in the episode Demi *Sepak Bola*. Some examples of the use of positive politeness strategies can be seen in the following speech.

1. Najwa: "Okay haha ... so when it's time to push it is actually very dangerous?" (NDP.1.21)
2. Najwa: "So, out of the many eeeeeees who participated, how many natives are there?" actually here, Mas Rizal?" (NDP.1.18)
3. Najwa: "Okay, you give money to the referee, then specifically want the referee do what?" (NDP.1.34)
4. Najwa: "Just last year 2013?" (NDP. 1.51)
5. Najwa: "Directly no yes" (NDP.1.151)
6. Najwa: "Oh I see, I can't believe it. The period is tens of billions of cash then it doesn't clear cling like that?" (NDP.1.153)
7. Najwa: "So the argument that this will improve performance is at least historical prove it's not like that?" (NDP.1.155)
8. Najwa: "So it's not based on necessity?" (NDP.1.156)

All of these utterances use positive politeness strategies in different ways. On NDP. 1.21., NS uses the fifth maxim by expressing agreement with the ideas conveyed by the resource persons, then followed by the insertion of humor, which is in accordance with the eighth maxim. On NDP. 1.18, NS seemed to follow and asked the next question to show interest in what was conveyed by the resource person. Then, the positive politeness strategy of the thirteenth maxim is also seen in NDP 1.34 because in this speech NS questions the reason why the soccer mafia gave bribes to the referee. The way in which NS exaggerates interest in saving the positive face of resource persons is found in NDP 1.51. At NDP 1,151, NS strives to show similarities. The face-saving trick by questioning the reason (thirteenth maxim) is seen in NDP. 1,153. Furthermore, NDP 1.156 shows that NS chooses a way to give final questions to the resource persons to avoid disagreements. This data is a form of the sixth maxim positive politeness strategy. In addition, some examples of direct speech data can be seen in the following speech.

1   Najwa: "Many actually don't know or don't understand that actually football even before
              long before pre-independence, eee has become a tool to awaken nationalism"
              (NDP.1.13)
2   Najwa: "Well, there is also something interesting when eeem the 1938 world cup, it was
              mentioned that that's actually where Indonesia first entered and competed in the
              world cup." (NDP.1.16)
3   Najwa: "Well, there are stories about the practice of bribery, buying and selling referees,
              then also the arrangements match, it's actually been heard often." (NDP.1.28)
4   Najwa: "What do you know about match fixing?" (NDP.1.46)

Speech on the NDP. 1.13, 1.16, and 1.28 can be said as direct speech that puts forward the informative aspect of the message conveyed. This utterance is a narrative in conveying the main idea. This narrative is used as an introduction before asking questions to the resource persons. This is different from the NDP 1.46 which is in the form of a question. The question was submitted directly without any consideration being taken by NS as the speaker. Another strategy that characterizes NS speech is the strategy of speaking with negative politeness. In an effort to acknowledge and respect the negative face of the resource person, NS spoke by reducing the level of threat of embarrassment to the resource person. This can be seen in the following speech.

Najwa: "There were times when we enjoyed being proud of having Indonesian football, those
         times are no longer there now, Pak Nurdin." (NDP.1.113)

NS said that it was not that the public had never been proud of the achievements of Indonesian football, but now they really don't feel it anymore. Have you ever felt that it was deliberately said in advance to reduce the embarrassment (fourth maxim) of Pak Nurdin, as a resource person? Then, a strategy that also colors NS speech is an indirect strategy. In this strategy, NS conveys ideas using figurative language. This can be seen in the following speech.
         Najwa: "Sir, this is not a bad face with a split mirror. (NDP. 1.122)

What is meant by this data is why are you looking for a scapegoat or blaming other parties, even though the fault is in yourself. Based on the analysis of episode *Demi Sepak Bola*, it is clear that the positive politeness strategy in NS's speech shows that as a presenter he is also interested in the context of the conversation conveyed by the interlocutor, whether the PSSI chairman, sports observer, or soccer mafia person. This makes the speakers feel free to answer any questions, because they already feel that the presenter of NS understands and is carried away into the logic of the language he presents. Even though it is used without intention, this strategy shows that the NS agrees with the other person's ideas. The positive response and support given by the NS indirectly make the resource persons speak openly because they will feel that social distance has been cut off.

It doesn't seem hard to believe that Fer (2018) says that journalistic language, offers a challenging view of its subtleties and strengths. This type of language helps to understand how journalists form a point of view to inform audiences about expected information. However, this study proves that it is not about the type or variety of language, but about politeness strategies in language. This is relevant to Piers Morgan Live's study of The Pragmatics of Politeness in The American TV Talk Show, which reveals that although both positive and negative politeness strategies are used by Piers Morgan in dialogue, positive politeness strategies are more dominant in influencing his communication strength as a presenter. Thus, it can be assumed that the positive politeness strategies

used contribute to (a) closing the social distance between the interlocutors; (b) placing interviewees at ease by creating a friendly atmosphere to allow them to 'open up' (Fedyna and Franko, 2016, 81-90).

When the dialogue control was already on the side of the NS as the presenter, at certain points the NS did not hesitate to ask directly. NS did not hesitate to ask any of the resource persons (the football mafia and the PSSI chairman) without having to worry if they felt uncomfortable, let alone not willing to answer. Even the NS is free to cut off the conversation if the resource person has spoken out of line with the question being presented or answered the question in a convoluted manner. The key is to use positive politeness strategies beforehand. This finding is different from the study of Interactive Programs on Private Radio Stations in Ghana: An Avenue for Impoliteness which found that most of the communication participants in interactive radio programs in Ghana, chose to convey messages to their interlocutors in a more direct and uncontrolled way. They do this without considering the threat on the face of the interlocutor. They humiliate the faces of those who are more powerful. In addition to lowering the social status of the interlocutor, this is aimed at demanding faster interview results while at the same time getting psychological relief (Thompson and Anderson, 2018, 55-72). In the episode Di Balik Dinding Istana (Behind the Walls of the Palace), 35.3% of speeches used a direct delivery strategy. 52.7% used positive politeness strategies. 12.0% used a strategy with negative politeness, and 0% used an indirect delivery strategy. Overall, these findings can be seen in Figure 2 below.
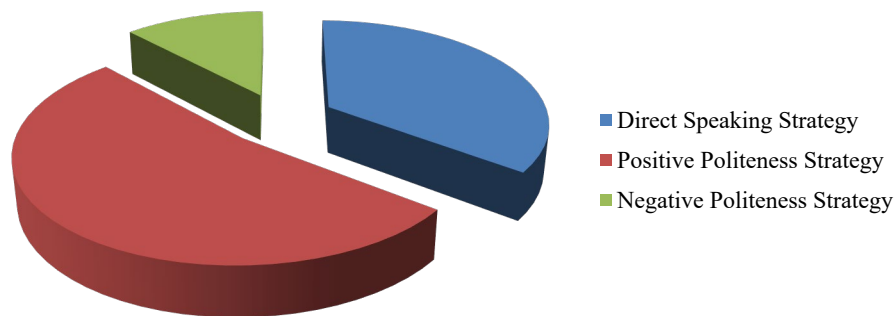

Figure 2. Speech Strategy Research Data of Najwa Shihab Episode Di Balik Dinding Istana

The most prominent speech strategy used by NS in Mata Najwa's show Di Balik Dinding Istana (Behind the Palace Walls) is a strategy with positive politeness. The following outlines some examples of data that use strategies with positive modesty.

1. Najwa: "Six..., presidential motorcade..." (2.3)
2. Najwa: "Oh, combined into one?" (2.4)
3. Najwa: "Protested directly by Mr. Jokowi" (2.8)
4. Najwa: "So you heard it from Pak Praktik?" (2.37)
5. Najwa: "And immediately, immediately wear a suit... Pake... directly like that?" (2.38)

In these three examples of data, the speaker attempts to repeat some of the speech and confirm the conclusion of the opposing story. It was intended to show approval of the opponent's speech. Examples of this data are positive impressions of the 5th sub-strategy. The use of small talk strategies with different positive impressions is found in the following data.

1. Najwa: "If there is still a sound about... is it..." (2.7)
2. Najwa: "Waduh...?" (NDP 2.26)
3. Najwa: "Ask you to go back there again." (2.27)
4. Najwa: "Until crying, sir?" (2.28)
5. Najwa: "What comes to mind has been suspected before or really surprised?" (2.39)

The use of 'if' used in NDP 2.7 has a positive effect because the word increases more attention or interest in what the opponent is saying. This is found in the civility of the 3rd substrate. While expressions that increase attention to

opponents of speech in different forms are found in the NDP 2.26, 2.27, 2.28 and 2.39. In NDP 2.26, 2.27, and 2.28, the phrase is conveyed in the form of concerns about the speech of the speaker or opponent of speech. Meanwhile, in NDP 2.39, speakers are seen trying to increase attention to speech opponents while wanting feedback from opponents. The positive modesty strategy used by NS in the form of optimism assumes that the adversary wants or helps the speaker achieve the speaker's wishes (eleventh substrate,) contained in the following sample data.

> Najwa: "And to find out for sure then the style is made more informal, more relaxed, so?" (2.16)

The speech focused on speakers who wanted to confirm about the president's visit that the president himself always changed his concept after being on a trip to know the reality of the field. NS actually wants to tell the audience this, but by asking the opponent so that the information is completely valid. So, the question posed by the speaker is not really a loose question, but the answer of the opponent of speech can already be predicted by the NS even before the question is asked. Still in the positive politeness strategy. NS also seems to try to balance the elements of talk and show naturally by using humor. Talk in terms of quality content and show in terms of a talk with an attractive packaging. An NS's sense of humor can be seen in the following sample data.

> Najwa: "Oh, I see, hahaha! Wow, the ministers must be seeing from now on... shaking their feet
> means legs... while, hah." (NDP.2.46)

The NDP 2.46 shows the similarity of the tastes of the host and the informant. In this case, NS is trying to bring the atmosphere of a serious conversation to be more relaxed. NS chimed in on the informant's statement about the habit of a president as the number one person who was considered quite funny while laughing. This crisp humor is able to change the atmosphere that was previously stiff to be livelier. The second most commonly used NS strategy is direct speech strategy. The direct speech referred to in this study is to issue speech in a straightforward and clear manner without any consideration for small talk. The following is an example of data that uses a direct strategy.

> Najwa: "Especially then in the economic sector, you said about fuel and also the slowing economy...
> but what people feel is that their lives are difficult sir now, economic growth is also if we talk
> the numbers are not encouraging." (2.56)

In the speech, the speaker speaks directly to the partner about negative things without worrying about attacking the face of the interlocutor. It is intended to obtain information without further ado. This makes the conversation effective and efficient. The use of other direct strategies can be seen in the following example.

> Najwa: "Ee..., the government issued various economic policy packages, Emm... but it is true, the
> impact has not touched to the bottom layer ... what, what other strategies will the government
> take." (2.57)

If noticed, the speaker shows disapproval and dissatisfaction with the opponent's speech. Then the speaker asked for a response to another plan in the context of the government's economic development strategy, without worrying that this could threaten the speaker. This is intended to get information that should be known by the people of Indonesia. In addition to these examples, the following data are also the use of direct strategies without further ado.

1. Najwa: "Ee... how often is it angry, President Jokowi? Mas Pram?" (2.43)
2. Najwa: President Joko Widodo has been leading the country for one year... not just working in
   the palace, but it could be anywhere, it all needs the president's attention." (2.47)
3. Najwa: "From political tumult to the problem of eradicating corruption, about legal certainty, as
   well as declining purchasing power in the midst of deteriorating economic conditions."
   (2.48)

At NDP 2.43, speakers ask directly without worrying about the answers that will be given by opponents, because it directly asks for information that is essentially in the interest of efficiency. While in NDP 2.47 and 2.48, speech is a narrative that explains the facts to explain the design of the event about Jokowi's performance in the past year. Apparently, this no-nonsense direct strategy is used by the NS in its speech when it comes to conveying important information that should be known by the public. In addition, this strategy is also used to explore information that must be known by the public. This is the answer, why the NS language is rated sharp and energized. The next

strategy that NS also uses in hosting the event is a negative modesty strategy.   Some data that shows the use of this strategy can be seen in the following examples.

1. Najwa: "The palace will now change sir, if we compare it to the old one." (2.14)
2. Najwa: "Eee, spontaneous style then mentioned You often do not like ceremonial events, want to come directly to a place, if there is an event do not want to use a tent, the chair wants the usual ... it's more because of the palace style or is there another reason?" (2.15)
3. Najwa: "Almost every place, all the areas, all the opportunities... That's what we see, huh, sir?" (2.20)
4. Najwa: "It never bothers you?" (2.23)
5. Najwa: "Mr. Jokowi thank you for this opportunity, sir." (2.49)

The use of the address *Pak* or *Tuan* (Sir) in all examples of the data is intended to show respect to the opponent. This is part of the fifth sub-strategy of the negative guidance strategy. The data clearly shows the difference in the level of intimacy between journalists and the president they are talking to. Although trying to make a casual conversation, but still give a fence in the conversation because the other person is a respected person. Based on the results of data analysis in terms of speaking strategies in the episode Behind the Walls of the Palace, it can be said that NS is a reliable presenter who is sharp in discussing problems, and is unified in using language, as well as simple and straightforward in delivery. The use of speech strategies that have a dominant effect on this episode of Behind the Walls of the Palace is a positive politeness strategy. In this section, NS tries to show the resource persons that he is interested and agrees with what was conveyed by the resource persons. This strategy makes the discussion sharp, because indirectly the resource person will be open when he feels that NS is already on the same side as him.

 What is unique for a talk show presenter who presents information like Mata Najwa is his sense of humor. NS has a sense of humor behind the seriousness and sharpness of his speaking style. This is a trick to bring a dead audience to life (King, 2021 p. 221). It can be understood that this humor trick has the effect of changing the atmosphere from being cold to warm, the audience who was tired or sleepy can be excited and enthusiastic again to watch the program. In addition, the tendency of NS in conveying speech directly implies a simple nature and a straightforward style of speaking to get straight to the point. NS uses a negative politeness strategy to President Jokowi. This is due to the difference in social level between the press and the president. As the number one person in this country, of course he must be respected because culturally his social status requires special consideration so that the leadership is not humiliated in media interviews. The use of negative politeness strategies in the episode Behind the Walls of the Palace shows the politeness of an NS in rhetoric. In this case, Bachari and Juansah (2017, 152) say that the use of speech strategies is not solely to create harmony in communication, but more than that is to realize the essential goal of polite behavior, namely divine satisfaction.

This study shows that NS has sharpness because of the technique it uses in speaking. Sharpness here is not about the effect of language, but about how sharp the content (discussion) is due to the choice of language techniques or tricks. NS always views that presenter is an independent profession. Not taking sides and not feeling anxious because what he conveys is the truth that must be understood by all parties. In relation to the logos aspect, most NS utterances are in the form of questions to seek information and respond to the answers given with questions, and sometimes by repeating the answers of the informants first. This is in accordance with the opinion of Hyang (2021, 67-95) that responding to stories with questions has the power to captivate the interlocutor's heart. To win without fighting (getting information) then conclude first, then follow. That way the interlocutor can feel that we are attracted to him. This technique is known as the positive politeness technique (Brown & Levinson, 1987, 101).

Sharpness is not about how he speaks directly without obstacles, but how he can empower the speech strategy popularized by Brown and Levinson to get information that must be known by the audience. Various innuendos, and protests were conveyed in polite language by using appropriate speaking strategies so that the objectives could be achieved but the event did not fall apart. NS often interrupts the conversation, but the event remains conducive. This theory is also popularized by many experts in the form of different politeness theories

5.2. Najwa Syihab's Speech Strategy in The Perspective of Community Education

In the midst of the unresolved problems of the pandemic, the global economic downturn is inevitable. People affected by the corona virus have lost their source of income. As a result, the crime rate has recently increased,

especially in urban areas. A safe solution for this situation is to increase Human Resources (HR). Therefore, presenter training can be an option for language actors who want to have a career or explore the world of broadcasting. However, most of the workshops and host training tend to focus more on the public speaking element. So that language becomes something that is not touched in depth in presenter training. In fact, public speaking skills are not always about a distinctive appearance and voice. However, it is more about the technique of mastering the audience through language media that accumulates language styles and techniques using the science of language itself. The general public thinks that language is nothing more than a means of communication. Only a small number of them are aware that language can be a highly valuable skill if it is practiced. The findings of this study make a major contribution to the enrichment of presenter training materials.

In other sci-fi worlds, such as vlogs and podcasts, linguistics and communication can be juxtaposed to create quality videos/shows. When the theories of citizenship, broadcasting, journalism, and linguistic theory are combined, the results are believed to have more effect. Likewise with the Master of Ceremony (MC). So far, people think that MC is synonymous with bass, formal, and stiff sound. People forget that the MC is still part of the sci-fi world who is responsible for the traffic of an event. It is the MC's responsibility to manage the audience, bring order, and win their hearts, so mastery of speaking strategies in using language is also something that affects the MC's performance. In addition, in presenting events in different forms, such as seminars on a national and international scale, the moderator's position is no less important. A moderator is the host who is responsible for guiding the seminar. When entering the question-and-answer session, the moderator's job is to lead a news talk show host. The trend that has been happening so far is that sometimes questions from the audience are not completely answered, so they are forced to be satisfied with the answers given. At moments like this the ability to dig up information needs to be utilized by a moderator.

The presenter (host) needs to learn and master polite, attractive, and quality language techniques or strategies before appearing as a public speaker, because the credibility of an announcer will be judged based on his overall appearance in hosting the event. In this case, language intelligence (mastering grammar and the politics of its use, elegant improvisation techniques, will lead the carrier to achieve personal branding success. Although face-to-face rules are very limited these days, training designed using multimedia is actually more appropriate to practice this skill. The use of multimedia will indirectly include non-verbal aspects without realizing it. Thus, the linguistic material in practicing the uniqueness of NS (in terms of choosing a strategy for using language to explore the information needed) becomes lighter and more interesting. Through selecting the right training model, the presenter training materials based on the NS-speaking strategy can certainly improve the skills of the trainees, so that efforts to build a community run smoothly. This is in accordance with the objectives of the community mission conveyed by Hamidjojo (in Zain & Husen, 2019) that non-formal education is aimed at solving the problem of people's lack of knowledge and skills in certain fields, which affects their survival.

6. Conclusion

After analyzing the data based on the theory of speaking strategy, it can be concluded that; First, the peculiarity of NS lies in the mental approach to the interviewee with a tendency to use positive politeness speaking strategies. This strategy keeps the emcee's emotional closeness with the resource person through approval and interest in their answers. In addition, NS's speaking skills have managed to balance the talk and show elements successfully at Mata Najwa because it is accompanied by natural humor. The use of this strategy plays a major role in the sharpness of the content (quality of content) of the Mata Najwa program. Second, NS speech is also dominated by direct speech strategies without further ado. In this case, NS uses clear and straightforward language, so that there is no dualism of meaning in delivering the message. This relates to the freedom of the press as an independent profession that must convey facts, so that the public has their right to transparent information. Third, As an adherent of eastern culture, NS uses negative politeness strategies when talking to respected people. This strategy is used to dig up information without compromising the threat of the respected person's face. Fourth, NS uses indirect speech strategies when needed. In conventional rhetoric style of language is used for the sake of beauty. However, this study shows that in addition to aesthetics, the figurative language style used by NS explains the concepts (sharpness of content), politeness and intelligence. Fifth, the unusual ways that characterize NS have inspired the preparation of presenter training materials that can improve the skills of trainees, in an effort to make the community education mission a success. Based on these conclusions, this research is expected to inspire other researchers to examine the characteristics of television presenters with different aspects. In addition, future researchers are expected to develop models and training materials for carriers on an ongoing basis.

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