THE ANALYSIS OF POLITENESS STRATEGIES IN DIRECTIVE UTTERANCE AS FOUND AMONG ENGLISH DEPARTMENT STUDENTS AT DHARMA ANDALAS UNIVERSITY

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Abstract

This research describe and explain the indicators of politeness among students of English Department in Dharma Andalas University. This research uses descriptive qualitative analysis. The data of this research are the speech between English Department students. Retrieval of data using the refer method. This method is followed by a free and interactive technique. Data was collected by taking recorded conversations between students of English Department at Dharma Andalas University. The results of the research data show 5 indicators that students apply in their utterances, they are: the use of word help, sorry, greeting, could, and thank you. The use of greeting is the most indicator that the students used in their utterances, followed by the use of word help, could, sorry and the last one is 4 data of indicator that uses of word thank you.

Keywords: Politeness, Indicators, English Department, and Students.

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I INTRODUCTION

Politeness is a system that designed each of interpersonal relation to facilitated interaction by reducing the potential of conflict and confrontation inherent in every human interchange Lakoff (1967). Yule (1996) stated that "politeness is a fixed concept in idea of polite social behavior or etiquette within a culture". In our daily life, we convey a message in order to save the hearer's face when the face threatening acts are inevitable or desired. This means that the speaker avoids embarrassing the listener or making him feel uncomfortable. Frasher (1990) view politeness as the implementation of conversational right and obligation as speaker and hearer operate under the "term and conditions of the conversational contract".

The standard of polite or impolite of the utterance is different, it depends on the existence and standard norm or value in that place. An utterance, which is considered polite in certain area, may be considered as impolite in another area. It is determined by the place where the utterance is used. For example talking to a friend is different from talking to a teacher because the relationship between two persons (friends) who are intimate than the relationship with a teacher. Someone can directly say "Hay, what's up?" to a

friend but cannot say the same thing to a teacher because he or she can be considered impolite or rude.

People use politeness strategy in various ways. Brown and Levinson (1987) proposed five strategies of politeness. They are Bald on record, positive politeness, negative politeness, off record, and don't do FTA (face-threatening act). These strategies can be used as the framework to analyze the language behavior and language phenomenon that occur in social life. As we know that, we need interaction everywhere and we also have to know the background and culture of them cause it most influence when conversation occurs.

Speaker can produce directive utterance in various ways. Usually, the speaker conveys directive utterance in a direct question form in order to create a polite situation, more indirect an utterance, more polite it is. Directive utterance commonly occur in form of ordering, commanding, requesting, advising, asking, threatening, concluding, allowing, forbidding and recomading (Levinson 1983).

In this research the writer is interested in conducting a study on politeness strategies of directive utterance as found among English Department students in Dharma Andalas University. The reason for choosing this subject is to analyze how directive utterance is used by English students in Dharma Andalas University. The writer likes to analyze the utterance of the people. The utterance seems like polite is not always polite, or vice versa.

II RESEARCH METHODS

The method of research follows three procedures. They are: collecting the data, analyzing the data and presenting the result analysis. In this research the data are taken from conversation that occurs among students in Dharma Andalas University.

In collecting data, the writer uses non participant's observational method. Method that the writer use in this research is listening method. This method is called listening because the method used to obtain data is done by listening to the use of language or speech spoken by students when interact with other students. The listening is realized with the technique of "tapping" as its basic technique, which is tapping into the conversation of the speaker and the speech partner. The writer uses this method of listening supported by Simak Bebas Libat Cakap (SLBC) technique presented by Surdayanto, which is the writer only acts as an observer, listen to interaction that occur between students to other students. This technique is also done by taking note on a data card. This technique is useful so that the data obtained is more accurate and taking note of think that cannot be recorded suprasegmentally, condition or situation at the time of of the even and also to anticipate the lose of data. In addition, the recording technique is the most important thing that the writer uses in data retrieval. In the recording technique, the writer records without

being known by the speaker and the speech partner. This is done so that they do not feel disturbed and aware that they are in the research of the writer. After collecting data that is marked by recording it is felt sufficient, then selected and sorted by grouping data that is not needed and arranging by shorting in accordance with the field that will be written.

In analyzing the data, the data are analyzed by using pragmatics identity method. Some theories applied such as, first theory is proposed by Searle to find out the directive utterance in the object. Second, Brown and Levinson's theory on politeness to observe the occurrence of politeness strategy. The last theory refers to Hymes's theory which focuses on the context of the utterance to support the analysis.

In presenting the result of analysis, the writer applies informal and formal method by Sudaryanto (1993; 145). In the formal method is the presentation of the result of the analysis using sign and symbols. The informal methods are the presentation of data analysis results using ordinary words. The formal method used to simplify the results of research. Informal method is used to explain the results of research.

III RESULTS AND DISCUSSION

The writer used non participant observation technique to collect the data of politeness strategies among English Department Students Dharma Andalas University.In this study, the writer recorded the conversation among by using smart-phone.

The uses of help

The use of the word *help* is one indicator that often used by speaker of a compilation of speakers with their speech partners. The word *help* is usually used in requests for *help* to the speech partner. The example of the data that uses the word *help* as an indicator of politeness in request are:

Data 3

Sisil : ***Tolong*** belikan Sisil air minum satu Mad.
Rahmat : Air apa? Air comberan?
Sisil : Becanda aja Rahmat ni, air minum lo Mad.
Rahmat : Oo kirain tadi air comberan. Yaudah mana sini mana duit nya.

The conversation above took place in the Wi-Fi corner of a place that was at Dharma Andalas campus. The conversation above, was said by a 2017 student. It tells the story of a student who wants to ask a friend to buy drinking water. It can see in the use of the word please, the speaker expresses his desire with the word *tolong belikan Sisil air minum satu Mad.* which means "help me to buy a water please, Mad". This sentence is a sentence for someone's request for help to someone else and the word *help* here is an indicator of the language can be classified into polite language. Then, the hearer answers, *air apa? Air comberan?* The purpose of the sentence is "What kind of water do you want? Drain water? " this sentence can be interpreted as a joke. In this case it can see that the hearer's response is positive to the speaker. It can also see from the expression given by the hearer to the speaker, such as where is the money here, this shows that the hearer receives a request from the speaker. The situation that occur in conversation above is informal. At the time the situation is relax, joke and laugh together. Therefore, data 3

is very easily categorized as politeness utterance. This is supported by Pranowo (2009) who states that the use of the word help in requests is a polite indicator.

Data 5

Ester : Nyet, coba liat ini gruop whatsapp deh, Andre ngirim gambar lucu.
Tesya : Hehe, iya ya, lucu. Batrai Hp aku lemah, ***tolong*** ambilkan charger aku di samping tas kamu.
Ester : Ambil Sendiri (but she give the charger to tesya)
Tesya : Kan diambilin juga akhir nya.

The conversation above took place at the Wi-Fi corner on the Dharma Andalas campus. The conversation above was spoken by a student of English literature who was one generation. The conversation tells about someone who asked for help from his friend to get his charger near his friend. In the conversation the speaker uses the word help to ask his friends for help. The use of the word help is a confirmation that the speaker wants his friend to get his charger that is far from him. This statement is supported by Pranowo (2009) who explains that the use of the word help is one indicator of someone to speak politely in asking. Then the hearer answer to take his own meaning of the sentence is the hearer tells the speaker to take his own charger. The sentence looks like a reject sentence, but the sentence is just a joke to his friend. It can see in the context of the language, they both look close to each other. This can be proven by calling his friend with a special call that is *nyet*. This is supported by Halliday and Hasan (1992) who state that the involvement of the relationship between the speaker and the hearer in a conversation is the context for knowing the sentence is polite or not.

Data 9

Andre : Mau kemana Es?
Ester : Mau ke toilet.
Andre : ***Tolong*** belikan gorengan Mak angel ya.
Ester : Sini, mana duitnya.

In data 9, this conversation is located in Wi-Fi corner. This conversation takes place in the afternoon. The above conversation was said by a student of one class, it is 2015. Similar student to the previous conversation, this conversation also uses the help indicator. In the conversation above the speaker asks his friend to buy something. This can be seen in the phrase *tolong belikan gorengan mak angel ya* which means "help me to buy some food". The word help above is one indicator showing polite requests for help, Pranowo (2009).

Data 11
Yuni   : Eh, Mad! udah bikin tugas practice of translation belum?
Rahmat : Ya ampun, aku lupa ada tugas.
Yuni   : Dasar, kamu. Yuni udah bikin sih, cuma agak ragu, betul apa enggak nya.
Rahmat : Masih mending, aku aja belum bikin. Hmm, *tolongin* aku dong. Mau nggak?
Yuni   : Tolong apaan?
Rahmat : Ya itu, liat lah tugas mu, boleh kan?
Yuni   : Ini! Jangan sampai rusak.

The conversation takes place at the Wi-Fi corner, a place located in the Dharma Andalas campus. In the conversation above, it was said by students who are one level, it is 2017 student. The conversation takes place while waiting for the start of the Practice of translation class. The conversation above explains about a student who asked his classmates the practice of translation assignments. However, his friend did not make the assignment, so he asked to show the results of his friend's assignments. In this conversation the speaker uses the word help as an indicator to confirm that he really expects help from his friend. Pranowo (2009) explains that the use of indicator help is one indicator of someone speaking polite. The utterance said by the speaker is *tolongin aku dong. Mau nggak?* which means "can you help me. Wont you? " The speaker uses gentle intonation to seduce the hearer to show his work to himself. The answer given by the hearer is *tolong apaan?* which means "what do you want?". The sentence means the hearer confirms that what he can help for the speaker.

The uses of greeting
The use of the greeting word of sister/brother or name are also one of indicators of the politeness used by collage students when in context with other students. As described by Pranowo (2009), that the use of the word sister/brother refer to adults is one one of 6 indicators that someone uses to speak well mannered or not. Therefore data that has a word of sister/brother or name can be said that the data is classified as well mannered. Here are description of the utterances containing the indicator of the quip with the greeting word:

Data 1
Rahmat   : ***Kak Ester***, kemana aja, kok baru nampak
Ester   : Hehe, nggak kemana-mana kok Mad.
Rahmat   : Aku pikir kak Ester udah kelar (laughing).
Ester   : Astaga, belum lagi Mad. Ini kakak masih berjuang biar cepat kelarnya.

This data is the conversation between two different students, the speaker is 2017 student and the hearer is 2015 student. The situation in this conversation is when the speaker meets with the hearer in a place on Wi-Fi corner and say hello to the hearer because it is been a long time. In conversations above the speaker uses vocabulary like brother to the speaker. The above discussion is included in the utterance politeness that uses the greeting indicator. For example, *Kak Ester* the word shows that the speaker is the junior of the hearer, therefore, it is appropriate that the speaker uses the word *kak /sister* in the word. Pranowo (2009) explains that the use of the greeting word indicator is one of the indicators of politeness in speaking with others.

Data 2
Sisil   : ***Woi Mad***, bagus kali Hp kamu, ada retak-retak nya, itu Hp nya   model   terbaru ya? Beli dimana itu? Aku mau dong (laughing).
Rahmat : Di Hongkong! Beli sana ke Hongkong.

In this data, the conversation was carried out by two students in the same class, 2017 student. Different from the previous data, this data tells about the speaker making fun of the hearer because the cellphone from the hearer is broken. The sentence that shows that the speaker is making fun of the hearer is *Woi Mad, bagus kali Hp kamu, ada retak-retak nya, itu Hp nya model terbaru ya? Beli dimana itu? Aku mau dong (laughing).* which means "your phone looks good, there are some cracks, its that the new model? Where did you buy? I think I want it". The sentence means that the speaker conveys that the hearer's cellphone is broken. The conversation above can be categorized as polite because the speaker uses the greeting word indicator to talk to the hearer, this can be seen in the words *Woi Mad!* The sentence is a form of greeting or calling someone to his friend. In this case, it can prove that the conversation is polite, because the context is between close friends, so the statement will not make one confused.

The uses word could, can and let

The use of the word *could* also be another indicator that can used ask a marker of demand manner. The use of the word *could* usually used by speaker to request permission for something to his or her utterance partner. The data that uses the word could in its utterance as follow:

Data 10
Andre   : Minum siapa ni? ***Boleh*** minta dikit ga?
Tesya   : Minum aku, Minumlah.
Andre   : Aku habiskan minuan kamu, maaf ya. Jangan marah ya.
Tesya   : Astaga, bener-bener lah anak ini

In data 10, the conversation above takes place at the Wi-Fi corner. The conversation was carried out by two students in the same class, it is 2015 student. The speaker asks the hearers for drinks that were nearby. The request sentence used by the speaker to express his desire is the word *boleh* or "can". The sentence used by the speaker is a polite sentence to express desire to others. The situation at time is relax or informal, we just hang out in Wi-Fi corner. Tesya and Andre are friend. The indicator that used by the speaker is *can*. According to Pranowo (2009),

can is one of the indicator polite to speech with your partner conversation.

Data 17
Rei   : Sil ada aplikasi gojek nggak?
Sisil   : Ada ni, kenapa tuh?
Rei   : Pesankan aku gojek satu, aku mau pulang, batrai Hp aku habis, ***boleh*** ya?
Sisil   : Nih (give the phone) pesan aja lah sendiri.

The conversation above was conducted between two students who have the same level or one class, it is 2017 student. This conversation takes place in the campus Wi-Fi corner. The conversation above tells that the speaker asks the hearer for help to order a Gojek for her to go home because her cellphone was dead. The word used by the speaker is the word *boleh* or "could" to persuade the hearer to lend his cellphone to the speaker.

Data 18
Yuni   : Woi Alef, sini (calling)
Alef   : Apa yun?
Yuni   : Tadi infokus ini pakai KTM siapa?
Alef   : KTM alef
Yuni   : Banyak kali tentangan nya, sini ***biar*** Yuni bantu bawain.
Alef   : Serius yun? Yaudah ini.

The conversation above was at a cafe in the campus. The conversation between students of this generation, class of 2017, tells the story of the speaker who wants to help the hearer because he is carrying too much stuff. The sentence that shows that the speaker wants to provide assistance to the hearer is *sini biar Yuni bantu bawain* which means that the speaker offers help to the hearer to bring the items he is carrying. The word *biar* or "let" is the determinant in this sentence, including polite or not. So, the sentence above uses the let indicator, and the conversation between the two students is polite.

The uses word sorry

The use of the word sorry is one indicator that is often used by speakers when speaking with their speech partners. The word sorry is usually used in apologizing to a speech partner. One example of data that uses the word

apologies as a marker for politeness in apology is as follows:

Data 8
Ester   : Ndre, sana lah! Asap rokok mu. Aku lagi batuk.
Andre   : *Sorry... sorry...* Es, aku nggak tau.
Ester   : Iya, sesak nafas aku,
Andre   : Iya-iya ini aku pindah

This data is the conversations between students of this class took place in the Wi-Fi corner of the campus. In this conversation the speaker asks the hearer to go away from him because he can't stand the cigarette smoke. The speaker uses the word sorry for his actions that make friends comfortable. In the statement the speaker said that *Ndre, sana lah! Asap rokok mu. Aku lagi batuk*its mean that the speaker felt uncomfortable with the cigarette smoke. Positive response by the hearer is to apologize or "sorry". The indicator used by the speaker is the word sorry.

Data 12
Firman   : Eji… Eji… Eji (calling)
Eji   : Eh iyaa bang?
Firman : Dipanggil dari tadi juga, nggak dengar-dengar.
Eji   : Ya ampun, *maaf* bang, nggak kedengaran Eji pakai headset.

The conversation above was conducted by two students in the same class, 2017. The conversation takes place in the Wi-Fi corner. The background of the conversation was that the speaker tried to call the hearer but, the hearer did not hear the call because he was using a headset. The speaker tries to touch it so the hearer knows that he is being called. The hearer was surprised because he did not realize that he was called by the speaker. The hearer apologizes to the speaker for his mistakes. The sentence that shows that the hearer apologizes to the speaker is *Ya ampun, maaf bang nggak kedengaran Eji pakai headset*, which means that he does not realize he heard the speaker calling him because he is using a headset. In the conversation above an apology can be categorized into an indicator of politeness.

Data 14
Tesya   : Nyet, mana buku catatan aku kemaren?
Ester   : Oiya lupa aku bawanya, ketinggalan di kos.
Tesya   : Bawain besok ya.
Ester   : Iya, tapi bukunya nggak sengaja basah sedikit sama ku, *maaf* ya.
Tesya   : Yaudah nggak apa-apa. Santai aja.

The conversation above is a conversation between two English Department students who are one class, namely class 2015. This conversation takes place in the Wi-Fi corner. The conversation was about the speaker who asked his notebook to the hearer who borrowed his notes, but the note was forgotten by the hearer. Similar to the previous example, in this conversation the hearer uses the word sorry as an indicator.

The uses word thank you
The use of the word thank you is one indicator that is often used by speakers when speaking with their speech partners. The word *thank you* is usually used in expressing gratitude to the speech partner. One example of data that uses the word apologies as a marker for politeness in apology is as follows:

Data 6
Yuni : Ngapain kak Tesya di sini?
Tesya : Lagi bikin revisi.
Yuni : Oiya kak, Mr Robby tadi nyariin kakak lo, katanya ditunggu di meja nya.
Tesya : Oo iyaa iyaa, *makasih Yun*

In data 6 is about indicators *thank you*. That is an expression of gratitude for what someone has given us. A word of thanks is very important in utterance politeness. Data 6 is an example of the thank you indicator. In this conversation on Data 6, it's located in the Wi-Fi corner. The conversation takes place between two different students in the class, the speaker is 2017 and the hearer was 2015. The conversation occurred when the speaker told the hearer that he was being sought by his lecturer. So, the hearer expresses his gratitude to the speaker. The

sentence that proves that thanking is *makasih Yun* which means Thank you Yun.

Data 7
Ester   : Yuni, ada bawa lipstick?
Yuni   : Ada kak, ini kebetulan alat make up Yuni lagi lengkap.
Ester   : Kakak pinjam blush on sama lipstick aja lah Yun.
Yuni   : Sini, yuni pasangin blush on nya.
Ester   : *Makasih* Uyun.

In this data 7, there is a conversation between two different students in the class, the speaker is the class of 2015 and the hearer is the class of 2017. This conversation takes place in the Wi-Fi corner on the Dharma Andalas campus. The conversation tells the story of the speaker who wants to borrow makeup from the speaker. This is shown in the sentence *Yuni! Ada bawa lipstick?* Which means "Yuni do you have lipstick?" that is a question that is intended to borrow. The response from the hearer was very good and excited to be shown in the sentence *Ada kak*, *ini kebetulan alat make up Yuni lagi lengkap*, which means "of course, I bring my makeup tools completely today" which means that she is happy to lend her makeup tools the speaker. The indicator used in the conversation above is an indicator of thanks. According to Pranowo (2009), thank you, including one indicator to express gratitude to someone who has helped her. Even though the speaker is a senior of the hearer, she does not forget to thank the juniors who helped him. So the conversation above is an example of a politeness indicator.

Data 16
Rei   : Mad, ini kunci motor mu. *Makasih* ya.
Rahmat : Udah di belikan minyak nya tadi?
Rei   : Nggak ada duit ku, lagian dekat nya aku pake motor mu.
Rahmat   : Haha, bercanda kok

The conversation above was conducted by two students in the same class, 2017. The conversation above takes place in the Wi-Fi corner. This conversation tells the story of the

speaker expressing his gratitude to the hearer who lent his motorcycle to the speaker. The sentence that shows this is *Mad, ini kunci motor mu. Makasih ya,* that means the speaker gave the motor key he had borrowed to the hearer. This word *makasih ya* means "Thank you," and the word is an indicator that indicates the sentence is a polite sentence. The joke respondent given by the hearer is a sign that the speaker is getting a positive response from the hearer. Similarly, the data above that the indicator that marks the conversation is polite indicator is Thank you. Thank you indicator is one indicator that is often used by students of the English Department of Dharma Andalas University.

Data 4
Ester   : Woi Tesya, udah jadi kamu download film cinta itu buta, yang aku minta kemaren?
Tesya   : Udah mana flashdisk nya?
Ester   : Aaaa, *thankyou,* bayarlah

This conversation takes place in the campus Wi-Fi corner. The conversation above was taught by 2015 students who are one class. The purpose of the conversation above is the speaker who thanked the hearer for downloading the desired movie by the speaker. In the conversation above the speaker asked the hearer if he had downloaded the film that the speaker wanted, the sentence directed by the speaker that indicated the situation was *Woi Tesya, udah jadi kamu download film cinta itu buta, yang aku minta kemaren?* then the hearer responds casually by asking the hearer flash-disk to move the film. The answer from the hearer is make the speaker was happy because she got the film. The word that was brought up was only the word thank you but from the intonation of his voice he seemed very happy. *Thank you* indicator is an indicator used by the speaker. Same thing with the previous data, the indicator used is thank you, Pranowo (2009) states that *thank you* is one indicator of polite speech to our speech opponents when talking.

IV CONCLUSION

After analyze the data, the writer conclude that the students uses all the indicators that the expert explain before. The writer found 5 part of indicators. There are use of *help* word, the use of *greeting*, the use of word *could*, the use of word *sorry* and the last one the use of word *thank you*.

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