


An Analysis Of Politeness Strategies Used By Fifth Semester Students At Undikma

Ni Wayan Prami Wahyudiantari

Universitas Pendidikan Mandalika

Article Info	Abstract
<p>Article history: Received : 24 April 2022 Publish : 03 Juli 2022</p> <hr/> <p>Keywords: <i>Politeness Strategy, Positive Politeness, Bald On Record, Negative Politeness, Off Record</i></p>	<p>This research aimed to determine the politeness strategies used by fifth semester students at UNDIKMA. The research was conducted through a qualitative descriptive method. Qualitative descriptive method was used in analyzing the data because it will be explained with words, phrases, and sentences. The data based on the utterances of the fifth semester students at UNDIKMA. In collecting data, the researcher used observational and non-participatory methods, taking notes. The pragmatic identity method is applied in analyzing the data. The theory used to explain the analysis of politeness strategies is the theory of Brown and Levinson (1987). There are four politeness strategies classified by Brown and Levinson, namely Bald on Record, Positive Politeness, Negative Politeness and Off Record.</p> <p>The researcher found four politeness strategies used by fifth semester students at UNDIKMA. The result indicated that were Bald on Record, Positive Politeness, Negative Politeness and Off Record. The most dominant politeness strategy used was Positive Politeness. Another dominant politeness strategy used was Bald on Record, Negative Politeness and the last one is Off Record.</p>
	<p><i>This is an open access article under the Lisensi Creative Commons Atribusi-BerbagiSerupa 4.0 Internasional</i></p> 
<p>Corresponding Author: Ni Wayan Prami Wahyudiantari Universitas Pendidikan Mandalika niwayanprami@undikma.ac.id</p>	

1. INTRODUCTION

Politeness strategies are strategies to build harmony in better communication. The politeness strategy proposed by Brown and Levinson (1987:61), is only about "face". They argue that face is a public self-image that each member wants to claim for himself. In addition, Monreal (2009:176) defines that the face is something that must be recognized and interacted in interaction. Meanwhile, Karbelani (2013: 52) states that politeness strategies are used to correct some rude utterances, convey utterances, make utterances acceptable to hearers, and etc.

Politeness strategies help communities to minimize FTA (face threatening actions). According to Brown and Levinson (1987:65), FTA (face-threatening actions) are actions that inherently damage the face of the interlocutor or speaker by acting against the wishes and desires of the others. Face-threatening actions can threaten the face of another person through stares, expressions, or non-verbal communication. Currently, politeness strategies can be found in daily activities such as in teaching interactions, talking, selling or buying and etc.

In this research, the researcher prefers to choose fifth semester students at UNDIKMA because there are many politeness strategies that can be analyzed and becoming the source of data from the utterances of the students.

2. LITERATURE REVIEW

Pragmatics deals with human interaction. In interacting with other people, humans must respect each other in order to interact well. In order to respect others, one should consider politeness. Therefore, politeness is one of the units studied in pragmatics. Here are some definitions of pragmatics from the point of view of linguists:

According to Yule (1996:3) states that pragmatics is the study of contextual meaning. Furthermore, Crummings in Cruse (2000:2) says that pragmatics is related to aspects of information conveyed through language that is not translated conventionally which is socially agreed in the linguistic form used, but also arises naturally from and depends on its meaning.

In addition, Horn and Ward (2006:16) define pragmatics as the study of context-dependent aspects of meaning that are systematically abstracted from the construction of content or logical form. Meanwhile, Mey (2001:6) defines pragmatics as the study of the use of language in human communication which is determined by the conditions of society.

Furthermore, Bublitz in Schauer (2009:6) defines pragmatics as the study of the communication principles people adopt when they interact rationally and efficiently in a social context, speakers or writers follow these principles to imply additional meaning to a sentence, and listeners or readers follow it. these principles to infer the possible meaning of an utterance from all the options available in a given context.

According to Brown and Levinson the outline four main types of politeness strategies, these are:

a. Bald-on record

In the bald-on record strategy, the speaker does nothing to minimize threats to the hearer's face. The reason for its usage is that whenever a speaker (S) wants to do the FTA (Face Threatening Act) with maximum efficiency more than he or she wants to satisfy the hearer's (Hs) face, even to any degree, the bald-on record strategy chosen according to Brown and Levinson.

b. Positive politeness

Brown and Levinson give definition that politeness is the strategy which is oriented by the speaker toward the positive face or the positive self-image of the hearer that the speaker claims for himself. The speaker can satisfy the addressee's positive face wants by emphasizing that speaker wants what the hearer's wants. Positive politeness strategy are usable not only for FTA redress, but as kind of social accelerator which indicates that speaker wants to come closer to hearer.

c. Negative politeness

Brown and Levinson assert that negative politeness strategy is regressive action addressed to the addressee's negative face: his want to have his freedom of action unhindered and his attention unimpeded. Unlike positive politeness which is free ranging, negative politeness is specific and focused; it performs the function of minimizing the particular imposition that the FTA unavoidably effects.

d. Off record

Off record strategy is a communicative action which has some purpose. Therefore, when speaker doing off record, it's didn't mean just give an information but the speaker has some purpose. Besides that, the language that use in off record strategy is indirect language. When the speaker uses this strategy, he or she would only give a clue, so the hearer must have to interpret itself.

3. RESEARCH METHOD

This research was conducted with a descriptive qualitative method. The object of the research was politeness strategy. The observational method and non-participatory technique were applied in collecting the data. The researcher observed the utterances by the fifth semester students' at UNDIKMA and then collected the data by using the note-taking technique. The researcher used the non-participatory technique because the researcher didn't involve directly as the participants who had a conversation in class. The pragmatics identity method was applied in the analysis of the data.

4. FINDINGS

The researcher has found four politeness strategies from the fifth semester students' utterances at UNDIKMA. This research used Brown and Levinson theory in politeness strategy to analyze the utterances that were being spoken by the fifth semester students' at UNDIKMA.

The finding results were presented below;

a. Bald-on record

Yuyun : "To see the clear explanation please open page 74 on your book."

The utterance showed that Yuyun said please, the word please in the utterance feel polite and that is one of example of Bald-on record. By using bald on record strategy there is a direct possibility that the audience will be shocked or embarrassed by the strategy, by using this strategy speaker can directly address the other as means of your needs.

b. Positive politeness

Positive Politeness is oriented to satisfy hearer's positive face. It means that speaker kindly shows his appreciation, approval, interest and solidarity, also familiarity with hearer.

Miranda : "What is your favorite song from BTS?"

Based on the datum above, the question is classified into positive politeness for notice, attend to Hearer (interests, wants, needs, goods) sub strategy.

Having this question "What is your favorite song from BTS?" the speaker shows her notice to what hearer's interest on music.

c. Negative Politeness

Negative Politeness is a kind of politeness which deals with satisfying hearer's negative face. It concerns with respect behavior. In conducting this strategy, speaker would like to emphasize hearer's relative power. All of the strategies' outputs are useful for keeping the social distance.

Agusyanto : As student executive board, is it helpful for you?

Based on the datum above, Agusyanto's question belongs to negative politeness for be conventionally indirect sub-strategy.

d. Off Record

Hesti : "I am so tired, would you mind to bring the book for me"

Off Record is simply described as indirect strategy. Thus, if a speaker wants to do an FTA, but wants to avoid the responsibility for doing it, he can do off-record and leave it up the addressee to decide how to interpret it.

5. CONCLUSION

From the four types of politeness strategies, positive politeness strategies occupy the highest position as the dominant strategy used compared to other strategies. The reason students use this strategy is because it is believed to be the most polite and successful strategy. In other words, by using positive politeness strategies, students want to show their interest, sympathy, and friendliness. The students also want to show their closeness to their friends through this strategy. By using positive politeness, it means that students make efforts to establish good relationships. In short, students have positioned themselves in the right strategy to achieve an attention.

SUGGESTION

For the next researchers, the researcher suggests that researchers not only could describe types of politeness strategies and dominant politeness strategies used by the students but also the function of politeness strategies itself.

6. REFERENCES

- Brown, Penelope and Stephen C. Levinson. (1987). *Politeness: Some Universal in Language Usage*. Cambridge: Cambridge University Press.
- Cruse, D.A. (2000). *Meaning in Language: An Introduction to Semantics and Pragmatics*. Oxford: Oxford University Press.

Eelen, Gino. (2001). *A critique of Politeness Theories*. Manchester: St. Jerome
Holmes, Janet. (2001). *Women, Men and Politeness*. Edinburgh: Longman.
Publishing.