

## **CHAPTER 2**

### **THEORITICAL FRAMEWORK**

This chapter is divided into two sections. In the first section, I present the theories related to the research as references. In this part, consist of definition of politeness, types of politeness, and previous related studies. Meanwhile, I elaborate some previous studies related to the topic of the research about the analysis of politeness strategies in various objects.

#### **2.1. Definition of Politeness**

Brown and Levinson (1987, p.61) state that politeness is related to the concept of 'face'. They state that being polite is about caring to the face of our speech partner, the meaning of face here is not face in literal but relates to the public image or self-conception in public views. This concept defines that human as social being has two faces, they are positive face and negative face. Therefore, every speech may contains Face Threatening Act (FTA) whether positive or negative that can threaten someone's face and can impact on continuity of communication. To avoid the FTA, it requires a face-saving action strategy. When speaker speaks, hearer should pay attention and be aware to the politeness strategies used as form of face-saving action so that pragmatics failure in communication or conversation does not occur.

Brown and Levinson (1987, p. 69) have divided politeness strategy in terms of four main strategies, namely positive politeness, negative politeness decency, off record, and bald on record. According to them, the politeness strategy is developed for the purpose of saving the hearer's face from the interlocutor. In this context, face is defined as public self-image or general condition in the presence of other people or crowds. This self-image can be damaged, maintained, or enhanced through interaction that occurs between the speaker and the interlocutor. So, if someone wants communicate well and do not damage or disturb the person of the interlocutor, then they should pay attention to politeness strategies.

## 2.2. Types of Politeness

According to Brown and Levinson (1987, p. 94) outline four main types of politeness strategies, they are:

### 2.2.1. Bald on Record

In bald-on record strategy, the speaker conveys the speech directly. It means speaker speaks without further ado as of the Face Threatening Act (FTA) is not used nor needed anymore in this situation because speaker and hearer has known what context happens between of them in the conversation or communication. There are two types based on the usage of bald-on record, they are:

#### 1) Non-minimization of face threat

This usage is known as the standard use in bald-on record which other particular contexts or other needs override face threat. In this situation, speaker and hearer agree that demands of face is deferred in the need of efficiency or urgency where this is often utilized when speaker and hearer has a close relationship. On this type, there are eight strategies based on Brown and Levinson theory as cited by Martina in Kurniyatin (2020, p. 7-11), they are:

##### a) Maximum efficiency

In this strategy, speaker and hearer do not require a face redress because it can decrease communication urgency where this strategy is often used in the urgency or critical situation. Maximum efficiency often related to the advice or interjection which it is often used spontaneously. For example:

“Give me a cup of coffee.” (Griyani, 2018, p. 14)

##### b) Metaphorical urgency for emphasis

This strategy is used because speaker wants to talk to hearer about something that important for him or her. The point is that it is used when speaker thinks that his or her speech is very important as if the maximum

efficiency so that it will present metaphorical urgency for emphasis. For example:

“Look, he comes back.” (Griyani, 2018, p. 14)

- c) Metaphorical urgency for high valuation of hearer’s friendship (as a direct imperative)

This strategy is related to ordering, begging and requesting where in this part speaker makes a request to the hearer about something to fulfill his or her mission. For example:

“Don’t go anywhere.” (Griyani, 2018, p. 14)

- d) Case of channel noise

This is a strategy that used by speaker to communicate to the hearer in the difficult situation such as in the calling in a crowd place or crossing a distance as of resulting a pressure in the interaction or communication both of them. This condition makes speaker using pressure to talk to hearer. For example:

“Come back here!” (Griyani, 2018, p. 14)

- e) Task oriented or paradigmatic form of instruction

It is related to the instruction where emphasizes about instruction is used by speaker to give instruction to the hearer. This strategy tends conveying to the point what speaker means to hearer such as giving direct command. For example:

“Before you’re very eyes.” (Martina, 2020, p. 9)

- f) Power differences between speaker and hearer

In this case, power of speaker is higher than hearer as of the speaker does not concern and consider retribution or non-cooperation from

hearer. In this strategy, speaker does not need face redress to satisfy hearer's face. For example:

“Send me the report, Suti.” (Martina, 2020, p. 10)

g) Sympathetic advice or warning

This strategy is little bit different with other non-minimization of face threat types which speaker considers about hearer's face critically hearer's positive face. This strategy is used because speaker does care about hearer. For example:

“Careful! There's a snake.” (Griyani, 2018, p. 14)

h) Permission that hearer has requested

This strategy is used when speaker gives permission to hearer about what hearer has requested to speaker whether it is directly or indirectly. For example:

“Yes, you should listen to her.” (Martina, 2020, p. 10)

2) FTA-oriented bald-on record usage

This strategy is more related and oriented to the face which each participants in the communication session attempts to predict earlier what other participant attempts to predict earlier either. In this case, it is logic for speaker to assume that hearer will concern or worry with his or her potential violation or even the way of hearer for speaker's maintaining. On this type, there are three strategies, these are:

a) Welcoming

This is strategy which speaker attempts to greet the hearer to avoid negative face to the hearer. For example:

“Good evening” (Martina, 2020, p. 11)

b) Farewells

This is strategy which speaker insists to avoid hearer outstrips on his positive face as of speaker does salutation or greeting before separated. For example:

“See you when I see you.” (Martina, 2020, p. 11)

c) Offers

This is strategy which used by speaker to offer or command something to hearer because speaker insist that the hearer may force on his or her negative face. For example:

“Go away!” (Martina, 2020, p. 11)

### **2.2.2. Positive Politeness**

Brown and Levinson (1987, p. 101), state that positive politeness is a strategy related to the speaker which he or she represents positive face or positive self-image to the hearer and he or she does it claiming for himself or herself. Further, speaker wants what he or she did that claimed as positive face can be recognized as a good thing and he or she deserves to get the reward. There are three factors which can affect politeness in speech act critically threat hearer's face. These are; 1) social distance between speaker and hearer, 2) substantial quantity of power differences or domination between speaker and hearer, 3) relative status kind of speech act in the culture or civilization. Related to the politeness, there are 15 positive politeness strategies, they are:

1) Notice to hearer (about his or her interest, want, and thing)

This strategy is done by giving more attention to the hearer where speaker indicates that he or she does care to speaker. This strategy means that speaker knows what hearer really wants and thinks, hearer want to be noticed and recognized by speaker as of speaker pays more attention to the hearer. For example:

“Bayu, you’re really good at solving computer problems. I wonder if you could just help me with a little problem I have got.” (Martina, 2020, p. 12)

Based on the speech above, the speaker knows that hearer is good at solving the computer problems then speaker asked him to help her or his problem. Speaker attempts to satisfy hearer’s positive face by praising and admiring his ability. Speaker did it to satisfy hearer before she or he conveys his or her aim coming to hearer’s house.

2) Exaggerate to hearer (interest, approval, sympathy)

This is a strategy to convey an exaggeration to hearer, it is such a compliment that stated in excessive word, intonation and stress.

3) Intensify interest to hearer

This strategy is begun by the speaker which he or she wants to be cared by the hearer as of the speaker creates and arranges a good story in their conversation to intensify of speaker’s own contribution and his or her attention.

4) Use in-group identity markers

This strategy is used to show that between speaker and hearer, they have share wants namely similarity of identity. It is done by using a specific term or form to indicate that speaker and hearer belong to a group or society who share specific wants. It is such as calling dear, honey, guys, babe, darling, etc. In Indonesia, we often use terms such as *bro*, *kak*, *dik*, *say*, etc. In short, speaker uses a term when having a talk with hearer to evidence similarity or proximity related to a group or society.

5) Seek agreement

This strategy is used to save topic in the conversation by doing repetition in the speech that has been done by speaker which he or she repeats what speech partner talks about. The use of this strategy indicates that speaker want to be approved by hearer and saving hearer’s positive face



which his or her repetition expresses emotional agreement that he or she has same knowledge with hearer or speech partner.

6) Avoid disagreement

This strategy is concerned to the response of speaker to the hearer which is about the way of speaker to avoid disagreement. The meaning is that speaker disagree about what hearer have said but he or she tries to appear agree with hearer's utterances because his or her intension is to save hearer's positive face.

7) Presuppose/raise/assert common ground

In this strategy, speaker raises perception to the hearer to get the similarity which it is related to the softening request. In this case, speaker attempts to have a similar knowledge with hearer moreover he or she will use the specific pronoun to show his or her sympathy to hearer such as using word "I and You" than "We".

8) Joke

Joke is categorized as the one of positive politeness strategy that can minimize Face Threatening Act (FTA)) happen. This strategy is done by speaker who is making a joke to the hearer. For example:

"How about give me this lousy dress; it is impossible if you put it on again."  
(laughing) (Griyani, 2018, p. 17)

From the example, what speaker means by lousy dress is hearer's own. The speaker said it to show a nice relationship with hearer and this strategy can build humor both of them.

9) Assert of speaker's knowledge of hearer's wants

In this strategy, speaker should assert the hearer about some knowledge which he or she indicates the knowledge of the hearer as of build

cooperation stressed by speaker then wants and willingness of hearer is stressed to fit one's want both of them. For example:

"I know you love jasmine but the florist didn't have any more, I brought you chrysanthemum instead." (Griyani, 2018, p. 18)

The example above shows that the speaker has saved positive face of hearer because he or she appreciated the hearer by encouraging hearer to like 'chrysanthemum' that he or she dislikes but speaker attempt to assert the knowledge to hearer.

#### 10) Offer, promise

This strategy is done by speaker to redress for some potential FTA happened which speaker will help to realize whatever hearer's wants or will by offering or making promise. For example:

"I'll send the money tomorrow. Do not worry." (Martina, 2020, p. 22)

The example above shows that speaker has made cooperation to hearer by making promise that he or she will send the money to hearer tomorrow. The word 'do not worry' is stated by speaker to save and fulfill hearer's positive face as of, he or she does not need to worry about.

#### 11) Be optimistic

In this strategy, the hearer decides to cooperate with speaker because they have a mutual shared interest. It can be claimed that they work together to achieve the same goal. In addition, giving support also can be claimed as be optimistic strategy. The example:

"I'm sure you will give me allowance for this month." (Griyani, 2018, p.18)

The example above shows that speaker being optimistic saying his or her words because between speaker and hearer there is a cooperation to



represent their interest and approval. It shows that speaker has assumed that hearer will help him or her to fulfill the needs as he or she said.

12) Include both speaker and hearer in the activity

This strategy is included 'we' form because speaker avoid the word 'you' or 'I' separately although what speaker means is between speaker and hearer, but he or she used the word included 'we' such as 'let's' to indicate 'you' or 'me' as of it can make a good relation between them. The example:

"Let's spend this weekend for vacation." (Griyani, 2018, p.18)

The example shows that speaker wants hearer to stop and take a rest for a while because the pronoun 'us' in the word 'let's' indicates that speaker includes hearer in this context. Speaker has saved hearer's positive face because he or she makes cooperation with speaker which the goal is not only about speaker but also for hearer.

13) Give or ask for reasons

In this strategy, the speakers demands hearer as of hearer is hard to reject or making another statement because speaker gives a reason related 'why not', as of speaker assumes that hearer does not have a good reason to say cannot. The example:

"I know there is no one in your home. Why not stay here tonight?" (Martina, 2020, p. 23)

The example shows that it is ok for speaker to say 'why not stay here tonight' because hearer lives alone in his or her house. However speaker still use a polite utterance by saying 'why', it is like a part of suggestion utterance because speaker was not looked doing a force to the hearer directly. It shows that speaker has satisfied hearer's positive face.

#### 14) Assume or assert reciprocity

This strategy is related with cooperation between speaker and hearer which speaker may say “I will do A for you if you do Z for me”. There is no one will have a scathe because it is such a vice versa which it is an action of speaker to repay the kindness of hearer. The example:

“I washed the dishes yesterday so you do that for me today.” (Martina, 2020, p. 24)

The example above shows that speaker attempts making cooperation with hearer which speaker has helped hearer and has done a washing yesterday and hearer will get a help from speaker. The speaker has saved hearer’s positive politeness by giving solution such an offering that will give benefit to both of them.

#### 15) Give gifts to hearer

This strategy is done by giving a gift to the hearer, not only the gift literally but it’s a gift for a soul that each human needs such us need to be liked, to be loved, to be appreciated and to be understood. Types of this gift are sympathy, compliment, understanding, admiration. The example:

“I proud of you for this exam.” (Griyani, 2018, p. 19)

The example above shows that speaker gave a gift of compliment and admiration to the hearer which it can save hearer’s positive face because he or she will feel appreciated.

### 2.2.3. Negative Politeness

Brown and Levinson (1987, p. 129) state that negative politeness concerned to the self-image which want to be appreciated for doing freedom action. It is an action that addressed to the addressee’s negative face which he wants to be able doing the action unhindered and moreover impeded. Related to the politeness, there

are 10 negative politeness strategies conveyed by Brown and Levinson (1987, p.129), they are:

1) Be conventionally indirect

This is first strategy of negative politeness that named 'be direct'. It means that the speaker speaks utterances directly without long-winded or affix other utterances. It is done by speaker to minimize imposition toward hearer by soften the utterances. The example:

"Can you come back tomorrow?" (Griyani, 2018, p. 20)

The word 'can you' indicates that the speaker has a willingness to ask the hearer directly but because there is social distance between speaker and hearer so that speaker chooses to asking and offering to save negative face of hearer.

2) Question, hedge

This strategy is focused to the hedge because hedge in this strategy has an important point to soften the command in the utterances of speaker even giving a more polite impression. Martina (2020, p. 26) says that using this strategy is speaker asking for an advice to the hearer. For example:

"I hate to say this but I have to go and leave you forever." (Griyani, 2018, p. 20)

The example shows that speaker add 'I hate to say this' in the beginning of his or her utterance to soften his or her utterance which it can save hearer's negative face.

3) Be pessimistic

This strategy is done by the speaker to save hearer's negative face by showing doubt expression from utterances and face. Moreover when speaker has a request for a help, it might will really helpful to reach his or

her goal because it can be valued as a brave which it can redress negative face of hearer. Example:

“I want to ask for help, but I’m afraid you do not want.” (Martina, 2020, p. 26)

The example shows that the speaker needs a help but it is dominated by his or her doubt. It need to be marked off that being pessimistic and having a hedge in the utterance is different. Pessimistic is dominated by feeling of doubt while hedge that utterance is covered by hedge or chit chat but the main content or main utterance is not dominated.

#### 4) Minimize the imposition

The point of this strategy is about minimizing FTA by defusing imposition because the stronger imposition is so the bigger threat face is, so that the speaker should consider about power relation between him or her with hearer. Martina says (2020, p.27) that in this case, speaker does not want to be forced by hearer to do something. For example:

“You can just talk like that, but we do not necessarily agree.” (Martina, 2020, p. 27)

The example shows that the speaker chose to say ‘you can...’ to give emphasis for his or her point of this utterance so that it looks more polite and soft.

#### 5) Gave deference

This strategy is seen by the way of speaker treat hearer, it means that there are power relation that make him or her needs to be more respect to the hearer. The way of this strategy is divided into two sides, first that speaker is being humble to hearer and second that speaker raises hearer by satisfying him or her which want to be treated as superior. Both of that, speaker always need to be respect to the hearer. The example:

“I don’t think you ought to do that, Mr. President.” (Martina, 2020, p. 27)

The example shows that speaker uses the phrase ‘excuse me’ before saying the condition because it is the way to show the deference of him or her to the hearer and it becomes more polite.

#### 6) Apologize

This strategy is done when speaker makes a mistake or doing some actions which can cause the FTA so that apologizing is needed to minimize the imposition that can threat hearer’s negative face. There are 4 ways to doing apologizing, they are: 1) recognize the pressure, trouble or distraction has been caused, 2) using the certain expression to ask forgive and showing a willingness or reluctant, 3) conveys some reason why speaker has to do it and 4) speaker begging forgiveness to the hearer for a trigger which can cause the FTA. The example:

“Sorry, I may be wrong, but I did not mean it.” (Martina, 2020, p. 28)

The example shows that the speaker apologizes to hearer and conveys that he or she did not mean to offend or doing the act that may be considered as a mistake and caused the imposition to the hearer’s negative face.

#### 7) Impersonalize hearer and speaker

This strategy is used to prevent the use of pronoun ‘I’ and ‘You’ directly because it is considered can phrase the FTA so that speaker puts himself or herself such as not alone by avoiding the use ‘I’ which can change to pronoun ‘we’ and place the addressee is the other not only hearer that the pronoun ‘you’ is avoided and better using ‘sir’ or ‘ma’am’. The example:

“Excuse me, Sir!!” (Martina, 2020, p. 28)

In the example, the speaker replaces the pronoun 'You' becomes 'Sir' and avoid using pronoun 'I'. It is done to avoid imposition toward negative face of hearer.

8) State the FTA (Face Threatening Act) as general rule

This strategy considered that the FTA is one way to solve the matter which FTA is categorized as a general rule, obligation or regulation that should be obeyed by the hearer moreover the hearer here is not specific to one subject but hearer generally who has been there. Characteristic of this strategy is usually does not use the pronoun.

The example case is that in the office there are many employees work while smoke everywhere and it is really interfere the work quality as of the Human Development Report (HDR) decides to make a new rule to avoid this happen again and again and the solution or the utterance he or she will make is included stating FTA as a general rule strategy. The example:

“Smoking is prohibited in this place.” (Martina, 2020, p. 29)

The example is prohibition as form of solution for the case at a place which is pointed to everyone in that place and it means that the hearer is not only one or a specific person but it is people in general so it is called as general rule.

9) Nominalize

In this strategy, the speaker changes the one of the word in the utterance becomes noun whether it is subject, predicate, object or even compliment. According Brown and Levinson as cited by Martina (2020, p.29), the politeness degree is higher or more at least formality if getting close and fix with noun. The example:

“Your good performance on the examination impressed us...” (Martina, 2020, p. 29)



The example shows that the speaker chose using word 'performance' (as noun) then prefer to use the word 'your' than 'you'. Whereas, speaker can arrange utterance like "you performed a good on the examination, it is impressive." It shows that speaker chose to change verb becomes noun to make his or her utterance more polite.

#### 10) Go on record as incurring a debt or as not indebteding hearer

This strategy is categorized as the high negative politeness which speaker express FTA by claiming indebtedness in the utterance as of the hearer will be satisfied because speaker is more respect to hearer. The example:

"I'll never be able to repay you if you can bring this book to me." (Martina, 2020, p. 30)

From the example above, it shows that speaker disclaiming any indebtedness of hearer for what he or she will do such as a big help for speaker.

#### 2.2.4. Off Record

Off record strategy is one of strategy that served by implicit means. It means that speaker has communication with hearer and speaker has a particular purpose toward hearer in their communication but speaker does not use a direct language. In their communication it sounds like speaker only gives information besides he or she gives a clue in the utterance as of hearer needs to interpret it by himself or herself. Martina says (2020, p.30) that off record strategy is happened when speaker speaks vaguely and a half only. According to Brown and Levinson in Martina (2020, p.30-38), there are fifteen off record strategies, they are:

##### 1) Give hints

In this strategy, the speaker has an implicit meaning on his or her utterances which speaker only gives an information literally but inside of it he or she attempts to ask for a help such as commanding, ordering,

requesting, asking and other. It means that speaker implies other meaning on his or her information toward hearer.

2) Give association clues

In this strategy, speaker informs or asks about the activity or the act required by hearer through mutual understanding or knowledge. Simply, the speaker mentions about an action that hearer needs or does to achieve the speaker's goal.

3) Presuppose

In this strategy, speaker is like hint to hearer, particularly speaker presuppose about something which is related to the context of conversation and situation besides speaker forces hearer to interpret his or her utterance to the possible relevance they face.

4) Understate

In this strategy, speaker less her need to convey what he or she really wants to talk which speaker expresses an utterance to hearer shorter and less than he or she is required as of it will cause a different perception if hearer cannot interpret well what speaker means. Usually, what speaker conveys is like underestimating the hearer about what hearer has done or asked to the speaker.

5) Overstate

This strategy is related with hyperbole figurative language which speaker blows up his or her utterances that not as factual it is. Speaker talks more than needed even the utterances use the higher scale. The example:

“You never do the washing up.” (Martina, 2020, p. 33)

In the example, the speaker is peevish to hearer because speaker is washing up alone whole day then speaker said to hearer that he or she never

do the washing up. It seems like hearer never do it in his or her whole life. Speaker's action is categorized as exaggerating the situation which is over than the fact happened.

#### 6) Use tautologies

The tautology strategy means that speaker tends to ask hearer looking for information based on the informative interpretation of his or her non-informative utterance so that hearer needs to seek insight from others. Usually the utterance that used this strategy is identified using a word repetition without explanation. For example:

“You are men. Why don't you do something about it?” (Martina, 2020, p. 33)

In the example, the speaker use the word ‘men’ to indicate that hearer should do something because he is a man. Then speaker does not give an explanation about what his or her utterance means exactly as of hearer needs to do that just because he is a man. Speaker does not give more information to interpret the meaning of speaker.

#### 7) Use contradictions

This strategy is used to state the contradictory proposition which speaker makes it look weird to hearer as of it looks that speaker cannot tell the truth to hearer for some reasons. The utterance that using this strategy encourages hearer to look for interpretation that can relate the two contradictory proposition. For example:

A: “Are you upset about that?”

B: “Well, I am and I'm not.” (Martina, 2020, p. 34)

The example above shows that hearer which mentioned as B answers the question from hearer which he or she answers by two contradictory word between yes or no, as of hearer (A) needs to interpret it more to find the answer well.

#### 8) Be ironic

In this strategy, speaker attempts to convey his or her means by saying the opposite of his or her means. According to Brown and Levinson in Martina (2020, p.34), this strategy can help speaker to convey his or her intended meaning indirectly by saying the opposite. For example:

“Ouh, you always come on time.” (Martina, 2020, p. 34)

The context of example above is that a person, mentioned by speaker, always come late and almost never be on time. It shows that speaker saying the opposite but it is completely conveyed to hearer that the literally meaning is not like what speaker said because hearer knows the truth.

#### 9) Use metaphor

This strategy means that speaker uses a word or phrase in his or her utterance to describe subject that mentioned as first subject. It is stated that first subject mentioned by speaker is compared to second subject which first subject is meant for being equal to second subject. For example:

“Harry’s a real fish.” (Martina, 2020, p. 35)

The example does not mean that Harry is a fish, but it means that Harry is like a fish because in this context, Harry as being equal to fish because he really loves water and can swim smoothly such as a fish.

#### 10) Use rhetorical questions

This strategy uses an expression linguistically which is used to make a request, offer, information and other indirectly by covering in such an expression. In this context, speaker will raise his or her expression that will leave a hanging answer which can cause the FTA. For example:

“How many times do I have to tell you?” (Martina, 2020, p. 35)

The utterance of example means that speaker has told hearer for so long and many times by conveying it in the question type. Although speaker does not tell the literally means to hearer, it can be understood by hearer because both of them have known the context and truth.

#### 11) Be ambiguous

Speakers states the ambiguity in this strategy, it means that the speaker utterance cannot be interpreted clearly because it has more than one possible of meaning. In this strategy, speaker conveys the ambiguous utterance is to attempt minimizing FTA because it is possible that his or her meant meaning can threat hearer's face. For example:

“Lovely neighborhood, uh!” (Martina, 2020, p. 36)

The context indicates the ambiguity because it could mean that speaker really loves much his or her neighbor or it has another aim, his or her neighbor is very annoying. Hearer only understand if he or she has known the context of situation between speaker and his or her neighbor.

#### 12) Be vague

In this strategy, speaker states the utterance unclearly which it is concerned to the vagueness about who the object of the FTA and the mistake is because in the utterance speaker could go off record by doing the FTA. For example:

“I’m going to down the road (c.i. go to the pub)” (Griyani, 2018, p. 24)

The context is that speaker will go to the pub. Whereas, hearer did not know what down the road that speaker means, it provokes the vague in speaker's utterance because he or she did not tell truth in the utterance about where he or she goes actually.

### 13) Over-generalize

Over-generalize strategy means that speakers states something in general and he or she does not give more information to understand the specific meaning because usually speaker uses proverb or criticism to imply the meaning in the utterance. Because the information is general and not clear, hearer must have a choice to decide his or her interpretation whether it applies to hearer or not. For example:

“Mature people sometimes help do the dishes.” (Martina, 2020, p. 37)

The example above shows that speaker says about mature people generally. In this context, speaker shows that majority of mature people in life, they will help to serve the dishes.

### 14) Displace hearer

This strategy is used by speaker when he or she wants to state utterance to the meant hearer indirectly through other hearer. This strategy indicates that speaker does the off record to someone who will run into FTA, the expectation it would not threat him or her while hope that the meant target will see that the FTA is meant to him or her. For example:

“Tito, please bring daddy’s bag, honey!!” (Martina, 2020, p. 37)

The context of the example is that the speaker’s wife directly take and bring the bag for him, it happens as soon after speaker talks like that. In this example, the goal of speaker is achieved because the utterance is honestly meant to wife, not Tito.

### 15) Be incomplete, use ellipsis

This strategy is used by speaker to state something by leaving the utterance hanging in the air, it means that the information or utterance of speaker is not clear such as saying sentence but incomplete sentence, it is like broken. To understand the meaning of speaker, hearer should



considerate the situation happened while they are having communication. For example:

“Oh sir, a headache....” (Martina, 2020, p.38)

The context of the conversation is that speaker got a headache then he or she asked hearer to buy an aspirin. Then she or he said ‘oh sir, a headache’ which the utterance is not a complete sentence and hard to understand. But, both of them have known the context so that hearer understands that speaker says like that to inform that he needs to buy an aspirin for a headache. Literally, it can be interpreted that speaker informs hearer that he or she has a headache. But the context of the example is speaker asks hearer to buy a medicine for his or her headache’.

### **2.3. Previous Related Studies**

There are many studies that have been conducted which related to the politeness strategies in the conversations. In this section, I present six studies that each of them has several similarities through topic of the approach used in each research. Besides, each of the researches that mentioned below has a diversity from the specific research subject that researchers had chosen. I elaborate and formulate my research through those studies as references which related based on the topic.

The first is a thesis entitled “*Politeness Strategies Used by Students in EFL Classroom Interaction at SMA Muhammadiyah 9 Makassar*”. This research was done by Martina (2020) to find politeness strategies used by tenth grade students in senior high school of Muhammadiyah 9 Makassar using qualitative method for this research. The theory used in this research is theory of Brown and Levinson. Moreover, this research focused to find the most strategies used by students, specifically tenth grade students. The result of this research shows that politeness strategies used by tenth grade students are bald on record and positive politeness which total number of students who using positive politeness strategy in EFL

classroom interaction are sixteen of twenty one. The most dominants politeness used by students is positive politeness strategy.

The second one is a thesis entitled *“Politeness Strategies in Conversations between a Customer Service Officer and Customers: A Study in Badan Pertanahan Nasional (National Land Agency) Semarang”*. This research was done by Griyani (2018) from Diponegoro University Semarang. This study investigated politeness strategies used by Customer Service Officer (CSO) in National Land Legacy Semarang during taking communication in the service process and sociological variable which affect the use of politeness strategies between CSO and customers. This research used qualitative descriptive which the data, conversation between CSO and customers, was taken through non-participant observation. The researcher used the theory of Brown and Levinson and the result of research shows that has been found four politeness strategies used by CSO toward customers. These are bald on record, positive politeness, off record and mixing. From the strategies found, the most strategy used in the conversation by CSO is mixing between bald on record and positive politeness strategy. The use of the strategy is mostly affected by geographical which people often use Javanese language then it should be transferred into Bahasa by CSO to make communication stay on the line and appearing politeness. Then this research found that there are two sociological variable affected conversation, these are relative power and social distance. However this research shows that it is not too affecting significantly in the conversation because the culture of Javanese is more dominated.

Thirdly, the article entitled *“Strategi Kesantunan Berbahasa Pada Dialog Driver Guide Dengan Wisatawan Jepang Di Bali”* was written by Andriyani (2018). In this study, Andriyani focused on analyzing politeness strategy used between driver guide and Japan tourist in Bali in their conversation through Brown and Levinson theory. Specifically, this research analyzes of the speech act that used by driver guide toward Japan tourist. The researcher chose Bali because it is considered as one of locally even internationally tourism place which having much diversities. The speech act data is collected from recording, writing, paying attention and doing interview toward the senior driver guide in the area which the data was analyzed through Spradley analysis technique. The result of this study

shows that driver guide used positive politeness, negative politeness and bald on record when having interaction or communication with the Japan tourist.

Fourthly, a journal entitled *“An Analysis of Politeness Strategies Used by Deddy Corbuzier in Hitam Putih Talk Show”* was written by Selfia and Marlina (2016). This study discussed about politeness strategy that used by one of famous host in Indonesia talk show, Hitam Putih, namely Deddy Corbuzier. The purpose of this study is to find politeness strategy used by Deddy Corbuzier when interviewing guest stars, especially when he asked something crucial to them. The researchers used the theory of Brown and Levinson (1987) in their study and the data were collected from watching Hitam Putih talk show every Friday in the television which they found four videos to be analyzed then collecting and writing the scripts of the dialogue between the host (Deddy Corbuzier) and the guest stars. They are Arumi Bachsin, Emil, Endang & Catur, Nicta Gyna, Eriska Reyn, William, Syahrini, Virnie Ismail & Tim Garuda Muda. The result of the study in this journal shows that Deddy Corbuzier as the host of Hitam Putih used four types of politeness strategies and the most dominan strategy used by him is positive politeness strategy with 58% then bald on record 18%, negative politeness 15% and off record 9%.

Fifthly, a journal entitled *“Model Kesantunan Berbahasa Bagi Polisi Pariwisata Di Kawasan Pariwisata Kuta”* was written by Kristianto et al. (2015). This study takes place in the tourism of Kuta area to find about politeness strategies used by tourism police in the tourism of Kuta area when having communication with tourists. The researchers used observation method, survey method and interview method to get the reality result related to the politeness used by tourism police, while the theory that the use to analyze is the theory of Leech and Brown and Levinson. In this study, researchers found that police used English as the main language talking with tourist in the tourism area. Based on the use of English in realm of tourism police is divided by context and situation, these are daily topic, traffic, theft and robbery, loss of child. The result of this study is police in tourism area used direct strategy and negative politeness strategy when talking to tourist because police needs to talk polite, short and clear without taking a chitchat to keep their authority as a police. It must be much different with seller in the tourism place

which they are being friendly, paying attention by using positive politeness strategy and consider sociological variable.

Sixthly, thesis entitled *“Politeness Strategies Used by Staff to the Visitor at Surabaya Tourism Information Centre”*, it is written by Rachmawati (2015) to find politeness strategy used by Staff in Surabaya Tourism Information Center (STIC) to the visitor. The research used theory of Brown and Levinson which the method is qualitative based on the conversation between staff and visitor. This study was taken from October 2014 till January 2015 which researcher found four conversations to be analyzed, these are conversations between staff with visitor from Hongkong, Belgium, Colombia, and Japan. This study found that politeness strategy mostly often used by staff in the conversation with visitor is positive politeness strategy and bald on record. This result gave us knowledge that it is possible for two people having communication with each others who has different language and culture unless happening a neglecting or rejecting the rules in the conversation, example being dishonor and impolite in the conversations.

Based on the whole previous studies above, there are similarities with recent study in discussing about the use of politeness strategy and the theory used is Brown and Levinson. There is one research of previous study above that the subject of research is students in the classroom, then another one used talk show as the subject. Besides, three of six researches of previous studies focused about the use of politeness strategy to the tourists as hearer, the main language used is English while there is one of six focused on the same field but the main language analyzed is Bahasa. However, there are differences between previous studies and this study based on the subject data and place. Based on the subject data, this study analyzes conversations of Balinese to tourists which focused in analyzing Balinese as the speaker. While based on the place, this study was taken in Canggu tourism area (Canggu Beach, Alkaline Café, and Pablo’s Laundry) which known well as the village of tourists for holiday in Badung, Bali. Absolutely, it will be different analysis from the data that taken in public service institution, school and talk show TV.