THESIS

A SPEECH ACT STRATEGIES ON REQUEST IN GORONTALO AND ENGLISH (A VIEW ANALYSIS OF POLITENESS PHENOMENA IN CONVERSATION)

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ENGLISH LANGUAGE STUDIES

POSTGRADUATE PROGRAM

HASANUDDIN UNIVERSITY

MAKASSAR

2022

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States truthfully that this thesis was the result of my own work, and it is not the work of others. If it is proven later that either some or entire part of this thesis is the work of others, I am willing to accept any sanctions for my dishonesty.

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Alwiya Saboe

ACKNOWLEDGEMENTS

بِسْمِ اللهِ الرَّحْمٰنِ الرَّحِيْمِ

First and foremost, I would like to express the utmost gratitude to Allah Subhanahu wa ta'ala, who has given mercy, blessings, strength, knowledge, and opportunity to undertake this research study and to persevere and complete it satisfactorily. Without Allah Subhanahu wa ta'ala, this achievement would not have been possible. *Shalawat* and *Salam* are also addressed to the prophet Muhammad SAW and his family, who changed the face of the history of mankind in a manner that this world has never seen before.

A special appreciation is dedicated to my supervisor Prof. Dr. Hamzah A. Machmoed, M.A and Prof.Dr. Noer Jihad Saleh, M.A., who have been very helpful, providing me with input, invaluable suggestions, and constructive feedback for my thesis. Thank you for advising me throughout this thesis process. Many thanks also goes to the examiners; Dr. Harlinah Sahib, M.Hum,, Dr. M. Amir P., M.Hum., and Dra. Herawaty, M.Hum., M.A., Ph.D. for their comment and suggestion. I gained a great deal of insight into the thesis writing process through their ongoing support and gentle critique of this work. Their support, encouragement and credible ideas have been great contributors in the completion of the thesis. Furthermore, I thank all the lectures of English Language Studies (ELS) Program, for their wonderful academic support over the years during my study.

Next, no words to researcher's family members for their immense moral support and appreciation throughout the writing process. Special gratitude to her parents, Mohamad Saboe, S.T., M.T. and Hasna Ibrahim who have given their loves, cares, supports and prayers in every single time. This journey is possible because of your patience and sacrifice.

I have great pleasure in acknowledging my gratitude to my dearest friends; All of students of English Language Studies (2018) especially Kiki, Litha, Dewi, Ima, Dida, Dwi S. Husba, Andin dan Hikmah.

May Allah Subhanahu Wata'ala bless us for every good thing that we did in the past, good thing that we are struggling for today, and everything good that we are planning to reach in the future.

Makassar,   May 2022

Alwiya Saboe

ABSTRACT

ALWIYA SABOE, A Speech Act Strategies on Request in Gorontalo and English (A View Analysis of Politeness Phenomena in Conversation). Supervised by Hamzah A. Machmoed and Noer Jihad Saleh).

This study aims to contrast the division of request strategy in speech act in Gorontalo and English language using Brown and Levinson theory. In conducting this research, the researcher uses the descriptive qualitative method. This research is a qualitative because the data collected are in the form of words and are analyzed based on the natural setting or context.

The data of this research collected from two sources. The English data were collected from sitcom modern family season 1. while the Gorontalo data were collected from field observation and interviews on Gorontalo speaking communities in the remote areas.

The result of the research indicates that: 1) Bald of record in this strategy is mostly used between family and close friends using direct speech substrategy. 2) Negative politeness using substrategies indirect expression with declarative and interrogative modes, for being pessimistic and in expressing respect, using respect lexem and apology. 3) Positive politeness was found in using pseudo-agreement, in understanding the listener wishes and willingness, using speech marker identity and seeking agreement as well, using jokes, using optimistic way, asking for reasons, reciprocal. 4) Off –record was found in rhetorical question, contradiction, irony, and metaphor.

The politeness markers on request speech act use honorific terms lexically and grammatically. Lexically, the politeness marker on request associate with (1) greeting word, (2) affirmative answer and (3) pronoun. Grammatically, the politeness marker use affixation system such as suffix –ita, -ando, -amiyaatiya.

Key words: Politeness Strategy, Request Speech Act, Politeness Marker.

ABSTRAK

ALWIYA SABOE, *Strategi Permintaan Dalam Tindak Tutur Bahasa Gorontalo dan Bahasa Inggris dengan Menggunakan Teori Brown dan Levinson (Analisis Tampilan Fenomena Kesopanan dalam Percakapan)*. (Dibimbing oleh Hamzah A. Machmoed dan Noer Jihad Saleh).

Penelitian ini bertujuan untuk membandingkan pembagian strategi permintaan dalam tindak tutur bahasa Gorontalo dan bahasa Inggris dengan menggunakan teori Brown dan Levinson. Dalam melakukan penelitian ini, peneliti menggunakan metode deskriptif kualitatif. Penelitian ini merupakan penelitian kualitatif karena data yang dikumpulkan berupa kata-kata dan dianalisis berdasarkan setting atau konteks alamiah.

Data penelitian ini dikumpulkan dari dua sumber. Data bahasa Inggris dikumpulkan dari sitcom modern family season 1. sedangkan data Gorontalo dikumpulkan dari observasi lapangan dan wawancara pada komunitas penutur bahasa Gorontalo di daerah terpencil.

Hasil penelitian menunjukkan bahwa: 1) Bald of record dalam strategi ini banyak digunakan antara keluarga dan teman dekat dengan menggunakan substrategi ucapan langsung. 2) Kesantunan negatif menggunakan substrategi ekspresi tidak langsung dengan modus deklaratif dan interogatif, untuk pesimis dan dalam mengungkapkan rasa hormat, menggunakan leksem hormat dan permintaan maaf. 3) Kesantunan positif ditemukan dalam penggunaan persetujuan semu, dalam memahami keinginan dan kemauan pendengar, menggunakan identitas penanda bicara dan juga mencari kesepakatan, menggunakan lelucon, menggunakan cara optimis, menanyakan alasan, timbal balik. 4) Off-record ditemukan dalam pertanyaan retoris, kontradiksi, ironi, dan metafora.

Penanda kesantunan pada tindak tutur permintaan menggunakan istilah honorifik secara leksikal dan gramatikal. Secara leksikal, penanda kesantunan atas permintaan berhubungan dengan (1) kata sapaan, (2) jawaban afirmatif dan (3) kata ganti. Secara tata bahasa, penanda kesantunan menggunakan sistem afiksasi berupa akhiran –ita, -ando, -amiyaatiya.

Kata kunci: Strategi Permintaan, Tindak Tutur Permintaan, Penanda Permintaan.

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CHAPTER I

INTRODUCTION

A. Background

Language is a crucial tool for human to communicate with each other. There are many languages spoken and written in this world. One of the most popular and widely used by many peoples as their first or second language is English. Whorf proposed: 'We cut nature up, organize it into concepts, and ascribe significances as we do, largely because we are parties to an agreement to organize it in this way—an agreement that holds throughout our speech community and is codified in the patterns of our language' (Whorf, 1940; in Carroll, 1956, pp. 213-4). Language is created by an agreement of our speech community. And, in the words of Sapir: 'Human beings...are very much at the mercy of the particular language which has become the medium of expression for their society. ...The fact of the matter is that the "real world" is to a large extent unconsciously built up on the language habits of the group' (Sapir, 1929; in Mandelbaum, 1958, p. 162).

Searle (1969: 16) defined speech acts as "the basic or minimal units of linguistic communication," which could be analyzed on three levels (Austin, 1969; Capone & Salmani Nodoushan, 2014; Salmani Nodoushan, 2012; 2013a; 2014; 2016a): the locution (the linguistic utterance of the

speaker), the illocution (what the speaker intends) and perlocution (the eventual effect on the hearer).

The study of speech acts in Interlanguage Pragmatics (ILP) has concentrated on illocutionary meanings (Ellis, 1994; Allan & Salmani Nodoushan, 2015; Salmani Nodoushan, 2017a). Searle (1979) had put forward a taxonomy of illocutionary acts which were further elaborated by Salmani Nodoushan (1995; 2006a,b; 2007a,b; 2013b; 2014a,b,c), including directives, commissives, expressives, representatives and declarations. Among them, directives are those speech acts whose function is to get the hearer to do something. As attempts on the part of a speaker to get the hearer to perform or stop performing some kind of action (Ellis, 1994), requests are therefore labeled as directives (Salmani Nodoushan, 2007c; 2008a,b; Salmani Nodoushan & Allami, 2011). Refusals were classified under the category of commissives (Yule, 1996; Salmani Nodoushan, 2016b), which were those kinds of speech acts that speakers used to commit themselves to, or free themselves from, some future action. Zhang (1999) agreed that in the sense refusal committed the refuser not to doing the action proposed by the refusee, it certainly was a commissive.

Speech act performance seemed to be ruled by universal principles of politeness (Brown & Levinson, 1987; see also Salmani Nodoushan, 2013c; 2015a,b; 2016c; 2017b). According to Brown and Levinson, politeness involves us showing an awareness of other people's face

wants. 'Face,' in their definition, is the public self-image that every member wants to claim for himself. It consists of two specific kinds of desires: the desire to be unimpeded in one's action (negative face), and the desire to be approved of (positive face). Brown and Levinson believed that some speech acts such as orders, requests, apologies and so on and so forth were intrinsically face threatening and were often referred to as FTAs (Salmani Nodoushan, 1995; 2006a,b). By making a request, the speaker may threaten the hearer's negative face by intending to impede the hearer's 'freedom of action,' (Brown & Levinson, 1987: 65) and also runs the risk of losing face him/herself, as the requestee may choose to refuse to comply with his/her wishes (Salmani Nodoushan, 2007c; 2008a, b; Salmani Nodoushan & Allami, 2011). By making a refusal, the speaker is posing a threat to the hearer's positive face by not caring about 'the addressee's feelings, wants, etc.,' (Brown & Levinson, 1987: 66).

Requesting can threaten the hearer's face. Therefore, in order to avoid the damaging effects of the face-threatening acts, the speaker may adopt the external and internal modifications to modify their requests. Concerning external modification, external modification is outside the request proper and indirectly modifies its pragmatic effect (Faerch & Kasper 1989). In Zhang's (1995b) study, external modification is seen as a means of negotiation, steering the course of the interaction in the direction of one's intended goal, and in the course of that, act as face-saving strategies to supply the chance for both parties to perform a polite act.

Blum-Kulka, House, & Kasper (1989: 60) define internal modification as "elements within the request utterance proper (linked to the head act), the presence of which is not essential for the utterance to be potentially understood as a request". In brief, both external and internal modifications themselves do not carry the requestive force but they mainly function to mitigate or aggravate the illocutionary force of requests. In other words, the speaker uses external and internal modifications to reduce or strengthen the intention of requests depending on the size of imposition, the hearer's social status, and the relationship of interlocutors.

Based on this contextual background the researcher formulated the title of this research: A Speech Act Strategies on Request in Gorontalo and English (A View Analysis of Politeness Phenomena in Conversation).

B. Research Questions

This study attempts to answer the following research questions:

1. What types of polite request strategies are used in the speech utterance in Gorontalo and English?

2. How are polite request markers operated in the speech utterance in Gorontalo and English?

3. What are the most frequent request strategies employed by the Gorontalo speaker and English speaker?

C. Research Objectives

Based on the research question above, the researcher formulated that the specific objectives of the research:

1. To identify types of polite request strategies used by Gorontalese and English in request speech.

2. To identify and analyze types of polite request markers used in the speech utterance in Gorontalo and English language.

3. To find the most frequent request strategies employed by Gorontalo speakers and English speakers.

D. Research Significance

The result of this study will provide a reference for the other researcher who interested to investigate the same field. The result of this research expected to be useful theoretically and practically.

Theoretically, this study will provide additional perspective and view related to A Speech Act Strategies on Request in Gorontalo and English (A View Analysis of Politeness Phenomena in Conversation).

At a more practical level, the researcher expects that this research will help the students to improve the understanding and comparing using request in Gorontalo and English.

CHAPTER II

REVIEW OF LITERATURE

A. Previous Finding Studies

There have been many studies conducted on a speech act on request based on Brown and Levinson. Schmidt (1983, cited in Kasper & Rose, 2002) 's three-year longitudinal study of the acquisition of English by Wes, a Japanese artist who relocated to Hawai'i, is among the earliest studies of pragmatic development in a second language. Wes' early directives were characterized by a limited range of unanalyzed request formulas, frequent use of requestive markers such as please, the association of the verb morpheme –ing with requestive force (sitting for "let's sit"), and an apparent transfer of Japanese sociopragmatic and pragmalinguistic norms. At the end of the observation period, some of the request formula had been reanalyzed and were used productively by Wes—his use of imperatives had increased and his requests were more elaborated. However, some non-native features remained.

Yeasy, Agustina Sari (2019) conducted research on Request and Politeness Strategy by Native Dayanese at OKU South Sumatra Indonesia. The result showed that category ability/willingness was mosty used by Native Dayanese to ask request, for instance Majuat, Hijuat, Pandaiat. The word Majuat used for ask to the interlocuter who has high status, while the word Hijuat and Pandaiat used for ask to the interlocuter

who has middle and low level. Furthermore, mostly Native Dayanese used Negative Politeness in performing of politeness strategy in request.

Other studies have also been conducted by Rose (2002) examined speech act realization strategies of Hong Kong primary school students at different grade levels, who completed a cartoon oral production task designed to elicit requests, apologies, and compliment responses. Although a number of developmental patterns were revealed, there was little evidence of either sensitivity to situational variation or pragmatic transfer from Cantonese, indicating that students had more control over pragmalinguistic than sociopragmatic aspects of speech act performance.

Some previous research conducted on the use of this particular speech act has focused on either the request head act itself (Aribi, n.d.; Yang, 2009) or only the modification devices (Sattar and Farnia, 2014), but there are also researches focusing on both the request head act and the modification devices, like the one conducted by Beltran and Flor (n.d.). Following Beltran and Flor, the present study focuses on both functions as it is believed to convey more about the relationship between indirectness and the power, distance and degree of imposition among speakers.

Syahputra, Muhammad Eka (2018) conducted research on Politeness Strategy in request used in Javanese wedding ceremony. From that findings, 25 formed requests from 12 utterances has been analyzed. The data found were 12 utterances in the Peningsetan event of Javanese Wedding Ceremony. And from that utterances, 25 sentences classified as

requests, which were found throughout transcribing methods, and the results are Bald-on record 4 (16%), and Positive Politeness 21 (84%), and for the Negative and Off-Record Strategy shared 0 amounts. Later on, the positive politeness was the dominant type of politeness since the wedding was a sacred ceremony, the using of positive politeness would be found massively. The instrument of this study was recording the event and transcribing them into list and marking. Positive Politeness dominated because of the events required manners, even in daily life, Javanese used low tones and more polite language to utter the meaning of the speaker.

Tanto, Trisnowati (2018) conducted research on Request Strategies in Indonesian: An Analysis of Politeness Phenomena in Text Messages. The study utilizes Brown's and Levinson's theory on politeness strategies to examine the strategies used by the speaker when communicating with hearer of different power and distance relations. Along with the theory, this study also employs request strategies that are derived from Searle's speech act classifications. The result shows that in terms of strategies, people have the tendency to use negative politeness strategies in communicating with other people that have more power than them, while a mix between negative and positive strategies are used mostly to those they consider peer or lower in power.

Rustandi, Andi (2018) conducted research on the university student expressions of politeness strategies on student request in classroom interaction in Indonesian. In identifying the kinds of politeness strategies

performed by the students, the writer adapted the theories politeness strategies from Brown and Levinson (1987). The results of this presents study showed that the students performed four super politeness strategies when requesting. It means that the use of four super politeness strategies were performed by the students in requesting.

McCarthy, Martina Maria (2 conducted research on A Pragmatic Analysis of Requests in Irish English and Russian. the results indicated that Russian speakers make a clear distinction between conversational and institutional settings whereas Irish English speakers generally do not. In addition, high levels of social informality were evidenced by the Irish English speakers across settings while Russian speakers tended to enact identity in line with the context.

Verzella, Massimo (2020) conducted research on the pragmatics of refusing a request in Italian and American English: A comparative study." *Discourse and Interaction*. The results show marked differences between the two groups. Speakers of American English tend to rely on Positive face strategies (praise, encouragement) to mitigate their refusals. In contrast, speakers of Italian tend to use Negative face strategies: lengthy explanations combined with apologies. Both groups used avoidance strategies, but speakers of American English were less likely to offer detailed explanations that require the disclosure of personal information. These findings show that pragmatic strategies to perform

speech acts might vary significantly even when we compare groups from two different Western countries.

Mohamed (2019) conducted research on request strategies and level of request directness in Moroccan Arabic and American English. The results of this study have revealed that MANSs and AENSs are significantly different in the use of direct request strategies and conventionally indirect request strategies. MANSs favor direct request strategies while AENSs favor conventionally indirect request strategies. Therefore, MANSs are found to be hearer-oriented while AENSs are found to be speaker-oriented. The socio-pragmatic variables of social power, social distance, and degree of imposition have a strong correlation with the level of request directness in MA more than in AE. The study concludes with some pedagogical implications to enhance the teaching of request strategies in MA and AE.

Ren, Wei, and Saeko Fukushima (2020) conducted research on Comparison between Chinese and Japanese Social Media Requests. The findings revealed that the Chinese and Japanese participants displayed more similarities than differences regarding the request strategy that they preferred to use among peers on social media. Both groups employed direct requests the most frequently, followed by conventionally indirect requests. Non-conventionally indirect requests were used the least frequently by both groups. The Japanese participants employed twice as many external modifiers as their Chinese counterparts. In contrast, the

Chinese participants used considerably more lexical/phrasal internal modifiers than the Japanese participants. The findings are discussed in relation to factors such as social distance, living arrangements and new technologies.

Jazeri (2020) conducted research on Politeness Strategies in Asking Request among Javanese Youth in Tulungagung. Based on data analysis, the study reveals the findings as follow; (1) the request demonstrated by Tulungagung youths generally conveyed by imperative and interogative sentences, implying the levels of indirectness; (2) they employ some mitigating devices in the forms of particle, word, phrase, or clause to sahow their polite behaviour; (3) the politeness strategies employed are (a) bald on record; (b) request by bald on record; (c) positive politeness, covering in-group identity markes; and (d) negative politeness, including conventionally indirect, hedging, being pesimistic, deference, and apologizing. Form the perspective of Brown and Levinson's politeness theory, it is inferred that the requestive behaviour of the youth of Tulungagung still shows relatively polite manners.

Linevich (2019) conducted research on Requests in Swedish and English in terms of politeness. As a result of the analysis, it becomes obvious that the realization of request patterns in the languages in question occurs mainly with the help of negative politeness strategies modifying their imposition. The speakers tend to use indirect hearer-oriented constructions (questions), semantic minimization, as well as

impersonalization. Interrogatives on high-deference level of politeness are characteristic of persons with university degree (UD) in both languages, while statements on low-deference level of politeness are characteristic of representatives without University degree. However, the indirectness of utterances in the languages in question differs. The Swedish language is characterized by the fewer number of politeness strategies per utterance, which lowers its indirectness compared to the English language. The parameter of speaker-heareroriented formulas appeared not to be the leading one in the undertaken research.

B. Some Pertinent Ideas

a) Speech act theory

Speech act theory was first founded by Austin in 1962, basing on his belief that the use of language always serves different communicative functions to accomplish certain purposes. These utterances—called speech acts—are divided into three different layers (Yule, 1996): locutionary act, in which an utterance is a meaningful linguistic expression; illocutionary act, which bears a communicative force to achieve a particular purpose; and perlocutionary act, which is the effect of the utterance to the hearer. From all three, Austin considers that the illocutionary act is the most important as it bears the meaning of what the speaker actually wants to achieve by uttering an utterance.

The importance of illocutionary act is also recognized by Searle, who further divides it into five sub-categories of declarations (e.g., resign,

appoint, fire somebody, etc.), representatives (e.g., suggesting, denying, etc.), expressives (e.g., congratulate, apologize, etc.), directives (e.g., order, request, invite, etc.), and commissives (e.g., promise, vow, etc.) (Yule, 1996).

Searle proposes that all speech acts are indirect to some degree, and it is a matter of understanding the indirectness of an utterance that becomes a problem. As an example, Al-Marrani (2010) states that a question such as "can you reach the dictionary?" is not merely a yes-or-no question but poses as an indirect request. For the purpose of this study, speech act theory will provide insights on people's requesting behavior in text messages to different hearers with different power and distance relations from themselves.

b) The Speech Act of Request

In accordance with Searle's classifications of illocutionary acts, 'request' falls into the category of directives, which is regarded as "the speech acts that speakers use to get someone else to do something" (Yule, 1996). This may be conducted directly or indirectly—or, in Reiter's (2000) words, respectively, head act and peripheral modification devices. A head act consists of the main utterance which has the function of requesting and can stand on its own, for instance "can you lend me some money?" On the other hand, peripheral modification devices are optional and serve to mitigate or intensify the force of the requesting move (Silfianou, 1999) and are made up of two main groups: internal modifiers—

devices that appear within the same request head act (e.g. do you think you can lend me some money?)— and external modifiers, the modifiers appearing in the immediate linguistic context surrounding the request head act, either preceding or following it (e.g. Can you lend me some money? I forgot my wallet).

c) Brown's and Levinson's Politeness Strategies

Every society has its own culture and norms regarding how people should interact with one another. Brown and Levinson offer a descriptive analysis of strategies used by the participants to maintain their respective faces in social interaction, which can be summed up into five strategies:

1) Bald on-record, is without redress, involves doing it in the most direct,clear, unambiguous and a possible concise way. 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 as cited Kurniyatin (2017).

2) Positive politeness is the positive consistent self-image or personality claimed by interlocutors. Brown and Levinson as cited in Kurniyatin (2017) 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 techniques are usable not only for FTA redress, but as kind of social accelerator which indicates that speaker wants to come closer to hearer.

Fifteen strategies can be used to show positive face including the following one:

a. Noticing and attending to the hearer.

b. Exaggerating by giving different intonation, tone and other prosodic features or exaggerating by using intensifying modifiers.

c. Intensifying interest to the hearer.

d. Using in-group identity markers.

e. Seeking agreement by the addressee's statements through using specific statements or repetition. Another way to save positive face of H is to seek ways in which it is possible to agree with him. Seek agreement may be stressed by raising weather topics and repeating what the preceding speaker has said in a conversation.

f. Avoiding disagreement by using false agreement, by expressing pseudo-agreement, by using hedge or by making white lies.

g. Showing common ground.

h. Joking

i. Showing the speaker's concern for the hearer's wants.

j. Offering and promising.

k. Being optimistic. This strategy assumes that H will cooperate with S because it will be in their mutual shared interest.

l. Including both the speaker and the hearer in the activity.

m. Telling or asking the reason.

n. Assuming reciprocity

o. Giving gift to the hearer in the form of sympathy, understanding and cooperation in the conversation.

3) Negative politeness is the basic claims to territories, personal preserves, and right to non-distraction example to freedom of action and freedom from imposition. Based on the theory of politeness by Brown and Levinson (1987), ten strategies can be used to show negative politeness including the following ones:

a. Being indirect.

b. Using question and hedges.

c. Being pessimistic (i.e., being pessimistic whether the hearer wants to do what we ask or not).

d. Minimizing the imposition.

e. Giving deference and being deferent to the hearer.

f. Apologizing

g. Impersonalizing speaker and hearer by making your addressee unmentioned.

h. Generalizing expression rather than mentioning addressee directly.

i. Nominalizing

j. Going on record as incurring debt, or as not indebting the hearer,

4) Off-record strategies include metaphor and irony, rhetorical questions, understatement, all kinds of hints as to what a speaker wants or means to communicate, without doing so directly, so that the meaning is to some degree negotiable.

5) No Face Threatening Act (FTA) is simply that speaker avoids offending hearer at all with this particular FTA.

Thus, this concept will help the researcher in drawing hypothesis for the purpose of this study.

d) Gorontalo History and Language

According to history, the Gorontalo Peninsula was formed approximately 400 years ago and is one of the oldest cities in Sulawesi besides Makassar, Pare-pare and Manado. Before the colonial period, the state of the Gorontalo area was in the form of kingdoms which were regulated according to the customary law of the Gorontalo state administration. The kingdoms were joined in a family bond called "Pohala'a". According to Haga (1931) the Gorontalo area has five pohala'a:

 •Pohala'a Gorontalo

 • Pohala'a Limboto

 • Pohala'a Suwawa

 • Pohala'a Boalemo

 • Pohala'a Atinggola

With this customary law, Gorontalo is included in 19 customary territories in Indonesia. Between religion and custom in Gorontalo, the term "Adat is based on Syara' and Syara' is based on Kitabullah".

The origin of the name Gorontalo has various opinions and explanations, including:

• Derived from "Hulontalangio", the name of one of the kingdoms shortened to hulontalo.

• Derived from "Hua Lolontalango" which means Gowa people walking and passing.

• Derived from "Hulontalangi" which means more noble.

• Derived from "Hulua Lo Tola" which means the place where the Cork fish grows.

• Derived from "Pongolatalo" or "Puhulatalo" which means a place to wait.

• Derived from Gunung Telu which means three mountains.

• Comes from "Hunto" a place that is always flooded with water•

The city of Gorontalo was found on Thursday, March 18, 1728 AD or coincided with Thursday, 06 Syakban 1140 Hijriah. On February 16, 2001, Gorontalo City was officially designated as the capital city of Gorontalo

Province (Law Number 38 of 2000 Article 7). Before the formation of Gorontalo Province, Gorontalo was part of North Sulawesi Province.

e) Gorontalo language

Gorontalo is one of the provinces in Indonesia which one has one language family called Gorontalo group that has several languages, namely, Gorontalo, Suwawa language, Atinggola language, Bolango. Bolaang Mongondow, Buol, Kaidipang, and Bintauna. Those languages are almost mutually intelligible.

Gorontalo Language Group

	BWL	GTL	SWW	KAID	BINT	BOL
BWL		51	41	47	42	44
GTL			55	45	40	49
SWW				51	58	60
KAID					64	57
BINT						68
BOL						

(Machmoed, 2014)

In Bolango, only the name remains in the public's memory, but its form is no longer exist in the jurisdiction of Gorontalo. This language is not extinct, but has moved with the speakers to Molibagu area, Bolaang

Mongondow, North Sulawesi Province. While the other three languages are still in use by a small part of the speaking community in social interactions.

Gorontalo language is already on the verge extinction. This is because the current Gorontalo language is only used by elderly. The younger generation now seems more inclined to speak using Mixed Manado-Indonesia (Bahasa Melayu-Manado) language over Gorontalo language in social interaction. Bahasa Melayu-Manado is not a local language but as an Inter-ethnic language that has been extentially used in three provinces such as Gorontalo, North Sulawesi and Central Sulawesi as well. (Machmoed, H. Personal information)

In order to preserve the local language, the Gorontalo-Indonesian Dictionary, the Suwawa-Indonesian Dictionary and the Atinggola-Indonesian Dictionary were published. In addition, it has been successfully published and approved by the Ministry of Religion of the Republic of Indonesia regarding the publication of the Qur'an which is equipped with a Gorontalo language translation (Hulontalo translation of the Qur'an). In addition, the local content of Gorontalo language education is still maintained to be used as teaching materials in elementary schools. Although the Old Book of Gorontalo that exists in the community is written entirely using the Pegon Arabic script (Gundul Arabic script) as a result of the affiliation of Islam with Adat and Customs, Gorontalo actually has a

local script as a very high value tribal identity, namely the "Suwawa-Gorontalo script".

C. Conceptual Framework

This study adopted Brown and Levinson's (1987) politeness theory to analyze pragmatic choices and how deference and solidarity are expressed. The theory emphasizes the concepts of face, face-threatening act, and modifications. According to the theory, politeness strategies are performed on-record with redressive action (i.e., positive and negative politeness) and without redressive action (i.e., bald on-record politeness). What follows presents a detailed description of each politeness strategy.

To go on-record without redressive action is a bald-on-record strategy that is used to perform a very direct speech act performance; it does not give much attention to social niceties, and it is often realized through the use of imperatives. It is used often in emergencies or when there is a small threat to the hearer's face (Brown & Levinson, 1987). It can also be used when the speaker has control over the hearer, for example in a message from lecturer to student not from student to lecturer.

Redressive action using either a positive or a negative strategy are the second and third types of polite request strategy that can be used, respectively. Positive request strategies are utilized between interlocutors to minimize distance, and this can be done by being friendly or by maintaining a good relationship. There are fifteen sub-strategies listed

under this strategy, which are: "notice, attend to hearer (H) (his interests, wants, needs, goods), exaggerate (interest, approval, sympathy with H), intensify interest in H, use in-group identity markers, seek agreement, avoid disagreement, presuppose/ raise/ assert common ground, joke, assert or presuppose S's knowledge of and concern for H's wants, offer, promise, be optimistic, include both S and H in the activity , give (or ask for) reasons, assume or assert reciprocity (goods, sympathy, understanding, cooperation) and give gifts to H" (Brown & Levinson, 1987, p. 102).

Negative politeness strategies are used to preserve the face of the hearers. This is the most elaborated and conventionalized form of strategy use (Brown & Levinson, 1987). Indirectness is mainly associated with negative politeness strategies. Brown and Levinson list ten sub-strategies of negative strategy: "be conventionally indirect, question, hedge, be pessimistic, minimize the imposition, give deference, apologize, impersonalize S and H, state the FTA as a general rule, nominalize, and go on-record as incurring a debt, or as not indebting H" (1987, p. 131).

The off-record strategy involves the indirect use of language to remove the speaker from the possibility that the hearer will feel imposed upon. Brown and Levinson (1987) express fifteen off-record polite request strategies: "give hints, give association clues, presuppose, understate, overstate, use tautologies, use contradictions, be ironic, use metaphor,

use rhetorical questions, be ambiguous, be vague, overgeneralize, displace and be incomplete by use ellipsis." (p. 214).

The conceptual framework of the research might be explained below:

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            ┌─────────────────┐
            │    Pragmatic    │
            └─────────────────┘
                     │
                     ▼
            ┌─────────────────┐
            │   Speech act    │
            │     theory      │
            └─────────────────┘
                     │
                     ▼
         ┌───────────────────────┐
         │  Polite Request theory │
         └───────────────────────┘
            ╱                   ╲
           ▼                     ▼
   ┌──────────────┐      ┌──────────────┐
   │  Gorontalo   │      │   English    │
   └──────────────┘      └──────────────┘
           ╲                   ╱
            ▼                 ▼
         ┌───────────────────────┐
         │    Polite request     │
         │     strategies        │
         └───────────────────────┘
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