

**POLITENESS STRATEGIES USED BY ENGLISH DEPARTMENT
STUDENTS IN WHATSAPP COMMUNICATION WITH THEIR
LECTURERS**



A THESIS

Submitted to the English Department in Faculty of Cultural Sciences of Hasanuddin
University as a Partial Fulfillment of the Requirements to Obtain Sarjana Degree in
English Department

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**ENGLISH DEPARTMENT
FACULTY OF CULTURAL SCIENCES
HASANUDDIN UNIVERSITY**

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ENGLISH LITERATURE STUDY PROGRAM
FACULTY OF CULTURAL SCIENCES
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APPROVAL FORM

With reference to the letter of the dean of Faculty of Cultural Sciences Hasanuddin University No.1658/UN4.9.1/KEP/2021 regarding supervision, we hereby confirm to approve the undergraduate thesis draft by Samsinar (F041181030) to be examined at the English Literature Study Program of Faculty of Cultural Sciences.

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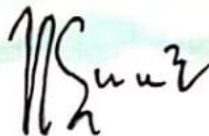
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LEGITIMATION

THESIS

**POLITENESS STRATEGIES USED BY ENGLISH DEPARTMENT STUDENTS IN
WHATSAPP COMMUNICATION WITH THEIR LECTURERS**

BY

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It has been examined before the Board of Thesis Examination on October 28th 2022
and is declare to have fulfilled the requirements.

Approved By

Board of Supervisors

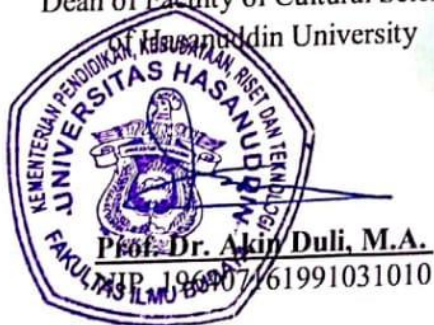
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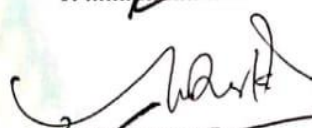


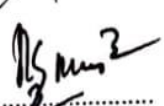
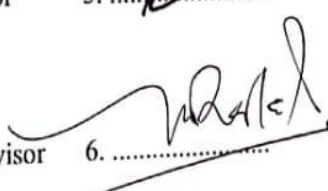
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HASANUDDIN UNIVERSITY**

AGREEMENT

On Friday, October 28th 2022, the Board of Thesis Examination has kindly approved a thesis by Samsinar (F041181030) entitled *Politeness Strategies Used by English Department Students in Whatsapp Communication with Their Lecturers* submitted in fulfillment of one of the requirements to obtain Sarjana Degree in English Literature Study Program, Faculty of Cultural Sciences, Hasanuddin University.

Makassar, October 28th 2022

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ENGLISH LITERATURE STUDY PROGRAM

FACULTY OF CULTURAL SCIENCES

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DECLARATION

The thesis by Samsinar (F041181030) entitled *Politeness Strategies Used by English Department Students in Whatsapp Communication with Their Lecturers* has been revised as advised during the examination on Friday, October 28th 2022 and is approved by the Board of Undergraduate Thesis Examiners:

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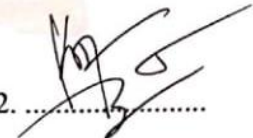
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STATEMENT LETTER

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Title of the Thesis : Politeness Strategies Used by English Department Students in
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Department/Faculty : English Literature Study Program/Cultural Sciences

Hereby, the writer declares that this thesis is written by herself. This thesis does not contain any materials which have been published by other people, and it does not cite other people's ideas except the quotation and references.

Makassar, October 28th 2022



Samsinar

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Praise and gratitude for the presence of Allah SWT for His mercy and guidance as well as the ease that He gave the author was able to completed this thesis with the theme "Politeness Strategies Used by English Department Students in WhatsApp Communication with Their Lecturers" as the final project to fulfill a bachelor's degree (S1) in English Department at Hasanuddin University. Shalawat and greetings are always poured out to the prophet Muhammad SAW, the last prophet sent by Allah as the best example for his people.

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Makassar, October 28th 2022

A handwritten signature in black ink. It features a large, stylized letter 'S' inside a circle on the left, followed by a series of loops and a horizontal line that ends in a small flourish on the right.

Samsinar

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Abstract

SAMSINAR, *Politeness Strategies Used by English Department Student in Whatsapp Communication with Their Lecturer: A Pragmatic Study* (Supervised by **Nasmilah** and **Marleiny Radjuni**)

This research is a pragmatic study, the purpose of this research is to know politeness strategy used by English department students when communicating with their lecturers through short messages WA (WhatsApp application).

This research used Brown and Levinson theory. The data source in this research is the message from students to lecturers. The research method used is a qualitative descriptive through three stages, namely data collection, data analysis, and presentation of the results of the analysis.

The result of the research show that there are 21 politeness strategies that student used by English department when making communication with their lecturers, consist of 2 bald on record strategies, 5 positive politeness, and 14 negative politeness. The most politeness strategies that student used is negative politeness to minimize their face as student. There are several sub-strategies from negative politeness, such as greetings, apologies, questions and indirect sentences.

Keywords: Politeness strategy, WhatsApp communication, Lecturer

Abstrak

SAMSINAR, *Strategi Kesantunan yang di Gunakan oleh Mahasiswa Sastra Inggris dalam Komunikasi WhatsApp dengan Dosennya: Studi Pragmatik* (dibimbing oleh **Nasmilah** dan **Marleiny Radjuni**)

Penelitian ini merupakan sebuah studi pragmatic, tujuan penelitian ini untuk mengetahui strategi kesopanan yang digunakan mahasiswa sastra inggris ketika berkomunikasi dengan dosennya melalui pesan singkat WA (Aplikasi WhatsApp)

Penelitian ini menggunakan teori Brown and Levinson. Sumber data dari penelitian ini adalah pesan mahasiswa kepada dosen. Metode penelitian yang digunakan adalah deskriptif kualitatif melalui tiga tahap, yakni pengumpulan data, menganalisis data dan persentasi hasil analisis.

Hasil dari penelitian ini menunjukkan bahwa ada 21 strategi kesopanan yang digunakan mahasiswa sastra inggris ketika berkomunikasi dengan dosennya, yang terdiri dari 2 strategi bald on record, 5 positive politeness, 14 negative politeness. Strategi kesopanan yang paling banyak digunakan adalah kesopanan negative untuk mengurangi ancaman muka sebagai mahasi swa. Ada beberapa sub-strategy dari kesantunan negatif, seperti salam, minta maaf, pertanyaan, dan kalimat tidak langsung.

Kata kunci: Strategi Kesopanan, Komunikasi WhatsApp, Dosen

CHAPTER I

INTRODUCTION

A. Background

Communication and technology are two important aspects of life. At this time technology can make it easier for humans who can not only communicate directly but also through many intermediaries such as social media, especially WhatsApp and other written communication media. But communication must be based on many things, especially how speakers can behave well by paying attention to important aspects when communicating, namely politeness strategies. Politeness strategy is a way for humans to express something without threatening others. This is as stated by Leech politeness is the fundamental of social rule in introduction. That means humans must know who they are communicating with, how to convey them correctly so as not to cause misunderstanding and ambiguity, let alone communicate with lecturers or teachers. Meanwhile, according to Brown and Levinson, it refers more to the face. Face refers to the feelings of each individual about self-worth (self-esteem) or self-image

The use of communication in education cannot be avoided, especially now in a pandemic situation, some activities or work must be done indirectly or online, one of which is online lectures. Online lectures require an indirect application facility (written communication). One application that is often used to communicate is the WhatsApp application, this makes it easier to share

information, the teaching and learning process, and consultation with lecturers. Not only that, through the WhatsApp application they can connect well.

However, in communicating, there are things that students must pay attention to before starting to communicate with their lecturers, one of which is the politeness strategy, because politeness is an important aspect so that communication runs well, especially communicating with parents or lecturers.

So in communicating, we as social beings when interacting with other people have the potential to harm the self-esteem of others. These are called face threatening acts (FTA) or actions that attack self-esteem. This act of attacking self-esteem or FTA has a relationship with politeness. Why? Because when we are about to attack someone's self-esteem, we will instinctively realize that our actions will harm others. So that we will also prepare politeness strategies when talking to others by finding ways to prevent our actions from offending the other person.

Polite language is actually a way used by speakers in communicating so that people who hear do not feel pressured, cornered, or offended. Brown and Levinson categorized it into 4 levels. Among them are: Bald-on record strategy (without strategy), Negative politeness, Positive politeness strategy, Off-record and politeness strategy (indirect or disguised strategy). This language politeness is interpreted as a speaker's effort to maintain self-esteem, or face, speaker or listener.

The principle of politeness in communicating is universal, even though cultures and community groups have various measures of politeness. Linguistically speaking politeness is known from things such as choice of words and usage of sentence types. Politeness is very important wherever individuals are, especially humans who have to communicate, so they must know how to form a politeness strategy when communicating with others.

B. Identification of The Problems

Based on the background of the problem that has been stated above, the problem can be identified as follows:

1. Students have difficulty applying some politeness strategies when communicating with their lecturers
2. Students do not know the function of the politeness strategy
3. Many students do not know the types of politeness strategies and how these strategies applied

C. Scope of The Study

Based on the identification of the problems above, the researcher focuses on classifying the types of politeness strategies and how these strategies applied by English Department student in WhatsApp communication with their lecturers.

D. Research Questions

Based on the background of the above problems, the researcher will analyze the politeness strategy based on Brown-Levinson theory. The research questions are as follows;

1. What are the types of politeness strategies used by students of English Department in communicating with their lecturers using whatsApp?
2. How are these strategies applied?

E. Objective of the Study

The objectives of this study are as follows;

1. To find out what types of politeness strategies are used by English Department students in communicating with their lecturers using whatsApp
2. To disclose how these strategies applied in this communication

F. Significance of the study

1. Theoretical Significance

The results of this study are expected to be useful in adding information, regarding applied linguistic studies, especially pragmatics. This research is also expected to provide information, about the politeness strategy of students in communicating with their lecturers

2. Practical Significance

The results of this study are expected to be of benefit to both researchers and readers. The practical Significance obtained are:

- a. Provide an understanding to the reader about politeness strategies
- b. Providing understanding to students about the importance of setting politeness strategies when they want to start communicating
- c. Provide an understanding to researchers about the use and function of several politeness strategies

CHAPTER II

LITERATURE REVIEW

A. Previous Related Studies

The studies about Politeness Strategy have been written by some students from English Department which is related to the writer's research, such as:

To begin with Politeness Strategies Used by Obama in a Great Open Debate "The First Presidential Debate" on September 26, 2008 ". A Pragmatic Analysis, by Agustin, (2014). In her research, she uses the theory of Brown and Levinson (1987). She found four politeness strategies, namely: Bald on record strategy, Positive politeness, Negative politeness, and off record.

In addition "Politeness Strategies Used in the Great Gatsby Movie" by Aji. This research was researched in 2017. This study discusses the politeness strategies applied by the two main characters in the film The Great Gatsby. The theoretical framework used in this study is Brown and Levinson's (1987) politeness strategy theory. This study aims and focused to find the type and determine the reasons for the main character in the film "The Great Gatsby". Researchers used a qualitative approach in this study. This study uses descriptive methods to analyze data. The data in this study were obtained from the utterances of the two main characters who contain politeness strategies in the film The Great Gatsby. The results of this study indicate that politeness strategies are determined by the situations and conditions in which communication occurs. There are 34

positive politeness, 11 negative politeness, and 12 indirect strategies found in the utterances of the two main characters in the film *The Great Gatsby*.

Furthermore an analysis of Politeness Strategies used by Deddy Corbuzier in *Hitam Putih Talk Show*. This research aims to describe the types of politeness strategies and dominant politeness strategies used by Deddy Corbuzier in interviewing especially in asking guest stars. Theory that used to describe an analysis of politeness strategies is Brown and Lavindson theory (1987). This result finding shows that the host of *Hitam Putih* talk show used four types of politeness strategies with different presentations. The most dominant politeness strategy used was positive politeness with 58 %. Another dominant politeness strategy used was Bald on Record (18%), Negative Politeness (15%), and Off Record (9%). From this research, it can be concluded that Positive Politeness Strategy is the most dominant strategy used by the host in *Hitam Putih* show

The fourth is Politeness strategies in the Novel “*The Client*”. This purpose of the research is to analyze a novel by John Grisham “*The Client*”. The problems to analyze are the positive politeness strategies used, the speakers intended meaning by the speaker, and the influence of positive politeness strategies to hearer’s face. The method used in this research is qualitative. The grand theory of this research is politeness strategies by Penelope Brown and Stephen C. The context theory is taken from the theory of McManis et al. (1987) dealing with physical context, epistemic context, linguistic context and social context. Some other theories are moreover used to support the main theories. The result of this research shows that there are 11 positive politeness strategies used in the novel. The most dominant

strategies used are the use of using in group identity markers, the most common speakers intended meaning used is invitation, and the most frequently used of the influence of positive politeness strategies to the hearer's face is as Face Saving Act (FSA).

The fifth is Politeness Strategies Used by Anies Baswedan in the Interview on Humanities in Southeast Asia. This study applied a qualitative descriptive approach that establishes the requirement that a study must be carried out on the basis of existing facts. This study aims to examine the politeness strategies used by Anies Baswedan in the interview on humanities in Southeast Asia. The source of data of this study was obtained from youtube. This research data is in the form of phrase and clause which contained politeness strategies. The collected data is assessed using Brown and Levindson's Politeness Strategies theory to find out the types of politeness strategy and its sub-strategies. This study applies a pragmatic study. After analyzing the data, the researcher concluded that there are three types of politeness strategies found in the interview on Humanities in Southeast Asia. These are types of politeness strategies, such as bald on record, positive politeness, and negative politeness.

The sixth is An Analysis of Student's Politeness Strategies in Classroom Interaction. The objectives of this research were to find out the types of politeness strategies, and factors influenced the different politeness strategies of students at ABA YW UMI in classroom interaction. The researcher applied descriptive qualitative research in order to get more understanding about phenomena of student's politeness strategies.

The seventh is Student's Politeness Strategies in Texting a Lecturer. This research aimed at finding out the students' politeness in texting their lecturer which in this research was their final project advisor. The research was conducted in qualitative and the data were taken from the students' texts received by the lecturer. In this research, the text was collected from WhatsApp application. There were 37 messages collected and analyzed. Most of them were texts from the students to their advisor. The data were analyzed by using theory from Brown and Levinson (1987) as the guidance. The result showed that most of the students started their text with the greeting but mostly in informal way. Then, some FTAs were also found in the students' texts which were possibly done by the students by coincidence. They seemed to be unaware to destroy the hearer's face (in this case the lecturer). The most used politeness strategy by students in texting the lecturer was bald on-record (18 messages) and the least used was off-record (one message). Then, a few texts showed that some students applied negative politeness strategies where they considered status, time and apology for interrupting the lecturers. Positive politeness was also found in the students' texts to the lecturer. This research is expected to inspire other researchers to conduct more comprehensive research related to the students' politeness in texting their lecturers. This research did not only offer an analysis of students' politeness to the lecturers which has been commonly done, it showed the politeness of the students to their advisor. This research focused more on investigating the students' politeness in texting their advisor through WhatsApp Text.

Based on the research, the all researchers commonly using by Brown and Levinson's theory with different objects. But in this research focusing to find out politeness strategies by English Department student through WhatsApp application especially at Hasanuddin University.

B. Theoretical Background

This section will explain several theories related to the research done

1. Pragmatic

Pragmatics is the science of language that studies the use of language in relation to the context of its use. The meaning of the language can be understood if the context is known. Pragmatic boundaries are the rules of using language regarding the form and meaning associated with the speaker's intent, context, and circumstances.

As for some opinions of experts, Pragmatics is a study of speaker intentions and as a result this study has more to do with the analysis of speech intent than the separate meanings of words or phrases used in speech itself (Yule, 2006: 3). The term pragmatics refers to the communicative competence of speakers (Traugott & Prat 1980: 226). Pragmatics is an area of language that concerns the rules regarding the use of language in certain social contexts, namely about what to say, how to say it, when to say it, and how to make the language used can be accepted by others (Bowen 2001)

So the significant link between pragmatics and the concept of politeness implies that an understanding of politeness strategies is very necessary in maintaining one's continuity and success in communicating. The implication in communication activities that focus on pragmatic aspects such as knowledge of language politeness strategies is very important.

2. Written Communication

'Written Communication' means the sending of written messages, orders or instructions by letter, circular, manual, report, telegram, office memo, newsletter, etc. Nowadays, written communication usually uses several tools or applications to send messages to someone. The application can be in the form of WhatsApp, instagram, SMS, email and so on.

The communication which is performed through any written document. When messages or information is exchanged or communicated in written form is called written communication. According to C.B. Mamoria, "A written communication process is always put into writing and generally used when the audience is at a distance or when a permanency of record is required" and According to Bovee and others, "Written communication is the expression of ideas through words that are meant to be read". So, written communication is the process of communication in which messages or information is exchanged or communicated within sender and receiver through written form.

Characteristics of a good written communication are discussed below, consist of:

- a. Easy language: Easy language should be used in written communication. And the sentences of written communication must be understandable to the reader.
- b. Structure: Definite structure must be followed in drafting any written document. Every written form has its own structure.
- c. Accurate and precise: A well-written document must be accurate and precise. Written communication insists on greater accuracy and precision.
- d. Direct speech: Direct speech should be used in written communication. Indirect and passive sentences must be avoided.
- e. Paragraph design: A good written communication bears a paragraph design. Paragraphing is also important to clear communication.
- f. Error-less: A well-written document must be free from error in both grammar and language.
- g. You-attitude: There must be your attitude in written communication. The reader can be impressed for this.
- h. Personal and organizational images: A good written communication bears the personal image of the writer. It also increases the organizational image as a whole.

From those explanations about the written communication, it can be concluded that, written communication can help people to send their message or make a communication indirectly. But we must notice one thing that written communication also has a rules to be a good communication.

3. Politeness

Politeness is a fundamental thing in pragmatics because politeness is a universal phenomenon in the use of language in social contexts (Brown and Levinson 1987). In general politeness is defined as social appropriateness, which is an act in which a person shows regular behavior and respects others in accordance with the norms prevailing in society. People must know that, In life politeness becomes an important thing, where people can get feedback from politeness, especially when it is associated with communicating with other people. According to Yule (1996: 60), "Politeness, in an interaction, can be defined as the means employed to show awareness of another person's face." Politeness in pragmatics can be interpreted as a way to respect one's face or self-image.

From Brown and Levinson (1987) state that politeness is an action to prevent and deal with speech acts that threaten the self-image or faces of others and oneself (Face Threatening Acts). Also Leech (1983: 130) says the use of politeness is to minimize the effect of disrespect in social interactions, people tend to exaggerate the effect of politeness while the effect of disrespect tends to be minimized. Leech stated that politeness is very important. Politeness is asymmetrical, because politeness is based on what the speaker says. Leech divides politeness strategies into six types of maxims, namely: wisdom maxim, maxim of generosity, maxim of praise, maxim of humility, maxim of agreement, and maxim of sympathy.

From the politeness statement said by the experts above, it can be concluded that politeness is an important thing in life because we can respect other people through it and also connect others well

4. **Strategy**

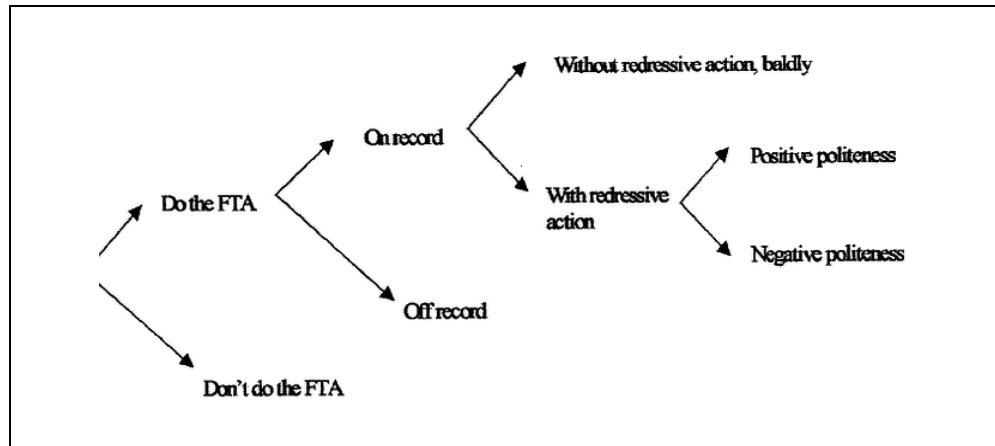
In doing something, a strategy is needed to support the success of what you want to achieve. In general, strategy is a method or process used to achieve a goal and actions that are incremental and continuous based on the point of view of the expected goals. According to Morrissey: Strategy is a process to determine the direction a company should aim in order to achieve all missions. This means that within a goal, one must really prepare a strategy. According to Kaplan and Norton: Strategy is a set of hypotheses of a model in the cause effect relationship. And according to Syafrizal: Strategy is a way to achieve a goal based on an analysis of external and internal factors. Meanwhile, according to Rangkuti: strategy is a tool to achieve goals.

5. **Politeness Strategies**

As explained earlier Brown and Levinson's (1987) theory focuses on the concept of face. These experts then sort out the concept of role models based on rationality and face. Politeness strategies are developed in order to save the speaker's face.

Possible strategies for doing FTA

(Brown and Levinson, 1987)



From the chart above is an illustration about “Possible strategies doing FTA”, it can be explained that someone may choose to do the FTA or not to do FTA. Doing the FTA means that someone will perform certain strategies to minimize the threat. Meanwhile, if someone chooses not to FTA, it means that she/he avoids the FTA to happen. When someone chooses to employ certain strategies to minimizing the FTA, she/he may go on record or off record (4). If she/he goes on record, she/he may employ the strategy without redressive action, baldly (bald on record) (1) or with redressive action. Redressive action is “action that ‘gives face’ to the addressee, that is, that attempts to counteract the potential face damage of the FTA” (Brown and Levinson 1987: 89). In addition, redressive can be employed by using positive politeness (2) or negative politeness (3).

So, in the politeness strategies we can use the strategy we want and need. Like the picture/chart above, human can choose the types of politeness they want.

But when using those types of politeness, we also have to look at who we are communicating with so as not to cause discomfort to the interlocutor,

➤ Strategies for Doing the FTA

Table 1. Brown and Levinson's sub strategies of politeness strategies

No	Sub strategies of politeness strategies			
	Positive	Negative	Bald on record	Off record
1	Notice, attend to hearer (his interest, wants, needs, good)	Indirectly	Urgency/desperation	Give hints
2	Exaggerate (interest, approval, and sympathy with the hearer)	Question, hedge	Channel noise	Give association clues
3	Intensify interest to hearers	Be pessimistic	Task-oriented	Presuppose
4	Use in group identity markers	Minimize imposition	Where speaker wants to satisfy hearer's face is small	understate
5	Seek agreement	Give	Speaker wants to be	Overstate

		deference	rude	
6	Avoid disagreement	Apologize	Sympathetic advice/warning	Using tautologies
7	Presuppose/raise/assert common ground	Impersonalize speaker and hearer	Granting permission form something that hearer has requested	Using contradiction
8	Joke	Stating the FTA as a general rules	welcoming	Be ironic
9	Assert/presupposes knowledge and concern for hearer's wants	Normalize	Formalize	Using metaphor
10	Offer, promise	Go on record as incurring a debt	offers	Using rhetorical question
11	Be optimistic	-	-	Be ambiguous
12	Include both speaker and hearer in the activity	-	-	Be vague
13	Give (or ask) reason	-	-	Over-

				generalize
14	Assume or assert	-	-	Displace hearers
15	Give gifts to hearer (goods, sympathy or understanding)	-	-	Be incomplete, use ellipsis

As explained in the previous section, there are four politeness strategies that can be employed when someone does the FTA, Brown and Levinson (1987: 60) identify four politeness strategies or general behavior patterns that can be applied by speakers, namely the Bald-on Record Strategy (without strategy), Positive politeness strategy (positive politeness strategy / familiarity), Negative politeness strategy (formal), Off-record politeness strategy (indirect or disguised strategy). An explanation of each of these politeness strategies will be presented in the following sections:

a. Bald-on Record Strategy (without strategy).

This strategy is in accordance with the principle of efficiency in communication as outlined in Grice's maxim (Grice 1975 in Brown and Levinson 1987: 94). With this strategy, speakers do not make any efforts to minimize threats to the face of the interlocutor or to reduce the consequences of face-threatening actions (FTA). Such a strategy will cause the interlocutor to feel shocked, embarrassed and uncomfortable. This strategy is widely used by speakers and interlocutors who

already know each other well, for example between friends or among family members. An example of the speech is "*Hey, wake up!*"

According to Brown and Levinson (1987) Bald on Record strategy involves eleven strategies, namely: maximum efficiency, metaphorical urgency for emphasis, metaphorical urgency for high valuation of the hearer's friendship, overcoming channel noise, task-oriented/paradigmatic form of instruction, power difference between speaker and hearer (speaker is higher), sympathetic advice or warnings, permission that hearer has requested, welcoming, farewell and offering.

1. Maximum efficiency

Maximum efficiency is a condition in which the speaker emphasize the efficiency of communication. Face damage is not required when maximum efficiency is used between speaker and hearer, and this is mutually known to both the speaker and hearer. Brown and Levinson (1987) states in cases of urgency situation, face damage would actually decrease the communicated urgency.

2. The metaphorical urgency for emphasis

The metaphorical urgency for emphasis is a condition where speakers speak based on the degree of urgency situation. Shortly, this strategy used to get hearer's attention. Brown and Levinson (1987) states when the speaker speaks as if maximum efficiency were very important, he provides metaphorical urgency for emphasis.

3. The metaphorical urgency for high valuation of the hearer's friendship

The metaphorical urgency for high valuation is a situation in which S speak as imploring Hearer to care for Speaker. In this condition, care means speakers implores hearer to care and understand about what speaker's want and desire.

4. Overcoming channel noise

The speaker speaks with maximum efficiency when there is a communication difficulty, for example talking on the telephone with a bad connection

5. Task oriented/paradigmatic form of instruction

Bald on record strategy is used when the focus of interaction is task-oriented. So, face damage is not important for the speaker. Brown and Levinson (1987) state "where the focus of interaction is task-oriented, face redress may be felt to be irrelevant".

6. The power difference between speaker and hearer (speaker is higher)

Bald on record is used when there is different power between speaker and hearer. In this case, the speaker's power is greater than the hearer's power. So that, the speaker does not face damage in order to satisfy the hearer's face. Brown and Levinson (1987) state where non redress occurs is where speaker wants to satisfy hearer's face is small, either because the speaker is powerful and does not fear retaliation from hearer.

7. Sympathetic advice or warnings

Bald on record strategy is used when giving advice or warning. Advice or warning is one of an act which is doing FTA (Face Threatening Act) for hearer's interest. Brown and Levinson (1987) state in doing the advice or warning, the speaker conveys that he or she does care about the hearer, so that no damage is required.

8. Permission that hearer has requested

Brown and Levinson (1987) states bald on record is used in the situation of accepting permission for something that the hearer has requested.

9. Welcoming

Bald on record is used when the speaker does welcoming to the hearer. Brown and Levinson (1987) state speaker who does welcoming can cause imposing the hearer's negative face.

10. Farewells

Bald on record is used when the speaker does farewells. Brown and Levinson (1987) states speaker who do farewell can cause imposing the hearer's positive face by taking the speaker's leave.

11. Offering

Bald on record is used when the speaker offers something to the hearer. Brown and Levinson (1987) states offering can cause imposing the speaker's negative face.

b. Positives Politeness Strategy

This strategy is used to show intimacy to interlocutors who are not close speakers. To facilitate the interaction, speakers try to give the impression of the same fate and as if they have the same desire as the interlocutor and are considered as a common desire that is really desired together as well. This strategy also serves as a smoothening of social relationships with other people. By using it, the speaker shows that he wants to be closer to the other person. In other words, the

relationship becomes more intimate and reflects the cohesiveness of the group. This strategy seeks to minimize the distance between speakers and interlocutors by expressing concern and friendship. Thus speakers minimize FTA. For example: *“When you’re done reading, please turn off the light”*

Positive politeness orients to preserving the positive face of other people. When we use positive politeness, we use speech strategies that emphasize our solidarity with the hearer, such as informal utterance and requests which are less indirect. Thus, positive politeness can be divided into two types, they assert reciprocity and giving a reason.

Even according to Brown and Levinson (1987) positive politeness is satisfying the addressee’s positive face that their desire is in some respects similar to the addressee wants. It is done by treating the person as a member of in group, a friend, a person who wants and personality traits are known and liked.

According to Brown and Levinson (1987), there are fifteen strategies of positive politeness strategy, namely: notice, attend to hearer (his interest, wants, needs, goods), Exaggerate (interest, approval, sympathy with the hearer), intensify interest to the hearer in the speaker’s contribution, use in group identity markers, seek agreement, avoid disagreement, presuppose/rise/assert common ground, joke, assert or presuppose speaker’s knowledge and concern for the hearer’s wants, offer and promise, be optimistic include both the speaker and the hearer in the activity, give (or ask for) reason, assume or assert reciprocity, give gifts to the hearer (goods, sympathy, understanding, cooperation).

1. Notice, attend to hearer (his interest, wants, needs, goods)

The speaker should take notice of the hearer's condition. The other word, the hearer wants the speaker to notice and approve it.

2. Exaggerate (interest, approval, sympathy with the hearer)

This strategy is often conducted with exaggerating intonation, stress, and other aspect of prosodic.

3. intensify interest to the hearer in the speaker's contribution

The speaker may intensify the interest of his own contribution, by making a good story and use tag questions or expressions that draw hearer as a participant into the conversation, such as "you know?", "isn't it?", etc.

4. Use in group identity markers

Use in group identity markers include in group of address forms, of language or dialect, of jargon or slang, and of ellipsis. The speaker can use this strategy by using an address from such as mate, buddy, honey, dear, luv, babe, Mom, and etc.

5. Seek agreement

Another characteristic of claiming common ground with the hearer is to seek a way in which it is possible to agree with him. There are two ways: safe topics and repetition. Safe topics allow the speaker to stress his agreement with hearer and to satisfy hearer's desire to be "right"

6. Avoid disagreement

There are four ways to avoid agreement namely by means of a token agreement, pseudo agreement, white lies, hedging opinion. The token agreement is the desire to agree or appear to agree with the hearer. The speaker may go in twisting their utterances so as to appear to agree or to hide disagreement.

7. presuppose/rise/assert common ground

This strategy has three ways, namely: gossip or small talk, a point of view operations, and presupposition manipulation. Gossip or small talk is of the values of the speaker's spending time and effort on being with the lecturer, as a mark of friendship or interest in him, by talking for while about unrelated topics. Point of view operation is known as diexis. It has certain aspects in contexts of utterance, including the role of participants in the speech. Then, presupposition manipulation is something is not really assumed to be the case, but the speaker speaks as if it were assumed.

8. Joke

Jokes may be used as an exploitation of politeness strategies in attempting to redefine the size of FTA (Brown and Levinson, 1987). For instance, the speaker may joke in order to minimize an FTA of requesting. Jokes are also used as a basic positive politeness technique for putting the hearer.

9. Assert or presuppose speaker's knowledge and concern for the hearer's wants

This strategy is done by asserting or implying knowledge of hearer's wants and willingness to fit one's own wants with them.

10. Offer, promise

Offer and promise are done by claiming that whatever hearer wants, the speaker wants for him and will help to obtain. The outcomes of choosing this strategy even if they are false, they just demonstrate the speaker's good intentions in satisfying the hearer's wants.

11. Be Optimistic

For this strategy, the speaker assumes that the hearer wants to fulfill the speaker's wants and will help the speaker to obtain them and the speaker will cooperate with the hearer as well.

12. Include both speaker and hearer in the activity

This strategy is done by using an inclusive "we" form, when the speaker really means "you" and "me". In English, let's is an inclusive "we"

13. Assume or assert reciprocity

The speaker give obligation obtaining between speaker and hearer. The speaker may say "I'll do X for you if you do Y for me".

14. Give gifts to the hearer (goods, sympathy, understanding, cooperation)

This strategy aims to satisfy some of the hearer's wants. The speaker knows some of the hearer's wants and to be fulfilled, the wants such as admired, cared about, understood, listened to, and so on.

c. Negative Politeness Strategy

This strategy contains guarantees from the interlocutor that the Speaker acknowledges, respects and if forced to commit, will commit as few violations as possible. There are ten strategies in this negative politeness, namely using expressions indirectly, asking questions, being pessimistic, minimizing threats, paying respect, apologizing, avoiding the pronouns "I, you, you", expressing threatening actions, minimizing verbs, and expressing in a straightforward

manner. It is clear that speakers. For example "*Sir, permission to ask, are you on Wednesday on campus?*"

According Brown and Levinson negative politeness is oriented mainly toward the partially satisfying negative face, it wants to maintain territory and self-determination. The characteristic of negative politeness is self-effacement, formality, and restraint, with attention to person's self-image, with apologies of interfering, with hedges on the illocutionary force of the act, and with other softening mechanisms. It aims to respects person's negative face wants and will not interfere with person's freedom of action.

According to Brown and Levinson (1987), negative politeness strategy involves ten strategies, namely: be conventionally indirect, question, hedge, be pessimistic, minimize the imposition, give deference, apologize, Impersonalize speaker and hearer (avoid the pronouns "I" and "you"), state the FTA as general rule, nominalize, go on record as incurring a debt or as not indebted hearer.

1. Be conventionally indirect

The speaker tends to get the hearer to do his attention by letting him interpret the speaker's intention based on the conventionally indirectness of the directive illocutionary acts.

2. Question, hedge

This is strategy that can be used by the speaker by including hedge. Hedge is a particle, word, or phrase that imply more true and complete than perhaps might be expected. There is the example of the adverbial-clause hedges, which can be used by the speaker in making directive illocutionary act, by using "if" clause.

3. Be Pessimistic

This strategy gives redress the hearer negative face by explicitly expressing doubt that the situation for the appropriateness of speaker's speech acts obtain.

4. Minimize the imposition

The speaker says indirectly to minimize the imposition, for example: *I just want to ask you if I can borrow a tiny bit of paper.*

5. Give deference

In using this strategy, the hearer's status is higher than the speaker, for example: *excuse me, offer, I think I might have parked in the wrong place*

6. Apologize

By apologizing for doing FTA, the speaker can indicate his reluctance to impinge on the hearer's negative face. There are four ways to communicate regret or reluctance to do an FTA, namely: admit the impingement, indicate reluctance, give overwhelming reasons, and beg forgiveness. The speaker can simply admit that he is impinging on hearer's face.

7. Impersonalize, speaker and hearer: avoid the pronouns "I" and "you"

This strategy indicates that the speaker doesn't want to impinge on hearer by avoiding the pronouns "I" and "you"

8. State the FTA as the general rule

The speaker does not want to impinge the hearer (but is merely forced to by circumstances) by standing the FTA as an instance of some general social rule, regulation, or obligation, for example: *Parking, on the double yellow lines is illegal. So I'm going to have to give you a fine.*

9. Nominalize

Nominalize means the utterance gets more “formal”. It means that the more you normalize an expression, the more you dissociate from it.

10. Go on record as incurring a debt or as not indebted to hearer

The speaker can redress an FTA by explicitly claiming his indebtedness to the hearer or the hearer, or by disclaiming any indebtedness of the hearer.

d. Off Record Politeness Strategy (indirect or disguised strategy)

This strategy is realized in an innocent or disguised way. For example, we forgot to bring a pen when we were about to take the civil servant written exam, then we wanted to borrow it from the gentlemen next to us. We do not immediately say "you borrow a pen", but say "*I'm sorry sir, do you have more pens?*"

Off record also communication act that is done by unclear speaker's communicative intention in order to give an impression that he does not do FTA or to avoid the responsibility for doing it and letting the hearer decide how to interpret it (Brown and Levinson, 1987)

According to Brown and Levinson (1987), off record strategy involves fifteen strategies, namely: giving hints, giving association clues, presuppose, overstating, understating, using tautologies, using contradiction, being ironic, using metaphors, using rhetorical questions, being ambiguous, being vague, over-generalizing, displacing hearer, being incomplete, using ellipsis.

1. Give hints

Give hints means, the speaker saying something that is not relevant explicitly and lets the hearer find the interpretation of the possible relevance, for example: it's cold here (con conversationally implicates shut the window)

2. Give association clues

Giving association clues is done by mentioning something associated with the act of hearer. The speaker gives the clues that have the relation between the speaker's and hearer knowledge, for example: *oh God, I have got a headache again.*

3. Presuppose

The speaker presuppose that he has done it before and therefore may implicate a criticism. It forces the hearer to search for the relevance of the presupposed prior event, for example: *I washed the car again today.*

4. Understate

Understatement in off record strategy is one of way of generating implicatures by saying less than it is required. It is like a criticism. Speaker avoids the lower points of scale, for example: *she is some kind of idiot (c.i. she's an idiot)*

5. Overstate

The speaker uses this strategy by saying more than is necessary. It could convey an apology, for example: *I tried to call hundred times, but there was never any answer.*

6. Use Tautologies

This is strategy that is used by uttering a tautology where the speaker encourages the hearer to look for an informative or criticism interpretation of non-informative utterance, for example: *war is war*

7. Use contradiction

Using contradiction means violating the quality maxim (speak the truth, be sincere). In violating the quality maxim, speaker force hearer to find implicature of the speaker's utterance. Thus, speaker encourages hearer to look for an interpretation that he reconciles the two contradictory proposition. Contradictions may convey a complaint or criticism.

8. Be ironic

This strategy can be applied by saying the opposite of what the speaker means. Speaker can use clues that his intended meaning is being conveyed indirectly, for example: Jhon is genius (after Jhon has just done twenty stupid things in a row)

9. Use metaphors

The use metaphors is perhaps usually on record, but there is possibility that exactly which of the connotations of the metaphor the speaker intends may be off record. Like irony, metaphors may be marked with hedging particles that make their metaphorical status explicit, for example: *Harry is a real fish*. (He drink/swims like a fish)

10. Use rhetorical question

The speaker uses this strategy by asking a question without hoping the answer. Speaker can use this strategy for giving criticism, for example: how many times I have to tell you? (Too many)

11. Be ambiguous

Purposeful ambiguity may be achieved through metaphor, since it is not always clear exactly which of the connotations of the metaphor are intended to be invoked, for example: *Jhon is a pretty smooth cookie.*

12. Be Vague

The speaker may go off the record by being vague about who the object of FTA or what the offense is. This strategy can be used in criticism, for example: *looks like someone may have had too much to drink.*

13. Over-Generalize

The speaker uses this strategy by making the general rule of the utterance and letting the hearer decide whether the general rule applies to him or not, for example: *He who laughs last laughs longest*

14. Displace hearer

The speaker may pretend to address the FTA to someone who would not threaten, and hope that the real target will see that the FTA is aimed at him/her.

15. Be incomplete, use an ellipsis

In this strategy, the speaker makes his utterance toward the hearer incompletely. For example: *Well, I didn't see you...*

6. Factor Influencing the Choice or Use of Politeness Strategies

According to Brown and Levinson (1987), there are two factors which can influence the speaker to use politeness strategies. The factors are politeness strategies payoffs and the sociological variable.

a. Payoffs

Carolina in Brown and Levinson (1987) state that payoffs are the expected results of the politeness strategies. When politeness strategies are used by the speaker, there are will be expected result of concealed in the strategies.

Payoff is also called a priority consideration. It means that the speaker is hoped to consider the advantage he gets by employing each strategy. For example, if the speaker uses on record strategy, he/she can get credit for honesty and direct answer as well as avoid any tendency of misunderstanding. Furthermore, if the speaker uses off record, he can probably reduce the risk of threat on hearer's face. He/she does not appear to force the hearer. In addition, the speaker utilizes positive politeness, then the hearer may feel that the speaker approves and appreciates him. Moreover, if the speaker uses negative politeness, the hearer might feel that the speaker gives deference and respect him/her. In other words, he satisfy H's negative face.

b. Social variables

The sociological variables is another factor that influences the speaker in using politeness strategies. Based on Brown and Levinson (1987) proposed three variables that are namely social distance, relative power, and the rank of imposition.

1. Social distance

Brown and Levinson said that social distance also discusses how social attribute (age, social class, and ethnic background) affect the relationship between the speaker and the hearer (1987). In other words, it indicates the intimacy

between the speaker and hearer whether they have close to distant relationship. If the speaker has high intimacy with the hearer, the speaker will choose the least polite strategies as in positive politeness and bald on record strategies. Meanwhile, if the speaker has less intimacy with the hearer, they will choose more polite strategies as in negative politeness and off record strategies.

2. Relative Power

Brown and Levinson (2007), explain that relative power is the degree to which the hearer can impose his own wants. It explains about the status of the hearer over the speaker which actually focuses on the power of the hearer over the speaker. When the speaker has lower power than the hearer, the speaker will use less polite strategy.

3. Rank of imposition

“The rank of imposition is the degree of a matter that is considered as the reference to the face of hearer” (Brown and Levinson (1987:77)). The interface itself is the FTA that the speaker made. In other words, the degree of the FTA defines the rank of impositions. A speaker who wants to impose the hearer’s negative face will choose more polite strategies as in negative politeness and off record strategies. Meanwhile, a speaker who wants to impose hearer’s positive face will choose less polite strategies as in positive politeness and bald on record strategies

7. Social Media

Social media is a medium to socialize with each other and is done online which allows humans to interact with each other without being limited by space and time. According to McGraw Hill Dictionary - Social media is a means used by people to interact with one another by creating, sharing, and exchanging information and ideas in a virtual network and community. And according to B.K. Lewis (2010) - Social media is a label for digital technology that allows people to relate, interact, produce, and share message content.

From the above it can be concluded that social media plays an important role for society or individuals in interacting, especially through applications or indirectly and that makes it easier for people to share information, exchange messages and interact.

7.1 Whatsapp as a social media

Whatsapp is a social media that provides instant messaging services for smartphones. Not only serving instant messages, WhatsApp is also equipped with various interesting features such as sending messages in the form of text messages, images, videos, sounds, and files.

The community uses WhatsApp as a communication medium in conveying messages, the information conveyed is more effective and is a special satisfaction because using information technology (WA) the message is received more quickly by the target (Trisnani, 2017). And Jumiatmoko (2016) said that WhatsApp is an

internet-based application that allows each user to share various kinds of content according to its supporting features, besides whatsapp can also be used to share location via GPS. The interesting thing that makes WhatsApp has been downloaded by more than one billion people around the world is the availability of group chats that allow people who have the same interests to gather in one communication platform. Now whatsapp social media is used by all groups to communicate instantly and attractively. Not only teenagers, parents and even children are already familiar with using this one social media.

Apart from communicating with family, relatives and friends, Whatsapp is now used by workers and students to connect with each other. Because Whatsapp facilitates workers and students to communicate more easily because various forms of messages can be sent with one click. The message is not monotonous, only in the form of text, but can be videos, images, sounds, and documents related to work for workers and learning for students.

In the world of education whatsapp is a forum for interaction and dissemination of information. This interaction can be carried out between teachers and students, teachers and teachers, as well as students and students. Various information is disseminated, such as materials, assignments, and interesting content related to learning and even things outside of learning.