



# Cross Cultural Pragmatics: Compliment Response Strategy Used on the British and Indonesian Talk show

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## Abstract

This research aims at comparing the pattern of compliment response strategy that used by two different culture between British's and Indonesia's talk show. The method used is descriptive qualitative research. The data is taken from "*Loose Women*" (British Talk Show) and "*Tonight Show*" (Indonesian Talk Show). The data collections are done as follows: first, downloaded the video of "*Tonight Show*" and "*Loose Women*". Second, observed both videos and then compared the video. The last, transcribed the compliment response and then choose the pattern of compliment response strategy based on the theory of (R. Herbert, 1989) to be analyzed further. The result shows that strategy of no acknowledgment gets higher percentage in "*Tonight Show*" that is (31.03%), this strategy as the first usage in the compliment response strategy, disagreement strategy gets (23.07%) and as second usage in the compliment response strategy, the third usage is appreciation token strategy (17.24%) in responding the compliment. Meanwhile, the Talk Show entitled "*Loose Women*" (British Talk show), the higher strategy is *comment acceptance* (28%), *appreciation token*, *return*, and *no acknowledgement strategy*(16%). It can be concluded that the most prominent used in both Talk show are *no acknowledgement strategy* and *comment acceptance strategy*. Those both strategies is included rejection pattern in responding the compliment. In this case, British tends to receive the praise and respond what was discussed and even they provide additional information with the intention of keeping the communication going, it means that they are open in responding about what was discussed, but that contrasts with Indonesia culture, Indonesian people intended to humble themselves and minimize the things commented on praise as an expression of humility. It means that they do not want to be seen as an arrogant artist or public figure. They only want to keep their image as an artist.

**Keywords:** compliment response strategy; cross cultural pragmatic; culture; talk show.

## **Introduction**

Language as the main way of communication among humans, holds a crucial role on understanding and expressing the world us and beyond. Because of this crucial importance of language in the social life of human, it has been investigated from different dimensions such as structure, sound processes, and also cultural aspects. The main aspect of language investigated by the current paper is the cultural aspect and language variations which can be referred to as pragmatics. Pragmatics refers to the study of language in context. As such, its focus is to explore the meaning, an utterance acquires on the basis of the social and situational context in which it is embedded. (Yule, G, 1996) stated that pragmatics is the study of contextual meaning. It requires a consideration of how a speaker organizes what he or she wants to say.

The way of people uses the language in their communication is different. Every community has its own ways to apply the expressive speech acts. These ways are accordance with their cultural background. (Wierzbicka, 2003) stated that every community has different language, different culture, and different speech act. It means that if there are two different countries, it has a different linguistic code, involving lexicons, grammar, and also their ways of using codes are different.

Speech act theory forms the main platform for cross cultural pragmatics. Speech act focuses on specific speech events. The speech act that received the most attention includes compliments, apologies, refusals, requests, complaints, greetings, and disagreements. As a stated by Austin (Austin, 1962) definition of speech act as the action performed by saying something. (Searle, 1969) stated that all linguistic communication involves speech acts and these form the basic units of communication. One of the commonly addressed speech act is compliment and compliment responses.

People use compliments in order to start a communication, sometimes they use to make a close friend to avoid an awkwardness feeling or to smooth an interaction. Compliment has the structure of an adjacency pair operation or action chain event (R. K. Herbert, 1998). It means that compliment and its response cannot be separated. Compliments are part of pragmatics which is defined as a branch of linguistics study about an act that a speaker performs when making an utterance. According to (Holmes, 1986) a compliment is defined as “a speech act with explicitly or implicitly attributes credit to someone other than the speakers. Commonly the person addressed, for some good possession, characteristics, and skill which is positively valued by the speaker and hearer”. It means that, a compliment makes you giving a positive assessment about the addressee’s appearance, manner skill, behavior, and others. Meanwhile, a compliment response is an utterance that people say after another person has praised them for their

style, possession, ability, appearance and others which are positively valued by participant.

The way of expressing and responding to the compliments response are different from one person to another person. It is because of their cultural background they have norms for compliment behavior are varying from one culture to another. Therefore, based on those explanation, the researcher will analyze a compliment response strategy on the Talk show that used in British and Indonesia, the researcher interested to analyze the compliment response strategy in the event Talk show that occur in British and Indonesia because they have originating from two different countries it means that they have a different culture which have relation with cross cultural pragmatics.

The Talk show entitled "*Tonight Show*" is from the Indonesia Talk show. It was one of the programs that became researchers' favorite shows. This "*Tonight Show*" is a talk show program that is packaged with a relaxed scene and brings various guest stars inserted with various segments in it. The specialty of the "*Tonight Show*" talk show compared to other talk shows is seen from the content of the show which has various segments in it so that it is more varied and interesting. The "*Tonight Show*" is also different from other talk shows, if the other talk shows are only one or two presenters, but the "*Tonight Show*" has four presenters namely Vincent, Desta, Hesti, and Enzy. This is make a communication become variety and diverse, each host has an interesting character and it is so entertaining in presenting the program.

Meanwhile British Talk show namely *Loose Women*. *Loose Women's* Talk show is a [British talk show](#) that broadcasts on [ITV](#) weekdays 12:30pm–1:30pm. The show was originally broadcast from Norwich, then Manchester, before moving to London, and focuses on a panel of four female presenters who interview celebrities, discuss their lives, and discuss topical issues ranging from politics and current affairs to celebrity gossip and entertainment news. The 3,000th episode of *Loose Women* was broadcast on 15 May 2018. *Loose Women* presented by four women, they are Kaye Adams, Ruth Langsford, Andrea McLean, and Christine Lampird. Having four female presenters is the characteristic this talk show and it becomes the interesting talk show in British. The main purpose of this research is to identify the compliment response strategy which used in both talk show which related with cross cultural pragmatics. The researcher wants to compare the pattern of compliment response strategy that used by two different culture through British's and Indonesia's talk show.

(Yule. G, 1996) stated that there are some points of view on definition of pragmatics. The first, pragmatics is the study of utterances as communicated by a speaker and interpreted by a hearer. Secondly, pragmatics is the study of contextual meaning. It requires a consideration of how a pragmatics speaker organizes what he or she wants to say. Thirdly, pragmatics is the study of how the hearer gets the implicit meaning of the speaker's utterances. The last, pragmatics is the study of the expression of a relative distance. In addition, (Leech, 1983) states that

pragmatics is the study of meaning which is related to the speech situations. It means that pragmatic can be seen as a way to solve the problem which can arise in communication both from perspective of a speaker and a hearer.

Cross Cultural literally means between cultures, hence, on a literal level, cross cultural pragmatics refers to the study of meaning negotiation between different cultures. It means that Cross cultural refers to exploring how the natives speak and act in their native language and within their own cultural context and then comparing how native behavior in one culture compares with another culture. Meanwhile, the term of cross cultural pragmatics is sometimes used to refer to precisely this kind of research, more and more frequently a clear distinction between the terms cross cultural and intercultural is being made (Stadler, 2018).

The differences in the ways of speaking prevailing in different societies and different communities are profound and systematic and it is reflecting the different cultural values (Wierzbicka, 2003). Therefore, the field of cross cultural pragmatics can be said to investigate the speech behavior and norms of different cultures, focusing on contextually derived meaning, the appropriateness of language usage in differing cultural contexts, and the complexities a challenges tied to the acquisition of pragmatics competence (Stadler, 2018).

Compliment responses are coordinated with the compliments which they follow. One kind of system that links compliment responses with prior compliments is that of chained actions. An action chain may be characterized as a type of organization in which two ordered actions, Action 1 and Action2 are linked such that the performing of  $A_1$  provides the possibility of performance of  $A_2$  as an appropriate next action. A given utterance which is an instance of an  $Action_1$  in a particular action chain may simultaneously be an instance of a different  $Action_1$ . That is, it may provide the possibility of actualization of one of several specifiable  $Action_2$  as an appropriate next action. (Pomerantz, 1978). One action chain for compliments consist of:

$A_1$ : A compliment B

$A_2$ : B accepts/rejects the compliment

Upon receipt of a compliment ( $A_1$ ). A recipient may perform an acceptance or rejection of it ( $A_2$ ). In this action chain, compliments have the status "supportive" actions that include offers, invitations, gifts, praise, and so on are organized as having acceptances/rejections as relevant net actions.

A second action chain which is relevant for compliments as  $Actions_1$  consists of:

$A_1$ : A compliment B

$A_2$ : B agrees/disagrees with the complimentary assertion

Upon the production of a complimentary assertion ( $A_1$ ), A next speaker may perform an agreement or disagreement with it ( $A_2$ ). In this action chain, compliments have the status of assessments and as such, they engender recipients'

agreements and disagreements.

The research of compliment response has been conducted by some experts of pragmatics, such as (Pomerantz, 1978), (R. K. Herbert, 1998). The research conducted by Pomerantz discovered the compliment response strategies that used by English people, they are: (1) acceptance which include appreciation token and agreement, (2) rejection which include disagreement, as well as (3) self-praise avoidance which includes a responding, that are praise downgrades, agreements, disagreements, referent shifts, and return compliments. Meanwhile, (R. K. Herbert, 1998) stated that the strategies in responding compliment divided into (twelve) 12 types of compliment responses, that are (1) appreciation token, (2) comment acceptance-single, (3) praise upgrade, (4) comment history, (5) reassignment, (6) return, (7) scale down, (8) Question, (9) disagreement, (10) qualification, (11) no acknowledgement, (12) request interpretation.

**Appreciation token** : a verbal or nonverbal acceptance of the compliment such as **“thanks, thank you”**, this strategy is a part of **acceptance**. Responding compliments with acceptance is a strategy provided by receiving the compliments given by the interlocutor (Sartini, 2019). This strategy is occurring when someone given a praise to you because of your nice skill and then your friend said to you **“your skill is nice”**. So, the responding of the compliment that can be said to interlocutor are **“thank you”**.

**Comment acceptance**: an addressee accepts the complimentary force and offers a relevant comment on the appreciated topic such as **“yeah, it is my favorite, too”**.

**Praise upgrade**: an addressee accepts the compliment and asserts that the compliment force is insufficient such as **“really brings out the blue in my eyes, doesn’t it?”**.

**Comment history**: an addressee offers a comment on the object complimented; it shifts the force from the addressee such as **“I bought I for the trip to Arizona”**.

**Reassignment**: an addressee agrees with the compliment assertion, but shifts the force to some third person or object such as **“my brother gave it to me; it really knitted itself”**.

**Return**:as with reassignment except that the praise is returned to the first speaker such as **“so’s yours”**.

**Scale down**: Addressee disagreeing with the complimentary force, pointing to some flaw in the object or claiming that the praise is overstated such as **“it is really quite old”**.

**Question**: In which addressee questions the sincerity or the appropriateness of the compliment such as **“Do you really think so”**.

**Disagreement**: In which addressee asserts that the object compliment is not worthy of praise; the first speaker’s assertion is in error such as **“I hate it”**.

**Qualification** : In which this strategy is weaker than disagreement. Addressee merely qualifies the original assertion, usually with thought, but, well, etc. such as **“it’s alright, but Len’s is nicer”**.

**No acknowledgment**: In which addressee gives no indication of having heard the

compliment. They either respond with an irrelevant comment (topic shift or gives no response).

**Request interpretation** in which addressee, consciously or not, interpret the compliment as a request rather than a simple compliment; it is not actually a compliment response such as **“you want to borrow this one, too?”**.

The previous study of compliment response has been conducted by (Spencer-Oatey, 2008). This study is explored British and Chinese (Mainland and Hongkong) respondents evaluate judgments of different types of compliment responses and found both similarities and differences. In this case, people’s strategies for responding to compliment can be usefully divided into three board categories: (a) acceptance; (b) rejection/deflection; (c) evasion/self-praise avoidance. So, the result of this study is rejection responses are much rare in English than in Chinese. All groups evaluated the acceptance responses positively, although there was a slight tendency for the British to rate them more positively than the Chinese. The British evaluated the rejection responses more negatively than the Chinese but there were also significant differences between Mainland and Hong Kong Chinese respondents. The last compliment responses are influenced by a range of factors, including concerns for modesty, avoidance of disagreement and self-presentation.

## Methods

This research used descriptive qualitative research since this research aim to collect the data, and then to analyze the data, and the last describe the conclusion. The data is taken from the participant in the *“Tonight Show”* which is event talk show from Indonesia and then *“Loose Women”* which is event talk show from British where in both containing compliment responses.

The data collections are done as follows: first, the researcher downloaded the video of *“Tonight Show”* and *“Loose Women”*. Second, the researcher observed both videos and then compared the video. The last, the researcher transcribed the compliment response and then choose the pattern of compliment response strategy based on the theory of (R. Herbert, 1989) to be analyzed further.

## Results

The researcher uses the type of compliment response to all characters in both Talk show that are analyzed based on (R. Herbert, 1989) who classified the type of compliment response into twelve (12) categories namely *appreciation token, comment acceptance, praise upgrade, comment history, reassignment, return, scale down, question, disagreement, qualification, no acknowledgement, and request interpretation*.

For comparing purpose, the number of compliment response strategies varieties used in each language representative series was counted and displayed in the table 1 both Talk show, the patterns of *no acknowledgement, disagreement, and*

*appreciation token* have the highest occurrence; no acknowledgement with 9 times occurrence (31.03%) was the most prominent strategy in “*Tonight Show*”, disagreement strategy with 7 times occurrence (24.13), and appreciation token strategy with 5 times occurrence (17.24%), Contrastively, Comment acceptance strategy has the highest frequency in “*Loose Women*” with approximately an occurrence 7 times. *Appreciation token, return, no acknowledgement, praise upgrade, and question* with 4,4,4,2,2 times occurrence respectively, are the most frequent used compliment response strategies in “*Loose Women*”.

Table 1. Frequency of compliment response strategies in *Tonight Show* (Indonesia’s Talk show) and *Loose Women* (British’s Talk show)

Compliment Response strategies	Frequency (f)		Percentage (%)	
	<i>Tonight Show</i>	<i>Loose Women</i>	<i>Tonight Show</i>	<i>Loose Women</i>
Appreciation token	5	4	17.24%	16%
Comment Acceptance	2	7	6.89%	28%
Praise Upgrade	2	2	6.89%	8%
Comment History	0	0	0%	0%
Reassignment	0	0	0%	0%
Return	1	4	3.44%	16%
Scale down	0	1	0%	4%
Question	3	2	10.34%	8%
Disagreement	7	1	24.13%	4%
Qualification	0	0	0%	0%
No acknowledgement	9	4	31.03%	16%
Request interpretation	0	0	0%	0%
Total	29	25	100%	100%

From the table 1, it can be seen there are twelve (12) types of compliment response strategies. In these strategies, in compliment response may be rejected, disagreement, or accepted. However, it is very common that the responder raises a question, turns the compliment back, gives some explanation about the compliment and even offers the object of the compliment to interlocutors.

The research result shows that the participants in both Talk Shows employed various strategies in responding to compliments given. The participant

on the *"Tonight show"* used seven (7) types of compliment response strategy which are based on Herbert's strategy. They are appreciation token, comment acceptance, praise upgrade, return, question, disagreement, and no acknowledgement. Meanwhile, the participant on the *"Loose Women"* used eight (8) types of compliment response strategy yet it rather different from the *"Tonight Show"*. They are *appreciation token, comment acceptance, praise upgrade, return, scale down, question, disagreement, and no acknowledgement*. The difference is in the using of scale down by *"Tonight Show"*.

The result of compliment responses strategies that found on the *"Tonight show"* (Indonesia's Talk show) is 29 data. The strategies for responding compliment in *"no acknowledgment"* is higher than other strategies that is have 9 frequent and get 31.03%, for the second high is strategies of disagreement that is have 7 frequent and get 24.13%, for the third high is strategies of appreciation token that is have 5 frequent and get 17.24%, comment acceptance strategies have 2 frequent and get 6.89%. The praise upgrade has 2 frequent and get 6.89%, comment history and reassignment strategies have no data, return has 1 frequent and get 3.44%, scale down have no data, question strategies have 3 frequent and get 10.34%, qualification and request interpretation strategies have no data.

The result of compliment response strategies that found on *"Loose Women"* (British's Talk show) is 25 data. Responding the compliment in appreciation token strategies have 4 frequent and get 16%. For the comment acceptance strategies have 7 frequent and get 28%, praise upgrade strategies have 2 frequent and get 8%, comment history, reassignment, qualification, request interpretation strategies have no frequent, return strategies have 4 frequent and get 16%, scale down strategies have 1 frequent and get 4%, question strategies have 2 frequent and get 8%, disagreement strategies have 1 frequent and get 4%, no acknowledgement have 4 frequent and get 16%.

## Discussion

### *Compliment response strategies on "Tonight Show" (Indonesian Talk show)*

#### *Appreciation Token*

In this strategies on responding the compliment similar with acceptance the compliment that given by interlocutor. In this case, this strategy has found on the *"Tonight Show"* such as below:

- (1) Desta: "Tulisannyabagusjugaya?" (The writing is good, right?)

Ariel Tatum: **"Makasih". (Thank you)**

- (2) Desta: "makincantikyaa Jessica, makinkesinimakincantikya." (You are so beautiful, Jessica, more here more so beautiful huh)

Jessica: **"Makasihyaa" (Thank you)**

(3) Desta: "Kalaudilihatdarifoto-fotoitumemangcantikyaraisaituyaa" (if it can be seen from those pictures, she is so beautiful yaraisa)

Raisa: "**Amiin... Amiin...**" (**Ameen... Ameen...**)

### Comment Acceptance

The comment acceptance strategy such as below:

(4) Desta: "Emangkenapakaryanya, jelekpagimana?" (what happen with your work, is it bad?)

Dul: "**ya, karenakaryanyajelek, emangjeleksih, hahaha...**" (**yes, because my work is bad, but it is really ugly, hahaha...**)

(5) Vincent: "Iqbal, cakepbangetyaa.." (Iqbal, you are handsome boy)

Desta: "iyacakep, pakai foundation yaelo?" (yes, you are handsome, you use foundation, right?)

Iqbal: "**Hahahah..iyapakai foundation gue**" (**hahahah... yes I use foundation**)

### Praise Upgrade

This strategy in responding the compliment can be seen the example such as below:

(6) Desta: "Suarakamubagusjugayaa, empukgitu" (your sound is nice, right? It is so soft)

Tiara: "**iyaa, empukya**" (**yes, it is so soft**)

(7) Maia: "Ibadahnyaluarbiasadia" (his prayer is so awesome)

Dul: "iya, diaminsaja". (yes, I can say Amenn)

Desta: "**Sayajugarajinibadahbunda**". (**I also always prayer, mom**)

### Return

(8) Desta: "Suaranyabagusjugayaa". (her voice is so nice, right)

Vincent: "**elojugabagussuaranyacumaelojelek-jelekkinja. Hahahah...**" (**your voice is good as well but you make it bad voice. Hahahah...**)

### Question

(9) Desta: "kamusekarangtambahberisiya" (you are more fat, right?)

Jodie: "**tuhkan, iyapo?**" (**hah, are you sure?**)

(10) Vincent: "selamainisadargaksihbahwabanyakpria Indonesia yang mengidamkanraisa" (During this time, you realized that many Indonesian men is admire to you)

Raisa: "**masasih?**" (**are you sure?**)

(11) Desta: "suara lo emangudahbagusdariawaldangueudahmemperhatikandariawalitu. Hahaha..." (your voice is good from the first time and I have noticed you from the first time)

Bunga: "**kenapagakdeketinkaloudahmerhatiindariawal, hahaha?**" (**why you not close to me if you have been noticed me from the first time? Hahaha...**)

### Disagreement

(12) Vincent: "kalomarahteteplucu" (if you are angry, it still funny)

Raisa: "**nah inisalahini... kalomarahtetaplucusalahini**" (**this is wrong, if I am angry, it**

**still funny is wrong)**

- (13) Vincent: "Kamu orang yang romantisya" (you are a romantic person)  
Pevita: **engga, akugakromantis, akuhanyamenghargai relationship. (No, I am not a romantic person, I just respect a relationship).**

*No acknowledgement*

- (14) Desta: "udahcantikdanmenjelaskannyagambling" (she is beautiful and her explanation so clearly)  
Pevita: **"(tersenyumdantanpamerespon)" (smile and not responding)**
- (15) Desta: "aduhmanisbangetyaraisaya" (waw, you are sweet, raisa).  
Raisa: **"(tidakadarespon)" (not responding)**
- (16) Desta: "makinkesinimakincekajaja" (now, you are even more beautiful)  
Bunga: **"(tidakmerespondanlangsungberpindahtopik lain)" (not responding and she change the other topic)**
- (17) Maia: "Diamanisdiamah" (he is so sweet)  
Dul: **"(Tidakmerespondanhanyatersenyum)" (not responding and just keep smile)**

*Compliment response strategies on "Loose Women" (British Talk Show)*

*Appreciation token:*

- (18) **Presenter: I mean it is very respectful**  
**Jack: yeah, yeah, thank you so much**

*Comment acceptance:*

- (19) **"pretty much right yeah but that was having no to have a long time we met up when we went out and stuff"**
- (20) **"I know it is so sad isn't it"**

*Praise upgrade:*

- (21) **"He is brilliant my other two were very different they are all so different"**

*Return:*

- (22) **"Yeah, I mean you will have got better since I met you definitely I think at the very start of our relationship, I remember just thinking here is a closed book there is nothing he would you know it was just a real even though I could sense something was not right"**

*Scale down:*

- (23) **"Thank you, no, I am just so glad everyone was in today"**

*Question:*

- (24) **"What do you feel Joe?" hahaha...**
- (25) **"oh yeah?" I think that it is never happen"**

*Disagreement:*

- (26) **"yeah I am not really the best person because I do no talk a lot myself and I hold things in so I could probably take a leaf at that book as well and try and open up a little bit".**

*No acknowledgment:*

(27) Presenter: "you are a wonderful mother because we spent the weekend with you and you were so relaxed you are so calm and it comes out in baby Rex".

**Stacey: "Just smile and not responding"**

In this research, the patterns concerning the most frequent compliment response strategies are obtained as *No Acknowledgement, Disagreement, and Appreciation Token* in "Tonight Show" and as *Comment Acceptance, Appreciation Token, Return, and No Acknowledgement* in "Loose Women". Accordingly, the most common used in compliment response strategy in both those Talk Show is *No acknowledgement* and *comment acceptance* that higher occurrence in each responding the compliment. This research is supported in both languages different compliment response strategies are used in order to meet socio-pragmatic functions defined culturally in each language. This finding is in line with the results of studies done by (HOLMES, 1986) and (Robert K. Herbert, 1990). They found that Acceptance strategy is the most frequently used strategy by people in New Zealand and American college students respectively. However, this finding is in contrast with the result of the study done by (Wang, Y., & Tsai, 2000) who found that Disagreement as the most common strategy among Taiwan college student. The results of studies done by (Sartini, 2019) who is found Appreciation Token, Return, and Disagreement as the first, second, and third types of compliments in the order of usage. This result also indicated the use of two strategies simultaneously, that is appreciation token and return compliment. Along with (Shabani, M. Zeinali, 2015), the results of this study showed the cultural similarities between English and Persian for using Acceptance as the most common compliment response used strategy.

According to Mukminatien (2005), Western (England) and Eastern (Indonesian) cultures have different ways of responding to praise. Western culture tends to receive praise and respond by saying "Thank You". And even provide additional information on what was discussed with the intention of keeping the communication going. Another case with Eastern culture. In Eastern culture such as Indonesia, people generally respond the compliment with *no acknowledgement* and even *disagreement*. It intended to humble themselves and minimize the things commented on (content of praise) as an expression of humility. *No acknowledgement* or *disagreement* response in Indonesian culture does not show that Indonesian people do not appreciate praise and giver of praise, but rather shows that Indonesian people have their own way of responding to praise and respect for the speaker. As stated by (Levine, D. R, Jim, B. and Piper, 1987) "most people enjoy receiving compliment, only that we have to understand that there are culturally different ways of responding to compliments". The response of praise in the form of rejection in Eastern culture, although it can be categorized as a violation of the modesty of the Brown and Levinson model is essentially intended to show humility. Those strategies are a part of rejection response and it can be

categorized into the maxim of humility (the maxim of modesty) (Leech, 1983). As stated (Aziz, 2000) that the politeness theory of various existing models is inadequate when used to explain the politeness that prevails in Indonesia, which emphasizes more on social harmony.

Considering these results and discussion, this research also confirmed (Holmes, 1986) and (Robert K. Herbert, 1990) conclusion that Acceptance was the most frequently used strategy of compliment response. According to (R. K. Herbert, 1998) taxonomy, the categories of compliment response are differentiated by culture to which each language belongs. In this case, it could be claimed that it is culture which largely determined how compliments is responded in each language. Each compliment shaped the compliment response based on their own culturally that laden knowledge and principles. In other words, compliment response strategies act as socio pragmatically in both languages to fulfill response to the compliment, which is culturally appropriate.

Basically, to respond to the praise that is received, a person is faced with a number of alternative responses that must be chosen in accordance with the existing context so that the relationship of solidarity is maintained. So actually interpreting the meaning of different praise response between one culture and another in a different speech community. Herein lies the importance of understanding new culture in learning a new language.

As it is observed in this result research, the implication that can be obtained there are differences between two cultures in the use of compliment response strategies and it because of they have own way to respond the compliment, Western (England) more tends to receive praise and they also addition information on what was discussed with the intention to keeping on communication ongoing meanwhile Eastern (Indonesia) is more friendly and it intended to humble themselves it means that they keep an expression humility. Other implication of the compliment response is the need to remember and re-emphasize the importance of learn of pragmatic. This will support the communicative competence of learners in adjusting their speech so that it is appropriate and accepted in the new community or another country so that harmony can be realized in accordance with applicable norms.

## Conclusion

Based on the result above, it can be concluded that every country has their own culture. In this research, those both countries have a different culture so that it can be affect their language as well as the case with responding the compliment that occur in those both talk show. The researcher was found seven (7) types of compliment response strategy in Indonesia's Talk show but the most prominent used in these talk show are found three categories, they are *no acknowledgement*, *disagreement*, and then *appreciation token* strategy. Meanwhile, British's Talk show have eight (8) types of compliment response strategy but the most prominent in

these talk show are *comment acceptance strategy*. These talk show have different culture within responding the compliment, Indonesia talk show tends not responding about what was discussed and always disagreement about what his said. In this case, they do not want to be seen as arrogant artist or public figure. This statement also stated by (Mukminatien, 2005) that Eastern culture (Indonesia) intended to humble themselves and minimize the things on content of praise as an expression humility. Meanwhile, Western culture (England) tends to receive and responding the compliment and even they provide additional information on what was discussed, it means that they are always open in responding to keep on communication ongoing.

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