

**The Violations of Leech's Politeness Principle Maxims Used by Arteria  
Dahlan in "Ragu-Ragu Perpu" Mata Najwa Talkshow (A Pragmatic Analysis)**



**THESIS**

*Submitted to the English Literature Program of Faculty of Cultural Science,  
Hasanuddin University in Partial Fulfilment of the Requirements to obtain  
Sarjana Sastra Degree*

**BY:**

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**ENGLISH LITERATURE PROGRAM  
FACULTY OF CULTURAL SCIENCES  
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MAKASSAR  
2021**

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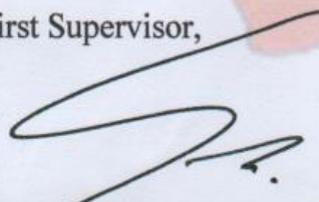
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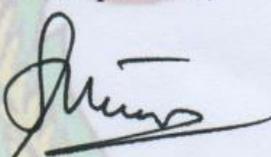
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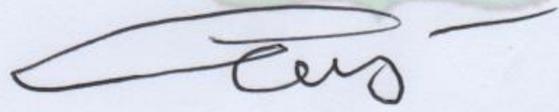
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**THESIS**

**THE VIOLATIONS OF LEECH'S POLITENESS PRINCIPLE MAXIMS  
USED BY ARTERIA DAHLAN IN RAGU-RAGU PERPU MATA NAJWA  
TALK SHOW (A PRAGMATIC ANALYSIS)**

**BY**

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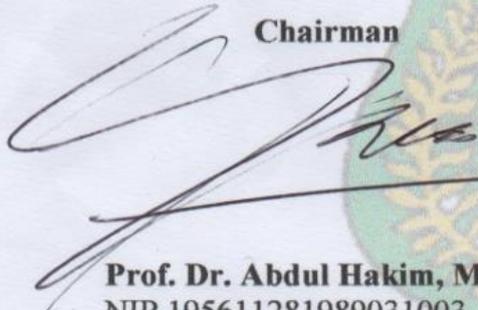
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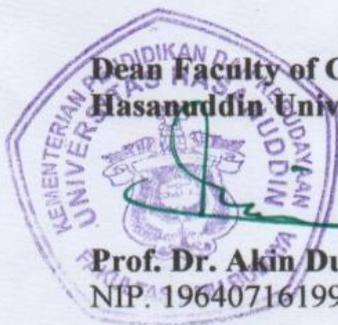


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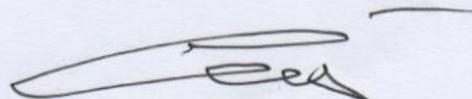
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Today, Wednesday, February, 10th 2021, the Board of Thesis Examination has kindly approved a thesis by **SERLI** (Student Number: **F21116031**) entitled:

**THE VIOLATIONS OF LEECH'S POLITENESS PRINCIPLE MAXIMS  
USED BY ARTERIA DAHLAN IN RAGU-RAGU PERPU MATA NAJWA  
TALK SHOW (A PRAGMATIC ANALYSIS)**

Submitted in fulfillment one of the requirements of undergraduate thesis examination to obtain Sarjana Sastra (S.S) Degree at the English Department, Faculty of Cultural Sciences, Hasanuddin University.

Makassar, February 11<sup>th</sup> 2021

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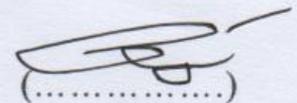
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The thesis by **SERLI** (Student Number: **F21116031**) entitled, **THE VIOLATIONS OF LEECH'S POLITENESS PRINCIPLE MAXIMS USED BY ARTERIA DAHLAN IN RAGU-RAGU PERPU MATA NAJWA TALK SHOW (A PRAGMATIC ANALYSIS)**, has been revised as advised during the examination on February 10<sup>th</sup> 2021 and is approved by the Board of Undergraduate Thesis Examiners:

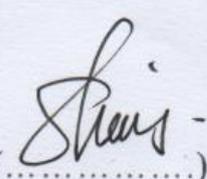
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Menyatakan bahwa Skripsi yang berjudul **THE VIOLATIONS OF LEECH'S POLITENESS PRINCIPLE MAXIMS USED BY ARTERIA DAHLAN IN RAGU-RAGU PERPU MATA NAJWA TALKSHOW (A PRAGMATIC ANALYSIS)** adalah BENAR merupakan hasil karya saya sendiri, bukan merupakan pengambilan tulisan atau pemikiran orang lain.

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Makassar, 22 Februari 2021



(S E R L I)

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At last, the writer realized that this thesis is far from being perfect.

Therefore, the writer is looking forward any supporting criticism and suggestions.

Makassar, 12 January 2021

The Writer

## ABSTRACT

SERLI. 2021. *The Violations of Leech's Politeness Principle Maxims Used by Arteria Dahlan in "Ragu-Ragu Perpu" Mata Najwa Talkshow: A Pragmatic Analysis*. (Supervised by Abdul Hakim and Simon Sitoto)

The objectives of this study are to (1) describe the politeness maxims that are used and violated by Arteria Dahlan, (2) reveal the reasons of the violation politeness maxims by Arteria Dahlan. This research used the politeness theory proposed by Geoffrey Leech (1986).

This research used descriptive-qualitative method. The writer collected the data by downloaded videos from youtube and used note taking technique in order to identification the types of violation maxims of politeness principle. The selected data were classified based on the six maxims of politeness maxim. After that, the writer described the data based on politeness maxims that are used and violated by Arteria Dahlan.

Based on the results of data analysis, there are twelve data that used by Arteria Dahlan in four of six maxims in politeness principle. There are thirteen data that violated by Arteria Dahlan in three of six maxims. Those maxims are approbation maxim, modesty maxim, and agreement maxim. As for the reason Arteria Dahlan violated the approbation maxim because he offended and disdained his interlocutor. For the violation of modesty maxim, Arteria Dahlan was overconfident and boasted. And agreement maxim violated because disagreed with the statement of his interlocutor.

Keywords: Pragmatic, Politeness Principles, Arteria Dahlan.

## ABSTRAK

SERLI. 2021. Pelanggaran Prinsip Kesantunan Leech yang Digunakan oleh Arteria Dahlan pada “Ragu-Ragu Perpu” Mata Najwa Talkshow: Sebuah Analisis Pragmatik. (Dibimbing oleh Abdul Hakim dan Simon Sitoto)

Tujuan dari penelitian ini adalah (1) mendeskripsikan maksim kesopanan yang digunakan dan dilanggar oleh Arteria Dahlan, (2) mengungkapkan alasan pelanggaran maksim kesopanan yang dilakukan oleh Arteria Dahlan. Penelitian ini menggunakan teori kesopanan yang dikemukakan oleh Geoffrey Leech (1986).

Penelitian ini dilakukan dengan metode deskriptif kualitatif. Penulis mengumpulkan data dengan mengunduh video dari *youtube* dan menggunakan teknik *note taking* untuk selanjutnya diidentifikasi jenis maksim kesopanan yang dilanggar. Data yang terpilih akan mengklasifikasikan berdasarkan enam maksim kesopanan. Setelah itu, penulis mendeskripsikan data berdasarkan maksim kesopanan yang digunakan dan dilanggar oleh Arteria Dahlan.

Hasil penelitian menunjukkan ada dua belas data yang digunakan Arteria Dahlan dalam empat dari enam maksim dalam prinsip kesopanan. Terdapat tiga belas data yang dilanggar oleh Arteria Dahlan dalam tiga dari enam maksim. Maksim tersebut ialah maksim pujian, maksim kerendahanhatian, dan maksim kesetujuan. Adapun alasan Arteria Dahlan melanggar maksim pujian karena menyinggung dan merendahkan lawan bicaranya. Untuk pelanggaran maksim kerendahanhatian, Arteria Dahlan terlalu percaya diri dan membual. Maksim kesetujuan dilanggar karena tidak setuju dengan pernyataan lawan bicaranya.

Kata kunci: Pragmatik, Prinsip kesopanan, Arteria Dahlan.

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## **CHAPTER I**

### **INTRODUCTION**

In this chapter, the writer presents about background, scope of problem, research questions, objective of study and the last is significance of study.

#### **A. Background**

Politeness is an important value in human behavior. In Indonesia, politeness is very important in our life. Although our country is multi-cultural country, Indonesians are taught to respect with each other. Even though in the world, there are many countries that have different way of politeness and culture. In the communication process it requires politeness to have a good relationship with each other. Generally speaking, politeness involves taking account to the feelings of others, as with linguistic politeness, it is the use of language to attend to face needs to maintain smooth interaction and good relationship.

Communication is a social interaction that can occur whenever, with communication human can share any information. As the social creature, human being use language for a relationship to others in daily life. Language is an instrument that we used to communicate with exchange ideas, thoughts, feelings, information, and knowledge to build a good interaction. The communication involves two person or more and will succeed if there are the speaker as the person who gives information or idea and the hearer as the one who gives information or ideas and the hearer as one who becomes the target so that the social relationship with other is well-tied.

In interaction, it is undeniable that a person can make a mistake in their conversations. These mistakes can happen to children and adults in the form of courtesy, negative and positive face, speech act, etc. Without exception, a functionary can make mistakes in speaking to its own interlocutors.

Recently, in a talk show hosted by Najwa Shihab with speakers, Arteria Dahlan and Prof. Emil discussed the Perpu. In the Mata Najwa program, according to the author, there are several expressions used by Arteria Dahlan to Prof. Emil that are considered to be violating the maxims of politeness principles. Moreover who not familiar with linguistics think that Arteri Dahlan's actions and words are definitely impolite. This is proven by the number of negative comments written in the videos uploaded on YouTube.

Based on the writer's concern with the case, the writer is interested to conduct a study about politeness in the talk show and to explain more about the violations of maxims of politeness principles. The writer chooses to conduct a study entitled the violations of Leech politeness principle maxims used by Arteria Dahlan in “Ragu-Ragu Perpu” Mata Najwa Talk Show.

## **B. Identification of Problem**

The problems that can be identified based on the explanation above can be explain below:

1. Everyone can make mistakes in speaking without exception a functionary (like speech act, courtesy, negative or positive face) to their interlocutors.

2. Arteria Dahlan's attitude and words as a speaker were definitely impolite at the some part.
3. There are some expressions used by Arteria Dahlan to Prof. Emil violated the maxims of politeness principles.

### **C. Scope of Problem**

Based on the identification of problem above, the writer focuses to the utterance that are used by Arteria Dahlan which violated the maxims of politeness principles on the video Ragu-Ragu Perpu in Najwa Shihab talk show.

### **D. Research Questions**

This research aimed to answer the research questions formulated as follow:

1. What type of politeness maxims that are used and violated by Arteria Dahlan in the video?
2. Why does Arteria Dahlan violate the politeness maxims?

### **E. Objective of the Study**

Dealing with the research questions above, the writer intends to achieve some objectives through the study as follows:

1. To describe the politeness maxims that are used and violated by Arteria Dahlan.

2. To reveal the reasons of the violation of politeness maxims by Arteria Dahlan.

#### **F. Significance of the Study**

It is expected that this study can give theoretical and practical contributions.

1. Practical Benefits

Practically, this research is expected to provide some recommendations for readers who are interested in political discussions related to the Indonesian government to be wiser in conveying critical ideas based on facts, so that violations of maxims in discussions can be avoided.

2. Theoretical Benefits

The result of this research will act as a reference that is beneficial for future researches. In the field of linguistic, this research is useful for students and researchers. The writer also hopes this research expectable to be one of a very useful reference material for various purposes, especially in the field of pragmatics both for language researchers and readers.

## **CHAPTER II**

### **LITERATURE REVIEW**

This chapter discusses previous studies related to the research and explanation of the pragmatic theory, context, politeness, and maxims of politeness principle that used in this research.

#### **A. Previous Study**

After reading some thesis and journal, the writer finds out some previous studies about the violations of politeness principles that might support the writer's analysis and as a comparison to this writing. The followings are some previous study related to this research.

Sri Hidayati (2017) *The Flouting of Politeness Principles in the Debates of Jakarta Regional Election in 2017: A Pragmatic Approach*. Her study aimed to describe maxims of politeness principles flouted by the candidates in the political debates especially in the Debates of Jakarta Regional Election in 2017 on January 13, 2017 in Bidakara Hotel. It also aimed to analyze the students' opinions about the flouting of politeness principles in the political debates.

Angraini Puspita Sandra (2010) *A Politeness Maxims Analysis on The Dialogue of Date Night Movie*. This research is aimed to know the violation of maxims in the context of politeness principle based on the readably visible fact. The writer found that there are so many expressions which violated the maxims of politeness principle still occurred in many conversations, because someone wants something between the lines.

Nurwidyawati B (2017) *An analysis on Politeness Principle Used By Students in Research in English Language Teaching 1 in Classrooms Discussion*. She conducted a research to find out students' politeness principle in research in English language teaching. The study is qualitative descriptive in nature. She found that there are six types of politeness principle that are used by the students in research in English language teaching 1 in classrooms discussion. The agreement maxim is the most dominant maxim that used by students.

The similarities of this research with others is uses the same theory, politeness principles by Leech. And also has the same purpose to analysis violation of politeness principle. Meanwhile, the differences of this study to other studies are that the writer focuses on *Arteria Dahlan* in "*Ragu-Ragu Perpu*"-*Mata Najwa Talkshow* as the object.

## **B. Theoretical Background**

### **1. Pragmatics**

Pragmatics is the study of the relation between speech situation and meaning. Pragmatics is concerned with the meaning of an utterance, in which the meaning depends on the situation where an utterance occurs. Leech (1983) point out that pragmatics is the study of meaning in relation to speech situation. It means that pragmatics is concerned with how people use language within a context in real-life situations and how words can be interpreted in different ways

based on the situations. Leech (1983) divides the aspects of speech situations into five parts:

a) Addresser and addressee

An addresser is a person who speaks, that is, a person who states certain pragmatic functions in a communication event. Meanwhile, the addressee is the person who is the target as well as the fellow speakers in the speech.

b) The context of an utterance

Context has been understood in various ways, for example to include 'relevant' aspects of the physical or social setting of an utterance. Leech considers context to be any background knowledge assumed to be shared by speaker and hearer and which contributes to the hearer's interpretation of what speaker means by a given utterance.

c) The goals of an utterance

The goal of an utterance is what the speaker wants to achieve by speaking. In this case, various forms of utterance can be used to express the same intention. Or conversely, various purposes can be expressed with the same utterance.

d) The utterance as a form of act or activity

Pragmatics deals with verbal acts or performances which take place in particular situations, in time. In this respect, pragmatics deals with language at a more concrete level than grammar. In pragmatics, an utterance is a verbal act(s) performed in a particular situation.

e) The utterance as a product of a verbal act

An utterance is the result of an action. Human actions are divided into two, namely verbal actions and nonverbal actions. Speaking is a verbal action. Because it is created through verbal action, the utterance is a verbal act. Verbal action is the act of expressing words or language.

Meanwhile, Yule (1996:3) states that “Pragmatics is the study of contextual meaning”. Pragmatics is concerned with the study of meaning as communicated by a speaker and interpreted by a listener so that it involves the interpretation of what people mean in the particular context and how the context influences what is said. It also requires a consideration of how speakers organize what they want to say by whom they are talking to, where, when, and under what circumstances. Yule (1996) defined there are four definitions about pragmatics:

- a) Pragmatics is the study of the speaker meaning.
- b) Pragmatics is the study of contextual meaning.
- c) Pragmatics is the study of how more gets communicated than is said.
- d) Pragmatics is the study of the expression of relative distance.

In his book *Pragmatics*, Yule (1996:4) differentiates pragmatics from syntax and semantics in the way of pragmatic concerns about the relationships of linguistic forms and the users of those forms. Pragmatics is the only one that includes human into the analysis.

Searle (in Levinson, 1983:1) states that “Pragmatics is one of those words (societal and cognitive are others) that give the impression that something is quite

specific and technical is being talked about when often, in fact, has no clear meaning”. Levinson (1983) gives a few statements about Pragmatics which are:

- a) Pragmatics is the study of those relations between language and context that are grammaticalized, or encoded in the structure of a language.
- b) Pragmatics is the study of the relations between language and context that are basic to an account of language understanding.
- c) Pragmatics is the study of the ability of language users to pair sentences with the contexts in which they would be appropriate.

In other words, Pragmatics is the study of those aspects of the relationship between language and context that are relevant to the writing of grammars. Therefore, it can be said that pragmatics should be concerned with principles of language usage and have nothing to do with the description of linguistic structure.

## **2. Context**

Context could be taken from the available situation in which the violation is occurred. The message people intend to convey is not wholly contained within the words they use, but it is also dependent on how hearers interpreting the message based on the context. It means that context is very crucial in defining someone’s pragmatic act and to be noticed on the meaning of speech. Context is a part of description that can support to clarify the meaning of the situation that has something to do with an event. The term ‘context’ is usually understood in terms of the meaning of the words in the interaction. In relation to the theory of context, Leech (1983:13) states:

*“Context has been understood in various ways, for example to include ‘relevant’ aspects of the physical on the social setting of an utterance. I shall consider context to be any background of knowledge assumed to be shared by speaker and hearer and which contributes to hearer’s interpretation of what the speaker means by a given utterance.”*

Based on some explanations above, the writer can take a conclusion that context is the aspects have related to the background of knowledge the speaker and the hearer in conversation by interpreting what a speaker means.

### **3. Politeness**

When we describe someone's behavior as 'polite', most of us are fairly sure of it. But to determine the criteria to which we apply that description, however, is not as easy as one might think. We might make statements like “she always smiles to others when he meets”, or “he knocked on the door and greeted before entering the room”, or “she speaks really well”, etc. Some people fell that polite behavior is equivalent to socially 'correct' or appropriate behavior; others consider it to be the hallmark of the cultivated man or woman. Some might characterize a polite person as always being considerate towards other people; others might suggest that a polite person is self-effacing. Once again, we might give examples such as ‘language which contains respectful forms of address like sir or *madam*’, ‘language that displays certain “polite” formulaic utterances like *please, thank you, excuse me or sorry*’, or even ‘elegantly expressed language’.

Politeness is a topic which linguist scholars and researcher have a various opinions. Wijayanto (2014:11) said:

*“Generally, being polite is taking others feeling which make others feel comfortable and using appropriate linguistic choices to create relationship with others. Politeness is a system of interpersonal*

*relations designed to facilitate interaction by minimizing the potential for conflict and confrontation inherent in all human interchange.”*

In the book of *The Pragmatics of Politeness*, Leech (2014:1) argue that polite means give the interlocutor benefit or value when speaking or behaving, not just to yourself. In addition on a different book, Leech (1983:81) state about politeness that “minimize (other things being equal) the expression of impolite beliefs, and maximize (other things being equal) the expression of polite beliefs”. Based on some explanations above, the writer can take a conclusion that politeness is an interpersonal relationship that aims to build of behaviors by minimizing the potential for conflicts with others, and maintains harmony when we are doing interaction. Leech (2014) invented the characteristics of politeness into eight points:

- a) Politeness is not obligatory. There is a reason why people will be polite at certain things and certain times. However, there are times of impoliteness is desirable.
- b) There are varying gradations. A person's actions or attitudes vary as to be described as polite. The most important thing is how someone respects each other for one's performance.
- c) Sense of what is normal. Recognized by members of society, as to how polite to be for a particular occasion.
- d) Depends on the situations. Polite behavior can be seen from how to respond to a condition.
- e) Reciprocal asymmetry. Giving a high value and low value can be seen how people treat someone. For example, how A shows the high value to B's performance by clapping and cheering.
- f) Battle of politeness. The aspect of politeness is manifesting itself in repetitive behavior. For example, the reiterative ritual of the performance's entrances with renewed applause. The politeness of the audience due to prolog the applause.

- g) Transaction of value. Traditionally, in linguistics, the study of politeness has centered in certain kinds of speech act. That is called transaction. Those are thanks, requests, invitations, congratulations, condolences, apologies, offers and advice.
- h) Balance. The case of thanks and apologies is particularly clear, two speech acts that may be described as remedial.

The politeness theory is formulated 1978 and revised in 1987 by Brown and Levinson with the concept of 'face'. Face means a public self image. According to Mansoor (2018), the concept of face become the most relevant concept in the study of linguistic politeness as the various definition of politeness by linguists refers to face concept.

#### **4. Maxims of Politeness**

Politeness is important thing to keep a good relationship between both two parties (speaker and hearer). The act of being polite might be based on several reasons. Therefore, Leech proposed theory of politeness strategy which is named politeness principle. Politeness, according to Leech (1983) involves tact maxim, approbation maxim, generosity maxim, modesty maxim, agreement maxim, and sympathy maxim. Maxim violation is one of the phenomenon that could occur during human conversation. Thus in order to make communication smooth and let the other side feels respect and gets good feelings from the speaker.

##### **a) Tact Maxim**

Tact maxim requires the participant to minimize cost to other, maximize benefit to other. There are two sides to the tact maxim, a negative side 'minimize the cost to hearer and a positive side 'maximize the benefit to hearer. The second is less important, but is a natural corollary of the first. It means, for example, that in proposing some action

beneficial to hearer, speaker should bias the illocution towards a positive outcome, by restricting hearer's opportunity of saying 'No'.

There are some examples of this maxim:

- 1) Help yourself.
- 2) Have another sandwich.
- 3) Will you answer the phone?

The examples above implies the benefit of others. The first and second examples is a commissive with indirect illocution to elevate the politeness degree. Meanwhile, the third example shows that the politeness degree is not only limited to indirectness but also the hearer's freedom to choose to not perform the action, in this case, answering the phone.

b) Generosity Maxim

Generosity maxim outlines that the participant have to minimize benefit to self and maximize cost to self. Generosity maxim expressed in impositive and commissive. It is obvious to see the bilateral correlation between tact maxim and generosity maxim. Generosity maxim focuses more on the speaker/sender. For example:

- 1) You can lend me your car (impolite)
- 2) We must come and have dinner with you (impolite)

The offer and invitation are impolite because the relation between self and other on both scales is reserved. Benefit to other but doesn't imply any cost to self apart from the verbal effort to giving the advice itself.

- 3) I can lend you my car
- 4) You must come and have dinner with us

The offer and invitation are presumed to be polite for two reasons: firstly, because they imply benefit to other; and secondly less crucially because they imply cost to self.

c) Approbation Maxim

Approbation maxim requires each participant in conversation to minimize the dispraise on other and maximize the praise on other. The

approbation maxim is only applicable in illocutionary functions classified as ‘expressions, e.g., thanking, congratulating, pardoning, blaming, praising, condoling, etc., and ‘assertive e.g. stating, boasting, complaining, claiming, reporting. Approbation maxim is closed to politeness strategy of avoiding disagreement.

The following examples are cited from Mulyono (2016, p. 15):

- 1) What a marvelous meal you cooked!
- 2) That’s a nice haircut you got, where did you get it!

It is clearly seen that in both utterance the speaker appreciates the meal and/or the hair which have been cooked so much.

d) Modesty Maxim

Modesty maxim calls upon each participant to minimize praise of self and maximize dispraise of self. The modesty maxim is only applicable in expressive and assertive. Modesty maxim is found in self-deprecating expression. For example:

- 1) Please accept this small gift as a taken of our esteem

In this utterance, the speaker minimizes self-praise by saying the small gift to the hearer, not large gift.

- 2) How stupid of me!

In this utterance, the speaker maximizes self-dispraise by saying that he or she is stupid. , it is conventional in this maxim to minimize the humbleness.

e) Agreement Maxim

Agreement Maxim defines each speaker and hearer to maximize the compatibility between them and minimize mismatch between them. The agreement maxim is only applicable in asserting. Agreement maxim seeks agreement and avoids disagreement. There are some examples of these maxims:

- 1) a. The performance is amazing.  
b. Yes. It is really amazing.

- 2) a. Today's lunch menu was so delicious.
- b. True, but the soup is a bit salty to be honest.

The first example show both participant have the same opinion about the performance so B shows agreement and compatibility with A. The second example shows a partial-agreement which more appreciated in this maxim rather than a full disagreement

f) Sympathy Maxim

Sympathy maxim refers to maximize sympathy between self and other, and minimize the feeling of antipathy to other person. Sympathy maxim can be found in polite speech acts as to congratulate and as a commiserate of express condolence. For example:

- 1) I'm was sorry to hear about your father
- 2) I'm was sorry to hear about your father's death

Can be interpreted that *I'm sorry to hear about your father* as a condolence, an expression of sympathy for misfortune, and it might be preferable to say, instead of *I'm was sorry to hear about your father's death*.

## 5. Maxim Violation

Maxim violation is a condition where the conversation breaks the rules of conversational principle, in this case, politeness principle. It occurs when the speaker disobeyed maxim in their conversation. Cook (1990) argues that maxim violation occasionally intentional in conversation where the situation is, 1) the hearer realized the maxim violation, 2) the hearer perceive the speaker's intention to make the hearer aware that there is a maxim violation, and 3) the maxim violated to make the speaker relevant.

The example for maxim violation of politeness principle as below.

- a) Peel the potatoes.
- b) You can lend me your car.
- c) What an owful meal you cooked!

The three examples above are considered as impolite based on Leech's politeness principle. The example a) violated tact maxim, which emphasize to minimize the cost of *other* and maximize the benefits of *other*. Meanwhile, the example a) implies the cost of *other*. The example b) is the violation of generosity maxim, which empasize to maximize the cost of *self* and minimize the benefits of *self*. Meanwhile, The example b) implies the benefit of self. Then, example c) has violated approbation maxim that reads "minimize dispraise of *other* and maximize praise of *other*". The example c) is criticisms that maximize dispraise to *other*.