

POLITENESS STRATEGY IN OFFERING SOMETHING THROUGH ONLINE MEDIA

Ida Ayu Panuntun, M.Pd

Universitas Pekalongan

Indonesia

Ayyu_idda@yahoo.com

ABSTRACT

Communication is a basic need in our life. To make a good communication, we have to use politeness principle in our utterances. Students must pay attention the strategies in politeness principle, for example the utterances which are delivered by the students and lecturers. There are so many rules in implementing politeness strategy. Applying politeness strategy in their conversation with their lecturers is very important. The researcher used descriptive qualitative method in this research. The instrument of this research was questionnaire. The result shows that there were negative politeness strategies used by the students in offering context. Those were state indirectly, being pessimistic, reduce the burden of request and stated that the interlocutor act was very valuable to speakers.

Keywords: negative politeness, offering, online media, written communication

INTRODUCTION

Communication is one of the important things in life and become the basic needs of people. Communication is used to exchange ideas and opinion among others. We communicate every day with others to deliver things, ideas, and arguments. Communication also used as a media for asking questions, confirmation, permissions, etc.

Communication can be divided into two which are written communication and oral communication. In direct communication, the context of the communication is more clear so it makes easier to deliver. Written communication is kind of communication that using written

media. The example of written media, could be in the form of direct media and online media. The example of online witten media in communication is sending message through email or WhatsApp (WA)

In written communication usually the sender and the receiver are not in the same place or even face to face and it makes the context, grammar, and also diction have a big effect in this communication. According to Romadlon (2016) language learners have to learn English not only from the structure of grammar, but also people must know and understand how to use the language as well. In line to Romadlon and Heriyawati, at all (2019), the speaker of the same culture shares similar assumptions

and background, but different cultures will have different results in perceptions and politeness. Based on the statements above, it can be concluded that as language learners, we have to study about the structure of language and the meaning of its language. Its meaning can be shown and understood through different results in perception and also their politeness.

Therefore, the use of right diction in communication is an attempt to bring out the politeness. Furthermore, politeness in a language should be considered whether in written or oral communication.

Communication among the students and lecturers is one of the interesting topic to be analyzed. Those communication should pay attention of politeness rule. In this article, the researcher analyzed the politeness strategy used by the students to lecturers in their online communication, especially through WhatsApp (WA).

Politeness deals with the rules on the attitudes and utter something in communication, because of this, politeness also became a part in the pragmatic study. Leech (1993: 70) defines about the principles of pragmatic. This meant that the principles were modern. Other definition about pragmatic came from Wijaya (2012) which argues that pragmatic was the scientific study which discussed about relation of language and the context that underlies it. Based on Wijaya's statement, it can be concluded that the politeness principle used in the utterances will relate among others, but still influenced by the context used in that conversation.

The implementation of language politeness through online written media will be loaded with accuracy rules in the used of punctuation and word selections. The use of the right punctuation and dictions would produce a politeness in delivering a message. Oemar (2009) states that language politeness is a rules that synergies a choice and the use of everyday language. Those rules functioned in order not to make anger and offense the other parties. This thing meant that every utterance which delivered should be able to give or causes positive atmosphere as expressions of excitement and pleasure to the listener. Positive atmosphere could give the positive effect of the listener attitudes. In other word, language politeness could be used to deliver a communication purpose.

Politeness strategy is divided into four types. Those are positive politeness, negative politeness, bald on record and off record. One of them is Negative Politeness Strategy. It is strategy that contained an action to satisfy the negative face of interlocutor. Moreover, those action used by speaker to save the speaker from the imposition. This is intended so that the actions and intentions were not interrupted and constrained. According to Rahayuningsih (2020) negative politeness orients to preserving the negative face of other people

Negative politeness strategy is a strategy in politeness in which speaker giving deference to the hearer. In negative politeness strategy, the main point is one of the doers of communication, in this case,

the speaker gives imposition to the hearer. The strategies of negative politeness are:

1. Stated indirectly
2. Asking questions
3. Being pessimistic
4. Minimize the imposition of request
5. Being humble
6. Apologizing
7. Personalize speakers and interlocutor
8. Placing threatening face act as a rule that applies in society
9. Nominalization
10. Stated that the interlocutor act is very valuable to speakers.

RESEARCH METHOD

The researcher used descriptive qualitative method in this research. The method According to Moleong (2005), descriptive qualitative is types of research which have a purpose is to describe and interpret the data. Meanwhile, qualitative research based on Cresswell (2008) is a research that produce and used the descriptive data where the data will be described and interpreted based on the theory. The researcher used that method because the aim of this research is describing and continuing with interpreting the utterances among student to their lecturer in the written communication. In collecting the data, the researcher used content analysis. In analyzing the data, the following steps were identifying the utterance that contains a negative politeness strategy, clarifying the data based on the sub-strategy of politeness, describing the

data, interpreting the data based on the Brown and Levinson theory, and the last was making conclusion.

FINDING AND DISCUSSION

Based on the research, the result of the analysis shown in the following table:

Table.1.1. Negative Politeness in Offering Context

No.	Strategy	Prosentage
1.	State indirectly	35%
2.	Being Pessimistic	15%
3.	Reduce the burden of request	30%
4.	Stated that the interlocutor act is very valuable to speakers.	20%

In this chapter the researcher would like to show the examples of the result analysis which in the form of written utterance from student to lecturer that contained negative politeness strategy. Especially, in the context of offering. Offering context used in this research were:

1. State indirectly

“Selamat siang Bu. Saya mahasiswa semester 4 ingin memberitahukan bahwa besok hari kamis kelas kami sudah ada kelas tambahan sampai jam ke 4, sedang jumat kebetulan mata kuliah pertama kosong.. terimakasih bu atas waktunya”.

“Good afternoon mam, I’m the student from 4th semester want to tell you that tomorrow on Thursday our class already have additional class until fourth sessions, and on Friday, the first session are empty.. thank you for your time mam”

The utterance above contained negative politeness strategy. The politeness strategy that used in that sentence was state indirectly. The context of that utterance was offering the additional class which was from Thursday and become Friday. The writer indirectly said his offer with giving the information that there were already had fourth sessions on Thursday, while was an empty class. Basically the writer wanted to offer a class session. In this case, the writer did not state directly when they offered the schedule so it made the utterance could reduce the imposition and save the self-image of the interlocutor.

2. Being Pessimistic

“Bu mohon maaf mengganggu waktunya. Bagaimana jika ujian susulan saya yang akan diadakan hari hari senin dipindah hari selasa bu, Senin saya ada acara keluarga diluar kota. Jika ibu tidak bisa saya memahami bu karena kesibukan ibu. Terimakasih bu”.

“Sorry for disturbing you, mam. How if my make u examination which will be conducted on Monday change into Tuesday, on Monday I have an event

with my family in out of the town. If you cannot, I will try to understand that you are busy. Thank you, mam”.

Being pessimist also one of strategies in negative politeness. When we being pessimist with interlocutor that might be cannot do what they wanted, the writer also reduced their imposition. Reducing the imposition was a one of negative politeness strategy characteristic. In the utterance above, the writer offered the make-up exam that given by lecturer could be replace in other day. The writer knew that offered a schedule had a big imposition, so the writer used negative politeness strategy with being pessimist that what they offered would not be accepted by the busyness of the interlocutor. With Being pessimist, the writer made the interlocutor feels valued and reduced the burden expressions.

3. Reduce the burden of request

“Bu, mohon maaf mengganggu waktunya, jika pertemuan tambahan ibu dilaksanakan 1 hari bagaimana bu, atau jika ibu keberatan tambahan dilaksanakan 2 hari. Tapi waktunya dihari berbeda bu. Terimakasih”

“Mam, sorry for disturbing you, how if for your make-up class conduct in one day, mam, or if you do not mind, the make-up class will conduct on two days. But in the difference day, mam. Thankyou.”

Reduced the imposition of request was a one of strategies in negative politeness. When the writer was doing that, he made interlocutor feels comfortable. Context of this utterance was the writer offers an additional meeting which given by the lecturer to be done in one meeting, or it could be two meetings but in the different day. The writer reduced the imposition of request which started with offering the meeting conducted in one time and then the writer asks if there were two meetings but in the different time. Providing option to reduce the imposition of request could reduce threaten face of the interlocutor and refining the utterance.

4. Stated that the interlocutor act is very valuable to speakers.

“Selamat pagi bu, ibu, saya hendak bertanya terkait jadwal ujian speaking saya. Jadwal ujian maju speaking saya dijadwalkan tanggal 21. Mohon maaf ibu, saya tanggal itu tdak bisa dikarenakan saya ada pekerjaan. Jika ibu berkenan mengganti jadwal tersebut, saya sangat berterimakasih bu sehingga saya bisa mengambil pekerjaan tersebut bu, terimakasih”.

“Good morning,mam. I want to ask about the schedule of my speaking exams. My speaking exam is on 21. I’m sorry mam, I cannot attend in that day because I have to work. If you do not mind to change the schedule. I’m very thankful so I can take my job, mam. Thankyou”.

It is clearly stated that the interlocutor action was very valuable for the writer and it was also one of the strategy in negative politeness. The utterance in above had a context that there was a student offered the schedule of the exam because the writer had to work. Offering something especially to lecturer was a thought that had a big imposition because student and lecturer had long social distance which could offend the interlocutor. Using this strategy, the writer reduced the imposition by raising the self-image of the interlocutor that what he did was very valuable. This could make the interlocutor like had a more power rather than the writer and reduce face threatening act of the interlocutor.

CONCLUSION

Based on the finding of this research, the use of negative politeness strategy could reduce the imposition and also the threatening face act of interlocutor. Furthermore, the used of this strategy could take care of the self-image of the interlocutor and made the utterances polite. The strategies used in this research were state indirectly, being pessimistic, reduce the burden of request and stated that the interlocutor act is very valuable to speakers.

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