

**THE ANALYSIS OF POLITENESS STRATEGIES USED BY
DURINESE SPEAKERS OF BATUNNONI VARIANT AND
ENGLISH IN DAILY CONVERSATION: A SOCIOLINGUISTIC
ANALYSIS**



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THE ANALYSIS OF POLITENESS STRATEGIES USED BY DURINESE
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(A SOCIOLINGUISTIC ANALYSIS)

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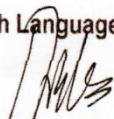


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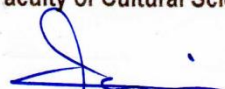


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ABSTRACT

EKA EKSANTI. *The Analysis of Politeness Strategies Used by Durinese Speakers of Batunnoni Variant and English in Daily Conversation: A Sociolinguistic Analysis* (Supervised by Prof.Dr. Noer Jihad Saleh, M.A. and Sukmawaty)

The thesis is entitled, "The Analysis of Politeness Strategies Used by Durinese Speakers of Batunnoni Variant and English in Daily Conversation: A Sociolinguistic Analysis". The main purpose of this research is to disseminate the politeness strategy use by a particular Durinese variant and its surroundings within a context of daily Durinese conversations. Politeness has been considered to play a vital role in social interactions with no exceptions of Durinese community.

The research design was set up to account for as descriptive qualitative research design. Direct observation as well as simulated conversations were used to gather data from the speakers of Durinese inhabiting Batunnoni area, a mountainous region to the east of Anggeraja District. Data were recorded from the native speakers of Durinese involving different age range, positions, level of educations and with a variety of situations and English data taken from watching several films. The obtained data were analyzed with reference to types of politeness markers taking into consideration Brown and Levinson's (1978) theoretical framework.

The analysis shows that politeness patterns of English have smaller variations as compared to Durinese Language. The patterns revolved around certain clitics and honorifics which frequently and widely used among the speakers of Durinese. Casual or Bald-on strategy used within the conversation of English politeness strategy and confirmed similarity to Brown and Levinson's theory. The findings confirm that Durinese Language is more dominant in using negative politeness while English is more dominant in using Positive politeness in daily conversation. The findings have sociolinguistic implication for Durinese speakers and English speakers to have no difficulties in engaging in polite conversation.

Key Words: Interaction, politeness, variant, speakers.

ABSTRAK

EKA EKSANTI. *Analisis Strategi Kesopanan yang Digunakan Penutur Duri Varian Batunnoni dan Inggris dalam Percakapan sehari-hari: Analisis Sociolinguistik* (Dibimbing oleh Prof.Dr. Noer Jihad Saleh, M.A. dan Sukmawaty)

Thesis ini berjudul, “Analisis Strategi Kesopanan yang Digunakan Penutur Duri Varian Batunnoni dan Inggris dalam Percakapan sehari-hari: Analisis Sociolinguistik”. Tujuan utama dari penelitian ini adalah untuk mendiseminasi penggunaan strategi kesopanan oleh varian penutur Bahasa Duri tertentu dan Inggris dalam konteks percakapan sehari-hari. Kesopanan dianggap memainkan peran penting dalam interaksi sosial tanpa terkecuali masyarakat Duri dan Inggris.

Rancangan penelitian disusun sebagai desain penelitian kualitatif deskriptif. Pengamatan langsung maupun simulasi konvergensi dan digunakan untuk mengumpulkan data dari penutur bahasa Duri yang mendiami daerah Batunnoni, daerah pegunungan di sebelah timur Kabupaten Anggeraja. Data dicatat dari penutur asli Bahasa Duri dalam berbagai rentang usia, posisi, tingkat pendidikan dan dengan berbagai situasi dan data Bahasa Inggris di ambil dari menonton beberapa film. Data yang diperoleh dianalisis dengan mengacu pada jenis penanda kesantunan dengan mempertimbangkan kerangka teori Brown dan Levinson (1978).

Analisis menunjukkan bahwa pola kesantunan Bahasa Inggris memiliki variasi yang lebih kecil dibandingkan dengan bahasa Enrekang. Polanya berkisar pada klitik dan sebutan tertentu yang dengan bebas dan banyak digunakan di antara penutur Bahasa Duri. Strategi Casual atau Bald-on yang digunakan dalam percakapan Bahasa Inggris menegaskan kesamaan dengan teori Brown dan Levinson. Temuan tersebut menegaskan bahwa Bahasa Durinese lebih dominan menggunakan kesantunan negative sedangkan Bahasa Inggris lebih dominan menggunakan kesantunan Positive dalam percakapan sehari-hari. Temuan tersebut memiliki implikasi sociolinguistik agar penutur Duri dan Inggris tidak mengalami kesulitan dalam melakukan percakapan yang santun.

Kata Kunci: Interaksi, kesopanan, varian, pembicara.

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CHAPTER I

INTRODUCTION

A. Background of the Study

Language is a powerful tool to construct people perception and understanding of culture and behavior within society and as the most important aspect in human beings' life. Language is a totality of people tool to engage in social interaction in order to retain values, norms and civilization. It means that the language is really needed to interact between societies in daily life. When using language in daily conversation, the speaker or the hearer can used a strategy commonly known as politeness. This politeness modes play a vital role to guide people in using the language so as to prevent him from conflict.

The issue of politeness is often linked to the most common term as emotional intelligence which is marked by many people as more important than intellectual intelligence. The issue of impoliteness has also become popular within the context of South Sulawesi because impolite people has often become the victim of bloodshed action when it comes to undervalue the dignity of people. Politeness include asserting or presupposing the speaker's knowledge of, and concern for, the hearer's wants, offering or promising, being optimistic, including both speaker and hearer in a target activity, giving or asking for reasons, and assuming or asserting reciprocity.

In general, every place has different cultures and different languages. For example, Indonesia is one of the countries that has many areas with different cultures and languages. One of the places is South Sulawesi which has some kinds of languages and ethnics. They are Buginese, Makassarese, Mandarese, and Torajanese. So, the language used by people of South Sulawesi is based on their ethnics. Apart from that, every language from every ethnic also has different dialects. For example, the Durinese language has different dialects for every place. The dialect of Enrekang Duri is different from the Enrekang City. However, this research will explain Enrekang language especially Enrekang of Batunoni. On the other hand, English has many dialects too and this research focuses on English language and culture. Hence, this research focuses on two different languages and cultures, they are; Durinese and English language.

Massenrempulu community, Enrekang District, South Sulawesi, has norms and ethics to engage in conversations. They apply courtesy in language so as their existence is appreciated and liked by everyone. For Massenrempulu community, the polite speech or polite language is a rule of life that Durinese speakers need to take into account. All of this is to create a life of harmony and mutual respect for one another. It cannot be denied that better understanding of politeness system within a particular language will always play vital role in the real context of linguistic prevalence, especially regional dialects.

The politeness strategies of Durinese community in preserving polite conversation also vary according to situations, reciprocal relation, kinship, and distance. For example, in carrying out a conversation, the speaker uses polite language or respectful to the interlocutor, this is in order to avoid someone being offended by the speaker's utterances. The issue of politeness is often linked to the most common term as emotional intelligence which is marked by many people as more important than intellectual intelligence. The issue of impoliteness has also become popular within the context of South Sulawesi because impolite people has often become the victim of bloodshed action when it comes to undervalue the dignity of people.

English culture has different way from Durinese of Enrekang culture in expressing and making contact in communication. They choose to apply positive politeness in communicating which is the desire of one self-image or personality to be appreciated from others. They want every member of this society to be understood, liked and admired.

Crystal (1997: 297) believes that politeness, in Sociolinguistics and Pragmatics, is a term that signifies linguistic features associated with norms of social behavior, in relation to notions like courtesy, rapport, deference and distance. Such features involve the usage of specific discourse markers (please), suitable tones of voice, and tolerable forms of address (e.g. the choice of intimate v. distant pronouns, or of first v. last names). Eelen (2001: 1) clarifies that politeness, according to the Anglo-

Saxon scientific tradition, is investigated from the pragmatic and sociolinguistic perspective. It is agreed that theories of politeness are involved in what belongs to either of these linguistic subfields for politeness is specifically concerned with language use that is connected with pragmatics-and it is a phenomenon that represents a link between language and the social world.

Polite language is an important part of communication. It may be defined in a number of ways and also be dependent on a variety of factors, including age, social distance between the speaker and the hearer, how well they know each other and the context of situation. Politeness theory is the theory that accounts for the redressing of the affronts to face posed by face-threatening acts to addressees.

First formulated in 1978 by Brown and Levinson, politeness theory has since expanded academia's perception of politeness. According to Mills (2003:6), "Politeness is the expression of the speakers' intention to mitigate face threats carried by certain face threatening acts toward another". Another definition is "a battery of social skills whose goal is to ensure everyone feels affirmed in a social interaction". Being polite, therefore, consists of attempting to save face for another.

According to Yule (1996: 60), politeness is showing awareness of other person's face; it was related to social distance or closeness. Politeness refers to the emotional and social sense of self that everyone else to recognize. In this case, politeness is really needed to build a good

relationship and to have a good social interaction with other people. In other words, Politeness is the expression of the speaker's intention to mitigate face threats carried by certain face-threatening acts toward another.

Politeness theory is one of the main areas of linguistic theory that is relevant to relational communication. Politeness is a form of social interaction that is conditioned by the socio-cultural norms of a particular society which can be expressed through communicative and communicative acts. Brown and Levinson (1987) propose the Universal Politeness theory as an improvement of the ideas from the Grice's and Leech's Maxim and Fraser's rules of Conversational Contract. Brown and Levinson then refer to a Model Person (MP) who is seen as a fluent speaker of a natural language as the properties of rationality. Brown and Levinson state "model person (MP) consists in is a willful fluent speaker of a natural language, further endowed with two special properties rationality and face" (1987:58).

Brown and Levinson (1987) discuss politeness primarily in relation to speech acts/Clearly, they point out that speech acts have to be handled carefully. They also explain that face consists of two related wants: positive and negative face. Positive face is a person's want to be appreciated and approved of by selected others, in terms of personality, desires, behavior, values, and so on. In another side, negative face is a person's want to be unimpeded by others, the desire to be free to act as she or he chooses and not to be imposed upon. To reduce acts which

threaten face, Brown and Levinson propose strategies, known as Face Threatening Acts (FTAs).

Each speaker should use appropriate strategies which are able to lessen the FTAs. In every day human interaction, requests are one of the speech acts used quite frequently. It is an expression of what the speaker wants the addressee to or to refrain from doing something. Requests which belong to directives speech act can easily threaten people's face, because they have an intention of a speaker to get the hearer since they put imposition on the shoulders of the hearer. Besides that, requests can affect people's autonomy, and freedom of choice. When speakers utter requests, speakers use to get someone else to do something. Thus, it can threaten people's sense of equity of rights.

According to Brown and Levinson's (1987) terms, requests are Face-Threatening Acts (FTAs). So those who perform a request need to reduce the level of imposition created by an act being requested in order to save the hearer's face and, at the same time get his/her compliance with a request. They argue that requests are face-threatening because they impose on people's desire for autonomy, and thus threaten people's negative face. In English language, there are some linguistic options that can be used for managing face and sociality rights. One of those options is using politeness strategy in saying request.

Lakoff (1990: 34) defines politeness as "a system of interpersonal relations designed to facilitate interaction by minimizing the potential for

conflict and confrontation inherent in all human interchange ". Yule (2010: 135) reports that politeness is defined as showing awareness and consideration of another person's face. Watts (2003: 13) supposes that politeness is a lexeme in the English language whose meaning is subject to negotiation by the participants interacting in English. The meaning of politeness is reproduced and renegotiated whenever and wherever it is utilized in verbal interaction. Politeness has been defined by different linguists, yet their definitions show that all of them agree that "face" is the most relevant concept in the study of linguistic politeness.

B. Identification of The Problem

Base on the background of the research, the writer finds out some problems, such as:

1. The are some politeness strategies used by Durinese and English people in daily conversation.
2. The are some factors that determine the choice of politeness strategies used by Durinese and English in daily conversation.

C. Research Questions

1. What are the varieties of politeness strategies used by Durinese speakers of Batunoni and English variant?
2. What are some of the factors that determine the choice of politeness strategy used by Durinese speakers of Batunoni and English variant?

D. ObjectiveS of the Study

The main objectives of the study are as follows

1. To identify the variety of politeness strategies used by Durinese speakers of Batunoni variant and English.
2. To address some factors affecting the choice of politeness strategy used by Durinese speakers of Batunoni variant and English.

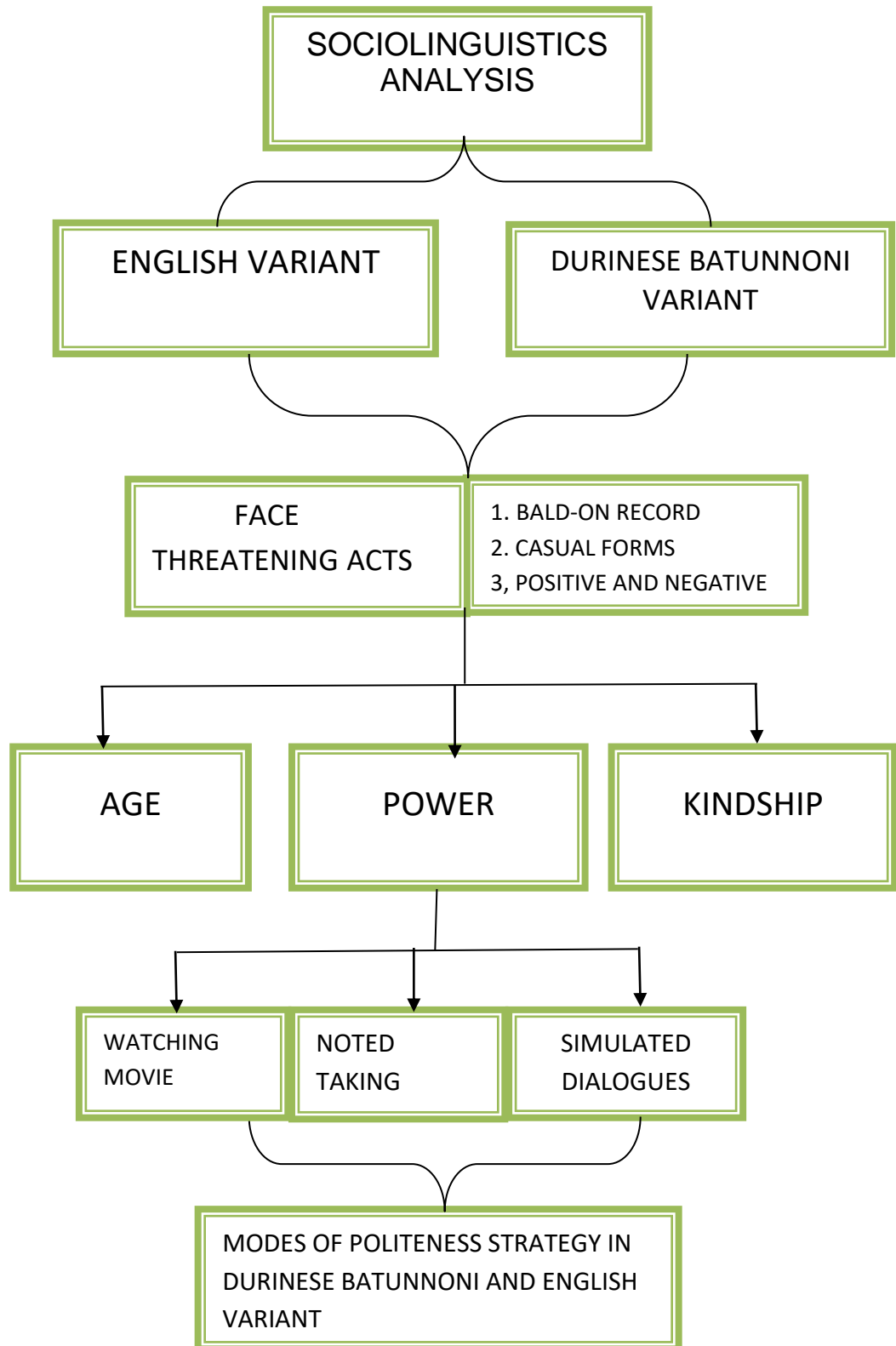
E. Significance of the study

This study deal with politeness strategies in English and Durinese based on the conversation in daily activities. In analyzing both languages, the writer will apply a comparative study between both languages as they belong to different language families. Hence, it is substancial to see the differences as well as the similarities between them.

F. The scope of the study

The scope of the present research is a sociolinguistic analysis with reference to politeness expressions used in daily conversation of Durinese and English. The area of Durinese Language context covers one of the village within the sub-District of Anggeraja in Enrekang District that involve only a particular segment of people using Durinese language. Finally, the research scope will only identify the typical features of strategy use of politeness that still exists among Durinese and English speakers.

G. CONCEPTUAL FRAME WORK



CHAPTER II

REVIEW OF RELATED LITERATURE

A. PREVIOUS STUDIES

There have been an overwhelming of research already undertaken with regards to politeness strategy in various contexts, including EFL and ESL context. These studies have revealed the profiles of politeness in different cultures and of different contexts. The phenomenon of linguistic politeness has attracted considerable attention from various points of view for more than thirty years. Brown and Levinson's (1987) politeness theory is considered significant in linguistic pragmatics and has had a great deal of influence on politeness research.

Research on politeness has been documented in various studies, such as in linguistics, literature, and pragmatics. Nailah (2016), for example, has conducted a study on politeness entitled "Politeness strategies used by the main characters in Transformer: age of extinction movie". The method of this research is descriptive qualitative. The result of her research indicates that three kind of politeness strategies are used by the main characters in transformer: age of extinction movie, namely: negative politeness, positive politeness, and the bald on record. The findings of this research confirms the similarity of research that has been conducted in the native speaker context, such as in USA by Brown and Levinson (1978)

Another important research on politeness has also been undertaken by Pangestu, Wuri (2015) entitled “Politeness strategies used by Dedi Corbuzier in interviewing entertainer and non-entertainer in HitamPutih talk show”. The method used to identify the patterns of politeness is descriptive qualitative. The result of this research indicates that 16 different types of Politeness Strategies used by the host in interviewing both entertainer and non-entertainer. In interviewing the entertainer he uses Bald on Record (18, 3%), 10 types of Positive Politeness Strategy (77, 42%), 1 type of Negative Politeness (1, 4%), and 1 type of Off Record Strategy (2,81%). In addition, in interviewing the non-entertainer he uses Bald on Record Strategy (54, 42%), 7 types of Positive Politeness Strategy (38, 29%) and 3 types of Negative Politeness Strategy (8, 19%). The findings confirm that the host tends to use Positive Politeness Strategy in interviewing the entertainer. In contrast, he tends to use Bald on Record Strategy in interviewing the non-entertainer.

Another research documentation regarding politeness has been conducted by Martina & Siti Hajar (2020). The research is entitled “Politeness strategies used by students in EFL classroom interaction at SMA Muhammadiyah 9 Makassar (A Descriptive Research)”. The method of this research is descriptive qualitative. The result of this research show two important points as follows: The first, Related to the application of politeness strategies used by students, the findings shows that there are

politeness strategies can be found in the student utterances namely bald on record strategies, positive politeness strategies.

The researcher found out twenty one student utterances consist of five student utterances include bald on record strategies categorized metaphorical urgency for emphasis, task oriented/paradigmatic form of instruction and permission that hearer has requested. Sixteen student utterances include positive politeness strategies categorized use in group identity markers, seek agreement/repetition, joke and offer, promise from student utterances on teaching and learning process during the observation. During the observation in two times, the researcher found twenty one student utterances. There are five student utterances include bald on record strategies, sixteen student utterances include positive politeness strategies. The data shows that the most frequent politeness strategies used by students in EFL classroom interaction is positive politeness strategies in conducting communication with the teacher during teaching and learning process.

Research on politeness that is pragmatic-based study has been conducted by Azmi (2015) entitled "Politeness strategies in Donald Trump's and Hillary Clinton's first presidential election debate". The method of this research is descriptive qualitative. The result of this research is that there are two main purposes of Politeness Strategy in the debate. The first is to satisfy hearer's positive face and the second is to safe negative face. However, the research also notices another purposes

of using Politeness Strategy attached by the speaker in an utterance. Politeness strategy in addition can be used to bridges the relationship between speaker and hearer. It can be used to stress an argument, to give criticism and to convince the hearer about any statements.

Research on politeness with reference to literature study has been conducted by Juriyah, Fatimahtus (2016). The research is entitled “Politeness strategies used by the main characters in proposal movie by Anne Fletcher”. The method of this research is descriptive qualitative. The findings indicates that three kind of politeness strategies are used by the main characters in transformer: age of extinction movie, namely: negative politeness, positive politeness, and the bald on record. There are eighteen Positive politeness strategies, eight negative politeness strategies, and two bald on record. So the conclusions from this analysis are there are many positive politeness strategies and we can know the weaknesses and strengths of the film from language that use in politeness strategies.

A comprehension of politeness as a strategy to avoid conflict can be found in the idea of Brown and Levinson (1987), who suggest that the essential function of politeness is to control a potential conflict between interacting parties. The politeness approach, as proposed by Brown and Levinson (1987), is a development of Goff man’s idea (1959) about the concept of *face* and the *politeness rule* of Lakoff (1973). It accentuates two distinctive types of face for both speakers and listeners: *the positive face* and *negative face*. The concept of *face* here does not refer to a person’s

physical facial appearance but rather his or her *public image* or *dignity*.

The positive face refers to a person's desire to be liked by others, while the negative face refers to a desire to not have his or her actions hindered by others (Brown & Levinson, 1987, p. 67). The *positive face* therefore represents a person's wish to be accepted and admired by others and a desire to have a shared common ground with the social group. The *negative face*, in contrast, indicates a desire for freedom without interference from others.

The first important study is Fitri Sudjirman (2016) entitled, *Politeness Strategies Used by Makassar Bugis Lecturers in ELT at English Education Department*. The findings showed that (1) The politeness strategies used by Makassar lecturer were praise, sensitivity, humor, encouragement, apologize, gratitude, advice, order, and the using of Bugis-Makassar pronoun; while politeness strategies used by Bugis lecturer were humor, advice, consideration, greeting, order, and the using of Bugis-Makassar pronoun; (2) Bugis-Makassar lecturers of ELT maintained interaction to the students in the view of Bugis-Makassar ethnic group through mixing the languages, switching the languages, using Bugis-Makassar ethnic pronoun and using Bugis-Makassar ethnic particles; (3) The influencing factors of the lecturers' politeness strategies in EFL classroom were intimacy, social situation of speech, and social status.

Another important research was conducted by a university

researcher in Buginese context of EFL classroom. The research was conducted in recently in 2019 entitled, "The use of politeness strategies in the classroom context by English university students". In this research, Murni Mahmud (2019) found that. The findings from this study revealed that English students used different kinds of expressions to encode their politeness in the class. Those expressions were in the forms of greetings, thanking, addressing terms, apologizing, and fillers. There were also some terms derived from students' vernacular language which were used as a softening mechanism for their presentation. These expressions were categorized as positive and negative politeness. The findings of this study might be used as an input for teachers and students in an effort to create effective classroom interaction.

Research on politeness has also been documented with Japanese background of students of tertiary institution entitle, "Politeness Strategies, Linguistic Markers and Social Contexts in Delivering Requests in Javanese"

Sukarno. In this research, Sukarno (2018) found that (1) there are four types (most direct, direct, less direct, and indirect) of politeness strategies in Javanese, (2) there are four linguistic devices (sentence moods, speech levels, passive voice, and supposition/condition) as the markers of the politeness strategies and (3) the choices of the levels are strongly influenced by the social contexts (social distance, age, social status or power, and the size of imposition) among the tenors. The appropriate

strategies for delivering requests in Javanese will make the communication among the interlocutors run harmoniously.

Politeness has been documented as important topic of research in ESL context. Kuang Chi Hei et al. (2013) performed research entitled, "Politeness of Front Counter Staff of Malaysian Private Hospitals. The research examines the practice of politeness in openings and closings of direct illocutionary speech acts in Malaysian private hospitals. It explores how politeness is conveyed by front counter staff of nine private hospitals in their public transactions with patients. Specifically, this paper aims to ascertain whether or not openings and closings are used and if so, whether they are polite, semi-polite or impolite. The findings show that front counter staff in private hospitals employed more impolite openings but at the end of the transactions, they used more polite closings. A closer analysis of the data indicates that these polite closings were often given in response to patients' initiations

Research on politeness has also been conducted as topic of research in EFL context of South Sulawesi with reference to Buginese language. Arham Halwinnari (2020) conducted research entitled, "Politeness Strategy: Revisiting Brown & Levinson's Politeness Strategy in Buginese Language with Special Reference to Maros Pappandangan. The research concludes that confirm the validity of previous politeness framework, such as Brown and Levinson (1978), and Yassi (1996) with reference to Kinship (K), Distance (D) and Power (P). The finding deviates from the universality of politeness pattern that confirm use of

bald-on strategy in non-kinship relation. It appears from the study, bald-on strategy was consistently used in kinship pattern, such as Anregurutta and his wife and daughter. (4.1.5 and 4.1.8). This research gap is most probably due to changes in interactional paradigm as a result of religious values that has affected the way kinship family interacts.

B.Theoretical Discussion

1. Pragmatics

Pragmatics is the branch of linguistics that examines language from the speaker's perspective and depend on context of utterance. Pragmatics is study of contextual meaning. It is related to human's interaction. In interaction with others, people have to respect each other in order to make good interaction. To respect others, people have to consider politeness. Therefore, politeness becomes one of the units to be studied in pragmatics.

Here are many definitions of pragmatic from linguists view: Levinson (1983: 5) defines that pragmatics is the study of language use, that is the study of relation between language and context which is basic to an account of language understanding which involves the making of inferences which will connect what is said to what is mutually assumed or what has been said before. Pragmatics can also solve the problem between the speaker and the hearer, especially the problem about point of view.

According to Yule (1996:3) states that pragmatics is the study of contextual meaning, it has consequently more to do with the analysis of

what people mean by their utterances than what the words or phrases in those utterances might mean by themselves. Pragmatics is the study of speaker meaning. This type of the study necessarily involves the interpretation of what people mean in a particular context and how the context influences what is said. It requires a consideration of how speakers organize what they want to say.

Next, cited from Asna; Crummings in Cruse (2000:2) says that pragmatics deals with information aspects that are conveyed through language which is not decoded conventionally that socially agreed in the linguistics form that is used, but it also appears naturally from and depends on the meaning. In addition, Horn and Ward (2006:16) defines pragmatic as the study of those context-dependent aspects of meaning which are systematically abstracted away from the construction of content or logical form.

Furthermore, Bublitz in Schauer (2009:6) defines pragmatics as the study of communication principles to which people adhere when they interact rationally and efficiently in social context speakers/writers follow these principles to imply additional meaning to a sentence, and hearer/readers follow these principles to infer the possible meaning of an utterance out of all available options in given context. Pragmatics is the study of contextual meaning.

This approach also necessarily explores how listeners can make inferences about what is said in order to arrive at an interpretation how the

speaker intended meaning. This type of study explores how a great deal of what is unsaid is recognized as part of what communicated. We might say invisible meaning. Pragmatics is the study of how more is communicated than is said.

2. Speech Acts

In linguistics a speech act is an utterance defined in terms of a speaker's intention and the effect it has on a listener. Essentially, it is the action that the speaker hopes to provoke in his or her audience. Speech acts might be requests, warnings, promises, apologies, greetings, or any number of declarations. As you might imagine, speech acts are an important part of communication.

Speech act theory is a subfield of pragmatics. This area of study is concerned with the ways in which word can be used not only to present information but also to carry out actions. Speech act theory was introduced in 1975 by Oxford philosopher J.L. Austin in "How to Do Things with Word" and further developed by American philosopher J.R. Searle. It considers three levels or components of utterances: locutionary acts (the making of a meaningful statement, saying something that a hearer understands), illocutionary acts (saying something with a purpose, such as to inform), and perlocutionary acts (saying something that causes someone to act). Illocutionary speech acts can also be broken down into different families, grouped together by their intent of usage.

3. Face and Politeness

Some definition of face focus on the social context, someone the linguistic, and someone on the interpersonal. Despite the variation, there are some commonalities among the definitions. First is the notion that face is socially or interactively based; that is face exist in response to the presence of others in interactions with others. Second, face is a specific image we present to another person. We have desire to be seen in a certain way by certain people.

Third, the image we present is affected by the requirements of the situation or context. In the example that started this chapter, the professional context of interacting with your authors evoked a different face from you than that presented to a potential romantic partner. Fourth, our level of consciousness and intent about the face we present varies but becomes particularly acute when something occurs that undermines people believing our face is genuine (a face- threat). Finally, our face is primarily displayed through behaviors-the way we communicate and interact.

According to Yassi (1996: 2), he add the social variables of weight into four, it is kinship aspect. Kinship refer to the relationship between the speaker and here; it can be family, close friend, neighbors. In this addition the theory can be found in Makassarese and Buginese culture/politeness theory is the choice in employing a particular strategy depend upon the

social situation in which the speech occurs. These social situations are who is the speaker, the here, in what situation, what is the relationship and what is the topic.

According to Brown and Levinson (1987: 65-68) politeness assumes that all people have face, and all face have wants and needs. Further, there are different types of face threatened in various face-threatening act, and sometimes the face threats to the hearer, while other times to the speaker. Base on empirical concept of Brown and Levinson (1987; 74-77) there are three sociological variables when considering a face-threatening act, which is researchers call weight.

The weight of a face-threatening act is determined by considering the combination of three variables: Power, Distance, and rank. Power refers to the perceived power dynamic between speaker and hearer. Distance refers to the amount of social distance between speaker and hearer. Rank refers to the cultural ranking of the subject, the degree of sensitivity of the topic within a particular culture.

Brown and Levinson (1978) in Watss (2003, 86) assumes that every individual has two types of face, positive and negative face. Positive face is defined as the individual's desire that her/his wants be appreciated and approved of in social interaction. It reflects an individual's need for his or her wishes and desires to be appreciated in a social context. This is the maintenance of the positive consistent self-image or personality. Every

member of this social situation desires and wants to be appreciated from others. Negative face is the desire for freedom of action, freedom from imposition and the right to make one's own decisions. This is the basic claim of territories, personal preserve, right to non-distraction, and every member wants to be unimpeded by others. Together, these types of face respect the face needs of individual to be respected and to be unimpeded. In other hand, positive face can be called as formal politeness and negative face as casual politeness.

Politeness theory of Brown and Levinson (1978) relies on the assumption that conversation most of the interaction between interlocutors might be put face into risk to be threatened by what could be said and what is said. These aspects are called "Face-threatening acts or FTA". This FTA can threat speaker's face (S's) or hearer's face (H's).

Brown and Levinson (1987: 60) categorized politeness strategy types into: Bald on-Record. This strategy provides no effort by speaker to reduce the impact of FTA's, the speaker will most likely the person whom he or she is speaking to, embarrass them, or make them feel a bit uncomfortable. The situation when person directly address the other as a certain expression such as ask something, please, or commands. In addition, the use of direct command is usually happened in the emergency situation. This strategy is tending to show in urgent situation, emphasize maximum efficiency, non-cooperation from hearer, speaker cares about hearer, granting permission for the hearer, and even imperative.

a. Positive Politeness

Positive politeness strategy is oriented to enhance the positive face of hearer. Positive face is the hearer need to be appreciated and accepted by others. It leads to achieve solidarity through offers of friendship. The strategy includes Strategy 1(Notice, attend to hearer's interest, want, needs etc.), Strategy 2: Exaggerate (interest, sympathy, etc with the hearer), Strategy 3: use in-group identity marker, Strategy 4: seek agreement and avoid disagreement, Strategy 5: assert speaker's knowledge of and concern for hearer's wants, Strategy 6: include both speaker and, Strategy 7: give hearer sympathy, understanding, cooperation, and Strategy 8: joke.

b. Negative Politeness

Negative politeness strategy is oriented towards a hearer's negative face. Negative face is the desire to have freedom of action, freedom of imposition and not to be impeded by others. Therefore, these automatically assume that there might be some social distances or awkwardness's in the situation. This strategy is tending to show be conventionally indirect, to show deference, emphasize the importance of others time or concerns, an apology for interruption, impersonalize S and H, State the FTA as a general rule, and even includes Nominalize.

c. Off-record indirect strategy

It strategy is the opposite of ball on-record. This main purpose is to take some of the speaker's pressure off. The speaker is removing himself or herself from any imposing what so ever. In cases where the risk is estimated as very high, speaker realize the act in a way that leaves maximal option for deniability. In simple term, off record realizes the act so indirectly. The strategy of off-record can be performed such strategy 1: Give hints, strategy 2: Give association clues, strategy 3: Presuppose, strategy 4: Understate, strategy 5: Overstate, strategy 6: Use tautologies, strategy 7: Use contradictions, strategy 8: Be ironic, strategy 9: Use metaphors, strategy 10: Use rhetorical questions, strategy 11: Be ambiguous, strategy 12: Be vague, strategy 13: Over-generalize, strategy 14: Displace H (hearer can choose to do the act as a bonus free gift), and strategy 15: Be incomplete, use ellipsis.

4. Politeness Strategies

Politeness has become one of the most active areas of research in language use by increasing interest in Grice's (1975) Cooperative Principles (Chen, 2007). Acquisition and learning of politeness strategies is a part of learning L2 pragmatics, which has attracted a lot of attention in second and foreign language acquisition. Studies from Brown and Levinson (1987) and Scollon and Scollon (1995) have aroused increased attention in the study of politeness.

A working definition of politeness in language study could be “(a) how languages express the social distance between speakers and their different role relationships; (b) how face-work, that is, the attempt to establish, maintain and save face during conversation is carried out in a speech community” (Richards & Schmidt’s, 2002, p. 405). Politeness in English is personified by “someone who is polite, has good manners and behaves in a way that is socially correct and not rude to other people”.

A large number of theoretical and empirical books and articles concerning politeness and/or the notion of face have been published in the last decades. In most of the studies, the politeness has been conceptualized especially as strategic conflict-avoidance or as strategy of cooperative social interaction (Watts, 2003). Watts (2003) suggests the politic behavior (i.e., second-order politeness), which he contrasts with polite behavior (i.e., first-order politeness). He defines politic behavior as socio-culturally determined behavior with the aim of establishing and/or maintaining the personal relationships between the interlocutors.

Fraser (1990) presents four main ways of viewing politeness: the social-norm view, the conversational-maxim view, the face-saving view and the conversational-contract view.

- The social norm view

In different cultures, politeness can be manifested and understood in different ways through both verbal and nonverbal behaviors. The social norm view refers to the normative view of politeness seen as the social

standards of behavior in any society. The social-norm view assumes social standards similar to discernment politeness in that it refers to the use of the standard in a social setting (Watts, 2003).

This approach assumes that each society has particular set of social norms consisting of more or less explicit rules that recommend certain behavior, state of affairs, or way of thinking in a context. Politeness arises when an action is in accordance with the norm, impoliteness arises when an action is to the contrary (Fraser, 1990).

According to FeritKılıçkaya (2010), every utterance communicates social information about the relationship between the participants in the context in which it is articulated. Since every utterance is usually located in a social context, the resulting linguistic form is predictably influenced. The issue of politeness is concerned with this affective or social function of language.

- The conversational-maxim view

The conversational-maxim perspective relies principally on the work of Grice (1975). He claimed that interactants are intelligent individuals who are, all other things being equal, primarily interested in the efficient conveying of messages. He proposed the Cooperative Principle (CP) which assumes that one should say what he/she has to say, when he/she has to say it, and the way he/she has to say it.

The cooperative principle is a principle of conversation which states that participants, by the accepted purpose or direction of the talk

exchange, expect that each will make a conversational contribution such as is required. The use of cooperative principle, along with the conversational maxims, partly accounts for conversational implicatures. Participants assume that a speaker is being cooperative, and thus they make conversational implicatures about what is said (Richards & Schmidt's, 2002)

- The face-saving view

In the face-saving view of politeness the greatest emphasis is on the wants of the participants involved in a given interaction rather than on the interaction itself or the social norms. Face is "something that is emotionally invested, and can be lost, maintained, or enhanced, and must be constantly attended to in interaction" (Brown & Levinson, 1987, p.66).

Brown and Levinson built their theory of politeness on the assumption that many speech acts are intrinsically threatening to face. Speech acts are threatening in that they do not support the face wants of the speaker and those of the addressee. Brown and Levinson (1987, pp. 65) defined face-threatening acts (FTAs) according to two basic parameters: "(1) Whose face is being threatened (the speaker's or the addressee's), and (2) Which type of face is being threatened (positive- or negative-face)".

Acts that threaten an addressee's positive face include those acts in which a speaker demonstrates that the/she does not support the addressee's positive face or self image (e.g., complaints, criticisms, accusations, mention of taboo topics, interruptions). Acts that threaten an addressee's negative face include instances in which the addressee is pressured to accept or to reject a future act of the speaker (e.g., offers, promises), or when the addressee has reason to believe that his/her goods are being coveted by the speaker. Examples of FTAs to the speaker's positive face include confessions, apologies, acceptance of a compliment, and self-humiliations.

Some of the FTAs that are threatening to the speaker's negative face include expressing gratitude, accepting a thank-you, an apology or an offer, and making promises. In his classification of approaches to politeness, Fraser (1990) also distinguishes between the social-norm view and the conversational contract view, i.e., first-order politeness, and the conversational-maxim view and the face-saving view, i.e., second-order politeness. Brown and Levinson (1987, p.1) asserts that.

Watt (2003) defined politeness as the ability to please others through external actions. Moreover, Foley (1997) referred to politeness as "a battery of social skills whose goal is to ensure that everyone feels affirmed in a social interaction" (p. 270). As an important aspect of pragmatic competence and consequently communicative competence, politeness has been addressed by different researchers applying different

approaches. The conversational-maxim view is derived from Grice's (1975) theory of meaning and Cooperative Principle (CP) which explains that you should "make your conversational contribution such as is required, at the stage at which it occurs, by the accepted purpose or direction of talk exchange in which you are engaged" (p. 45).

The theory of meaning also focuses on speaker's intended meaning and the inferential ability of the listener, and it states how people use the language. Grice proposed four conversational maxims including maxim of quantity, quality, relevance and manner. He insisted that these rules govern conversation. Although Grice's maxims did not address the notion of politeness directly, they became the basis of subsequent studies investigating politeness. Respecting the main components of Grice's approach, Leech (1983) proposed the principle of politeness including a set of politeness maxims as forms of behavior that establish and maintain respect and friendship. Fraser argued that politeness maxims "minimize the expression of beliefs which are unfavorable to the hearer and at the same time (but less important) maximize the expression of beliefs which are favorable to the hearer" (1990, p. 225).