

## CHAPTER V

### CONCLUSION AND SUGGESTION

This chapter contains the conclusion from the result of the research and the suggestion from the writer.

#### 5.1 Conclusion

This study is conducted in the field of Politeness Strategies used by the President candidates of Indonesia in 2009 political advertisement. The conclusion here is presented based on the research question which is proposed in the first chapter about what face is threatened by each president candidate of Indonesia in their advertisement and what politeness strategies are performed by each president candidate of Indonesia.

Based on the result of the analysis and discussion presented in the previous chapter this study reveals that among the three candidates, Jusuf Kalla performed more frequently FTA's and politeness strategies than Megawati and Susilo Bambang Yudhoyono. This study reveals that the president candidates of Indonesia in 2009 political advertisement threat more negative face. Moreover the president candidates used positive politeness strategies more often than negative politeness strategies. The politeness strategies that frequently used are : 11<sup>th</sup> strategy (be optimistic) and 12<sup>nd</sup> strategy (include both S &H in the activity). The choice of the strategy was to make a good relationship with the Hearer in order to getting more voter. In addition, candidates sometimes used positive politeness strategies to threat Hearer's negative face.

In fact that Susilo Bambang Yudhoyono won the Presidential Election, he never threatened Hearer's positive face while the others candidates done it, it reveals that he just wanted to make a good relationship with Hearer. As it had been mentioned before that

positive face is the desire of every member to be liked, admired, ratified, and related to positively, noting that one would threaten positive face by ignoring someone. While, negative face can be characterized as the want of every member that his actions be unimpeded by others.

## 5.2 Suggestion

This thesis can be used as a starting point for other writer on the way how advertizing language is used in political advertisement. The writer is recommended for the future writers to use this study as an additional reference and as a comparative pragmatics research which conducts politeness strategies and the study which analyzes political advertisement or other form of utterances which contain mitigating devices. The writer also suggests that other studies about politeness strategy should be done to improve the result and the finding of the previous studies and it is better done in other genre of conversation.